

BARNSELY METROPOLITAN BOROUGH COUNCIL

South Area Council Meeting:

17th October 2014

Agenda Item: 8

**Report of South Area Council
Manager.**

Branding for the South Area Council

1. Purpose of Report

1.1 To present to the South Area Council the logos produced by BMBC Communications Team for use on Area Council promotional and marketing materials.

2. Recommendation

2.1 That the South Area Council receive the report and approve the logo provided by the Communications Team for use in the promotion of the South Area Council's business.

3. Background

3.1 Since the inception of Area Councils in June 2013, there has been a growing need to promote the work they are doing to the wider community and to have a consistent and recognisable 'brand' which the public can come to recognise.

3.2 BMBC Communications Team have been approached to provide a simple but striking series of logos for the Area Councils, which will both emphasise the new way of working, but will also distinguish the six areas from one another. These logos are attached at Appendix 1 of this report.

3.3 Once the South Area Council logo is agreed, it can then be used to provide a consistent 'brand' when promoting all of the work done by the Area Council and its commissioned projects.

4. Appendices:

Proposed Area Council logos from BMBC Communications Team (Appendix 1)

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Date: 1st October 2014