

Item 9b **STaR Branding**

Report to: **STaR Joint Committee**
Date: **22nd July 2015**
Report from: **STaR Board**

Recommendation: To approve the brand image proposed

1. BACKGROUND

- 1.1 STaR has been working to develop a brand in conjunction with 'JASK?', a design consultancy. They were procured via a Framework Agreement managed by the Communication and Marketing Service in Trafford Council.
- 1.2 The logo provides a fusion between the word STAR and visual representation of the five pointed star incorporated within the letter 'A'. This replaces the previous typographical 'brand' (STaR) which incorporates the first letter of the three Councils making up the organisation with a small 'a' to represent 'and'. The intention is to make the brand future proof and allow the organisation to attract and recruit new partners / clients, which may find reference to the founding organisations only, as somewhat limiting.
- 1.3 The logo provides a fusion between the word STAR and the visual representation of the five pointed star incorporated within the 'A'. It is a clean and simple logo and delivers 'STAR Procurement' in a simple, distinct and memorable way.
- 1.4 In the full colour version of the logo, the 'A' of the word STAR is represented in a graded colour which represents the three corporate colours of the partner Councils. Variants and tones of these core colours will be used in all of the media collateral. The Style Guide attached provides an illustration of how this will be used
- 1.5 Appendix One is a sample letter head which incorporates the logos of the three founding Councils at the bottom of the page.

Appendix Two is a sample letter which uses script (rather than Council logos) to explain the heritage of the Shared Service.

2. DECISIONS AND RECOMMENDATIONS

- 2.1 The Joint Committee are recommended to approve the logo as provided with the report.

- 2.2 The Joint Committee are asked to confirm whether the logos of the three Councils should be retained at the base of all letterheads and all other communications or whether the scrip is preferred.

End.

APPENDIX ONE

Letterhead with Stockport, Trafford and Rochdale Logos at Footer

STAR

PROCUREMENT

STAR Procurement,
Trafford Town Hall,
Talbot Road,
Stretford,
M32 0TH

Tel: 0161 912 1616
E: procurement@star-procurement.gov.uk

Name
Address #1
Address #2
Town
Post Code

DD/MM/YY

Dear xxxxx,

Subject Matter Here

Start writing here...



APPENDIX TWO

Letterhead without Stockport, Trafford and Rochdale Logos at Footer



Name
Address #1
Address #2
Town
Post Code

DD/MM/YY

Dear xxxxx,

Subject Matter Here

Start writing here...

| STAR Procurement, Trafford Town Hall, Talbot Road Stretford, M32 0TH | Tel: 0161 912 1616 | E: procurement@star-procurement.gov.uk |

STAR Procurement is the shared procurement service for Stockport, Trafford and Rochdale

