

**Sutton Coldfield Parish Council
Interim Parish Council Meeting
15th March 2016**

Agenda Item 19

Parish Council Logo and Branding

This paper outlines the issues involved in creating a brand for the new Town Council and seeks approval to commission some work in connection with brand development .

1. Sutton Coldfield already has two symbols associated with the Town which might form the basis of a new Town Council Brand.

2. The Armorial Bearings which were granted in 1935 to the original Sutton Coldfield Borough Council might be available to be transferred for a fee to the new Town Council. While this symbol might be important as part of the Councils' brand particularly in respect of such things as the Council letterhead and official documents its traditionalist image may not be sufficient to portray all the values of a progressive 21st century organisation.



3. The second symbol of the Town is the Tudor Rose which arose from a connection with Henry VIII. This is a much simpler symbol and might also form part of a modern brand for the Town.

4. A further option that could be explored when considering the branding for the new Town Council might be to adapt or incorporate the design on a plaque, that is cited on the wall of the Old Registry, 80 Riland Road, which has a tudor rose and a bishop's mitre, again reflecting the town's history.



5. Design work to develop branding and corporate image is a professional task and it is proposed to commission some work to develop a suitable modern brand image for the Town Council. Members may however wish to define the direction of such work and participate in the development process.
6. **It is therefore recommended** a) that the council agrees in principal whether one or both of the traditional symbols should form part of the requirements in a branding exercise. b) that

the interim Town Clerk is authorised to commission some initial work to develop a branding scheme for the Council c) that design proposals are brought to a future council meeting for consideration d) that the council indicates whether or not it wishes to involve the community in establishing the Town Council branding.

Nick Randle
Interim Parish Clerk