

WLGA REBRAND

Purpose

1 This report sets out the background to the WLGA Rebrand and seeks Members' views on the design options.

Background

- 2 The WLGA brand is key to the effectiveness of our communications; a successful brand creates confidence and trust. It is how people and organisations experience us and our services and every time someone sees our brand, they form an immediate judgement on our organisation, our products, services, and ultimately us.
- 3 In 2019, the WLGA Management Sub Committee agreed that the WLGA should undertake a rebrand as part of wider plans to enhance and expand the WLGA's communications approach. The rebrand was delayed due to the pandemic, but over the past 3 months we have been working with Designdough, a Cardiff based design agency, to deliver it.
- 4 A brand of logo alone cannot convey why and how the WLGA does what we do and Designdough have also developed a Brand Strategy for internal WLGA usage, which is a set of guidelines to ensure consistency of our language and messaging when communicating our purpose.
- 5 Designdough have held workshops with the WLGA Management Team and wider staff to develop options. The approach was to develop a series of design options, ranging from close to our current branding and to options that are quite different. The designs are based on concepts which are explained in the brand presentations, but broadly based on 'people and services' and 'influence'.
- 6 WLGA Group Leaders have had also had an initial, informal discussion and the background and designs with all leaders ahead of the Executive Board to provide an opportunity to reflect on the options and provide any comments in advance.
- 7 Executive Board will receive a brief presentation on the 2 design options, including how the branding might look when used on corporate materials and templates.

Why we are rebranding?

8. The WLGA's current corporate branding has been in place for around 15 years (see Annex). Alone this is not a reason to rebrand, but the WLGA needs to project that it is a modern organisation - as Local Authorities continue to modernise and change, the WLGA also needs to renew and refresh. The WLGA encourages local authorities to innovate and change and we should be embodying that in our brand.
- 9 The world now is far more digitally enabled than when the WLGA's current corporate branding was introduced, and the pace of digital transformation is only being accelerated by the coronavirus pandemic as many more people have needed or chosen to access public services online during this time. Our branding therefore needs to meet digital and accessibility requirements that would not have been considerations when it was originally designed.
- 10 For similar reasons, several local authorities and other national organisations, including Data Cymru, WCVA and Audit Wales, have all rebranded in recent years to create simplified, modernised, bilingual branding.

Why now?

11. Rebranding can mark a new chapter or refreshed vision for an organisation.
- 12 2021 is the 25th Anniversary year of the establishment of Wales' 22 local authorities and the Welsh Local Government Association.
- 13 2021-22 has been a significant year for WLGA, notwithstanding the COVID pandemic, it is the start of a new Senedd term and a new Welsh Government, the new Local Government and Elections (Wales) Act comes into force and we prepare new members and authorities being elected at the May elections in 2022.
- 14 The WLGA is also in the process of moving to new, modern accommodation within Cardiff City centre. Our communications team and approach will be expanded and enhanced and the Local Government Chief Digital Officer's unit will also be expanding and developing and supporting digital public service delivery and transformation in Wales.
- 15 The move to new accommodation will require new corporate branding, livery and signage as well as the production of new marketing and publicity materials. It is therefore appropriate to renew the corporate branding at this time.
- 16 For the reasons set out above, this year is the opportune year to rebrand and mark a new chapter/vision for the organisation going forward.
- 17 The new branding and guidelines will be finalised around the end of July, following Executive Board's decision, and the new branding will be used publicly from the Autumn, when we move into the new office accommodation.

Recommendations

18 Members are asked to:

20.1 Consider the two design options and agree a preferred brand.

Author: Lucy Sweet, Communications Officer (Publications and Events)

Tel: 07833539825

E-mail: Lucy.sweet@wlga.gov.uk

Annex

The evolution of the WLGA logo since 2016

Current (since 2006)	2002-2006	1996-2002
 CLILC • WLGA	 WELSH LOCAL GOVERNMENT ASSOCIATION CYMDEITHAS LLYWODRAETH LEOL CYMRU	 WELSH LOCAL GOVERNMENT ASSOCIATION CYMDEITHAS LLYWODRAETH LEOL CYMRU

New brand options:

Design 1:



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Logo Options

The custom-made logotype aims to balance a modern serif with a nod towards celtic inspired typography to balance authority and heritage with a modern twist.

The addition of the re-worked dragon icon can be used as a secondary brand asset to be used in support of the primary logo. The dragon should always appear secondary to the primary logo but can be used subtly to keep an element of the previous brand, to inject a more Welsh-orientated aesthetic.

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CLIC WLGA



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WLGA

We are The Welsh Local Government Association (WLGA); a politically led cross party organisation that seeks to give local government a strong voice at a national level.

We represent the interests of local government and promote local democracy in Wales.

Llais cynghorau Cymru
The voice of Welsh councils

wlga.wales



Design 2:



LLAIS CYNGORAU CYMRU
THE VOICE OF WELSH COUNCILS



