

**MINUTE EXTRACT FROM THE NON-PUBLIC MINUTES OF THE COUNCIL MEETING HELD ON TUESDAY
30 APRIL 2019**

C4 DCC BRANDING

A report from Communications and Marketing sought Council's approval of a proposed rebranding of the Dunedin City Council (DCC) livery and logo. The proposed logo incorporated a Māori translation for the Dunedin City Council: Kaunihera-a-rohe o Ōtepoti that had equal footing with the English language version. The proposed logo was more contemporary, versatile and better reflected the community and the place.

The Communications and Marketing Manager (Graham McKerracher) spoke to the report and responded to questions.

Moved (Cr Conrad Stedman/Cr David Benson-Pope):

That the Council:

- a) **Approves** the proposed brand and logo as the new corporate identity for the Dunedin City Council.

Motion carried (CNL/2019/099)

DCC BRANDING

Department: Communications and Marketing

REASONS FOR CONFIDENTIALITY

Grounds:	S48(1)(a) - The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.
Reason:	S7(2)(j) - The withholding of the information is necessary to prevent the disclosure or use of official information for improper gain or improper advantage.
In particular:	To protect the trade mark until approved.

EXECUTIVE SUMMARY

- 1 This report seeks Council's approval of a proposed rebranding of the Dunedin City Council (DCC) livery and logo. The proposed logo incorporates a Māori translation for the Dunedin City Council: Kaunihera-a-rohe o Ōtepoti that has equal footing with the English language version. The proposed logo is more contemporary, versatile and better reflects the community and the place.

RECOMMENDATIONS

That the Council:

- a) **Approves** the proposed brand and logo as the new corporate identity for the Dunedin City Council.

BACKGROUND

- 2 The Council last rebranded in 2005 when the existing logo was designed and implemented by the Council's internal Marketing and Communications Agency (MCA). The old logo is hard to read and is not very flexible in its use when it comes to the variety of media and platforms now available.
- 3 The rebranding was developed with the intention of creating a new, differentiated identity in the minds of residents and other stakeholders. The logo was designed by the Council's Marketing and Design team, with design costs met from existing operational budgets.
- 4 The move to rebrand was prompted by many factors including the need to refresh the brand to reflect who we are now and what we do; to help communicate to people the services we provide and to establish a strong visual identity.

DISCUSSION

- 5 The new brand (Attachment A) was developed after looking at the ROS results, Trip Advisor reports from the Council's creative spaces and social media feedback. The move away from blue and gold colour makes the DCC visually distinctive from the Otago Regional Council, which also uses those colours, so it will assist in reducing any visual confusion for residents. The new brand incorporates the new logo.
- 6 The new logo is influenced by Māori and Celtic design and the stylistic elements of the city's Gothic architecture.
- 7 The logo incorporates the literal Māori translation for the Dunedin City Council: Kaunihera-a-rohe o Ōtepoti and gives the Māori translation equal prominence. The Māori translation now sits side-by-side with the Dunedin City Council name making it readable when scaled to a small size. The translation, previously agreed following consultation with local Maori in 2005, was further endorsed at a recent Māori Participation Working Party meeting.
- 8 The new logo also works with and sits alongside the city's Gothic brand, Dunedin. While the DCC brand works in partnership with the Gothic Dunedin brand, the Dunedin brand is used widely and does not allow visibility or acknowledgement of the work the Council does for the city and its community.
- 9 At the moment many think the Dunedin Gothic is the DCC brand. If the logo is approved, it will be used to clearly signal the DCC has supported an activity or an event or is providing a service. The new branding will ensure residents are better informed about where their rates are being spent and which events the DCC is financially supporting.
- 10 There are costs associated with a rebranding and there are two main options for managing these costs.
 - A soft roll out option where everything is replaced only as required. This will minimise costs but take longer to embed the new brand. The signage on the Civic Centre would be changed but all other rebranding would be done as replacements where required.
 - A harder roll out option where some parts of the brand are released – for example DCC car fleet branding. This would have a more immediate effect but would also cost more in the short term.
- 11 Any costs will be funded from CCM operational budgets. As it currently stands, the soft rollout option can be managed within existing budgets, but a hard rollout would result in an unbudgeted overspend.
- 12 The impact on Council finances will be minor with the main costs arising in fitting out the fleet vehicles and the front of house signage on the Civic Building. Collateral and external signage will be changed over time.
- 13 The cost of the production and installation of the Civic Building signage has been estimated at \$5,000 for both signs.
- 14 Costs for changing the logo on the fleet cars on a hard roll out could cost up to \$16,800. There are up to 120 cars that would need rebranding. Currently, the cost of putting a new logo on a car is a one-off is a set price but rebranding all 120 cars at once may bring the set price down, meaning the overall cost may be cheaper than this. For a soft roll- out this cost would be spread over 18 months to two years.
- 15 There is also a cost for trademarking the brand. This will \$150 per trademark category. There are 10 categories that require trademark protection, so if trademarks are approved, the overall cost will be \$1500. The Trademark will stand for 10 years, before needing to be reregistered.

16 The total or added cost of a hard roll out is \$23,300.

17 In house the DCC Marketing Design and Web teams will change out all the logos on electronic channels as part of operations. Business cards will be replaced with the new logo only as existing stocks run out. Coincidentally, all business cards will need to be replaced within a year anyway to accommodate NZ Post changing its physical and postal addresses for the DCC. These costs will be covered within CCM's existing operational budget.

OPTIONS

Option One – Recommended Option - Adopt the new brand and logo

Advantages

- The new logo and brand are more contemporary, creative and versatile and better reflects our people and place.
- The logo incorporates for the first time a Māori translation for the Dunedin City Council: Kaunihera-a-rohe o Ōtepoti that has equal footing and greater prominence making it readable when scaled to a small size.
- Origination costs are already paid for by staff creating it inhouse.
- The change in font will make information easier to read, find and share.
- The change can be timed to line up with new DCC address requirements by NZ Post

Disadvantages

- The rebrand will create extra costs, although these will be managed within existing budgets and kept to a minimum.

Option Two – Come back with an alternative brand and logo

18 Council agrees to get inhouse or external designers to create an alternative brand

Advantages

- A further chance to engage with internal stakeholders to develop a different brand.

Disadvantages

- Taking this option means there will be a long delay before an alternative is created
- Tendering the project out to other designers will create additional unbudgeted costs
- Likely extra cost because we will miss new PO box address deadline

Option Three – Status Quo – Keep the existing brand and logo

Advantages

- No costs associated with changing to a new brand

Disadvantages

- The branding remains looking outdated
- Maori lettering is hard to read in smaller versions of the logo.
- NZ Post address requirements will still need to be managed

NEXT STEPS

- 19 If the log is approved by Council staff will apply to Trademark the brand immediately to prevent the logo being registered by another party.
- 20 If approved, the new brand and logo will be presented to staff on Thursday 9 May and released to the media on Friday 10 May.
- 21 The role out of the new branding will begin on Monday 13 May.

Signatories

Author:	Graham McKerracher - Communications and Marketing Manager
Authoriser:	Sandy Graham - General Manager City Services Sue Bidrose - Chief Executive Officer

Attachments

	Title	Page
A	Logo and brand samples	

SUMMARY OF CONSIDERATIONS

Fit with purpose of Local Government

This decision relates to providing an administrative function and a public service and it is considered good-quality and cost-effective.

Fit with strategic framework

	Contributes	Detracts	Not applicable
Social Wellbeing Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and Culture Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Waters Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spatial Plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Transport Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Recreation Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other strategic projects/policies/plans	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

There is no direct contribution to the Strategic Framework. However, the proposed new brand is more creative and flexible and better portrays the themes in many of the Strategies including Ara Toi.

Māori Impact Statement

The Maori translation was agreed following consultation with local iwi in 2005 and further endorsed at a recent Māori Participation Working Party meeting. The Working Party also provided comment on the style of the Māori translation and changes were made to incorporate their feedback. The Working Party supported the proposed brand and the increased prominence and equal footing of the Māori translation.

Sustainability

There are no implications for sustainability.

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

There are no known implications for LTP/ Annual Plan/ Financial Strategy/ Infrastructure Strategy.

Financial considerations

Financial implications are detailed in the report

Significance

This decision is considered low in terms of the Council's Significance and Engagement Policy.

Engagement – external

There was engagement with the Māori Participation Working Party.

Engagement - internal

There was engagement with staff as the rebranding has been developed.

Risks: Legal / Health and Safety etc.

There is a legal risk that someone may object to the use of the trademark by claiming the logo is of a similar design to another logo. There is also a risk that the logo may be trademarked by a third party.

Conflict of Interest

There is no conflict of interest.

SUMMARY OF CONSIDERATIONS

<i>Community Boards</i>

There are no implications for Community Boards.
