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## REPORT TO THE NORTH WALES ECONOMIC AMBITION BOARD

17<sup>th</sup> September 2021

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**TITLE:** *Logo Update*

**AUTHOR:** *Alwen Williams, Portfolio Director*

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### 1. PURPOSE OF THE REPORT

1.1. To update the Economic Ambition Board on the development of the new brand logo.

### 2. DECISION SOUGHT

2.1. To approve the revised logo for the Economic Ambition Board and the North Wales Growth Deal.

### 3. REASONS FOR THE DECISION

3.1. As outlined in the report.

### 4. BACKGROUND AND RELEVANT CONSIDERATIONS

4.1. The Economic Ambition Board's current brand and website was developed during the early days of the Board's establishment. With the Final Deal Agreement signed, and the Portfolio Management Office moving to the delivery phase of the Growth Deal projects, it was considered timely to refresh and relaunch the brand and website.

4.2. At the 30<sup>th</sup> July 2021 meeting of the North Wales Economic Ambition Board, the Board endorsed the overall Brand (style, colours etc.) and requested that further work was undertaken to revise the logo taking account of the feedback received at the meeting.

4.3. The proposed logo presented during the meeting on 30<sup>th</sup> July 2021 was as follows:



4.4. The Portfolio Management Office worked with Tinint (the company commissioned by the Portfolio Management Office to rebrand and develop the new website) to develop alternative iterations of the logo, taking account of the Board's feedback in relation to the number and size of the original components comprised in the logo.

4.5. Various iterations of the logo with 5 and 7 components were considered by the Portfolio Management Office, with the preferred option presented to the Portfolio Board on 3<sup>rd</sup> September 2021.

4.6 The preferred option, which was endorsed by the Portfolio Board is as follows:



4.7. The logo is an abstract representation of North Wales with the arrows representing inward and outward investment, collaboration and energy in the region.

4.8. Once the brand is endorsed, branding guidelines will be developed and shared to protect the application of the brand.

4.9. Work on developing the new website has continued despite the delay in endorsing the brand logo. The Portfolio Management Office now aim to launch the new website in the early autumn.

## **5. FINANCIAL IMPLICATIONS**

5.1. None.

## **6. LEGAL IMPLICATIONS**

6.1. The protocols for the use and application of the brand need to be clearly set out and managed.

## **7. STAFFING IMPLICATIONS**

7.1. None.

## **8. IMPACT ON EQUALITIES**

8.1. The website will be accessible and will comply with the latest EU accessibility requirements.

8.2. The brand guidelines also take into consideration accessibility.

## **9. CONSULTATIONS UNDERTAKEN**

9.1. Following the original presentation to the Board on 30<sup>th</sup> July 2021, the revised logo was considered and endorsed by the Portfolio Board on 3<sup>rd</sup> September 2021.

STATUTORY OFFICERS RESPONSE:

**i. Monitoring Officer – Host Authority:**

Any comments will be made at the meeting.

**ii. Statutory Finance Officer (the Host Authority's Section 151 Officer):**

“Nothing to add from a financial propriety perspective.”