

STAFF REPORT

TO: Chairman and Members, Communications Subcommittee

FROM: Chief Executive

REFERENCE: C780

DATE: 18 September 2008

SUBJECT: Updated Logo

The existing logo has been in use for many years. Generally it has been well received and is regarded as capturing the essence of the Tasman District.

The design (ie the picture component) captures the elements of the sea, blue skies, green bush, snow capped mountains and sunshine that is “the garden that is Tasman”. The drawback of the existing picture is that it comprises a large number of colours with very “busy” outlines. Unfortunately this “busyness” creates difficulties when the picture is reproduced in various mediums. In some mediums the shape of the picture becomes lost and indecipherable.

Superimposed on the picture are seven words in three different type styles and four different colours. One set of words is intended to name or brand us, while the other set of words comprise our logo ie “It’s the Lifestyle that Counts”.

Type styles used in both the brand and the slogan are dated and the logo itself is quite long for easy recognition and recollection.

In concert with the multicoloured and detailed picture, the two sets of different coloured words and three type style compounds the already busy picture image.

Nevertheless in a large flat medium with a white background, this is not a significant problem. However, once moved to a less sympathetic or more dynamic environment, the effectiveness of both the logo, the slogan and the picture are greatly diminished. In a small environment like a business card, you either have to have very good eyesight or a magnifying glass to see what the logo is all about. On a dynamic environment, such as a flag, movement renders everything unintelligible. On a clear environment, like a window, the whole thing tends to loose clarity.

Against this analysis I have worked with Dry Crust Principal (Mark Raffills) and his staff and have reviewed the problems, the possibilities and identified what changes could be made.

During the review process for the Tasman District Council’s Long Term Council Community Plan the workshop sessions with Councillors have thrown up a desire

to better promote and differentiate our distinct “Tasman” identity and to improve our gateways and other signage, most of which include both the logo and the slogan.

Initially we looked for a more modern and more simple evolution of the existing material. Attempts at a more stylistic image reproduced well in all mediums but the result lacked character and failed the “distinctly Tasman” test. As a result, a large evolutionary step was deemed to be the wrong way to go. As a consequence, the decision was made to retain the original picture with only tiny and virtually undetectable changes made to aid reproduction.

Attention was then turned to the name “brand”. A SWOT analysis approach identified that the only vital word was the single word “Tasman” eg:

- We live in Tasman;
- We work in Tasman;
- We play in Tasman.

It was also noted that there are “districts” everywhere and that the word adds nothing of itself and in fact undermines the goal of being a distinctive entity.

We recognised that Tasman is a very big land area. Therefore it was considered that perhaps a term denoting that feature with a word that is relatively unique in its use when attached to the word Tasman, might work to give the brand a distinct and singular meaning, ie:

- We are not a little “city”;
- We are not just another “district”;
- We are “Tasman Territory”.

A similar analytic and marketing oriented approach to the slogan identified that the value statement and keyword encompassed in the slogan was the single word “lifestyle”.

The additional words in the full slogan do assist to explain the value and are completely appropriate when the slogan is used by itself but in conjunction with the picture image and the brand, only cause clutter in the combined image.

Random testing of slogan recognition and recollection confirmed that in combination with the picture and the brand name, the single keyword says it all.

The type style and font still needed attention. The old “Tasman” font was very “civic” and not really in keeping with the relaxed/natural/lifestyle element and values. The fine lines in some of the letters also posed reproduction problems and were difficult to read in some mediums. On this basis, a more simple and relaxed lowercase font and style resolves those issues.

The font style for the keyword “lifestyle” has been similarly updated in a complimentary fashion to make it more modern. It has also been repositioned very slightly to tighten up the overall image.

Finally we turned to the colours. The existing colour specifications have a slightly dated and vaguely faded look. Fortunately TDC has a fashion expert on the staff and Sonya Sladen-Leusink was co-opted to address this issue. The result is a series of subtle changes to slightly more vibrant colours that can be consistently reproduced in various mediums.

The overall finished image is attractive and up to date while at the same time being much more flexible and user friendly. The overall evolution is quite subtle and when tested on a few people, most have recognised that there has been some change but have struggled to quickly identify just exactly what those changes are.

The updated result has been “lab-tested” on bag stickers, bumper stickers, business cards, name badges, flags, decals, vehicle signage, road signs and letterheads. These tests have confirmed that the sought after flexibility and quality reproduction ability goals are likely to be achieved.

The final result is a strengthened and distinctive set of imagery that can be quietly rolled out in a manner that builds on the existing strengths of the old logo while tidying up some of the previous weaknesses.

A full set of samples will be presented to the Subcommittee for its perusal and evaluation.

If these are acceptable to the Subcommittee, it is recommended that the Subcommittee itself recommend to the Corporate Services Committee that the Chief Executive Officer be authorised to introduce the updated logo progressively and without fanfare.

This low key rollout is intended to allow scope for any recall or amendment should actual implementation revealed any unexpected difficulties or preferences for one component over another. While no problems are expected, it is prudent to leave room for continuous improvement.

Paul Wylie
Chief Executive

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