

Edinburgh City Region Brand - Update and Proposal for Council Use of the Brand

The City of Edinburgh Council

2 June 2005

1 Purpose of report

- 1.1 The purpose of this report is to provide information on the city region brand being launched on 25 May 2005. The report also provides an update on the implementation and future development of the brand and seeks approval on how the brand should be adopted and used by the Council.

2 Summary

- 2.1 A city region brand has been developed, using Cities Growth Fund money, to develop a family of brands which will represent a single marketing image for the city region, thereby enhancing Edinburgh's reputation as a successful and dynamic world class city.
- 2.2 The brand is being launched in Edinburgh on 25 May and the Council is being asked to consider how it can make best use of the brand. The Council is the main organisation which can give visibility to residents and visitors alike and it is, therefore, important that the Council has a clear strategy on how it will adopt and use the brand.

3. Main report

Background

- 3.1 As part of its allocation from the Cities Growth Fund, the Council was awarded £800,000 for the development of a brand for the Edinburgh city region (spread over the financial years 2003/04, 2004/05 and 2005/06). An additional £92,000 was provided by Scottish Enterprise Edinburgh and Lothian to fund the Brand Manager's post.
- 3.2 The project has been overseen by a public/private sector, region wide Steering Group jointly chaired by Councillor Anderson and Geoff Ball, Executive Chairman of the Cala Group. This has been supported by a Working Group jointly chaired by the Council's Head of Corporate Communications and the

Marketing Director of Edinburgh and Lothian Tourist Board (now VisitScotland Edinburgh), with additional representation from Scottish Enterprise Edinburgh and Lothian (SEE&L) and the Economic Development Division of the Department of City Development.

- 3.3 Interbrand, a leading international brand consultancy, was appointed as brand consultants in June 2004.

Development and launch of the brand

- 3.4 As a result of market research undertaken in both the UK and overseas, Interbrand has developed a brand positioning which is intended to encapsulate the essence of Edinburgh. 'Inspiring Capital' has been identified as providing the best fit for the city region and a brand pyramid showing the key elements leading to this and the brand visuals are shown in Appendix 1 (this is an extract from the Brand Guidelines which will be available on the website www.edinburghbrand.com).
- 3.5 The brand pyramid and the brand marque were agreed by the Brand Steering Group in February under the delegated authority given to the Group.
- 3.6 The brand is being presented to councillors on 24 May prior to the public launch on 25 May. In addition the brand is to form a key element of the Scenarios Conference (Achieving the Vision: The City Region Conference 2005) in Edinburgh on 26 May where all conference materials and venue dressing are being designed as examples of best practice in implementing the brand in all its facets.
- 3.7 The next stage of the brand development process is to develop the guidelines which will enable the brand to be rolled out effectively by organisations across the city. It is expected that the members of the Brand Steering Group will ensure their organisations become exemplars of best practice in the implementation of the brand.
- 3.8 A contract has been tendered for the development of a marketing strategy and detailed marketing plan for the brand. This will also include proposals on how the brand should be managed in the long term.
- 3.9 As part of the process of city engagement with the brand a workshop was held on 23 March 2005 with around 50 marketing managers, from a variety of sectors including business, tourism, festivals, culture, and sport. The objectives were to gain buy-in from the sectors represented, identify how they would use the brand and what they required in terms of support. A similar workshop was held with relevant Council staff and voluntary sector representatives on 7 April 2005. Outputs from the workshops have been collated for input into the marketing strategy.
- 3.10 Beyond the launch, the brand will appear in city dressing during the summer and festival period and the Edinburgh City Centre Management Company will also use the brand in city centre retail marketing initiatives commencing in October 2005.

3.11 Discussions with VisitScotland and the Scottish Executive continue, to ensure that work undertaken to promote Scotland, including the Scottish Executive's Fresh Talent Initiative and its recently unveiled 'Best Small Country in the World' marketing campaign, is dovetailing with work on the city region brand.

Council use of the brand

3.12 One of the key performance indicators for the success of the brand will be the extent to which it is adopted and used by key city organisations, both public and private. The composition of the Brand Steering Group was developed with this in mind and reflects a cross section of key players from a range of sectors across the city. It is vital to the success of the brand that it achieves critical mass in terms of usage across all sectors of the city.

3.13 Every organisation in the city will have to decide if and how it will adopt the brand. Some may use the brand marque on some of their recruitment and marketing literature while others will only use the brand values or colour palette. As the main organisation which can give the brand visibility to residents and visitors alike, it is important that the Council has a clear strategy on how it will adopt and use the brand.

3.14 The Council has a key role to play in the successful implementation of the brand, not only in terms of its development, both current and future, but also as an exemplar of best practice in how the brand can be implemented. A number of options are available. These include:

- effectively replacing the Council brand logo with the new city region brand marque;
- developing a co-branding strategy whereby the brand marque is used alongside the Council logo on all materials;
- developing an endorsement strategy whereby the Council's logo is dominant but the brand marque is also used to endorse certain areas of work and city wide or international initiatives;
- using it only on partnership, international or regional projects and initiatives.

Replacement of Council logo

3.15 This option would see the Council's existing logo replaced by the new city region brand marque and would necessitate changing all signage, vehicle livery and stationery. This would be a very costly option to implement although it would ensure very high visibility of the brand.

3.16 While the Council's current logo has no legal status per se, anything so branded is instantly recognised by citizens as being delivered by their local authority. Research shows that the Council's logo has a high recognition factor with residents and there is, therefore, considerable merit in retaining it.

3.17 In addition, adoption or buy-in of the brand from other organisations within the city is likely to be negligible if their use of the city region brand marque were to

be confused with the Council's logo. While it is anticipated that we may achieve some limited use of the brand by some of the neighbouring local authorities, most notably East and West Lothian, helping to promote the city region, this possibility would also disappear if this option were adopted. Therefore, this is not recommended as an option.

Co-branding

- 3.18 A further option would be to co-brand, using both the Council's logo and the brand marque each with equal prominence. Total co-branding would involve everything from stationery, through signage to vehicle livery. This option would also be expensive and great care would be needed to prevent confusion between marques/logos or a cluttered appearance. However, this option would perhaps avoid some of the inherent dangers of the replacement option, where Council adoption of the brand may limit uptake by other organisations. This option would also ensure high visibility for the brand.
- 3.19 Limited co-branding is also an option and would be less expensive. However, this would require strict guidelines to identify council assets or marketing collateral that would give the brand high visibility within the city.

Endorsement

- 3.20 This strategy would be similar to that for limited co-branding, but in this case the Council's logo would almost always be dominant although there might be circumstances where the brand would be more dominant or would stand alone.
- 3.21 Areas where there could be endorsed use of the brand might include brand vinyls on Council vehicles, co-branding on certain publications, advertising, city dressing and promotional materials. Under this option, the Department of Culture and Leisure and areas such as External Relations, Corporate Communications, Events and Economic Development would be the main users of the brand.
- 3.22 It is felt that the endorsement option would be the simplest and most cost effective way of providing visibility of the brand by the Council. Under this option the brand marque would be used to endorse certain areas of work as well as city wide or international initiatives. It would ensure high visibility of the brand but would also allow the Council to retain its own clear identity as the democratically accountable body responsible for delivering core services to the public.
- 3.23 This option would also allow for higher uptake of the brand by other city organisations and neighbouring local authorities.
- 3.24 Appendix 2 sets out suggested guidelines for endorsed use of the brand marque.

Partnership/International/Regional Initiatives

- 3.25 This route, which would involve the brand only being used by the Council on a limited number of projects which were either partnership, international, or regional in nature, would give the new brand only limited visibility to citizens.

While implementation plans are being developed to give life to the brand across the work, invest and live sectors, there is no doubt that in the long term this route would give only limited brand exposure to residents.

City of Edinburgh Council logo

- 3.26 At the same time that the brand is being developed, marketing students from Napier University are undertaking a project to review how the Council's logo is used and to assess recognition of the logo within the customer base of users in different service areas. Depending upon the outcome of this review, it might be appropriate to update the Council logo in a way that allows it to retain its own identity while also making use of the colour palette or typeface associated with the city brand.

4. Financial Implications

- 4.1 The current tranche of funding for the project has provided for the development of the brand and its launch and will contribute to its initial implementation. In order to realise the full potential of the brand, additional funding is required to fully implement the brand across its various target audiences. Such funding will allow the brand to become embedded into the fabric of the city region.
- 4.2 A bid for further brand funding is being submitted to the next round of Cities Growth Funding.
- 4.3 Detailed costings for implementation of the brand by the Council will be developed once the Council has taken a decision on the option to be adopted for use of the brand.
- 4.4 SEE&L has agreed to provide 50% of the funding for the development of the detailed marketing plan and brand management proposal. This is in addition to their previously committed funding of the Brand Manager's post. SEE&L will also decide on their future funding of the project subject to the recommendations of the marketing plan.

5 Conclusions

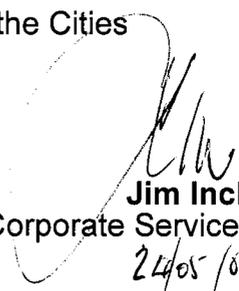
- 5.1 The city region brand will provide an excellent vehicle for promoting the Edinburgh city region under the banner of 'Inspiring Edinburgh'. To ensure high visibility of the brand, the Council should ensure that it uses the brand marque in the most cost effective and appropriate way to complement the qualities reflected in the brand.
- 5.2 It is felt that the best option for Council use of the Brand is the endorsement option, set out in paragraphs 3.20 to 3.24 above, whereby the brand marque is used only to endorse certain areas of work as well as city wide or international initiatives.
- 5.3 Following adoption of the brand marque, it may be appropriate for the Council to consider updating its own logo in a way that it retains its own identity but may make use of the brand's colour palette or typeface.

5.4 Additional funding will be required to ensure that the brand can be implemented and promoted fully and it is intended that an application should, therefore, be made to the next round of the Cities Growth Fund.

6 Recommendations

6.1 It is recommended that the Council:

- a) acknowledges and supports the chosen city region brand as shown in Appendix 1;
- b) adopts the endorsement option for use of the city region brand by the Council as set out in paragraphs 3.20 to 3.24 and Appendix 2;
- c) directs the Head of Corporate Communications to prepare detailed guidelines and costings for the use of the city region brand by the Council;
- d) agrees to consider updating its logo following adoption of the brand marque; and
- e) notes the application for funding through the next round of the Cities Growth Fund.


Jim Inch
Director of Corporate Services
24/05/06

Appendices	Appendix 1 Brand Pyramid and visuals Appendix 2 Brand endorsement guidelines
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Wards affected	All
Background Papers	

THE BRAND ESSENCE

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THE BRAND PYRAMID

THE VISUAL IDENTITY

The Edinburgh brand essence is 'Inspiring Capital'.

This means that Edinburgh is a dramatic city bursting with ideas and life. There is a drama and magical quality to the city for many people, and it is a place that stimulates the senses and imagination. It is a city of contrasts with a special atmosphere as a result. Its natural beauty and intellectual tradition have been a springboard for invention and creativity. From the Festivals to the telephone and from Dolly the sheep to Harry Potter – Edinburgh clearly inspires.

It is inspiration that is at the heart of the Edinburgh brand.

THE BRAND PERSONALITY

Underpinning this essence, is our brand personality: Edinburgh as a world influencer in science, education, the arts and business, whose stunning physical beauty and magical atmosphere always inspires.

**"IN JUST 50 YEARS EDINBURGH HAD MORE
IMPACT ON OUR IDEAS THAN ANY TOWN OF
ITS SIZE SINCE THE ATHENS OF SOCRATES."
JAMES BUCHAN, CAPITAL OF THE MIND, 2004**

THE BRAND VALUES

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Our research also established a set of values that are distinctively Edinburgh, which reflect past strengths and future ambitions.

Our values are a guide and while they apply to everything we do, it's not always relevant to apply each of them equally.

We hope you will use them to challenge your behaviour and make sure that you've considered each value in turn. The values are an important part of delivering an Edinburgh experience.

The values are:

'INVENTIVE VISIONARY' – Edinburgh excels in the arts, science, business and education.

'RICH DIVERSITY' – Edinburgh has a vibrant and cosmopolitan culture with a great mix of people and skills – all within a setting of inspiring architecture and natural beauty.

'STRIVING FOR EXCELLENCE' – Edinburgh and Scotland share this work ethic, which drives the city's past successes and future ambitions.

'SINCERE WARMTH' – Edinburgh people extend a helpful, genuine welcome to all.

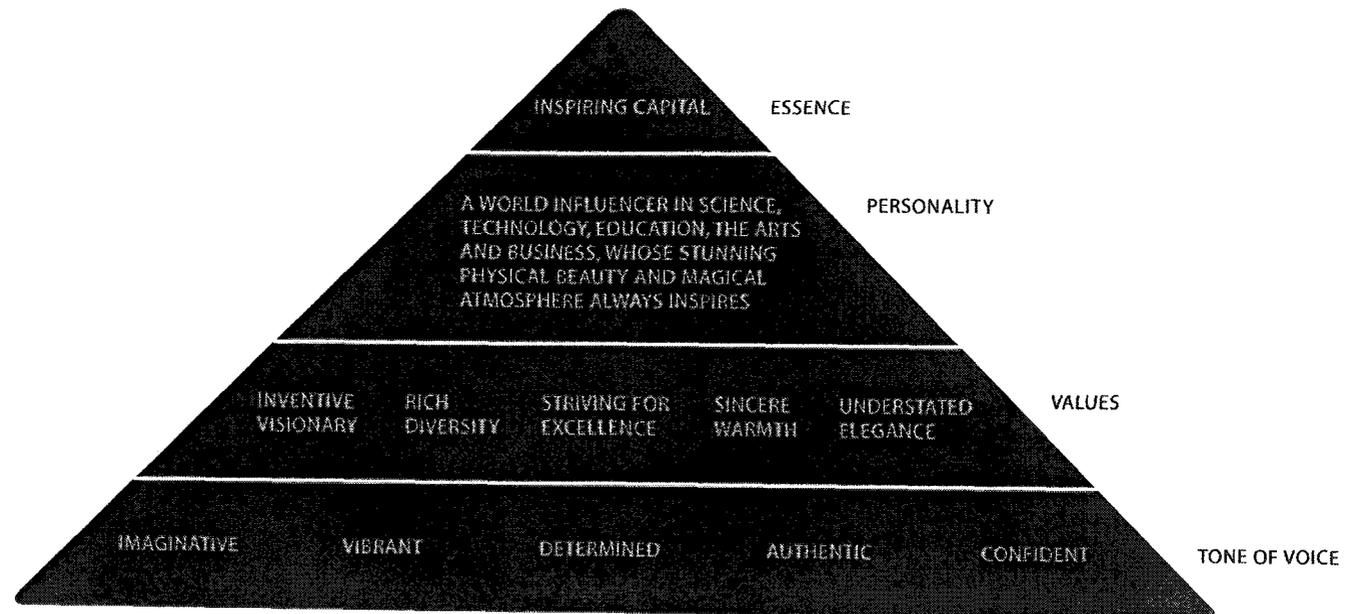
'UNDERSTATED ELEGANCE' – Edinburgh is not boastful or arrogant about its achievements, but quietly confident in everything it does.

THE BRAND PYRAMID

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- THE VISUAL IDENTITY

The brand story can be summarised in the brand pyramid. This helps to bring all of the elements together in one simple format.

We have also included a tone of voice, which we will explore later in these guidelines.



THE VISUAL IDENTITY

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The visual identity of the brand stems from the simple idea of inspiration and influence; how Edinburgh over the years has inspired many people, from all walks of life, to do great things.

This has been captured not only through the phrase 'Inspiring Capital', but also through the use of lines as a graphic device. The 'lines of influence' create a sense of the energy and direction of the past, present and future ambitions of the city. Residents also feel the lines gently echo some of the distinctive physical characteristics of the city region – from the dramatic arches of the Forth Rail Bridge to the undulations of Arthur's Seat and the lines of the nation's saltire.

The following pages will explain how you use and apply the Edinburgh brand identity.

APPENDIX 2

Brand Endorsement Guidelines for the City of Edinburgh Council

Under the brand endorsement option the brand marque/logo would be used to endorse certain areas of work as well as city wide or international initiatives. The brand marque would be used in addition to the Council's logo on some materials and assets with dominance being given to the Council's logo in the majority of cases. There would, however, be some occasions when it would be appropriate for the brand marque to be given greater prominence than the Council's logo and occasionally for the marque to be used on its own.

It is worth noting that the brand is not just the marque and that the Council can use the brand in many different ways including some or all of the following:

- adoption of the colour palette and/or typeface when designing materials
- reflecting the brand's tone of voice in copy and presentations/speeches where talking about the city as a whole
- ensuring that the brand values are reflected in what we do where appropriate.

While it is important that the brand is visible to citizens of Edinburgh, to enable them to gain a greater sense of place and understanding of what makes the city so special, its marque should not be confused with the logo of the City of Edinburgh Council. As the democratically accountable body responsible for delivering core services to the public, it is imperative that the public clearly see that these are provided by the Council. Therefore, it is important to clarify when it would be appropriate to use only the Council's logo and when it would be appropriate to use both the brand marque and the Council's logo.

Since the brand is also designed to have an impact on visitors to and investors in Edinburgh, it is considered most appropriate that the brand marque should be used in circumstances where our services are contributing to an overall impression of the city as an inspiring capital. The following uses of the brand marque are, therefore, suggested. However, it should be noted that this list is not exhaustive.

Circumstances where the Council logo and the brand marque would be used together:

Divisions/Units within departments where the brand marque would be used extensively

- Lord Provost's Office
- External Relations
- Events Unit

- Corporate Communications

Advertising

- Recruitment advertising
- Edinburgh Adshells
- Advertising posters and panels where appropriate
- Advertisements for Culture and Leisure venues
- Advertisements for city events/festivals

City Dressing

- Banners marking key events and festivals
- Flags at Council buildings

Publications

- Outlook
- A-Z of Council Services
- City Card
- Capital Review
- Promotional/marketing material for Culture and Leisure venues such as the Usher Hall, City Art Centre, Commonwealth Pool etc
- Promotional/marketing material for city events and festivals such as Winter Festivals, Edinburgh Lectures etc
- Annual reports etc (where appropriate)

Council Buildings and Property

- Main reception areas
- Vehicle livery
- Bus station
- The Mound - stones on the Mound depicting the brand marque for the first year after its launch

Exhibitions/Conferences

- Exhibitions attracting visitors/money/businesses to the City
- Presentation material where the Council is attending exhibitions to promote the Council or city
- Conferences/events organised by the Council where promoting the city or Council services e.g. Children and Families (Fanfare concert)/Health and Social Care/Trading Standards etc

Arms Length Companies

- Promotional material used by:
- Edinburgh Leisure

- Waterfront Edinburgh
- EDI
- VisitScotland Edinburgh Special Purpose Vehicle (SPV)

Websites

- Cap Info
- Intranet

Circumstances where the brand marque could be used on its own:

Gifts

- A pool of gifts with the brand marque could complement current pool of Council gifts.
- A common pool of such gifts could be used by other agencies such as SEE&L and VisitScotland Edinburgh.

Short Life Promotional Items

- T-shirts for staff working at events such as festivals
- Button badges
- Mugs etc

City Gateway Signs