

## Town Council Logos

In 2013 the Town Council and Town Team commissioned three new, linked websites - VisitLiskeard, YourLiskeard and liskeard.gov.uk. Voice Group and Studio Wallop were chosen through a rigorous selection process and the design was developed in line with the brief agreed by the Town Council. The idea was to have a clean, modern design which represented Liskeard as an attractive, forward-looking place. Voice Group developed a family of logos for the websites which aimed to show Liskeard as a hub (interlocking circles) and as a place between the moor and sea. The approach taken was deliberately flexible - meaning that similar logos could be developed if desired for other Liskeard organisations.

Since then, these logos have been used for publicity and display materials to provide a consistent look between the Town Council's online and print communications. The borough crest has continued to be used on committee papers and correspondence. The Town Council has never formally agreed which logo should be used in different situations.

It's important to have a consistent look to different forms of communication so the public grows to recognise it, so it seems sensible to clarify how the logos are used.



The Town Council and Visit Liskeard roundel logos currently appear on:

- Websites
- Social media
- Publicity materials e.g. Town leaflets
- Plinths
- Gazebo
- Facilities staff uniforms
- External signs on the toilets
- Tourist Information Centre letterheads

The borough crest currently appears on

- Committee papers

- Correspondence
- Upright banners
- Exterior sign at the Town Council office
- Welcome to Liskeard town signs

The committee is asked to make a recommendation to full council on the future use of the logos.

Options include:

- Extending the use of the Town Council roundel logo to all applications
- Officially confirming the current situation where the borough crest is used on Town Council papers and correspondence and the roundel logo is used on everything else
- Commissioning a revised logo which still fits with the website design
- Commissioning a completely new logo. For consistency, this would mean changing the design of the websites too.