

POLICY NAME

Penrith City Council Brand

POLICY NUMBER

CM 002

DATE ADOPTED

30 July 2012

COUNCIL MINUTE NUMBER

PRC 46

ECM NUMBER

3846146

POLICY TYPE

Council

REVIEW DATE

Under Review

RESPONSIBLE DEPARTMENT

Corporate Communications and Marketing

RELATED DOCUMENTS

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Purpose

The “PENRITH IS HERE” brand strategy provides a range of visual and verbal tools to project Penrith as a major regional city within Greater Sydney. The brand defines what is distinctive and different about Penrith, especially its people. It seeks to leverage these points of difference for a stronger community and greater business and investment potential.

Council controls the brand but it will be embraced and activated across all levels of the community. The community, including the Council, will use the brand to leverage from Penrith’s most potent points of difference to market Penrith as a place to live work visit and invest. The brand celebrates Penrith as a whole but has the flexibility to acknowledge individual suburbs or stakeholder groups.

Policy Statement

The “PENRITH IS HERE” brand supersedes the previous “Penrith Valley, River, Mountains, Lakes” place brand and the “Penrith City Council, serving our community” Council brand. The policy on the use of these brands was set out in the previous brand policy CM002 dated 23 August 2003.

Council adopted the new brand strategy and visual communication items during Committee of the Whole at the Ordinary Meeting of 26 March 2012. It was publicly revealed during a soft launch period from 4 May 2012 and was formally launched by the Premier and the Mayor on 1 June 2012.

Scope

This plan applies to all Council staff, customers, contractors, residents and partners of Council.

POLICY:

Brand Vision

A thriving, industrious community, secure in its own inventive culture, while attracting and nurturing talent and investment to grow opportunities for its people.

Brand Mission

Penrith aims to attract the right talent, investment and enrichment to stimulate a confident, productive, happy and well connected community. To achieve this we are always strongly connected to our surrounding communities while retaining an inherent link to Sydney.

Brand Values

Harmony, Lifestyle, Can Do, Invention, Transformation, Openness

Brand Personality

Active, Grounded, Uncompromising, Positive, Adventurous

Brand Positioning - New West

Penrith City is the authentic New West – built on the spirit of its people and the connective opportunity of its location. Penrith City is the go-to place for inventiveness, industry and unconstrained cultural expression, balanced with a grounded yet adventurous family lifestyle.

Our life is our community.

Tone of Voice

The brand communications strategy sets out the key messages and tone of voice that should be adopted in verbal communications.

In summary, the tone of voice should be

- More qualitative than quantitative
- Active not passive
- More vibrant than subdued – expressive
- Inclusive not exclusive
- More colourful than neutral
- More extroverted than introverted - outgoing

Visual tools and symbols

This is a Penrith brand not a Council corporate brand. The brand style guide has been developed to allow Council and the community to use the brand to promote Penrith.

The major visual tools are:

The “P” symbol which comes in the following three formats:



This symbol will appear in this special orange except where colour reproduction is not available where it may appear with white lettering on a black background.

This symbol can be used in both Council and community materials. Its use in Council materials is optional. When it is used in Council materials it is representing Council's alignment with the values of the Penrith community. It should not come to be seen as a Council corporate symbol.

Council Word Mark

The following word mark is exclusively for Council use. It has been designed to be consistent with the visual requirements of the brand style manual without creating an alternative graphic symbol. All Council documents and signs must use this mark.

PENRITH CITY COUNCIL

Colour Palette

The special orange as used in the main graphic symbols is an integral part of the look and feel of the brand.

Specifically defined shades of white, grey, yellow, warm yellow, bright red and deep red are also part of the colour palette. Their use is subordinate to the orange.

Fonts

The style guide specifies the use of Gotham Rounded for major headings and Avenir for sub-headings and body copy. Where these fonts are unavailable Arial can be substituted.

Council use of brand

The brand style guide is a very comprehensive guide to creating visually appealing documents that communicate the brand values. It gives Council a new opportunity to develop a consistent brand image across the full range of materials produced by the various business units within the organisation. This is a new approach for Council and internal processes have been set up to ensure that Council communication materials are consistent with the brand style guide and are of a reasonable design standard and clearly and concisely written.

PENRITH
CITY COUNCIL

In the built environment signs and signposting are the most significant expression of the brand. They are a very important component of communication within a place and contribute greatly to establishing the “tone” of a place. Signs are particularly important for Council as the brand leader as they reflect the practical role that Council plays in maintaining roads and urban spaces.

Additional guidelines for designing signs that conform to the brand are being developed by a working group drawn from five departments of Council.

Partnering with Council to use the brand

Guidelines for community organisations and individuals to use the brand have been developed.

External users are required to demonstrate that they are using the brand for the benefit of Penrith and are not using the brand symbols to imply that they are speaking officially on behalf of Council.

Council officers from the Corporate Communications and Marketing Department will review proposals and provide advice to organisations wishing to use the brand in their materials.

Trade Mark Registration

Council has registered the key elements of the brand as trademarks. This gives Council the authority to stop uses which detract from the positive characteristics that the brand represents.

External users are advised of this when they enquire about using the brand.

Comprehensive documentation of brand

This policy statement provides a concise summary of the core values and visual standards of the brand strategy.

The strategy, brand values and visual usage of the brand are set out in detail in the following documents:

- The Penrith Brand Strategy Project Report: This report details the brief, the consultants’ methodology, the research program, the outcomes of the quantitative and qualitative market research and the general brand strategy approach; (ECM 3598702)
- Penrith City Brand Strategy and Visual Development: Powerpoint presentation presented to Councillors and key community stakeholders prior to the official adoption of the brand. (ECM 3598225)
- A New Brand for Penrith: Presentation file which is a tool for Council staff and other stakeholders to prepare tailored presentations to stakeholder meetings. (ECM 3598160)
- The Penrith Brand Book: High level explanation of the brand strategy, values and key messages targeted to our partners, the general community and target markets. (ECM 3598036)
- The Brand Style Guide: This provides comprehensive guidance on the use of the visual symbols, the colour palette and the special fonts. (ECM 3598137)
- The Communications Strategy Document: Comprehensive instruction on the “tone of voice” to be adopted in written expression. (ECM 3598031)