

Late Agenda Item

STAFF REPORT

TO: Corporate Services Committee
FROM: Chief Executive
DATE: 30 September 2008
SUBJECT: Updated Logo

BACKGROUND

The present logo has been in existence for many years. A recent review of its use identified that there are some inherent difficulties especially when it comes to using the logo in a variety of environments. As a result, a review and revision process was undertaken by Dry Crust and the Tasman District Council Chief Executive.

A report and sample revisions were placed before the Communications Subcommittee meeting of 24 September 2008. After consideration of the review, the Subcommittee passed the following resolution:

**Moved Mayor Kempthorne/Cr Wilkins
FN08/09/06**

**THAT the proposals for alterations to the Council logo, as presented, be referred to the Corporate Services Committee, including both options of Tasman Territory and Tasman on its own.
CARRIED**

CONSIDERATION

Following the direction from the Communications Subcommittee, the sample material has been reworked in the two alternative wordings. A full portfolio of sample material will be made available at the Corporate Services Committee meeting. In order to save time, a full presentation covering the revision process and desired outcomes will be given to the Corporate Services Committee at this meeting.

SUMMARY

The majority of the Communications Subcommittee was satisfied with all aspects of the revised update with the exception of the "brand wording". The matter is now

placed before the Corporate Services Committee with a view to reaching a firm decision on the preferred revision in order that it can be phased into use over the next few months.

Paul Wylie
Chief Executive

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