

Report No:	RFN11-09-04
File No:	
Date:	16 September 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 27 September 2011
Report Author: Chris Choat – Communications Adviser
Subject: **Policy for Use of Tasman’s Great Taste Trail Name and Logo Report**

EXECUTIVE SUMMARY

This report provides information to define the use of the ‘Tasman’s Great Taste Trail’ name and logo across all media.

RECOMMENDATION/S

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Policy for Use of Tasman’s Great Taste Trail Name and Logo Report RFN11-09-04.

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Subject: **Policy for Use of Tasman’s Great Taste Trail Name and Logo Report**

1. Purpose

- 1.1 To define the use of the ‘Tasman’s Great Taste Trail’ name and logo across all media.

2. Background

- 2.1 At the Corporate Services Committee meeting of 18 August 2011 a proposal was put to the Committee by the Nelson Tasman Cycle Trails Trust regarding the renaming of the ‘Tasman Loop’ cycle trail to ‘Tasman’s Great Taste Trail’. This proposal also sought feedback and Council’s agreement on the use of the supporting trail logo.
- 2.2 The trail name and logo were accepted by Council with the caveat that a policy document on the usage of the ‘Tasman’s Great Taste Trail’ brand was created and brought to the Communications Subcommittee for review/feedback.

3. Trail Name Usage

- 3.1 It is proposed that all written documentation regarding Tasman’s Great Taste Trail, including all external communications from the Nelson Tasman Cycle Trails Trust (NTCTT) and Tasman District Council, use the trail name in full – that being ‘Tasman’s Great Taste Trail’. This would cover, but not be restricted to:

- NTCTT Website
- Tasman District Council website
- NTCTT media releases
- Tasman District Council media releases
- All NTCTT Tasman’s Great Taste Trail signage (where there is enough physical space for the text)

- Coverage in Newsline – The Mag
- On all NTCTT collateral – business cards, letterhead, marketing material etc
- On all posters used to promote the trail
- On any advertising by the NTCTT including print and broadcast

4. Logo Usage

4.1 Tasman's Great Taste Trail's logo has been signed off in the format below:



4.2 And joins the 'family' of NTCTT logos – which currently includes:



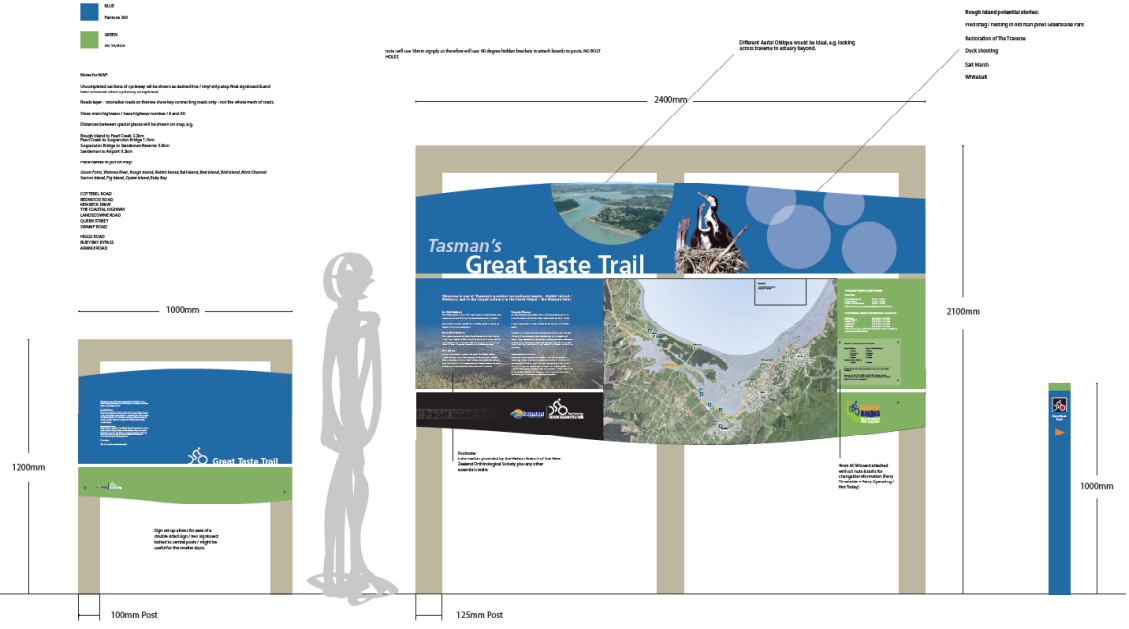
5. Signed off Trail Signage (Rabbit Island section)

GREAT TASTE TRAIL Mockups_01 Rough Island
File Size set 50%

Date: 28 Aug 2011 10:45

- BLUE
- GREEN

Production:
 Unapproved use of logos, text or images is prohibited. All design and layout must be approved and agreed to by the Tasman District Council.
 All artwork must be submitted in a digital format that is approved and agreed to by the Tasman District Council.
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6. RECOMMENDATION/S

- 6.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

7. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Policy for Use of Tasman's Great Taste Trail Name and Logo Report RFN11-09-04.

Chris Choat

Communications Adviser

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