

OFFICE OF THE DEPUTY PRIME MINISTER

URBAN SUMMIT

THE BRIEF

In November 2000 the Government published its White Paper “Our towns and cities; the future. Delivering an Urban Renaissance”.

The White Paper set out the Government’s commitment to a long-term programme of change and development within England’s urban areas. Hosted by Ministers from across Government, the Summit looked to establish a government-wide commitment to urban regeneration.

We were asked to create an identity for the launch of the Ministerial Summit and White Paper which would reflect and champion improved urban redevelopment. As this major event was to set policies on track, it was imperative that the logo needed to create a meaningful visual identity which would engage all stakeholders and encourage community involvement.

THE SOLUTION

The summit identity had to reflect the involvement of all stakeholders and so by highlighting the initial letters of the summit title we were able to create the word 'US'. This answered the challenge of the brief in a neat and meaningful way and effectively illustrated the importance of communities working together in partnership.

This visual expression gave the summit a unique identity which didn't rely on borrowed imagery and highlighted the need for a shared contribution to the debate. The typestyle selected conveyed a friendly and inclusive image and we also created a website to support the summit and its objectives.



GREATER LONDON AUTHORITY ELECTION IDENTITY

THE BRIEF

The June 10 2004 London elections were the most complicated with three elections taking place on the same day. At the largest single electoral event ever held in the UK, London's 5.2 million voters were given the chance to choose London's next Mayor and Assembly and nine members of the European Parliament.

Voter participation levels in the UK elections are the lowest in Europe and only a third of eligible electors voted in the 2000 London elections. With these falling voter participation levels, it was important that the new organisation's identity acted as a clear call to action to stimulate the public into active participation.

THE SOLUTION

We created 'London Elects' - a positive and authoritative focal point for Londoners to encourage 'buy in' and participation. Its alignment to Londoners was important, reinforcing the feeling of ownership and collective responsibility. The identity is non-political and designed not to offend any cultural, religious or ethnic groups with its imagery or wording. Research showed that the name together with the design solution suggesting voting paper being inserted into ballot box was easily understood and worked effectively alongside all the stakeholders' identities across all 32 London Boroughs and the City of London.

Post-election research showed voter turnout for the 10 June elections saw an increase by 14% to 37.65% for the European Parliament election and the London Mayor and Assembly Election followed a similar trend with a rise by 2.52% to 36.95% and 2.63% to 36.97% respectively.

"Great product."

Andrew Meyer, Greater London Returning Officer



10 JUNE 2004. YOU DECIDE



BIG LOTTERY FUND

BIG LOTTERY FUND

THE BRIEF

Formed as a result of a merger of two existing distributors, namely New Opportunities Fund and Community Fund, The Big Lottery Fund is the new National Lottery distributor, distributing over half of all National Lottery money for good causes.

We were asked to develop a name and identity for the new organisation and enhance change communications within the newly-formed organisation.

THE SOLUTION

We brought employees from both organisations together to build the new brand from the inside out and developed a brand that was more 'high-street' than government.

The name, Big Lottery Fund, was the result of working groups from both organisations and tested successfully with both the general public and grant recipients. It said exactly what it was – the largest distributor of National Lottery funds. Its tone of voice is upbeat and focuses on highlighting the good causes that it has funded, hence its 'spotlight' logo.

Guidelines and templates were provided to accompany the identity. The brand story was communicated in a book distributed to all staff on launch day called *Spotlight on our big idea*.

Close collaboration with the reference group has ensured an efficient transition to the new identity. Research with external stakeholders has demonstrated that the brave and confident brand name and expression supports the brand platform and launch collateral, both internally and externally, has been well received.



HOME OFFICE TOGETHER

THE BRIEF

Over 24 hours in September 2003, there were 66,107 reports of anti-social behaviour – one every two seconds. To tackle the increasing levels of anti-social behaviour, The Home Office created the Anti-Social Behaviour Unit in January 2003. The Anti Social Behaviour Unit's strategy is to ensure that all available powers are understood and that the new tools provided in the Anti-Social Act are used alongside the range of existing powers.

Our brief was to create awareness around the work of the Anti-Social Behaviour Unit and was asked to design an identity that would reflect the government's policy on dealing with, and taking a stand against, Anti-Social Behaviour whilst putting the needs of the community first.

THE SOLUTION

It was clear to us that an effective solution to the problem of anti-social behaviour was not the responsibility of any one agency or organisation. The brand identity that would effectively support the work of the Unit would need to focus on the important role of coordination and would need to bring diverse stakeholders together with one common aim.

The tone of voice of the brand is firm – it stamps the word 'Together. Themes behind the thinking were: enough is enough, don't suffer in silence, we must work together, corporate and individual responsibilities and action now at local level.

A key aspect of the 'TOGETHER' campaign has been the support of local campaigns through the production and mailing of the 'Together' campaign pack. The branding has also been rolled out across the website, helpline and Academy.

"The Team have been instrumental in developing the TOGETHER campaign. Such a strong identity really helps to generate a sense of momentum behind our work to tackle anti-social behaviour."

Duncan Fulton, Publicity Manager
Home Office



NHS

PUTTING THE 'N' BACK IN THE NHS

THE BRIEF

The NHS identity programme has rediscovered the brand, and used it as a catalyst for change, consistency and a patient-led experience. In 1998 the competitive internal health market was removed and 1999 saw the birth of hundreds of new primary care-focused organisations. This provided a natural opportunity to address a national identity for the NHS. The brief was to migrate 1,000 organisations to one. A single, unified identity for the NHS offered the opportunity to build a single brand, based on consistent values of care and professionalism.

THE SOLUTION

The challenge was to develop an identity for the world's third largest organisation of 1.2m people that would meet almost every conceivable need. By visiting stakeholders across the country and consulting widely to understand people's needs, we devised a brand strategy that provided a clear direction for the many organisations in the NHS who often worked with limited resources and frequently without professional support. The monolithic approach was designed to meet all organisational needs. The change service is delivered through online guidelines, a brand helpdesk service and a workshop and training programme for communications managers that was oversubscribed.

Within the first six months of the identity being implemented, just one example of centralised procurement for one project demonstrated savings of £300,000. Millions of pounds have been saved in the NHS by not commissioning any new local identities since 1999.

"Top of my mind is the need to minimise spending on corporate identity in the health service, and solutions have been introduced that meet this need."

Judith Thomas, Head of Brand Communications
NHS



DEPARTMENT FOR EDUCATION AND SKILLS CREATING OPPORTUNITY, RELEASING POTENTIAL, ACHIEVING EXCELLENCE

THE BRIEF

After the 2001 election the Department for Education and Employment lost its Employment agenda and gained Skills – a 30% change in policy and people. It wanted to reaffirm its purpose, to be embraced by all stakeholders from its partners to customers; teachers, parents and children. Because of our extensive experience in education and skills we were asked to develop the brand identity for the department and communicate it.

THE SOLUTION

The environment is complex with organisations competing for attention, territory and identity. We completed a comprehensive audit with all key partners. The result – a ‘brand map’ with the department at the centre. Next we developed a statement of purpose; “Creating opportunity, releasing potential, achieving excellence”, to describe a journey, and a partnership. Finally we recommended not a logo or an acronym but a “do what you say on the tin” identity to express vision and action and to stand apart from the ‘brand-fest’.

We developed brand and communication tools for the internal launch and external expression. The communications strategy unit at No 10 is using the programme as an exemplar in policy branding.

“The Team provided timely and valuable work in developing a clear new visual identity for the “new” department, and successfully delivered the key aim of offering a simple statement of purpose in a modern way. Their clear guidelines cemented a house style for the department.”

Yasmin Diamond, Head of Corporate Communications,
Department for Education and Skills

department for
education and skills
creating opportunity, releasing potential, achieving excellence



