

PARTNERSHIP LOGO: PROPOSAL TO FUND DESIGN OF NEW LOGO

1. Purpose of Report

- 1.1 To highlight the need to develop a new logo that specifically identifies the aims and intent of the Partnership.
- 1.2 To recommend that two designs are commissioned by a local designer for final selection.

2. Background

- 2.1 From the inception of the Partnership in January 1999, all correspondence generated from the Partnership has used a letterhead incorporating the logos of the two accountable partners, namely Milton Keynes Council and Thames Valley Police. Although sufficient initially, it no longer conveys the true nature of the forum and the shared aims contained within the Crime and Community Strategy.
- 2.2 The co-ordinators have considered ways to resolve this issue ensuring the balance of both community and professional images are conveyed in a new logo.
- 2.3 After consultation with the Marketing and Public Relations Section at Milton Keynes Council, the following options were identified:
 - Develop or design a logo ourselves.
 - Ask others to design a logo (via schools etc.).
 - Commission a designer to produce a logo within detailed guidelines.
- 2.4 Each option was discussed in depth and it was considered that a professionally designed logo would be the best option, with a cost of approximately £100 per design.

3. Recommendation

- 3.1 That the co-ordinators secure funding from within the Partnership.
- 3.2 That, through Milton Keynes Council contacts, a local designer be commissioned to produce two logos within agreed guidelines.
- 3.3 That the Partnership select the final logo.

Note: If the above recommendations are agreed, the co-ordinators will develop and oversee the work accordingly.

N Coolman