

ORDINARY MEETING OF THE BOARD
APPROVAL OF TRADING NAME MALVERN HILLS TRUST AND GENERAL
LAYOUT FOR INTERPRETATION
8 SEPTEMBER 2016

Background

Reference papers

11 June 2015 Paper A – INTERPRETATION REVIEW AND REBRANDING EXERCISE

26 November 2015 Paper G – RESPONSES TO REBRANDING TENDER

28 July 2016 Workshop paper – BRANDING THE MALVERN HILLS CONSERVATORS

11 August 2016 Paper C – IMPLEMENTATION OF REBRAND

The aim of the rebranding project is to develop a “style” that can be applied across all MHC’s media (letterheads, web site, leaflets, signs, social media, apps etc) which will present MHC as a modern, attractive, approachable organisation. During the course of the project, with the help of Mytton Williams three elements have been identified and are set out here for individual consideration.

Name

Malvern Hills Trust was identified in both the Governance interviews and the branding workshops as an alternative trading name for MHC. It is clear that the general public do not understand the term “Conservators” and a change to the word “Trust” minimises scope for misunderstanding a term that describes what we do but is no longer used in modern language and removes some of the confusion relating to political parties and other organisations. It also demonstrates and emphasises that the organisation is a charity that cares for and looks after the Hills and Commons. The use of ‘Trust’ will encourage both financial and volunteer support which is needed to continue the good work of the organisation.

Overall brand design

Mytton Williams have provided clear examples of a modern, clean brand for MHC which would be distinct and distinguishable from other publications and interpretation (attached). The design is simple enough for in-house use and can be easily adapted across a number of different platforms for communication. Branding guidelines will be provided by Mytton Williams at the end of the contract which will outline the ways in which the design can be applied across a wide range of platforms whilst maintaining a consistent and recognisable brand. The branding design includes the type face/font, colour palette, design templates, artwork and tone of voice.

There will be some small changes to be made to the design in the later stages of the project, for example exact wording and colour pantone number. This detailed work will be done by Mytton Williams guided by the Director and Community and Conservation Officer (CCO).

Logo

Following the meeting at Lyttelton Well and a Panel meeting on 17 August, the final logo has not yet been selected. The Director and CCO visited the designers on 24 August to discuss the options and to provide feedback collected from staff and Board members.

Mytton Williams have agreed to make revisions and further rework the bird and original logo based on the feedback. The designers will present the rebranding Panel with reworked logos for consideration during September/October. It is expected that a final logo will be presented to the Board in December for approval.

Small changes will need to be made to the overall branding design once the final logo has been selected to ensure the brand is carried through all elements of the work. An example of this is mirroring shapes from the logo in the leaflet / artwork designs.

Recommendation

That the Board resolves

- 1) To approve the changing of the trading name of the organisation to Malvern Hills Trust
- 2) To approve the overall brand designs and general layouts for interpretation
- 3) To defer the approval of the new logo to the December Board meeting.

Beck Baker
Community and Conservation Officer
August 2016