Transition Board – Shetland Merger Project

Committee	Transition Board – Shetland Merger Project
Subject	Outcome of consultation on name and logo
Action requested	☐ For information only ☒ For discussion ☐ For recommendation ☒ For approval
Brief summary of the paper	The feedback received from the staff and student consultation on the name and logo is presented. The board is invited to approve the name Shetland, UHI for the new college. Various suggestions for the logo have been made and the board is invited to approve a short list of options to go for further development.
Resource implications [if yes, please provide detail]	Yes Branding will use UHI resources for development, this will be covered by the Phase 2 part 1 funding in hand.
Risk implications [if yes, please provide detail]	Yes Having a strong brand identity for the new college aligned to the wider UHI brand and supporting our aims is a key part of wider communications for the new college
Date paper prepared	22-Sep-20
Date of committee meeting	23-Sep-20
Author	Jane Lewis
Equality and diversity	No
Status	Non-confidential
Freedom of Information Can this paper be included in 'open' business?*	Yes
Status following the meeting	

Context

Previously the Transition Board agreed the following process for the name for the new college and developing a logo for the college.

College Name

At the meeting of the Shadow Board on 15th July it was agreed we should revisit the decision regarding the name of the new college (PB2020-19). Specifically we agreed:

1. A short list of Shetland Institute, Shetland UHI or UHI Shetland as short listed names to be considered
2. At the start of term and by electronic means we would consult with staff and students to determine their preferred choice
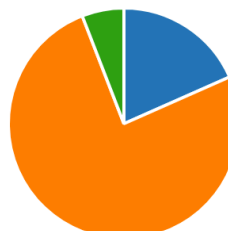3. Results of consultation to go to Transition Board for deliberation and decision

An electronic questionnaire was made available to staff and students of NAFC Marine Centre, Shetland College and Train Shetland from the 28th August and closed on 21st September.

In total 136 responses were received.

1. Which organisation are you currently working / studying at?

More Details

● NAFC	25	
● Shetland College	103	
● Train Shetland	8	

2. Are you a staff member or student?

More Details

● Staff	73
● Student	63

3. What is your preferred name for the new organisation?

More Details

🔵 Shetland Institute UHI	9	
🟠 Shetland UHI	88	
🟢 UHI Shetland	39	

The board is invited to approve the name Shetland, UHI for the new college

College Logo

Previously the Transition Board agreed a process for the development of a logo for the new college. At the meeting of 5th August the following process was agreed (TB2020-3):

- Seek suggestions for the logo from the Transition Board and staff and students
- Review suggestions at the Transition Board 23rd September and select those to be worked up through the UHI team
- Seek feedback on mock ups from staff and students with an aim to bring to a later Transition Board for a final decision

67 responses were received regarding the logo. In terms of general design features some suggestions were made and these will be used to write the briefing document for the designers. In terms of the ideas this word cloud summarises the most frequently used words.

The most popular suggestion was for the logo to reflect a maritime theme (23) the Shetland flag (sometimes in combination with other items) was also a popular suggestion with 18 responses. Of those that wished there to be a maritime theme the sea, waves, fish, fishing boats and lighthouses were all mentioned. Four suggestions included the Shetland map and the same number included knitting. Viking heritage was mentioned in three returns and these included longships, helmets and pictish symbols. Ponies featured twice and puffins once. One suggestion mentioned seagulls with a thought that three might be included in the design to symbolise the 3 entities that are joining together and students taking flight. Several submissions suggested the incorporation of the two current designs in some way.

There were also suggestions of what the design should not be including Vikings (5); Puffins (2), Fiddles (2); Flag (1) and knitting (1).

The most mentioned colour was blue (7) but there were other individual suggestions including black, grey, green and yellow and orange with red splashes.

The board is asked to consider the design for the logo and approve the writing of a brief that reflects the responses we received.

Suggested designs should include:

1) Design reflecting a maritime theme incorporating sea and waves
2) Design incorporating the Shetland Flag