

## Transition Board – Shetland Merger Project

<b>Committee</b>	Transition Board – Shetland Merger Project
<b>Subject</b>	Review of Shetland UHI logo and branding
<b>Action requested</b>	<input type="checkbox"/> For information only <input checked="" type="checkbox"/> For discussion <input type="checkbox"/> For recommendation <input type="checkbox"/> For approval
<b>Brief summary of the paper</b>	A presentation will be given by a member of the UHI design team. The board needs to agree consultation process for staff and students.
<b>Resource implications</b> [if yes, please provide detail]	No <a href="#">Click here to enter text.</a>
<b>Risk implications</b> [if yes, please provide detail]	Yes New identity for the new college is an essential part of our development
<b>Date paper prepared</b>	10-Nov-20
<b>Date of committee meeting</b>	18-Nov-20
<b>Author</b>	Jane Lewis
<b>Equality and diversity</b>	No
<b>Status</b>	Non-confidential
<b>Freedom of Information</b> Can this paper be included in 'open' business?*	Yes
<b>Status following the meeting</b>	

### **Context**

A design brief encapsulating the feedback we had from staff, students and the board was sent to the UHI team requesting:

Three logo designs to be provided to inform our final selection, as follows:

1. Reflecting a maritime theme
2. Incorporating the Shetland flag
3. A response to our vision and aspirations for Shetland UHI.

Following a meeting with Promote Shetland, drafts of the new branding materials for Promote Shetland were also shared with the design team to try and ensure any design is sympathetic to our wider context.

### **Presentation**

A member of the design team will give the board a presentation

### **Consultation**

At the meeting of 5<sup>th</sup> August the following process was agreed (TB2020-3):

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

**The board is invited to comment on the designs provided and agree a consultation process with staff and students.**