

Transition Board – Shetland Merger Project

Committee	Transition Board – Shetland Merger Project
Subject	Shetland UHI Branding – consideration of brand design and consultation results
Action requested	<input type="checkbox"/> For information only <input type="checkbox"/> For discussion <input type="checkbox"/> For recommendation <input checked="" type="checkbox"/> For approval
Brief summary of the paper	The paper summarises the rankings and feedback received during the recent consultation on the Shetland UHI brand, undertaken between 27 November and 14 December 2020, and asks the Transition Board to consider which of the designs should be adopted by Shetland UHI
Resource implications [if yes, please provide detail]	Yes Once a decision is taken regarding branding, Shetland UHI will begin using the brand on official materials and existing branding will need to be changed as part of the Merger process
Risk implications [if yes, please provide detail]	Yes There is a reputational risk related to whether staff and students feel that their responses to the consultation have been reflected in the decision by the Transition Board
Date paper prepared	15-Dec-20
Date of committee meeting	16-Dec-20
Author	Brendan Hall
Equality and diversity	No
Status	Non-confidential
Freedom of Information Can this paper be included in 'open' business?*	Yes
Status following the meeting	

Brand Development

The Transition Board had requested input from UHI's Marketing Team on a new brand for Shetland UHI and four concepts were presented to the Board at the 18 November meeting.

At the meeting, it was agreed that designs 1, 3 and 4 in blue and purple options should be presented to staff and students for their views. A consultation on the chosen brand concepts was subsequently developed and launched on 27 November. The consultation presented the three concepts and asked staff and students to rank their preferences in order.

Consultation Feedback

The consultation ran for two weeks (finishing 14 December) and received **82 responses**.

The consultation presented the three brand concepts in the following order:

1. Reflecting a maritime theme



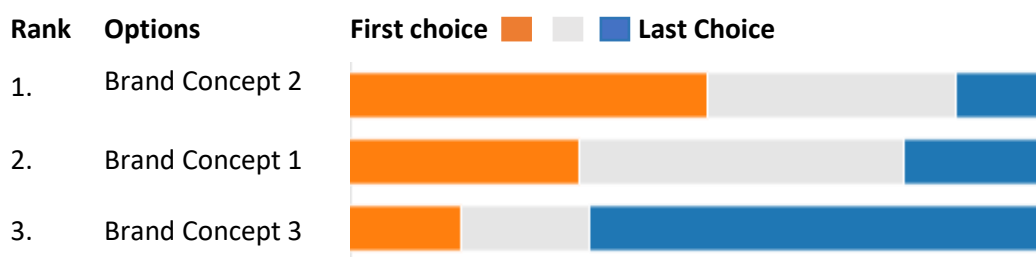
2. Incorporating the Shetland flag



3. A response to our vision and aspirations for Shetland UHI



The results are summarised below, ranked in order of preference (presented graphically and as a percentage).



Rank	Options	% preference
1.	Brand Concept 2	First choice: 51.2% Second choice: 35.4% Third choice: 13.4%
2.	Brand Concept 1	First choice: 32.9% Second choice: 46.3% Third choice: 20.7%
3.	Brand Concept 3	First choice: 15.9% Second choice: 18.3% Third choice: 65.9%

It is clear from the consultation feedback that **Brand Concept 2** ‘Incorporating the Shetland flag’ is the preferred choice of those presented.

Further to the ranking exercise, some qualitative feedback was also received from students, summarised below:

- Brand Concept 1 looks better when it is cropped – it is clear that it is part of an ‘S’, but looks more like a wave, which would be preferable
- The colours could be more exciting
- Only the second logo looks of any quality and fits with the other UHI logos
- Mild disgust for two thirds of the options, I have voted for the one I dislike least

Consideration

The Transition Board are asked to consider the three Brand Concepts and to reflect on the consultation feedback to select a preferred brand design for Shetland UHI