

Transition Board – Shetland Merger Project

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| Committee | Transition Board – Shetland Merger Project |
| Subject | Shetland UHI Branding – refreshed design and confirmation |
| 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 presents three slightly amended versions of the preferred Shetland UHI brand concept, identified through consultation in December 2020 |
| Resource implications [if yes, please provide detail] | <p>Yes</p> <p>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</p> |
| Risk implications [if yes, please provide detail] | <p>Yes</p> <p>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 Failure to decide on a brand could delay timely development of collateral for the new college – notably the website</p> |
| Date paper prepared | 13-Jan-21 |
| Date of committee meeting | 20-Jan-21 |
| 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 2020 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 2020. The consultation presented the three concepts and asked staff and students to rank their preferences in order. It was clear from the consultation feedback that **Brand Concept 2** 'Incorporating the Shetland flag' and the compass rose was the preferred choice of those presented.

At the 16 December 2020 meeting Transition Board Members discussed the consultation feedback and asked for further refinements to the preferred concept before taking a final decision on branding.

Variations on the preferred theme

The UHI Marketing Team have made some slight amendments to the preferred theme. These are presented in appendices 1-3. The original concept is presented in appendix 4.

The variations are:

1. A reflection of the design, which has resulted in the compass rose being placed at the top right



2. Making the Shetland flag larger in scale and moving the compass rose to the bottom right



3. Continuing the composition from concept 2 and including a new compass rose design



Decision

The Transition Board are asked to consider these variations on the preferred Brand Concept and select a brand design for Shetland UHI

Appendices

Appendix 1 – New Shetland UHI Brand 1

Appendix 2 – New Shetland UHI Brand 2

Appendix 3 – New Shetland UHI Brand 3

Appendix 4 – Original Brand Concept