



Andover Town Council

Working Group recommendation for ATC branding materials

Item No. **20**

Produced for: Full Council

By: Deputy Clerk

Date of Report: 15 November 2023

Background:

The Community and Events Working Group have discussed the visibility of the current Andover Town Council logo, and feels that on promotional material it does not stand out, as below on the advertising for the Christmas Festival 2022:

17:40 Mad Melodies
 18:00 LIGHTS SWITCH ON
 18:10 Andover Youth Choir and Andover Ladies Choir
 18:50 Louise Vincent School Of Dance
 18:55 LASER LIGHT SHOW
 19:05 RASPO Steel Orchestra
 19:45 Andover Rock Choir
 20:00 Close

18:45 Sam Rich
 19:15 Kev Rees & Marie Ponting
 20:00 Close

THUMBELINA CHILDREN'S PUPPET THEATRE SHOW:
 Pocket Park
 15:30, 17:00 & 18:30
 Currently sold out, on the door return tickets may be released, subject to availability.

All performances are subject to change at short notice.

Test Valley Borough Council | IN ANDOVER From Andover BID | CHANTRY CENTRE ANDOVER | Andover Town Council

For this year's advertising it has been slightly modified to give better visibility:

FRIDAY 17 NOVEMBER
4PM TO 8PM
ANDOVER TOWN CENTRE

Test Valley Borough Council | IN ANDOVER From Andover BID | CHANTRY CENTRE ANDOVER | Andover Town Council

It was discussed that the crest could be modified. Currently the crest represents Andover Borough but the elements that represent Andover Town, could be isolated and used instead:



This has been used in the past.

It was also discussed that once Council have approved a crest, then publicity/branding material be created so that Andover Town Council is able to have better visibility at any events/meetings that they participate at; e.g. recent Halloween event or Macmillan Coffee morning.

Council to review the following recommendations in order:

Recommendation 1:

Full Council approve one of the following options:

1:



2:



3:



Recommendation 2:

That Full Council approve a Hi-Res version of the crest, be created, that can be enlarged and used on branding/publicity material: Indicative costs:

Quote 1: £95 + VAT

Quote 2: £80 – local company

Recommendation 3:

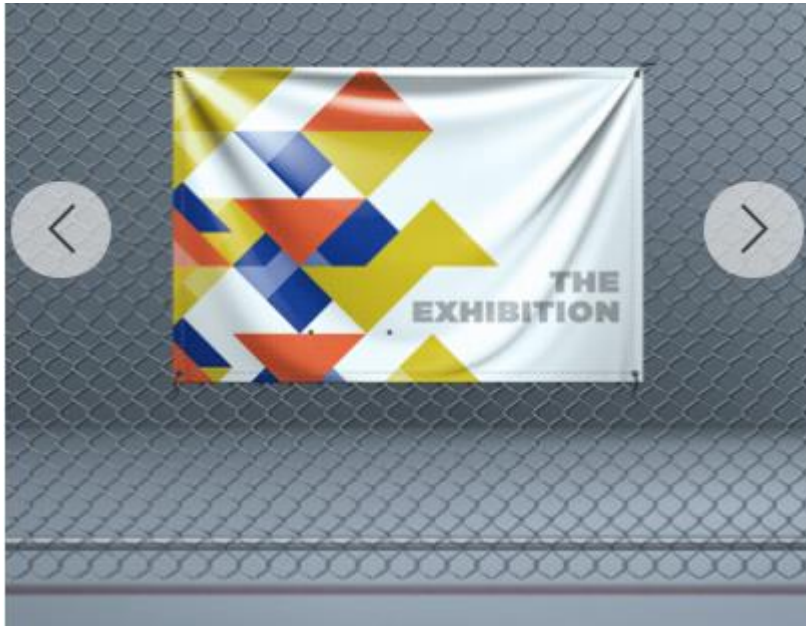
That Full Council approve the creation and purchase of branding materials:

Pull up (roller) banner (2mx1m): **from £67**



Flat banner depending on size between **£55 and £85**

For reference the banners used on railings outside Vigo Recreation Ground and Beechurst are 3m x 1m.



Summary:

- Full Council to agree a crest and approve the redrawing of a Hi-Res version of the approved crest.
- Full Council to approve the purchase of publicity/branding materials.
- Full Council to approve that the total budget for the proposal be up to £500 (to include redrawing and banner production)