

BRAND AUDIT

MARRICKVILLE COUNCIL

Assignment #2 for subject 58312 by Sara Solar 104 212 83

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MOOSE
MARKETING

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From the street, the council does have a presence, but one which is not consistent. We see a council seating area and notice board in council colours: orange and purple, but no overt reference to the council. When entering council sites, there are banners and signs, generally again in purple and orange however the fonts are inconsistent, logo is inconsistent, communication tone varies from third person to direct communication.



Council Seating Area



Signage in council building

On the pavements there are murals, on buildings there are commissioned artworks. There are street signs in council theme colours and signage for community buildings. These make you aware of the councils presence but do not tell a story, do not give a unified vibe and do not communicate one core brand presence, that of The Marrickville Council.



Mosaic on Marrickville Rd



Council signage in front of library



Council notice board



Council reception



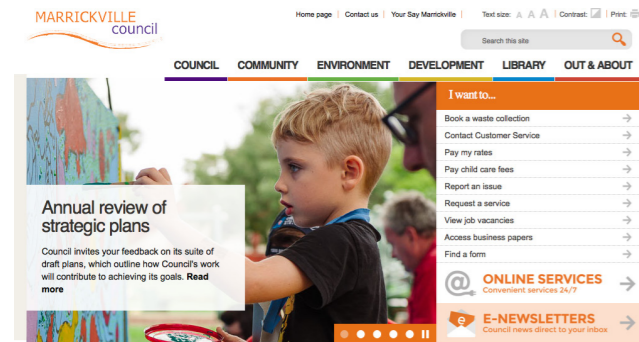
Marrickville Library



Street signs in the Area

When comparing brochures and similar collateral that is council branded, we notice quite a variance in look and feel between them. As the website is the most updated medium, it should represent the council most strongly. The website is modern, accessible and interesting compared to the Inner West Courier section and Marrickville Matters which do not resemble the website whatsoever and look dated and boring. New colours have also started creeping in such as colourful tiles on the website or shades of gray in official documents.

Documents such as the Annual Reports and Strategy Plans seek to present a more modernised look and feel whilst still referencing the council colours. They have been successful in achieving a more modern look but still struggle with font consistency, logo use etc. The worst offender is the plethora of communications which are for smaller community groups and events. These vary drastically in layout, colour, content and tone of voice.



Website



Council news section in Inner West Courier



Community Flyer



Community Flyer



Digital Banner



Council Strategic Plan Booklet



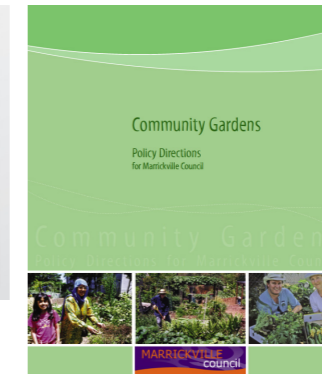
Council Strategic Plan Booklet



Council quarterly newspaper



Corporate Document



Community Flyer



Community Flyer



Community Flyer

COUNCIL INITIATIVES

The plethora of council initiatives is truly impressive and the logo design and collateral produced inline with it is inspiring, modern and beautiful. The Council's role within these programs is somewhat ambiguous and hard to define. We believe it is important to keep a unique identity for each of the programs but it is also important to hark back to their roots and where their key support lies, with Marrickville Council.

You'll notice that some programs make attempts to reference the council through a logo-lock-up of sorts but even when this is featured, there is no single consistent way of communicating this. Some of them place it above, others below. Some make it aligned, others don't. Sometimes it's black, other times grey, orange or purple. When engaged in conversation with the various stakeholders, they also were not aware of how to feature the Council and program logo's together.

Logo's from other council initiatives



COUNCIL LOGO

The council logo as a stand alone item has not been defined and as such many iterations of it appear.

By reviewing some of the most accessible ones below we can see variance in:

- Shade of colours used
- variance in background graphic/colour
- font is sometimes elongated
- variance in use of swirl
- Variance in the logo lock-up overall
- Intentional variations and additions to the logo

Example of variance in council logo



COUNCIL LOGO WITHIN COUNCIL INITIATIVE

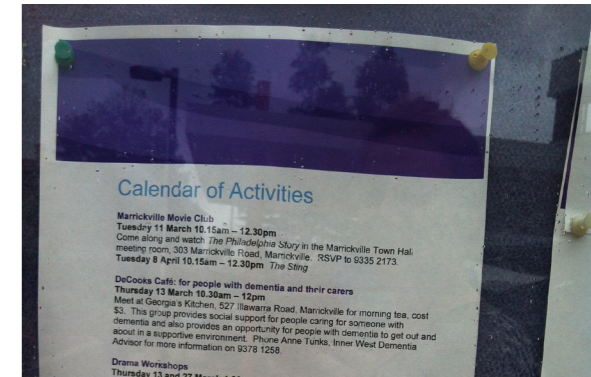
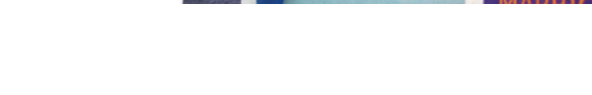
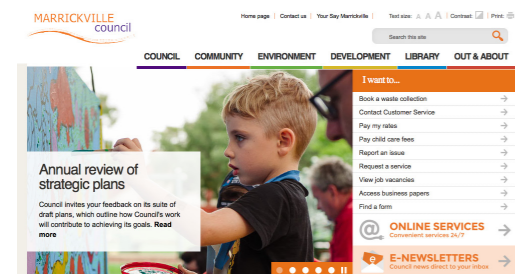
Where a council initiative has feature the Marrickville council logo within it's logo, it has appeared highly deconstructed. What is meant by this is that most features of the logo have been stripped back leaving essentially just the stacking of the words the same. Where the stacked words haven't appeared orange, they have appeared in the colours of the initiative.

Examples of use of council logo within initiative logos



THE LOGO ON A PAGE

The collateral produced by the council, both high reach (website, printed press) and low reach (community flyers on notice board) are vastly inconsistent in logo appearance (shown on previous page) as well as placement. Below you can see it varies in placement from top left, top right, bottom left and bottom right.



SO, OVERALL

So, looking at the brand presence overall we can conclude that although the brands appearance is often vibrant, holds interesting content and generally uses similar colour schemes there are inconsistencies with:

STREETVIEW:

What residents see on the streets of Marrickville Council as well as within its buildings, though it may be themed orange and purple, is not consistent and can often look dated. Tone of voice varies.

BROCHURES:

The brochures that are produced have varying designs, some look modern whilst others look boring, irrelevant and dated.

COUNCIL INITIATIVES:

Are vast and varied. It is evident that many of them have been properly designed and have a sub-brand guideline to follow.

COUNCIL LOGO:

Unlike the councils initiatives which have their already defined appearances, the council logo is in a state of limbo where everyone somehow tries to use it but never quite in the same way. This becomes even more problematic when trying to combine logos.

THE LOGO ON A PAGE:

Finally even if a logo has been decided, it's placement within a page is inconsistent.

With the look and feel of the council so fragmented it is important to look from the inside out to drive changes.

MARRICKVILLE ON THE INSIDE

Marrickville has been on an internal journey of discovery to define who it believes itself to be and have come up with the C2R2 concept defining Marrickville Council as:



COLLABORATIVE

CREATIVE

RESPONSIVE

RESPECTFUL

Beyond this, in the council briefing provided to UTS students, Marrickville Council described itself as:

“responsive, community focused, innovative, progressive and efficient council that exercises leadership and builds community strength”

Considering these elements, we have developed a character archetype which should help inform the content and style of council communications moving forward.



RECOMMENDATION FOR CHANGE



MARRICKVILLES CHARACTER

Across all the collateral discussed above, there is no real character present. Even after numerous interactions with the communications, one is still not able to identify who Marrickville Council is. In order to move forward with a refreshed brand, the foundations of a strong character must lay in the background, as such the mission for Marrickville Council is to build a character in line with their own description of themselves: “a responsive, community focused, innovative, progressive and efficient council that exercises leadership and builds community strength” (as per Brief). Looking within itself it understands itself to be collaborative, creative, responsive and respectful.

In order for the council to reflect these values and move forward in a consistent manner, it needs to align itself to a brand archetype and deliver its communications in line with its traits. Archetypes are the way humans tell stories (Compaan 2012) and consumers will more readily connect with a brand if they can identify a brand archetype within it. As Archetypes are grounded in universal truths, consumers more clearly understand who the brand is to them and how they identify to it (Mark and Pearson 2001). Archetypes were first defined by Carl Jung.

There are 12 Brand archetypes. Marrickville council holds elements from up to 6 of these however brands most commonly reference 3 archetypes, one dominant one which represents who they should be today, and two influencer archetypes which inform the dominant one (Ashton 2014). As such we recommend Marrickville Council reflect the ‘Regular Guy’ archetype supported by the ‘Hero’ and ‘Creator’.

These archetypes are common and approachable and as such all the varied demographics of Marrickville council should be able to identify with them.

With the 3 archetypes combined, the tone of voice and brand presence across communications should be one of motivation, enthusiasm, colour and life, but one that is practical. With its practicality it should not be factual, boring, matter of fact or dictatory. It should be as though two friends are exchanging their exciting stories of the day.



THE REGULAR GUY

Motto: All men and women are created equal.

Seeks to connect with others and belong. Has ordinary, solid virtues, is in touch with the common people, is down to earth. He is known as the good old boy, everyman, the person next door, the realist, the working man, the solid citizen, the good neighbour, the majority.



THE CREATOR

Motto: If you can imagine it, it can be done.

Seeks to create things of enduring value, to realise visions. He creates culture, expresses own visions of creativity and imagination.



THE SUPER HERO

Motto: Where there's a will, there's a way.

Already dressed in the council's colours, the super hero seeks to prove one's worth through courageous acts. He improves the world, is strong, competent and courageous. He is the team player that leads all to victory, he is the soldier, the dragon slayer and crusader.

WHAT NEXT?

In order to make Marrickville Councils transition to a refreshed brand effectively, the whole staff community must be onboard. For a refreshed brand to be present across all channels, the following must occur:



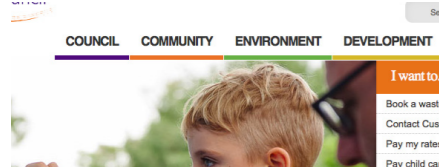
Where a site is provided by the council, council branding must be included. This includes seating areas, sports fields, notice boards etc



All council premises to have the same signage inline with new look and feel proposed in style guide.



All brochures/collateral produced to adhere to templates in style guide. Inner West courier section and Marrickville Matters paper to be updated also.



Category colours as per website to be rolled out across other mediums



Tone of voice to become aligned to character archetypes



All council initiatives to include Marrickville Council logo as per styleguide.



All council logos to be replaced with correct logo as per styleguide. Ensure staff are advised of technicalities of logo use to avoid colour changes and skewing.



placement of logos within collateral to remain consistent as per styleguide.

STYLEGUIDE

All collateral to be produced with Marrickville's character and styleguide in mind.



One single approver to be appointed to ensure all material being published is aligned.

By working together and completing the above, Marrickville Council will have a new and exciting presence within the community which everyone recognises. To get the process started, please review the styleguide on the next page.

STYLEGUIDE



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