

Branding Options

Context

The existing branding has been in place for 5 years.

It focusses on a distinct and “separate” identity for oneSource.

This reflected the priorities of the time when:

- **Distinct branding was needed to reflect the new innovative direction**
- **It provided a brand for external marketing and the original intention to trade commercially**

Important to review – 5 years on - if continues to be fit for purpose

Context

Factors taken into account and balanced:

- **The priority to embed oneSource services into the culture and priorities of the partner councils, as articulated in the draft Improvement Plan**
- **The consequent lower priority for external expansion and the impact on overt / proactive external marketing and branding**
- **The services that generate significant income for the partner Councils based on the oneSource brand**
- **The positive benefits of oneSource having a partner focussed identity and culture as a shared support service – also as a “neutral” identity**
- **Avoiding change for change’s sake**
- **Practical issues and costs**

Work to date

- **Audit of current oneSource branding / identity and created a schedule of branding considerations.**
- **Prepared options including retention and removal**
- **Identified the various channels through which “oneSource” is branded and the potential impact of complete removal**
- **Quick wins to reduce visible branding: ppt template, desktop screensavers, service plans, pull up banners and email communications from ICT.**

Options

- **Provide some options for branding to test the “look and feel” of different levels of branding**
- **Proposed areas for :**
 - **Retention**
 - **Reduction or**
 - **Removal**

Name

Options

- Retain name – internally and external
- Revert back to Havering / Newham / Bexley
- New generic name for internal use e.g “shared services”
- Change name internal but keep externally

Recommendation

- Retain the current name – we can address wish for change in the rebranding of oneSource rather than change of name

Factors

- Recognisable; neutral; positive external brand; practical
- Against – is this sufficient change?

General Brand Presentation

Options

1. Retain oneSource branding
2. Service name, e.g. “Property Services”
3. Council, service name and / or retain low level oneSource branding “*oneSource – your shared service working for Bexley, Havering & Newham councils*” in footer/header.



Recommendation

- 3: Clear Council identity with recognition of the oneSource service being a shared service across the three / two councils.

Examples

Option 1

Current letterhead

	
<p>Working on behalf of</p> 	<p>Double click here to amend your address details. Double click here to amend your address details. Post Code</p>
<p>W www.onesource.co.uk</p>	
<p>Mr A Sample Sample Street Sample Town Sample County SA3 MP1</p>	<p>Enter Date Here Your Ref: 123456789 Our Ref: 123456789</p>
<p>Dear XXX</p> <p>The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.</p> <p>The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.</p>	
<p>Yours sincerely</p>	
<p>John Smith Property Services Advisor Property Services T: 020 3373 4000 M: 07788 787878 E: john.smith@onesource.co.uk</p>	

Examples

Option 2

Letter with just service

Property Services	
Double click here to amend your address details. Double click here to amend your address details. Post Code	
VV www.onesource.co.uk	
Mr A Sample Sample Street Sample Town Sample County SA3 MP1	Enter Date Here Your Ref: 123456789 Our Ref: 123456789
Dear XXX	
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.	
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.	
Yours sincerely	
John Smith Property Services Advisor T: 020 3373 4000 M: 07788 787878 E: John.Smith@onesource.co.uk	

Examples

Option 3

Letterhead with
council, service
name and low-level
oneSource mention



Property Services
Town Hall
Main Road
Romford RM1 3BB

www.havering.gov.uk

Name
Address1
Address2
Address3
Postcode

Enter date here
Your ref: 123456789
Our ref: 123456789

Dear XXX

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Yours sincerely

John Smith
Property Services Advisor
T: 020 3373 4000
M: 07788 787878
E: john.smith@onesource.co.uk

oneSource – your shared services working for Bexley, Havering & Newham councils

Cleaner, Safer, Prouder Together

Strap line

Options

1. Retain oneSource strapline: *oneSource – working on behalf of Bexley, Havering and Newham Councils*
2. Emphasize shared service to embed new approach:
oneSource – your shared service working for Bexley, Havering and Newham Councils / oneSource – the shared services of Bexley, Havering and Newham Councils
3. Generic strapline: *the shared services of Bexley, Havering and Newham councils*

Recommendation

- 2 clearly identifies that oneSource is a shared service between the partner councils

Email signatures strap line examples

Current

Name | Role | Post-nominal letters

Address line

T: XXX XXXX XXXX

E: name.surname@oneSource.co.uk

oneSource – working on behalf of Bexley, Havering and Newham councils

www.onesource.co.uk

Twitter: @oneSourceUK

Council and shared service emphasis

Name | Role | Post-nominal letters

Council (for which the work is being carried out for) & service/department

Address line

T: XXX XXXX XXXX

E: name.surname@oneSource.co.uk

oneSource - your shared service working for Bexley, Havering and Newham councils

Other Branding

Branding	Options	Factors / recommendation
Email address	<p>Current: @onesource.co.uk Council: @bexley.gov.uk New: e.g. @sharedservices.co.uk</p> <p>(add footer “oneSource – your shared service working for Bexley, Havering & Newham councils”)</p>	<p><u>Recommendation</u> Retain current model</p> <p><u>Reasons</u></p> <ul style="list-style-type: none"> - Consistency and recognisable: internal and external - No evidence that a major concern - Neutral across the 3 boroughs and with external partners
Signatures	See general branding for options	<p><u>Recommendation</u></p> <ul style="list-style-type: none"> - “..... Legal Services” - “oneSource – your shared service working for Bexley, Havering & Newham councils” to footer <p><u>Reasons</u> Balances Council identity and oneSource brand Will work internally and externally</p>

Other Branding

Branding	Options	Factors / recommendation
Telephone and personal greetings	<ul style="list-style-type: none"> - Keep oneSource branding - Change to service name and corporate greeting. - Retain oneSource where the external branding is also oneSource, e.g. enforcement but service name where not, e.g. HR when doing external casework. 	<p><u>Recommendation</u></p> <ul style="list-style-type: none"> - Move to service name and corporate greeting. - Retain oneSource branding where consistent with external branding. <p><u>Factors</u></p> <ul style="list-style-type: none"> - Simple change and recognition as embedded service - oneSource brand unnecessary - External branding is consistent and avoids confusion.
Other Written Materials	<p>e.g. Induction materials, report template & policy documents</p> <ul style="list-style-type: none"> - Move to service name & Council - Retain oneSource 	<p><u>Recommendation</u></p> <ul style="list-style-type: none"> - Brand as Council or Councils where shared materials and low key oneSource branding <p><u>Factors</u></p> <ul style="list-style-type: none"> • As above

Other Branding

Branding	Options	Factors / recommendation
Job Descriptions and recruitment materials	<ul style="list-style-type: none"> • Keep oneSource branding • Remove oneSource branding • Reduce oneSource branding 	<p><u>Recommendation</u></p> <ul style="list-style-type: none"> • Keep oneSource branding but with prominent co-branding of 3 partner Councils • Increase borough based material in recruitment <p><u>Factors</u></p> <ul style="list-style-type: none"> • oneSource has a positive impact on recruitment generating applications because of shared working • JD's have specific requirements for shared working and cross borough working

Minor Issues

Branding	Branding options		
	oneSource - your shared service...	Council plus “working for”	Council only
Templates		x	
ID cards			x
Lanyards			x
Commercial brochures / banners / merchandise	x		
Services plans		x	
Intranet		x	
Telephone display			x
Website (limited external use)	x		
Twitter / LinkedIn (limited external use)	Use for recruitment & external use		x

External Marketing

- Stop proactive marketing
- Keep presence at key events / conferences
- Limited marketing of successful and “market ready” commercial services, e.g. enforcement, health and safety, in investigations.
- Reactive marketing where approached by potential customers

Communications

Within oneSource

- Continued intranet site for internal comms and information
- Internal communications with oneSource staff to continue to build positive culture and communicate key messages relevant to oneSource and partner Councils
- oneSource staff to be included in partner Council internal comms as default and invited to engagement events etc.

oneSource to Partner Councils

- About service provision and key changes e.g. staffing
- Newsletters to client groups e.g. legal updates
- Positive stories and developments

External Publicity

- In coordination with Partner Comms team and sign off as Partner Council

Implementation

- **Agreement by Joint Committee**
- **Branding preparation**
- **Agree launch date**
- **Comms plan with staff and partner councils**
- **Implementation plan to be agreed by**