

Health and Safety Commission Paper		HSC/05/28	
Meeting Date:	8 February 2005	Open Gov. Status:	Fully Open
Type of Paper:	Below the line	Paper File Ref:	
Exemptions:	None		

HEALTH AND SAFETY COMMISSION

Partnership branding

A Paper by Vinny Kenny

Advisor(s): Graham Schofield

Cleared by Colin Douglas on 14 January 2005

Issue

1. This paper summarises our approaches to partnership branding of products (publications, exhibitions etc).

Timing

2. Routine.

Recommendation

3. HSC to note the approach being developed towards partnership branding in line with last year's branding review.

Background

4. Evidence gathered in the review of HSC/E brand applications carried out by Radical/Roundel during early 2004, identified inconsistencies in our brand presentation. It found no approved design guidelines for combined HSC/E branding with partners (Local Authorities, Institutions, Professional bodies etc). The review also highlighted our visual imagery in communications lacked a consistent approach. Annex 1 provides a visual summary of a range of publications produced prior to the brand review and highlights the inconsistent approach.

5. There have been some questions raised about our approach to branding when working with partnerships ie HSE dictates the brand style even when we are not taking the lead in producing a product. In response to these concerns, a brief review was conducted in December/January to reflect on how we brand products that we produce in partnership with others, and to instil a more consistent approach in line with last year's Radical/Roundel brand review and our commitment to working in partnership. We regularly produce products with partners and whilst we have identified some inconsistencies in our brand approach, generally we do not dictate that products should follow the HSC/E brand when we are not taking the lead. Account has always been taken of the involvement of the partner(s).
6. The development of a Commercial strategy for HSE recognises working with partners in producing priced products. A process for dealing with partnerships in producing commercial products is being developed and recommends agreement on ownership and visual brand is reached at the early stage.

Argument

7. To support the strategy in developing closer partnerships, it is clearly evident our brand requires consistency but also that it should be flexible in meeting and supporting the needs of HSC/E, partners and the product. It must not be seen as HSC/E dictating brand standards for all products we are involved in producing in partnerships. We have concluded the need to adopt the following approaches for branding products:

Approach A: where we (HSC/E) produce a product on our own - we apply our standard brand;

Approach B: where we take the lead on a product but others provide support - we apply our standard brand, and allow others to place their logo on the product;

Approach C: where we produce a product in equal partnership with other organisation(s) - we develop a design approach with the partner(s) specific to the product ie. we don't merely apply our own brand;

Approach D: where others take the lead on a product and we provide support – the product will be produced in the brand style of the lead organisation and our logo may be applied in support.

8. A number of publications have been produced since the review, which have adopted some of the above approaches. Visual illustrations of these publications produced against approaches A, B and D are provided at Annexes 2 to 4 respectively. The design under Approach C will remain flexible to suit the product being produced. However, Annex 5 provides a visual example of a design that would be applicable to this approach.

9. Recognising the process proposed by the Commercial strategy, we suggest for all products (priced and non priced) produced in partnership, prior to any work commencing agreement on ownership or lead, visual presentation and brand is reached at the outset. This process should be rolled out to all products (priced and non-priced) produced with partners.

Consultation

10. Communications Directorate and Communications Delivery Service.

Presentation

11. These approaches will be incorporated into HSE's brand guidelines and made available on the Intranet.

Costs and Benefits

12. There are minimal cost implications for HSE. Benefits will be achieved in HSC/Es imagery of the products it is associated with.

Financial/Resource Implications for HSE

13. Costs associated with the various approaches will be minimal. The benefits are in defining a clearer approach in applying partnership branding.

Environmental Implications

14. N/A

Other Implications

15. Development of the approaches will benefit our partnerships and provide better control on application of brand and imagery whilst ensuring flexibility for partnership branding.

Action

16. The HSC is asked to note the approaches set out in paragraph 7 in implementing the partnership branding.