

**REPORT TO:** East Lothian Integration Joint Board

**MEETING DATE:** 26 November 2015

**BY:** Chief Officer

**SUBJECT:** IJB Identity (update)

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## **1 PURPOSE**

- 1.1 To update members on the development of an identity for the East Lothian Integration Joint Board (IJB).

## **2 RECOMMENDATIONS**

- 2.1 The IJB is recommended to:
- i. note the content of this report.
  - ii. approve the adoption of the full-colour seven-symbol logo.
  - iii. approve the development of letterheads and literature in the new branding.

## **3 BACKGROUND**

- 3.1 It was agreed at the IJB meeting of 27<sup>th</sup> August 2015 that it was important to develop an identity for the East Lothian IJB in order to:
- signal that change is underway and the IJB has standing in its own right
  - demonstrate that two organisations are now working as one
  - communicate the ethos and values of the East Lothian IJB
  - help stakeholders to feel comfortable with and confident in the IJB, the functions we deliver and allied activities.
- 3.2 The August IJB meeting decided that the logo and branding would feature the wording 'East Lothian Health and Social Care Partnership' in preference to 'East Lothian IJB' on the logo, as the partnership already has brand recognition.

- 3.3 The branding work has been progressed by local company Creative Link, who have designed for both the council and NHS Lothian before. Creative Link, working to a brief supplied to them by the Communications Officer, produced four logo designs, which are attached at Appendix 1. The brand employs symbols that are also being used by the City of Edinburgh IJB to ensure consistency for service-users and patients. However, the East Lothian IJB is unique and not likely to be confused with Edinburgh IJB branding.
- 3.4 As agreed at the August 2015 IJB meeting, the four designs were shared with stakeholders through a variety of means, including the East Lothian Health and Social Care Partnership and the East Lothian Consultation Hub. We got around 15 replies in total, almost all of whom favoured the full-colour logs involving the symbols either in a line or a rectangular layout. More people favoured the linear layout and, because we needed branding for our 'Big Conversation' event, with the approval of the Chair, we used the linear logo *pro tem*. It was well received at the event.
- 3.5 We now hope that the IJB will approve the use of the linear logo as the basis for development of our branding. Obviously, this issue is now quite pressing as we are only months away from integration and a great deal of communications work will have to happen in that time.
- 3.6 Once the logo has been agreed by the IJB, work can proceed on developing letterheads for services and teams working in the East Lothian Health and Social Care Partnership and for media work.

#### **4 POLICY IMPLICATIONS**

- 4.1 None.

#### **5 EQUALITIES IMPLICATIONS**

- 5.1 None.

#### **6 RESOURCE IMPLICATIONS**

- 6.1 The sum of £1000 for development of branding and visuals. This will be funded from the HR/OD allocation.

#### **7 BACKGROUND PAPERS**

- 7.1 Appendix 1 – logo designs.

<b>AUTHOR'S NAME</b>	Jane Ogden-Smith
<b>DESIGNATION</b>	Communications Officer
<b>CONTACT INFO</b>	01620 827755 jogden-smith@eastlothian.gov.uk
<b>DATE</b>	19 November 2015

## Appendix 1 – Logo Designs

