



# RESEARCH & INFORMATION

## Logo and Visual Identity Survey

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### Introduction

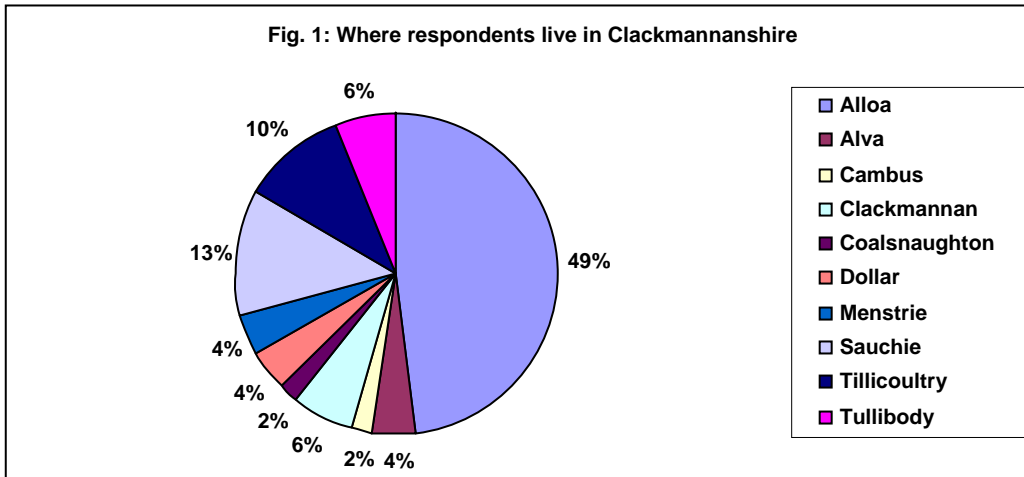
A strong brand image plays a vital part in successful organisations. The council logo is based on the "armorial bearings" or heraldic crest of the County. The logo consists of a single image which incorporates the Crest (with motto "look about ye") and the words Clackmannanshire Council. The Council area in recent years has adopted the tag line "more than you imagine". This report presents the findings of the surveys both from internal/staff and public.

The report will help the Corporate Communications team to understand what people think about a range of issues relating to the corporate images.

## Profile of Staff/Internal Respondents

There were 75 staff/internal responses to this survey.

61% live in Clackmannanshire and 39% of the respondents live out with the local area. The majority (49%) of respondents reside in Alloa (see Figure 1).



The majority of respondents (60.8%) have lived in Clackmannanshire for 20 years or over (Table 1).

Table 1: Length of time resident in Clackmannanshire

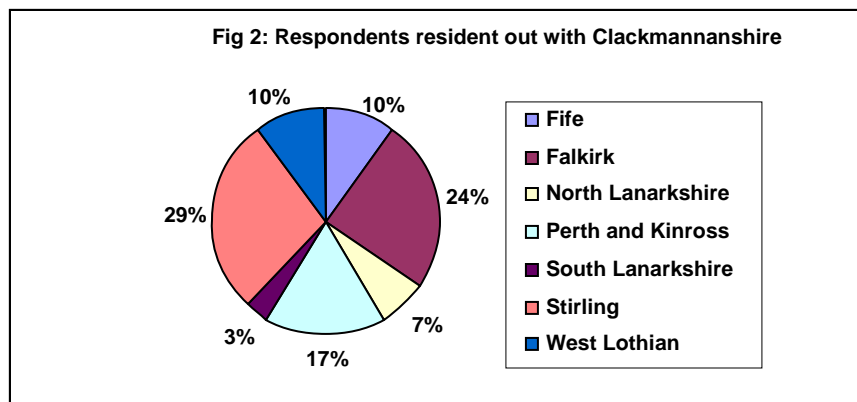
	% of respondents
0 to 5 years	15.2
6 to 10 years	13.2
11 to 20 years	10.8
20 years or over	60.8

The majority of the Clackmannanshire respondents were in the 26 to 44 age group (50%) and 47.8% were from the 45 to 64 age group (Table 2).

Table 2: Age groups of respondents who reside in Clackmannanshire

	% respondents within Clackmannanshire
No answer	2.2
Under 18	0
18 to 25	0
26 to 44	50
45 to 64	47.8
65 and over	0

29% of the respondents who live out with Clackmannanshire reside in Stirling and 24% in Falkirk (Figure 2).



The majority of the respondents who resided out with Clackmannanshire were in the 45 to 64 age group (51.8%) and 41.2% were from the 26 to 44 year age group. 3.5% were from the younger 18 to 25 year age group (Table 3).

Table 3: Age groups of respondents who are resident out with Clackmannanshire

	% respondents
No answer	3.5
Under 18	0
18 to 25	3.5
26 to 44	41.2
45 to 64	51.8
65 and over	0

## Working with the logo and tag line

36% of the respondents work with the logo and strap line regularly in their day to day job and 28% work with the logo only. 36% of the respondents don't work with the logo or strap line (Table 4).

Table 4: % respondents who work with either/both the logo and strap line regularly in their day to day jobs

	% respondents
No answer	0
The logo only	28
The strap line only	0
Both	36
Don't work with the logo or strap line in day to day job	36

### Do you experience difficulties working with the logo or strap line?

Of the 36% who work with both the logo and strap line and the 28% who work with the logo only, there were only 8 respondents in total (Table 5 ) who have experienced difficulties working with the logo or strap line in their jobs.

Table 5 : Number of respondents who experience difficulties working with either the logo and/or strap line in their day to day jobs

	Number
Yes	8
No	40

See Open Ended Statements Section for Comments.

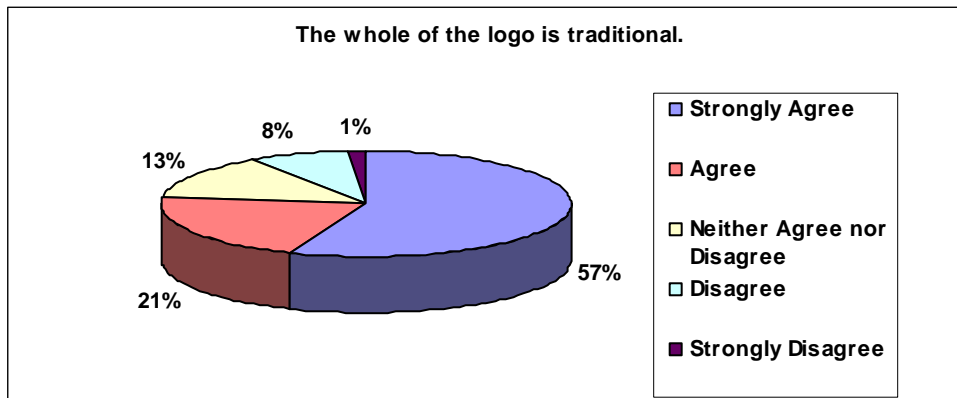
## Views on the Logo as a whole (Staff/Internal)



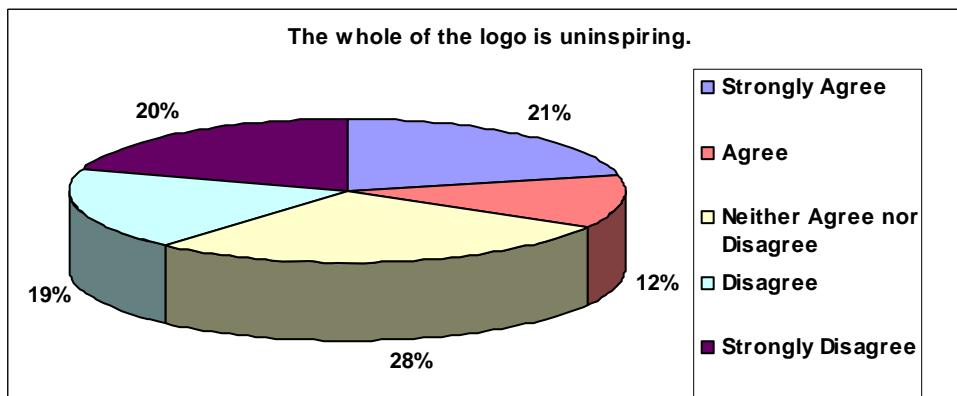
### Summary:

The respondents felt that even though they felt that the Clackmannanshire logo remained traditional in its appearance they also believed it to be memorable, business-like and authoritative. The respondents also strongly felt that the logo was clearly visible not only in and around the community but wide displayed on Council signs, vehicles, etc. Another positive aspect was that the majority of the respondents felt positively that the logo was a positive and strong brand image. There was no clear negative aspects which stood out on the logo as a whole, however, there were several split opinions on other questions. Small majority who thought logo was uninspiring, or appeared forward thinking and progressive. Small majority thought that the logo did not reflect community spirit or embracing or caring.

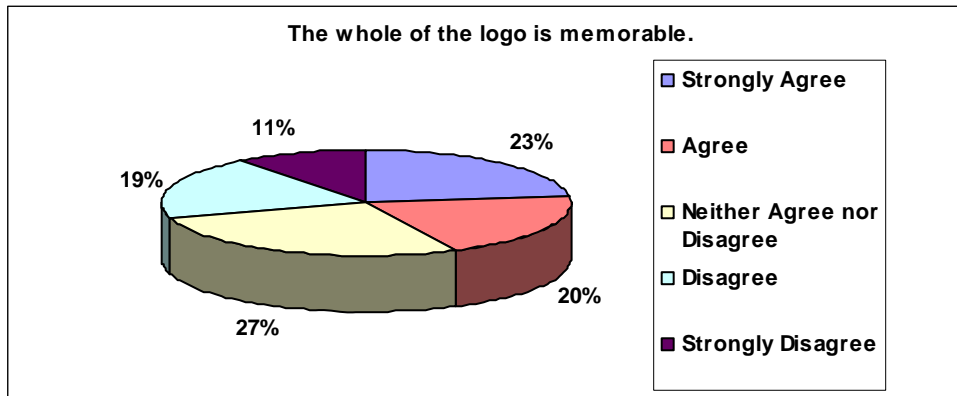
Of the 75 respondents, 57% strongly agreed and 21% agreed that the logo is traditional (78% total). 9% strongly disagreed/disagreed with the statement.



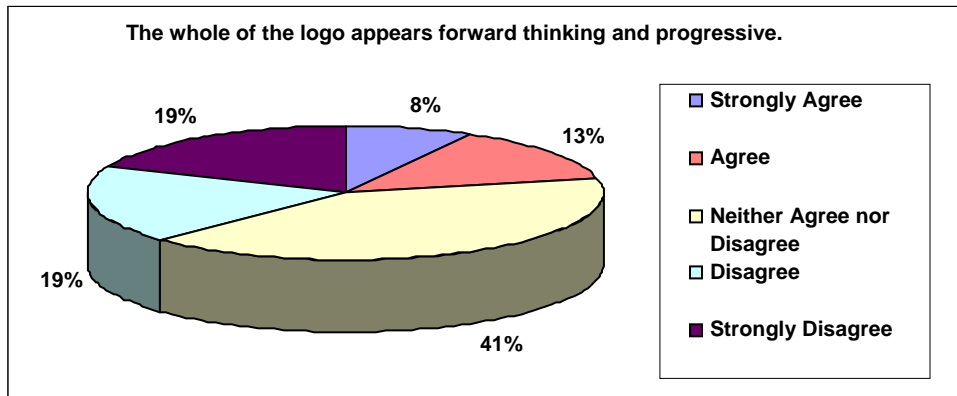
39% of the respondents strongly disagreed/disagreed and 33% of the respondents strongly agreed/agreed with the statement that the logo was uninspiring. However, 28% of the respondents neither agreed or disagreed with this statement.



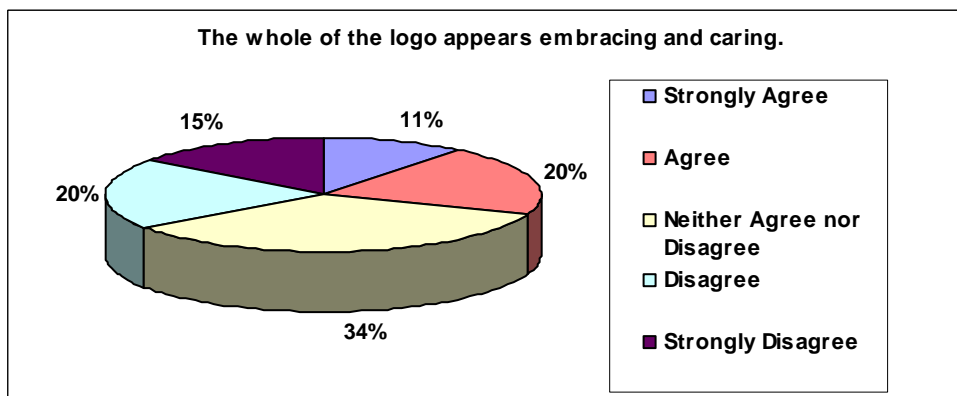
43% (strongly agreed/agreed) that the logo is memorable. 27% of the respondents neither agreed or disagreed with the statement. 30% strongly disagreed/disagreed.



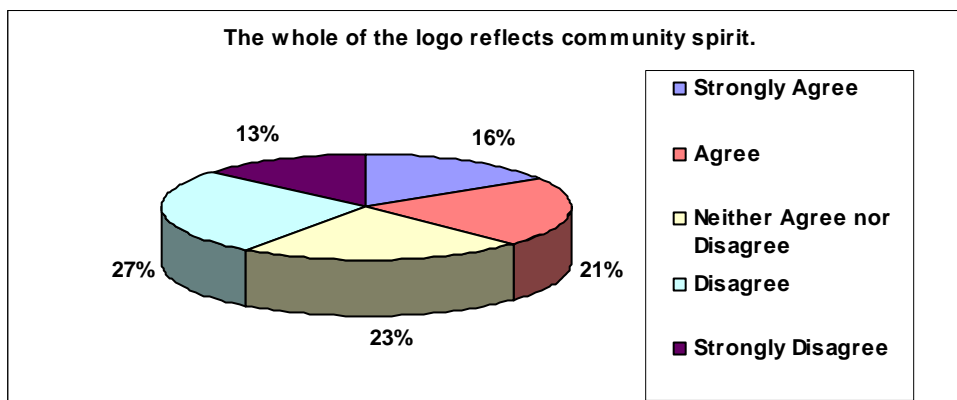
41% of the respondents were of no opinion that the logo appears forward thinking and progressive. However, 38% (disagreed/strongly disagreed) with this statement.



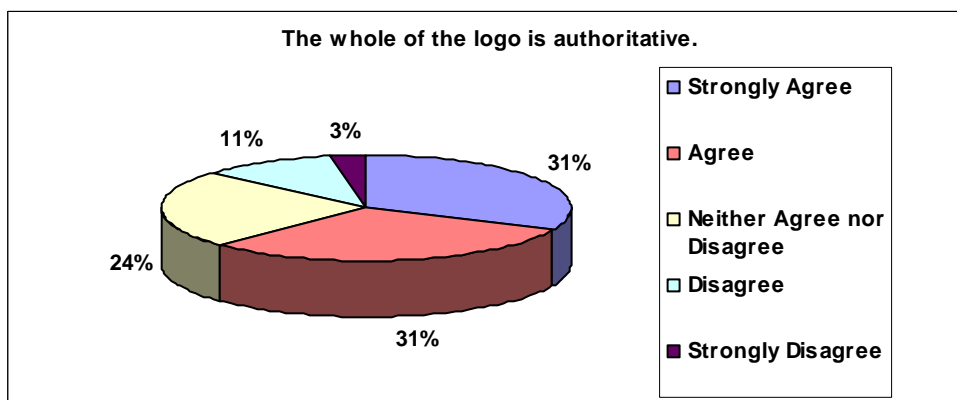
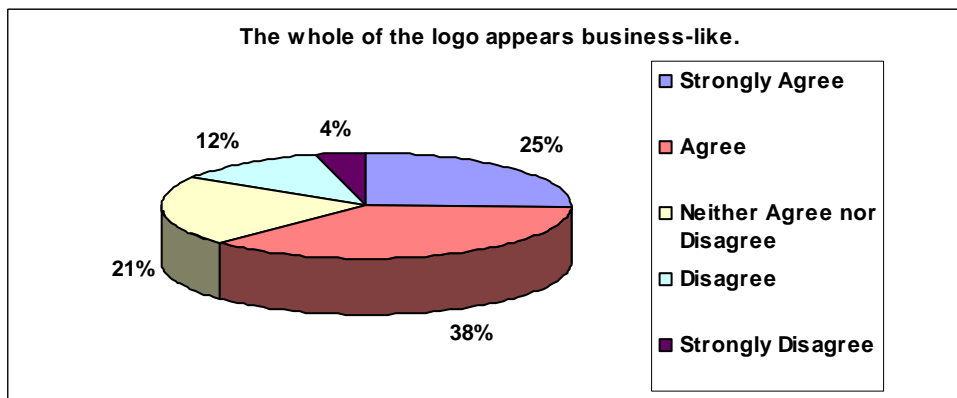
35% strongly disagree/disagree with the statement that the logo appears embracing and caring. 34% neither agree nor disagree and 31% strongly agree/agree.



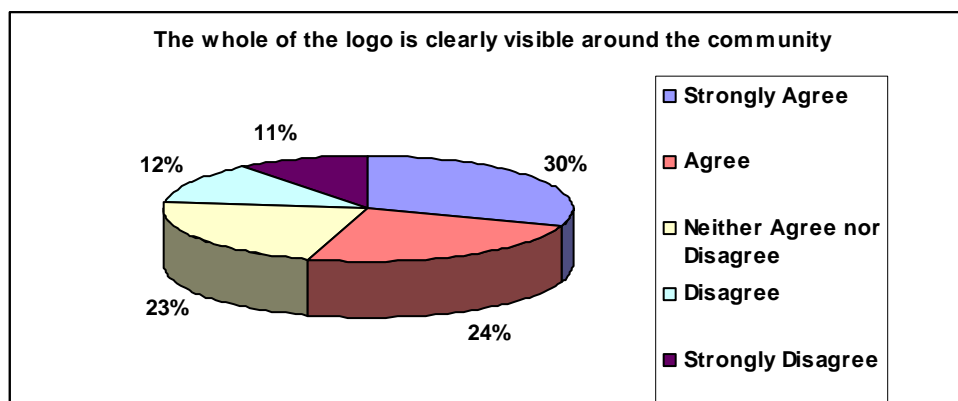
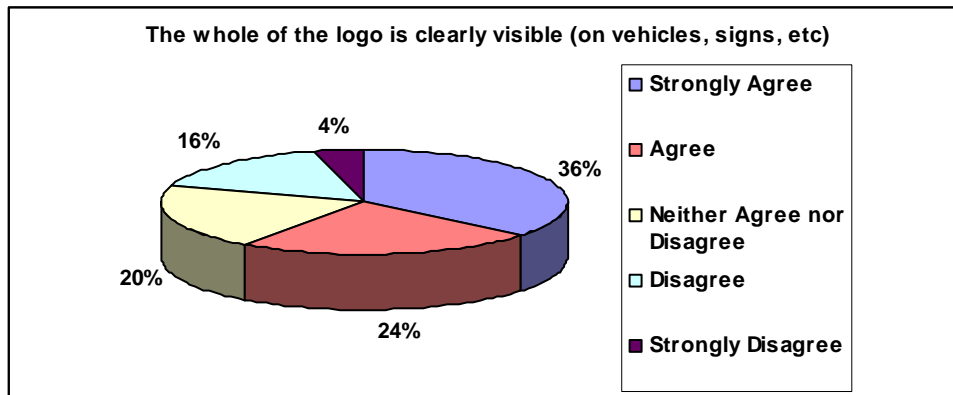
37% (Strongly agreed/agreed) that the logo appeared to reflect community spirit and 40% (strongly disagreed/disagreed). 23% had no opinion.



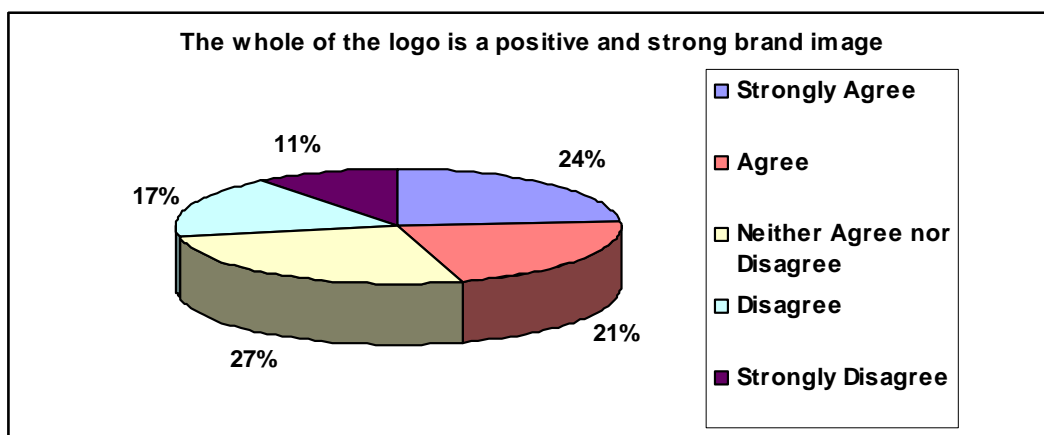
Overall, the majority of the respondents (63%) felt that the logo appears business-like and 62% felt that the logo appeared authoritative.



The majority of respondents strongly agreed (36%)/agreed (24%) that the logo is clearly visible (on vehicles, signs, etc.) and the majority 30% strongly agreed/ agreed (24%) that the logo was clearly visible around the community.



45% of the respondents felt positively that the logo was a positive and strong brand image. 27% did not have an opinion.



See Open Ended Statements Section for Comments.



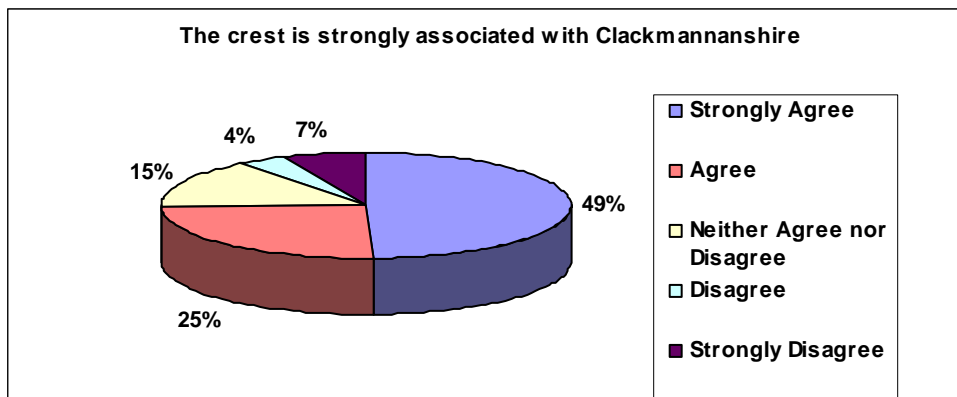
## Crest (Staff/Internal)



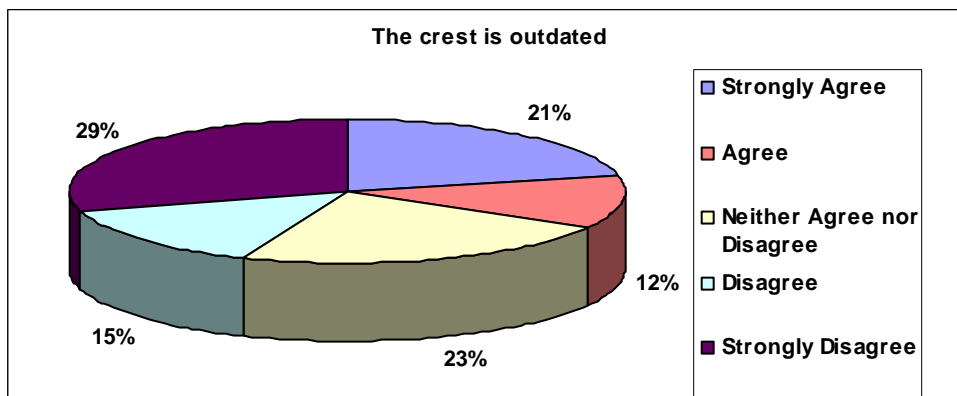
### Summary:

The respondents clearly felt that the logo is very strongly associated with Clackmannanshire. The majority disagreed that the crest was outdated and felt that it is memorable, business-like and is clearly visible on Council signs, vehicles, etc. There was a strong majority who felt that the crest should remain within the logo and should not be changed.

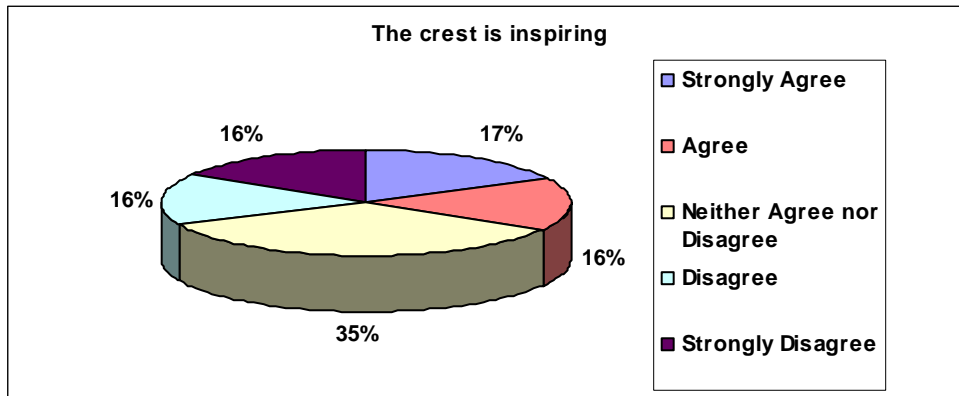
74% of the respondents felt that the logo is strongly associated with Clackmannanshire.



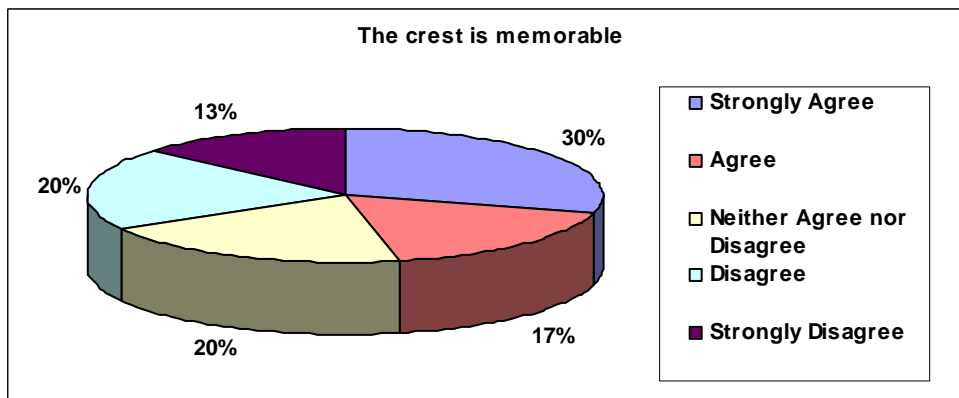
44% of the respondents strongly disagreed/disagreed that the crest was outdated. 33% strongly agreed/agreed and 23% had no opinion.



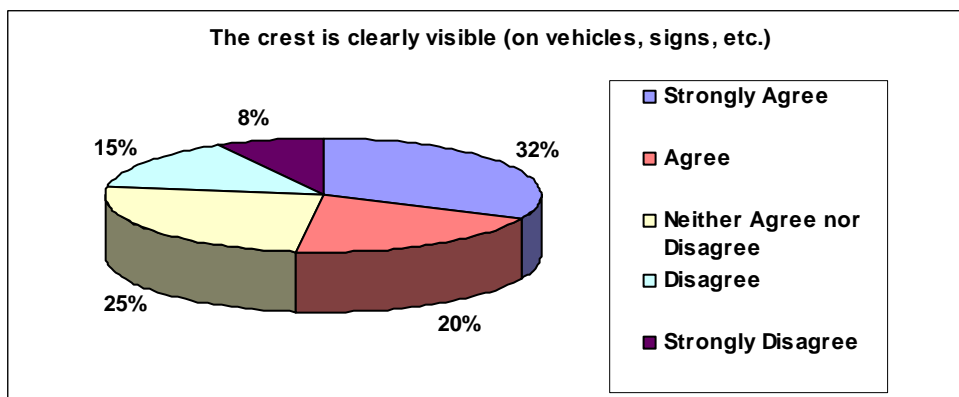
35% had no opinion that the crest was inspiring and the agree and disagree opinions were split.



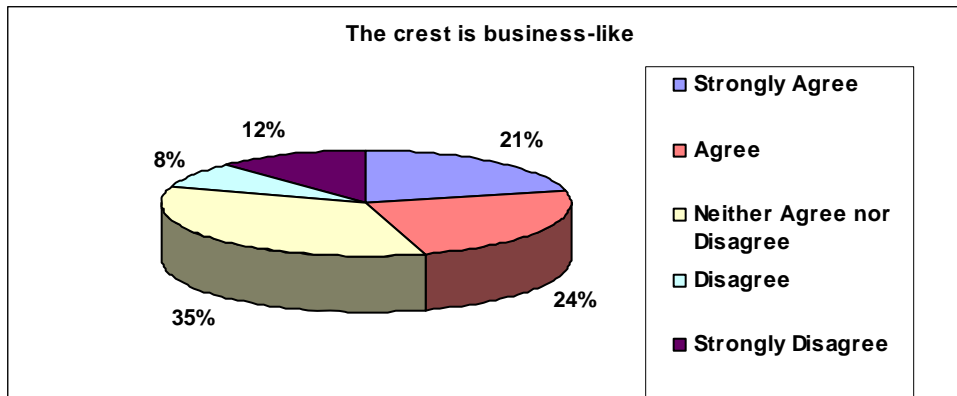
47% had positive views that the crest is memorable. 33% strongly disagreed/disagreed and 20% had no opinion.



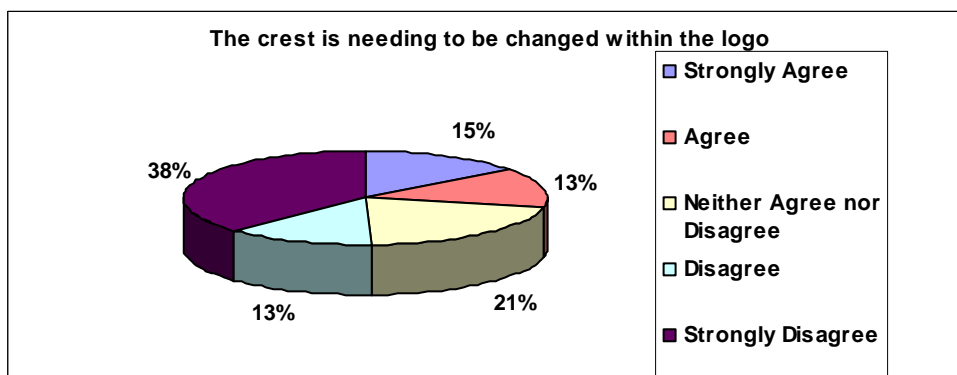
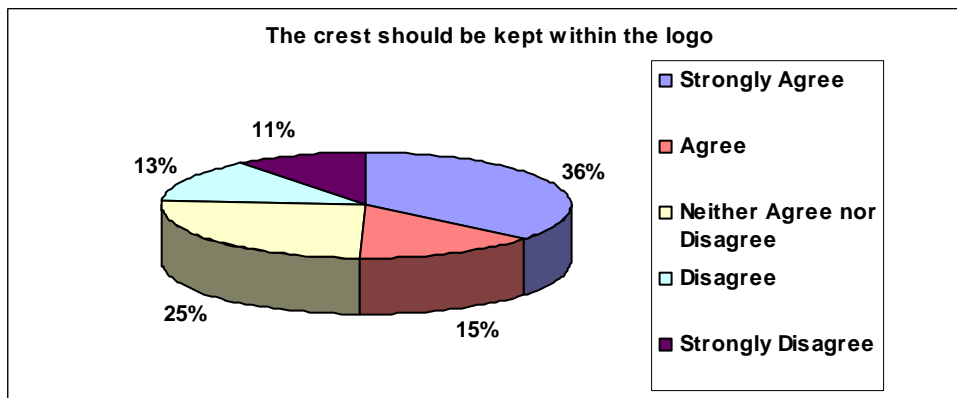
The majority of respondents (52%) felt that the crest was clearly visible (on vehicles, signs, etc.)



The majority (45%) felt that the crest is business-like. However, 35% had no opinion.



Half (51%) of respondents felt that the crest should be kept within the logo and 51% felt that the crest should not be changed within the logo.



See Open Ended Statements Section for Comments.

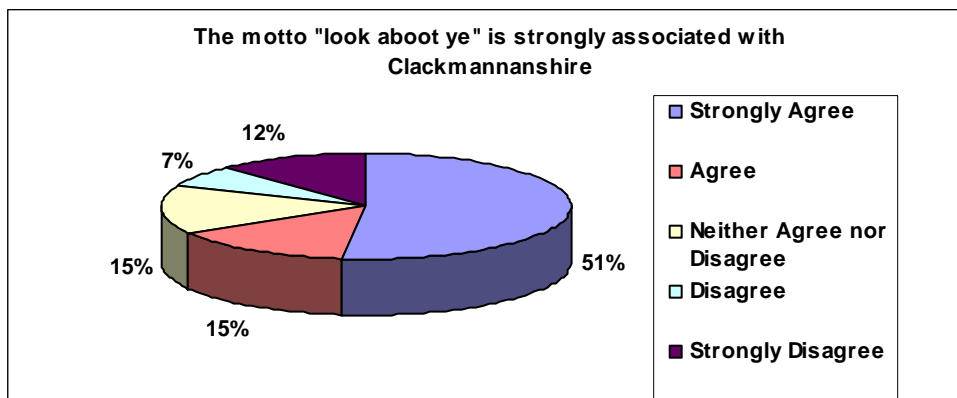
## Motto "Look about ye" (Staff/Internal)



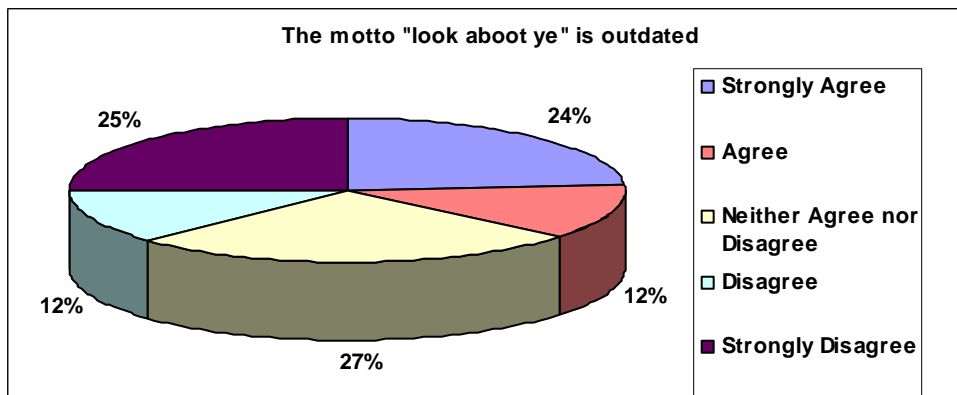
### Summary:

The majority of the respondents felt strongly that the motto "look about ye" has strong associations with Clackmannanshire and should be kept within the logo and only a slight majority felt that it did not need to be changed within the logo. The respondents were split in their views that the motto was outdated or inspiring but felt strongly that the motto was memorable. The majority felt that the motto did not appear business-like. Majority thought that the motto being clearly visible either on Council vehicles, signs, etc. but split in their opinions that it was visible in and around the community. The majority felt that the motto is businesslike.

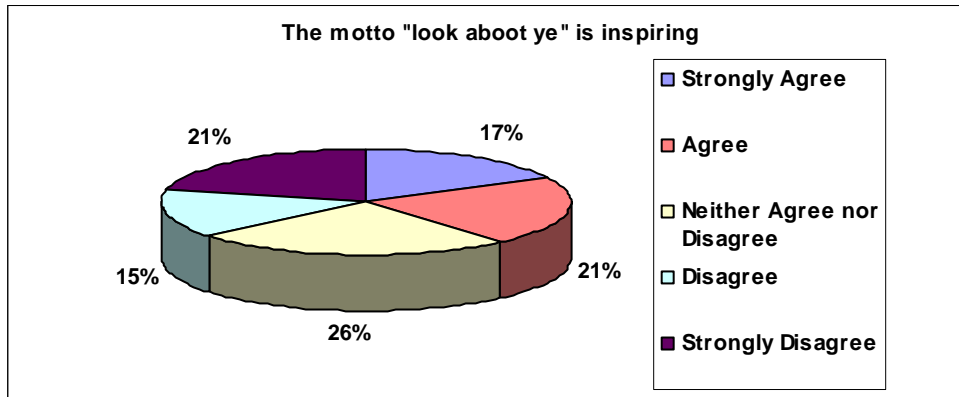
51% strongly agreed with the statement that the motto "look about ye" is strongly associated with Clackmannanshire and a further 15% agreed with the statement.



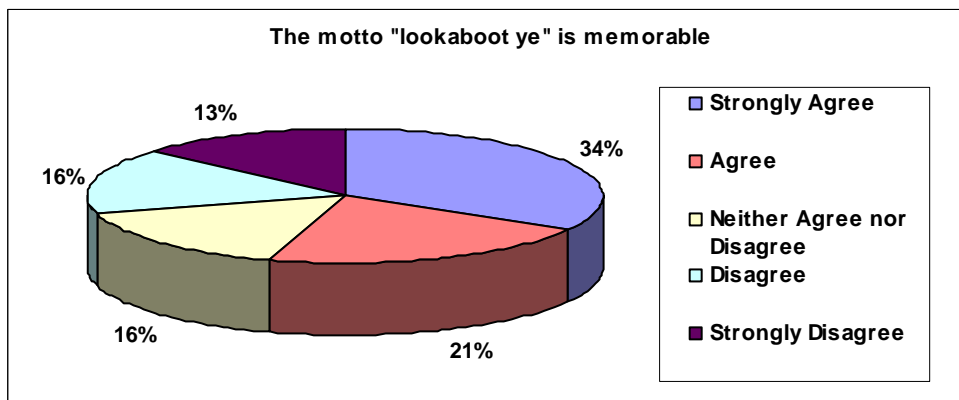
36% were positive and 37% were negative and a further 27% had no opinion with the statement that the motto was outdated.



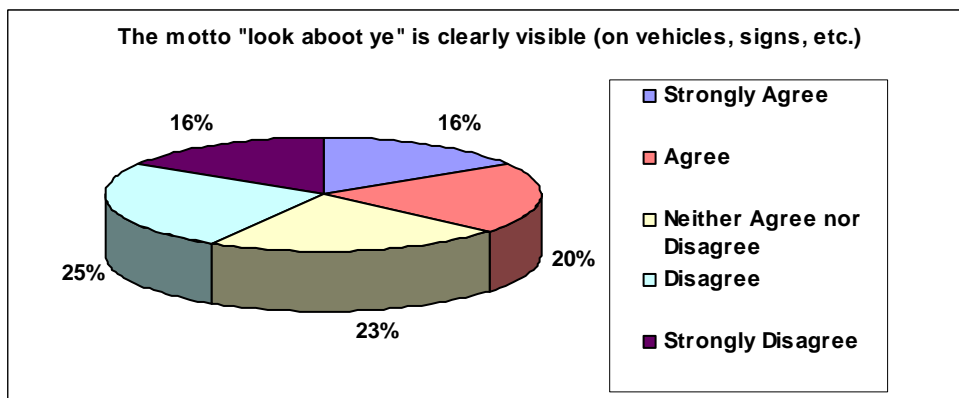
38% were positive and 36% were negative and a further 26% had no opinion with the statement that the motto was inspiring.



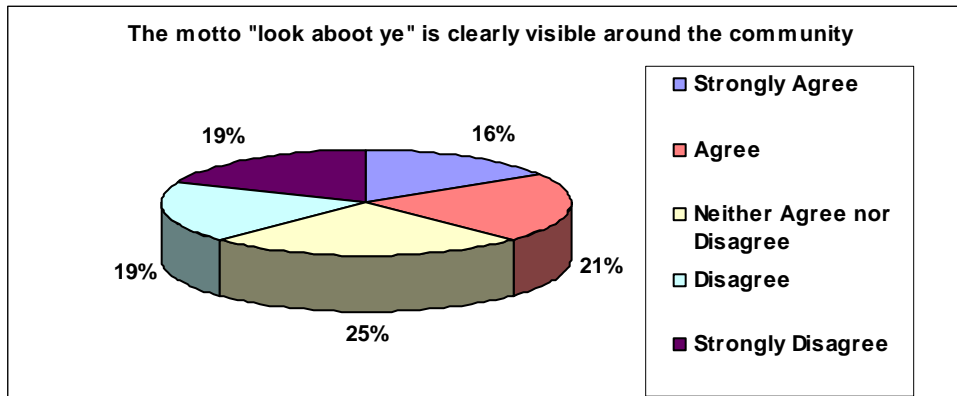
34% strongly agreed and 21% agreed with the statement (total 55%) agreed that the motto "look about ye" is memorable.



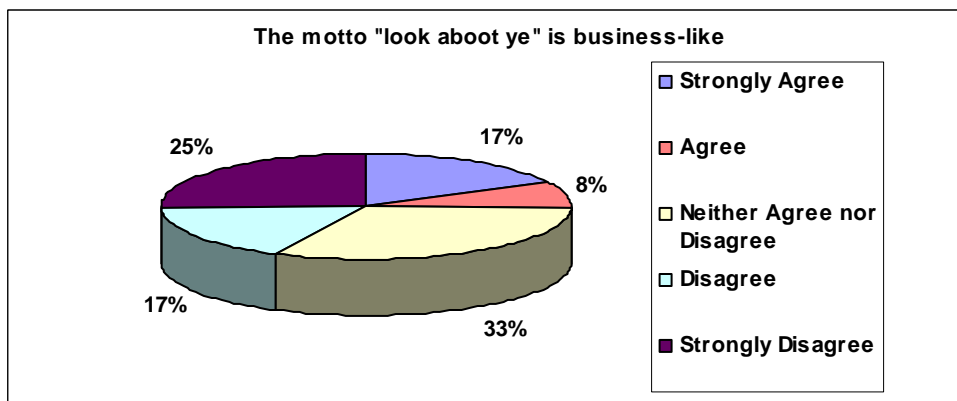
The respondents were split in their opinion on whether the motto was clearly visible on vehicles, signs, etc.). 36% strongly agreed/agreed, 41% strongly disagreed/disagreed and 23% were of no opinion.



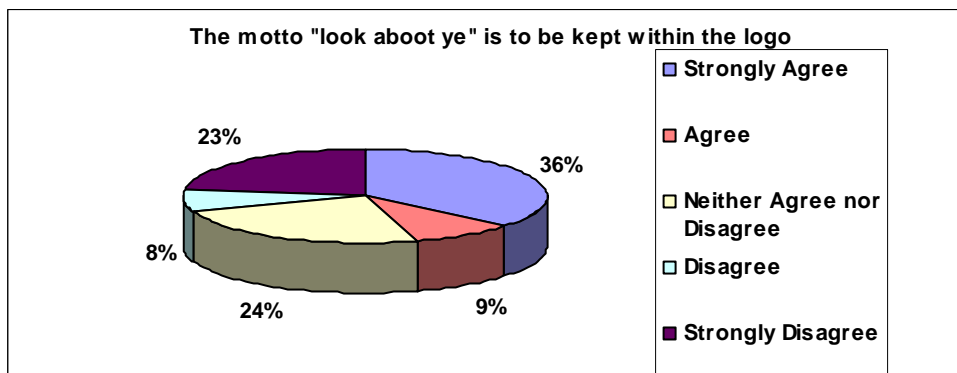
38% strongly disagreed/disagreed and 37% strongly agreed/agreed with the statement that the motto "look about ye" is clearly visible around the community. 25% neither agreed nor disagreed with the statement.



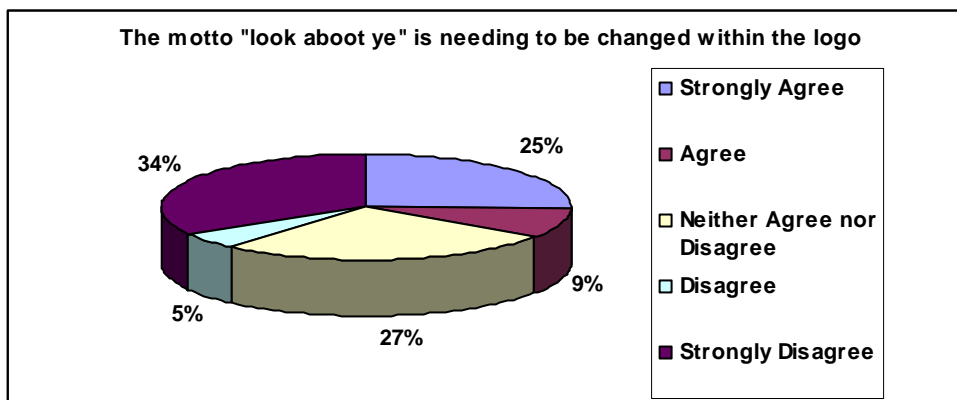
Only 25% of the respondents strongly agreed/agreed with the statement that the motto is business-like. 42% either strongly disagreed or disagreed with the remainder 33% of the respondents neither agreeing or disagreeing with the statement.



36% of the respondents strongly agreed that the motto should be kept within the logo and a further 9% agreeing to this statement. 23% strongly disagreed and a further 8% disagreed. 24% neither agreed or disagreed.



39% either strongly disagreed/disagreed that the motto is needing changed within the logo and 34% strongly agreed/agreed with the statement and 27% were of no opinion.



See Open Ended Statements Section for Comments.

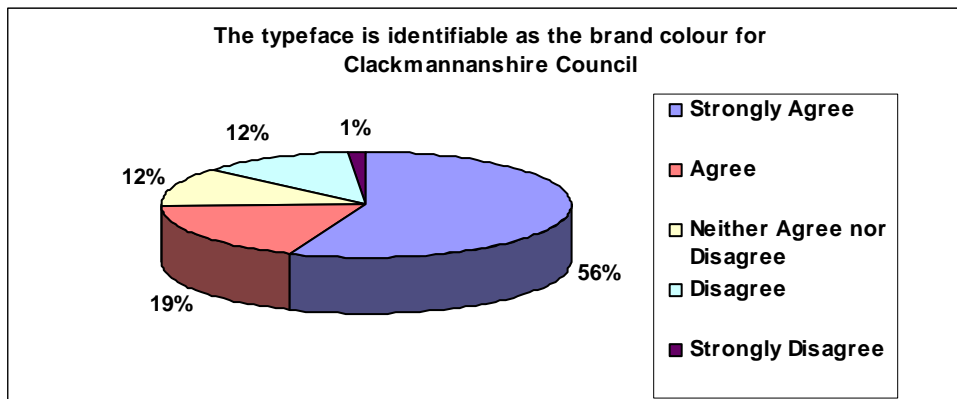
## Type Face (Staff/Internal)

### CLACKMANNANSHIRE COUNCIL

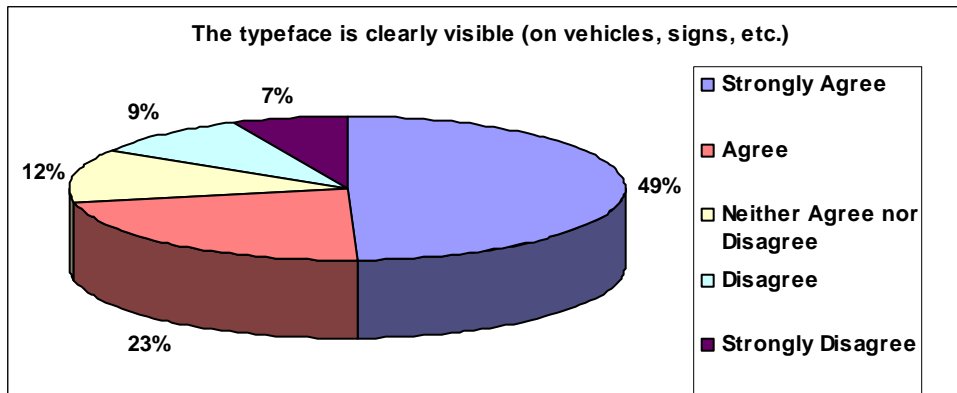
#### Summary:

The majority clearly agreed that the typeface is identifiable and clearly visible (on vehicles, signs, etc.) as the brand colour for Clackmannanshire Council. There was a clear majority who felt that the type face appeared business-like and did not require changing within the logo.

56% of the respondents strongly agreed that the typeface is identifiable as the brand colour for Clackmannanshire Council with a further 19% agreeing to this statement.

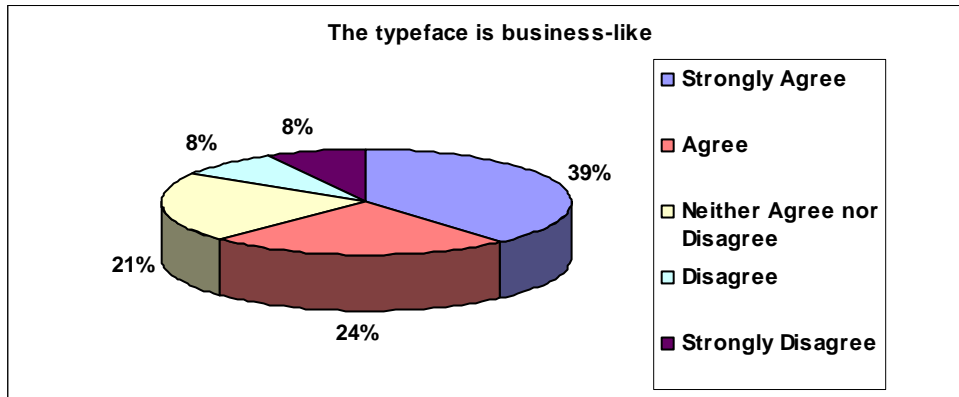


49% strongly agreed and 23% agreed that the type face is clearly visible (on vehicles, signs, etc.). 15% of the respondents strongly disagreed/disagreed with the statement.

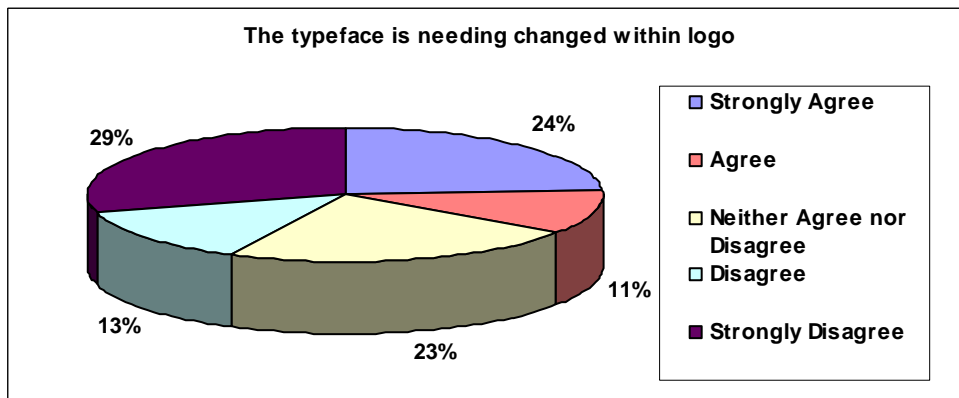




39% strongly agreed and 24% agreed that the type face appeared business-like. 21% were of no opinion and 16% either strongly disagreed/disagreed with the statement.



Of the respondents 42% strongly disagreed/disagreed that the type face is needing to be changed within the logo. 35% either strongly agreed/agreed with the statement and 23% were of no opinion.



See Open Ended Statements Section for Comments.

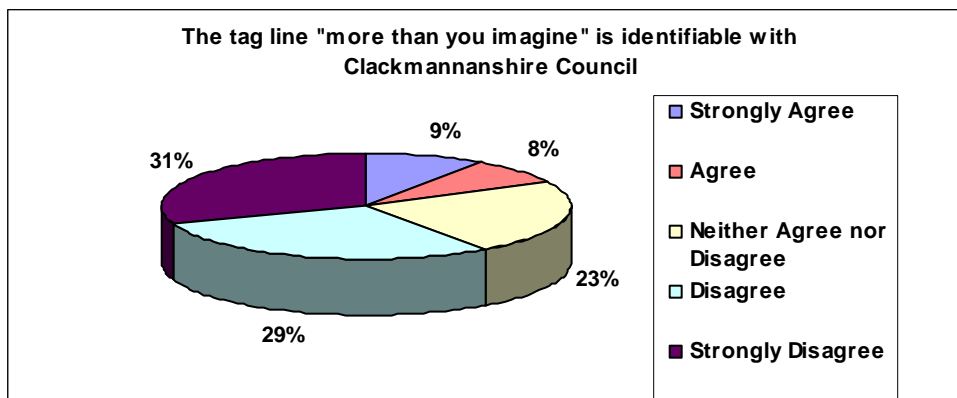
## Tag line "more than you imagine" (Staff/Internal)

*more than you imagine*

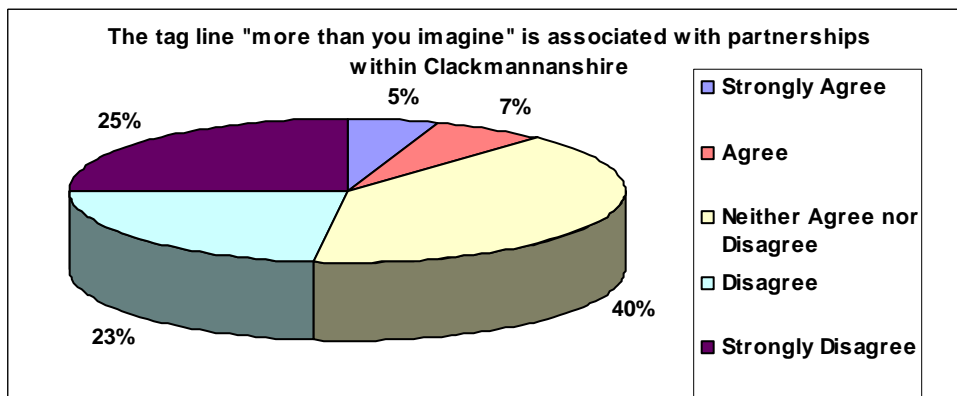
### Summary:

There was a clear majority of respondents who felt the tag line was not identifiable with Clackmannanshire Council or associated with partnerships within Clackmannanshire. However, respondents did feel that the tag line "more than you imagine" was positive and memorable. There was a split feeling that the tag line was progressive and forward thinking or professional as a brand image. There was a clear majority who did not think that the tag line reflected community spirit or that it was clearly legible on buildings, signs, etc. nor was it clearly visible around the community.

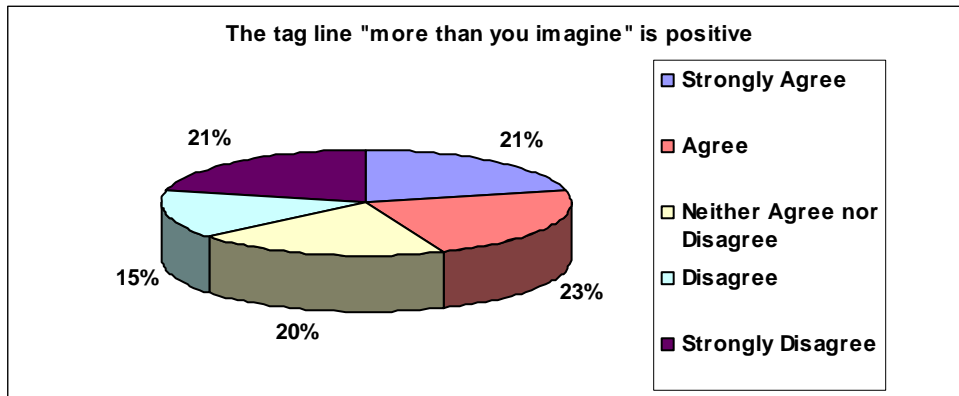
31% strongly disagreed and 29% disagreed (60% total) with the statement that the tag line "more than you imagine" is identifiable with Clackmannanshire Council. 23% neither agreed nor disagreed and 17% in total strongly agreed/agreed with the statement.



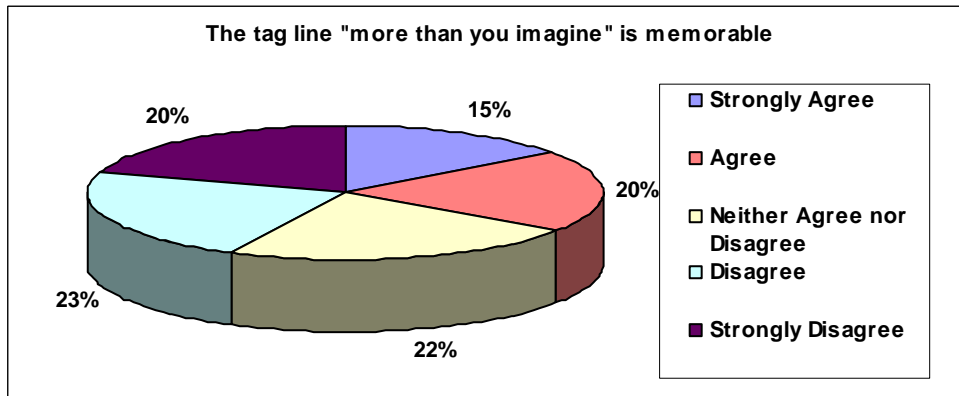
40% neither agreed nor disagreed with the statement that the tag line is associated with partnerships within Clackmannanshire. 48% strongly disagreed/disagreed with this statement and the remainder 12% strongly agreed/agreed.



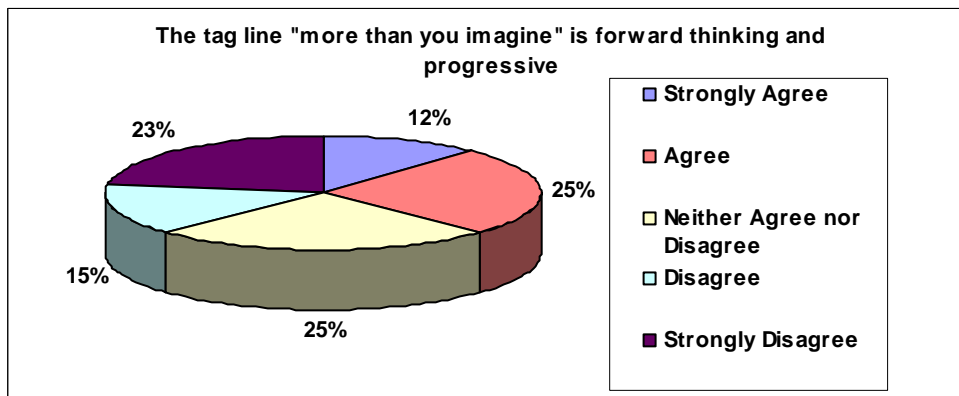
44% strongly agreed/agreed, 36% strongly disagreed/disagreed with the statement that they felt that the tag line "more than you imagine" was positive. 20% were of no opinion.



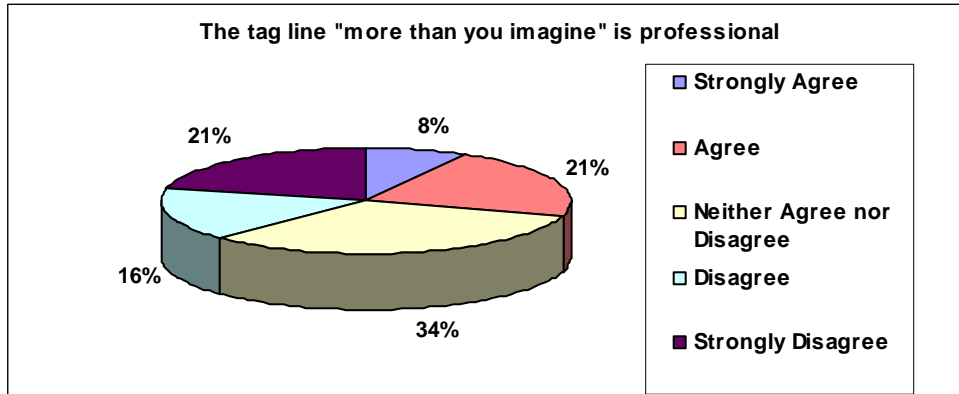
43% strongly disagreed/disagreed with the statement that they tag line is memorable. 35% strongly agreed/agreed with the statement and 22% were of no opinion.



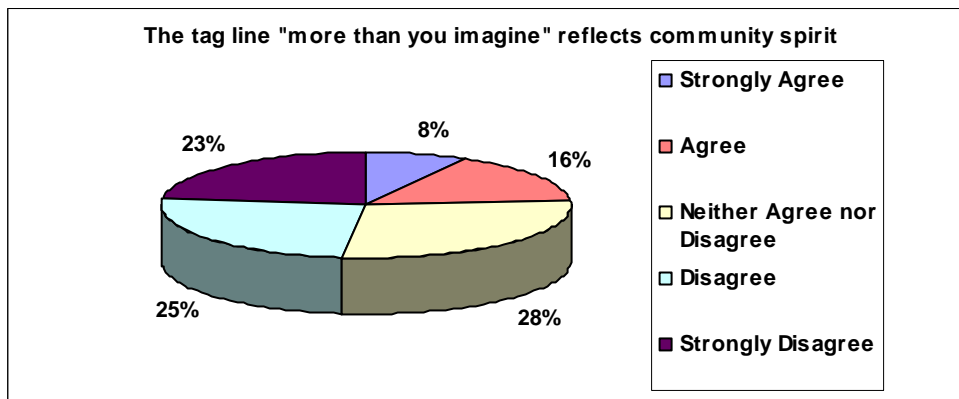
38% strongly disagreed/disagree, 37% strongly agreed/agreed that the tag line "more than you imagine" is forward thinking and progressive. 25% were of no opinion.



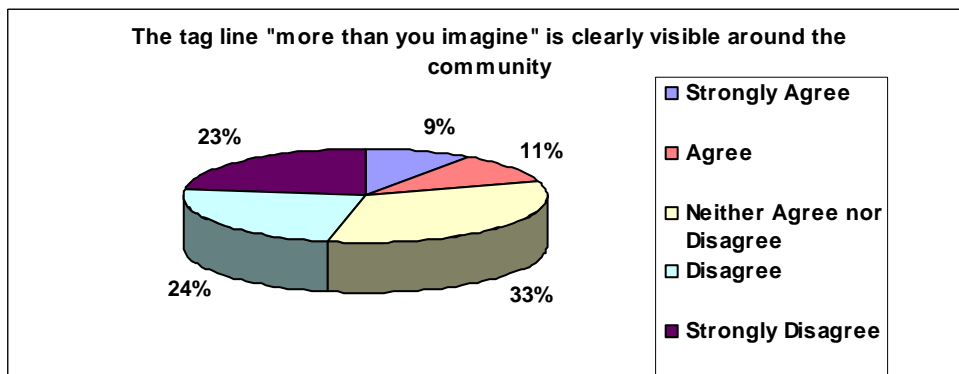
37% strongly disagreed/disagreed with the statement that the tag line appeared professional. 34% were of no opinion and 29% strongly agreed/agreed with the statement.



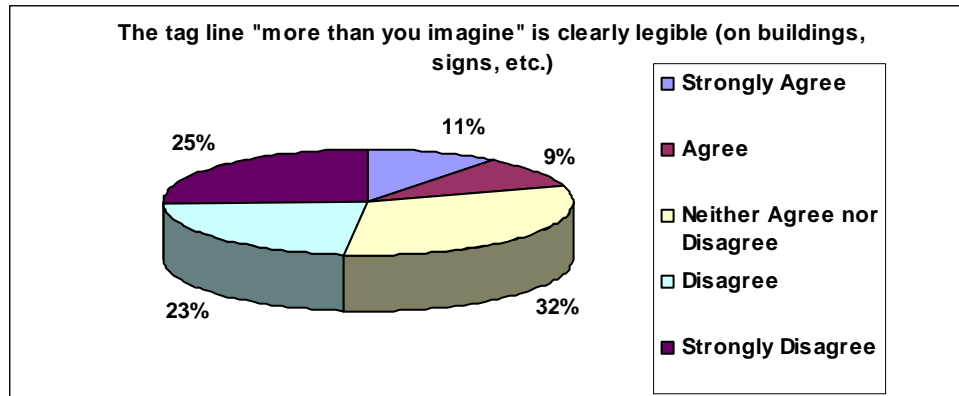
48% of the respondents strongly disagreed/disagreed with the statement that the tag line reflects community spirit. 28% were of no opinion and 24% strongly agreed/agreed with the statement.



47% strongly disagreed/disagreed that the tag line is clearly visible around the community. 33% of respondents were of no opinion and 20% strongly agreed/agreed with the statement.



48% felt that the tag line was not clearly visible (on buildings, signs, etc.) 32% neither agreed nor disagreed and 20% strongly agreed/agreed with the statement.



See Open Ended Statements Section for Comments.

## Open Ended Statements (Staff/Internal)

This section of the report presents the themes presented in open ended comments, provided at the end of each section of the survey. Open ended responses offer a valuable indicator of some of the key issues of interest.

### Please explain any difficulties you may have working with the logo or tag line.

Connecting them

Transparency, resizing, dark colours

File size is too large due to the graphics used. Can sometimes be a problem when sending documents to outside due to firewall restrictions.

Looks very old fashioned, due to the width of the logo being considerably more than the height its very restrictive on how you can use it.

Font too narrow, only one colour, old fashioned looking.

logo is too fussy and detailed

Does not look effective in newspaper advertisements nor on web based advertising. Does not give an up to date image and shape of logo presents problems

Sizing them

### If you have any other comments on the WHOLE of the logo, briefly explain.

It's a brand that has been in existence for decades, It has quite obviously stood the test of time, so why bother consider changing it?

Needs to be refreshed

At a time when budget restrictions are in place across the whole economy it surprises me the council can afford to change the logo! I think the current logo is very recognisable and there is no need to change it. As a council tax payer I would be disappoint

Need to change the PowerPoint template. The aerial photography image etc. is much better

Clear & makes a strong impression

It appears very old fashioned and dull.

The heraldic element could go without impacting on the logo. Since the name is all that the public rely upon for service delivery.

The logo is the County's identity. It is something (much like the name of the Council) that should not be changed without the support of the people of the County. I

think it provides the district, employees and residents with an instantly recognisable

I don't like the fact that 'Clackmannanshire Council' is written all in capital letters as I think anything written all in capitals reads as if it's being shouted at you (hope this makes sense!). While this might be the desired effect, I think making the

Yes it's traditional, but that also gives a message of resilience and sustainability

there will be a stronger and more easily identified branding if there were less logos - two at the most - bolder and more forward thinking

Very hard to see from a distance.

I think it resembles the Alloa Academy blazer badge too much. The Council logo needs to be more individual and reflect the view and publicity the Council have been trying to gain to make Clackmannanshire more a people place on the map of Scotland as a whole

It is just a bit old fashioned and boring

Very difficult to reproduce at any quality and the length of the logo can make it difficult to use on promotional materials. There are also too many colours used which can make full colour printing very expensive.

I understand why the logo is used as many other authorities have used crests as their logos too. But I feel that it represents a time gone by. I feel that a modern authority needs a modern image and this current logo does not sit well with that aspiration

I cannot see any reason why you want to change the logo and strap line. It is clearly identifiable as belonging to Clackmannanshire in its current form.

Classic style not a mucky mouse cartoon that we have to apologise for.

I like it!

Old fashioned, not dynamic, wrong impression of council, needs revamped totally.

If the concept of the council is to be inclusive and embracing, then why do the words not wrap around the logo. Clackmannanshire is such a long word there must be plenty of scope to soften its angles. Also, the white background gives it a very stark app

don't see the point in wasting money on changing things in the current economic climate

Typeface is not suited to reproducing and is difficult to read. The horizontal lines don't help. The word Clackmannanshire is out of proportion to the size of the crest and therefore the values in the crest get lost. The corporate colour is terrible.

I believe the logo to be out of date and not contribute positively to the image of Clackmannanshire

The text on the logo loses clarity when reduced

I THINK IT IS OK - DO WE REALLY NEED TO SPEND MONEY ON SOMETHING LIKE THIS AT THIS TIME - THE ECONOMY ETC

**If you have any other comments on the crest briefly explain.**

Again I would be very disappointed as a council tax payer to spend money on something that adds no value to the council in this current climate.

It should be retained for civic and ceremonial purposes, but not necessarily as part of the logo.

can the crest - it has fallen

I think it's good to use the crest as I think people like to see traditional things associated with the council. I don't, however, think it necessarily stands out from any other councils' crests or is particularly memorable.

keeping the crest would ensure links with tradition and a feeling of security but it is difficult to reproduce successfully on promotional material/ often too small to be clear. perhaps a modern take on the crest. I doubt if anyone would be able to interpret

As stated before - too many colours, difficult to reproduce at high quality.

I think the crest should be done away with. It harks back to times gone by and we should be a modern forward thinking authority.

Leave the logo alone.

I like it a lot.

old fashioned

If the history of how the crest came about was more widely known, then that would give it a more appreciative reception no matter what form it was in.

The crest is a traditional symbol of Clackmannanshire Council but needs to be updated to show a modern and up to date Council.

LEAVE AS IS !

**If you have any other comments on the motto "look about ye" briefly explain.**

Outdated, irrelevant

Again has the council not got more worthwhile projects to spend money on.

Elements of the logo need to speak to people out with the county, perhaps even out with Scotland. This is too localised.

It is closely associated with the area and has a certain charm about it. Fine as a motto, but does not need to be part of the logo.

can the motto - it is a pathetic archaic anachronism

Again, I would say the motto is traditional, rather than outdated, and I think it's important to retain traditional aspects of the area's heritage in the council's image.

it is good to keep "old scots" alive but the LA is going through a period of modernisation and positive change - time to lose this altogether and concentrate only on the "more than you imagine"

What is look about ye meant to mean to people?

Not good English and needs to be taken away. We should be encouraging people to speak properly and not use sloppy English.

Leave the motto as it is.

I like it no need for change

**If you have any other comments on the tag line "more than you imagine" briefly explain.**

Sounds like an apology = "we're not really crap"

Please don't change anything.

I'm not keen on this tag line as the logic of the statement is questionable. No-one can know what I imagine, and saying something is more than something subjective and variable doesn't tell you anything. More than almost nothing can still be very little

Its not required

Don't know where this came from but to me it means that you were not expecting too much from Clackmannanshire in the first place and anything you do get is a bonus.

So were are selling ourselves short on our area from the start.

due to the length of the name and the type face it is quite insipid and not easily reproduced, does not stand out

Font and style need to be more modern.

Not sure what people are imagining in the first place. Not sure if it is a very corporate tag line, but at the same time significant money has already been invested in this so I wouldn't say it needs to go.

Dull and uninspiring. A marketing disaster. Needs to be looked at again. As I said before, just leaves the question more 'what' than I imagine.

Clear and concise. Fancy fonts or art work would detract from the impact of the name.

The cost of changing this colour given the street furniture vehicles etc that carry it would be mad.

I like it

old fashioned, needs revamped

The tag line is fine, but do not use it to replace any other part of the logo

The font used is not fit for purpose. The colour is terrible.



**If you have any further comments on the logo or strap line briefly explain.**

General comment - the existing logo and strap line clearly identify the Clackmannanshire area. Particularly in the present climate, the Council cannot justify either the cost or the risk of major change. Expending resources on something that is not broke

Ridiculous logo!!! Scrap it!!!

It is too "solid" and has no sense of dynamic or movement about it.

The open face type is appealing

Sorry to put in another negative comment but I'm not keen on type faces that look like messy handwriting. (I'm a bit confused about this questionnaire too - some questions seem to be in the wrong order and in some you're shown one image but asked about s

more than you imagine suggest that people already have a low opinion of Clacks - it suggests a lack of confidence!

Still not fully established, but getting there

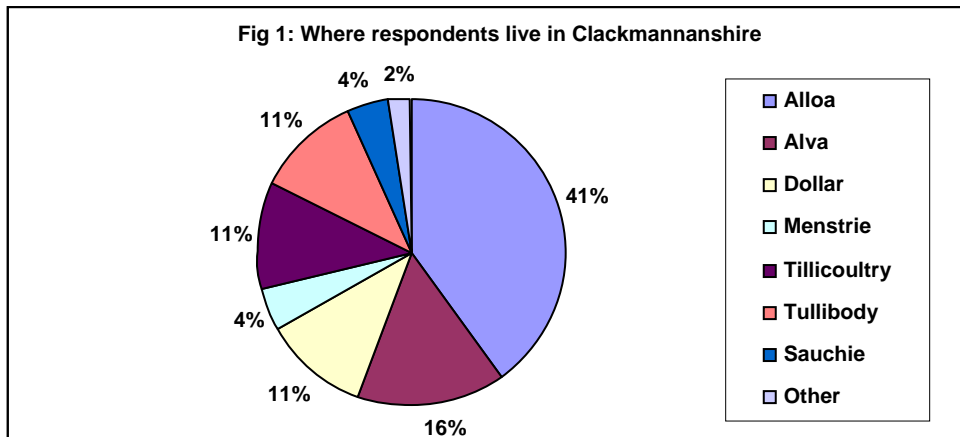
weak

Seems to start from a negative view of Clackmannanshire.

## Profile of Public Respondents

There were 50 public responses to this survey.

90% lived in Clackmannanshire and 10% of the respondents lived out with the local area. The majority (36%) of respondents reside in Alloa (see Figure 1).



The majority of respondents (58%) have lived in Clackmannanshire for 20 years or over (Table 1).

Table 1: Length of time resident in Clackmannanshire

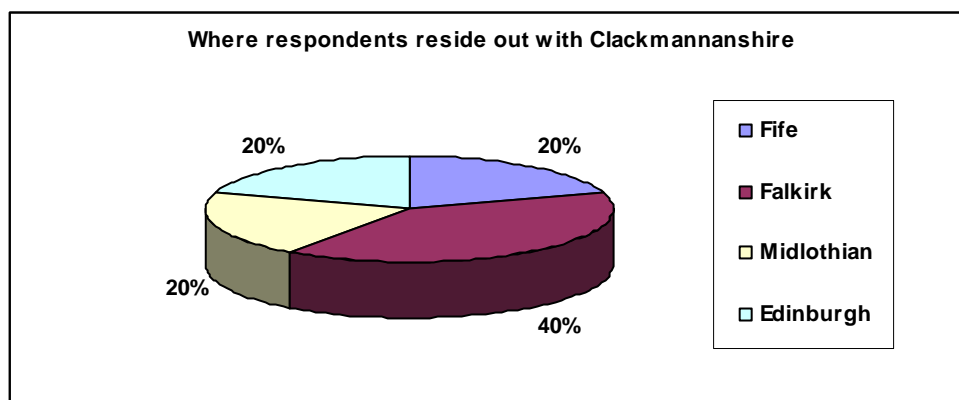
	% of respondents
0 to 5 years	12.0
6 to 10 years	10.0
11 to 20 years	10.0
20 years or over	58.0

The majority of the Clackmannanshire respondents were in the 26 to 44 age group (53%) and 31% were from the 45 to 64 age group (Table 2).

Table 2: Age groups of respondents who reside in Clackmannanshire

	% respondents within Clackmannanshire
No answer	2.22
Under 18	0
18 to 25	4.44
26 to 44	53.33
45 to 64	31.11
65 and over	8.89

There were a total of 5 respondents who reside out with Clackmannanshire of those, 40% of the respondents reside in Falkirk (Figure 2).



The majority of the respondents who resided out with Clackmannanshire were in the 45 to 64 age group (60%) (Table 3).

Table 3: Age groups of respondents who are resident out with Clackmannanshire

	% respondents
No answer	0
Under 18	0
18 to 25	20
26 to 44	20
45 to 64	60
65 and over	0

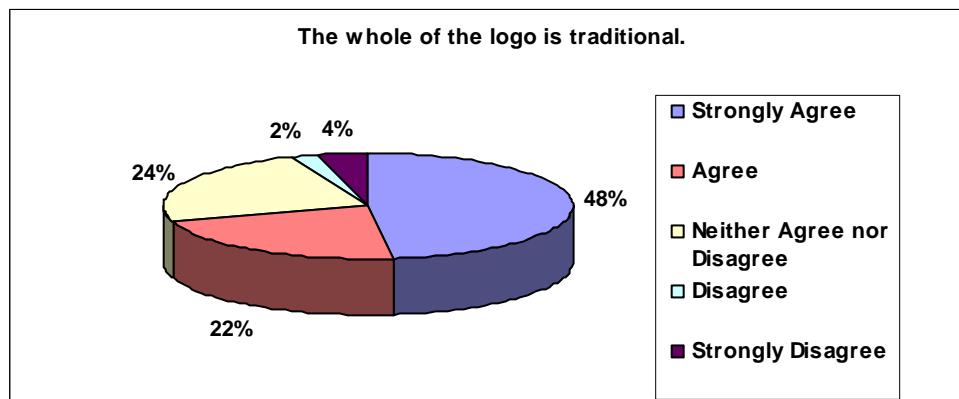
## Views on the Logo as a whole (Public)



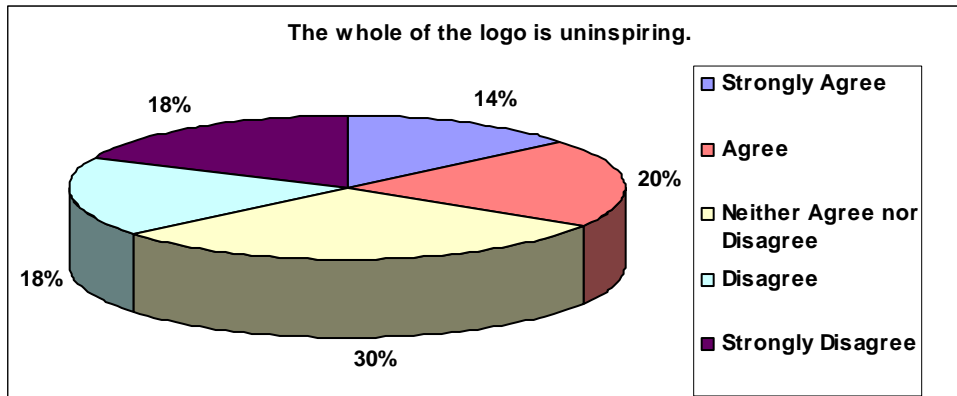
### Summary:

The respondents felt that even though they felt that the Clackmannanshire logo remained traditional in its appearance they also believed it to be memorable, business-like and authoritative. The respondents also strongly felt that the logo was clearly visible not only in and around the community but wide displayed on Council signs, vehicles, etc. Another positive aspect was that the majority of the respondents felt positively that the logo was a positive and strong brand image. The respondents felt strongly that the logo did not appear forward thinking and progressive or embracing and caring and did not appear to reflect community spirit.

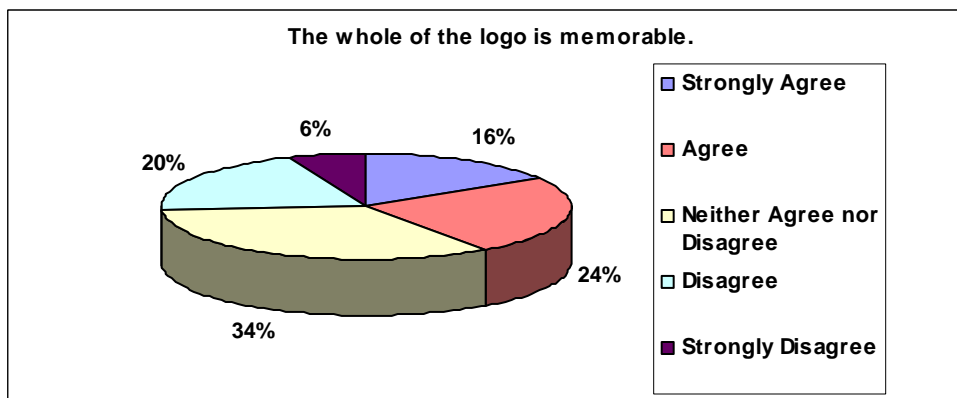
Of the 50 respondents, 48% strongly agreed and 22% agreed that the logo is traditional (70% total). 6% strongly disagreed/disagreed with the statement.



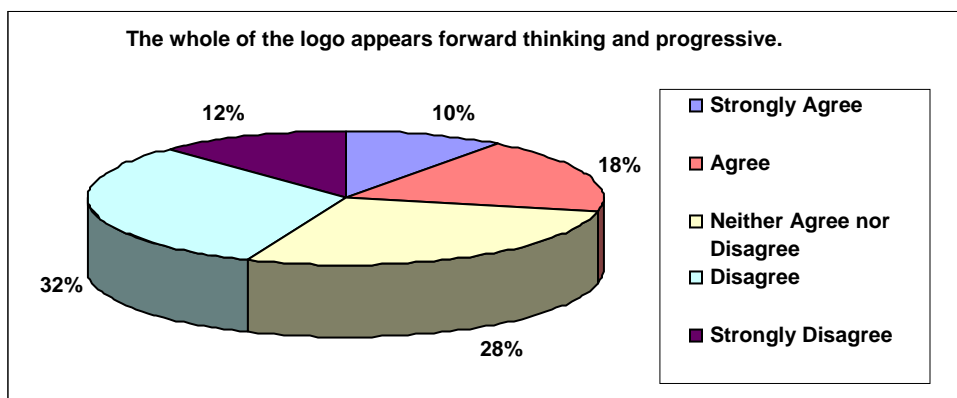
36% of the respondents strongly disagreed/disagreed and 34% of the respondents strongly agreed/agreed with the statement that the logo was uninspiring. However, 30% of the respondents neither agreed or disagreed with this statement.



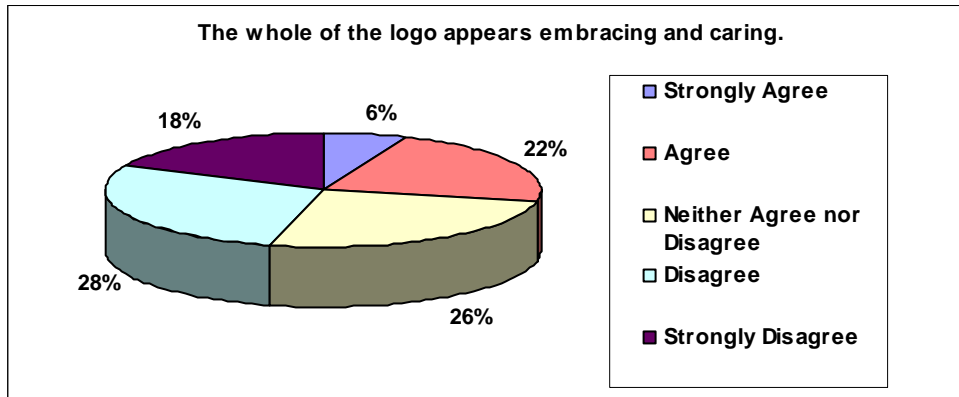
40% (strongly agreed/agreed) that the logo is memorable. 34% of the respondents neither agreed or disagreed with the statement. 26% strongly disagreed/disagreed.



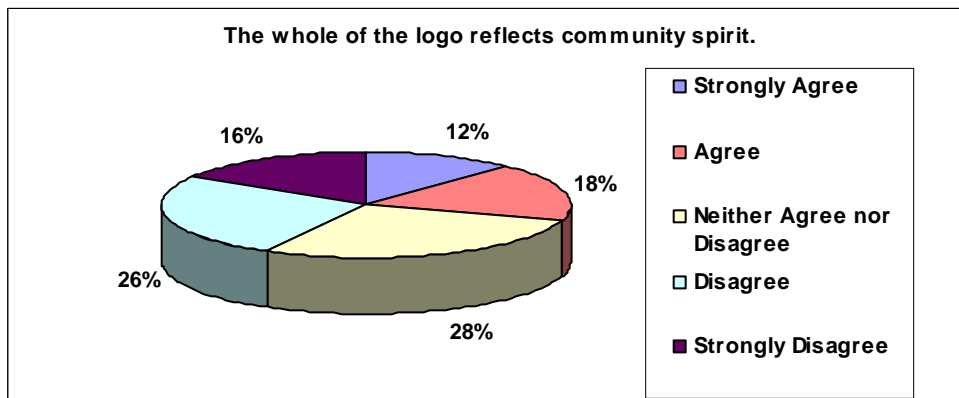
28% of the respondents were of no opinion that the logo appears forward thinking and progressive. However, 44% (disagreed/strongly disagreed) with this statement and 28% strongly agreed/agreed.



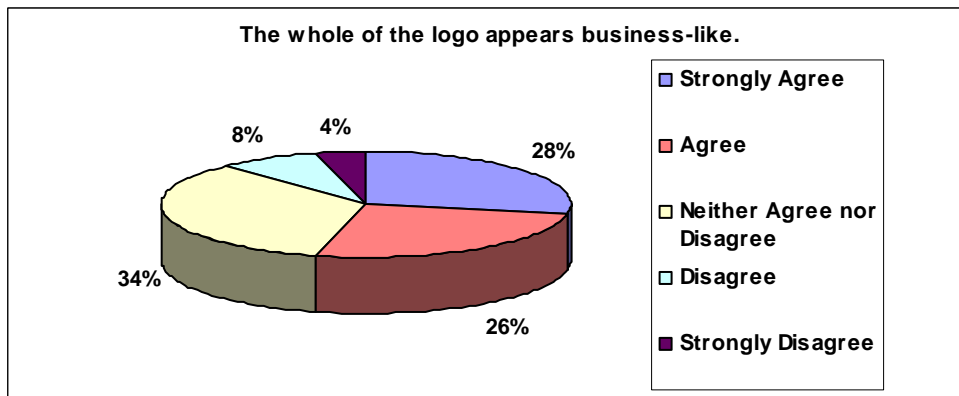
46% strongly disagree/disagree with the statement that the logo appears embracing and caring. 26% neither agree nor disagree and 28% strongly agree/agree.



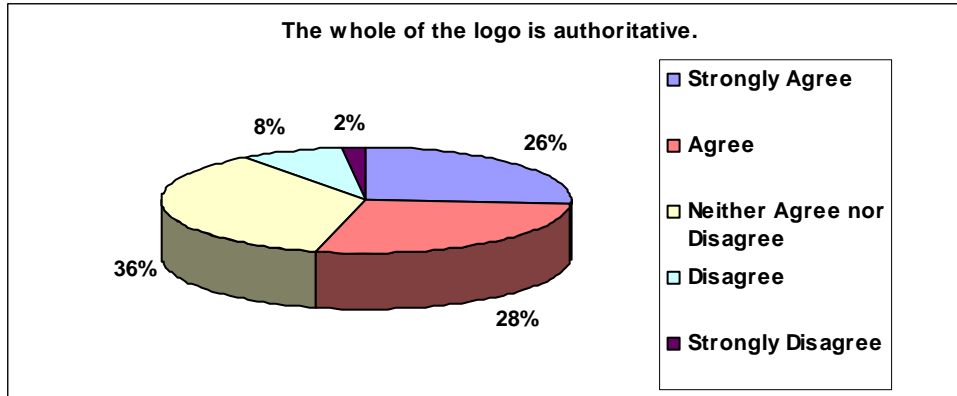
42% strongly disagreed/disagreed with the statement that the logo appeared to reflect community spirit, where 30% Strongly agreed/agreed. 28% had no opinion.



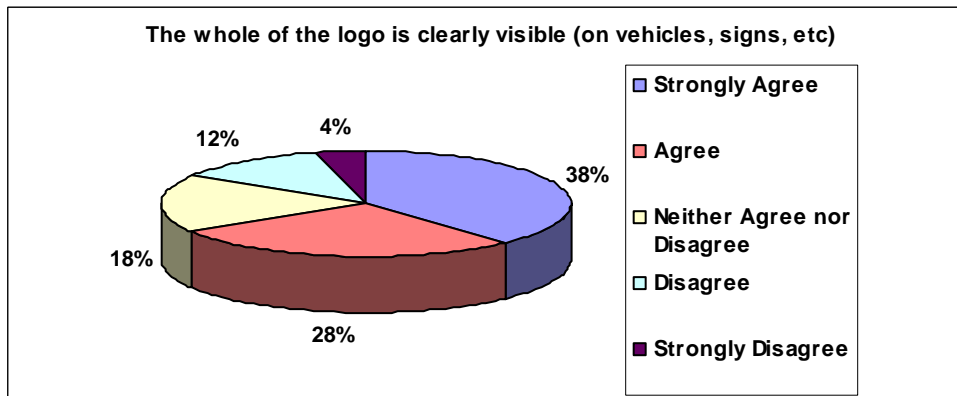
Overall, the majority of the respondents (54%) felt that the logo appears business-like. 54% felt that the logo appeared authoritative.



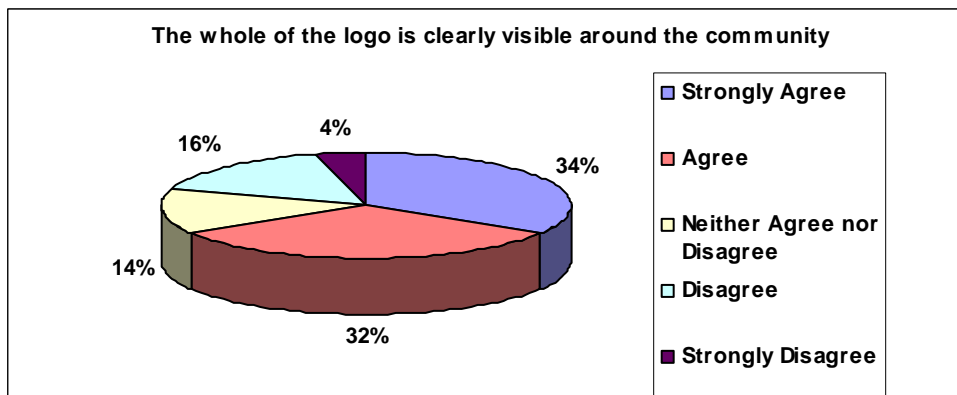
54% felt that the logo appeared authoritative.



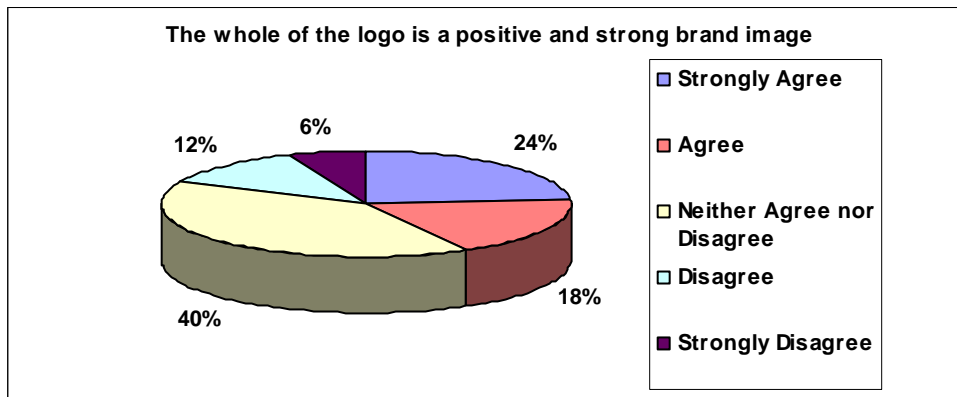
The majority of respondents strongly agreed (38%)/agreed (28%) that the logo is clearly visible (on vehicles, signs, etc.).



The majority 34% strongly agreed/ agreed (32%) that the logo was clearly visible around the community



42% of the respondents felt positively that the logo was a positive and strong brand image. 40% did not have an opinion. 18% strongly disagreed/disagreed.



See Open Ended Statements Section for Comments.



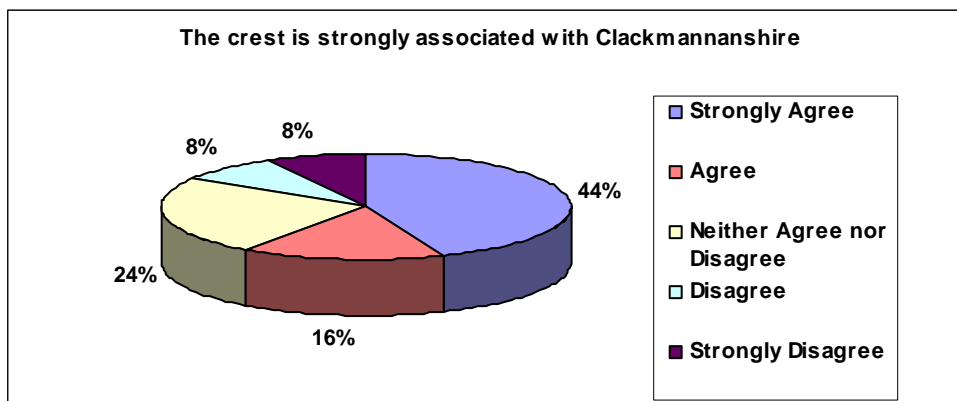
## Crest (Public)



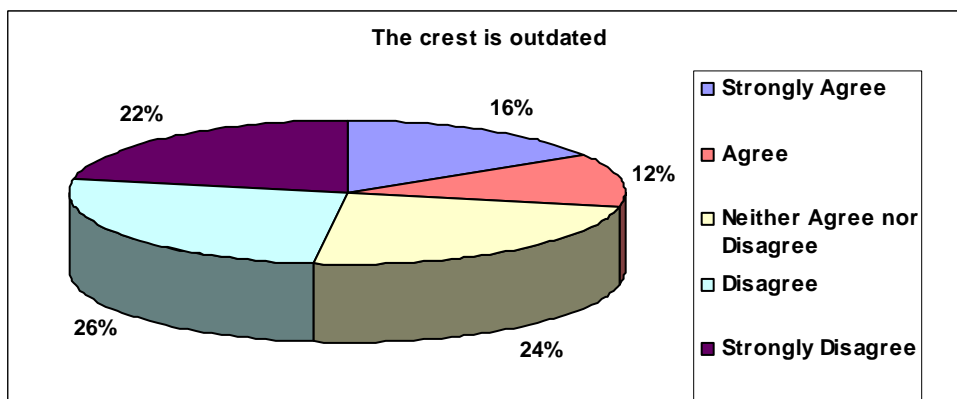
### Summary:

The respondents clearly felt that the logo is very strongly associated with Clackmannanshire. The majority disagreed that the crest was outdated and felt that it is memorable, business-like and is clearly visible on Council signs, vehicles, etc. There was a strong majority who felt that the crest should remain within the logo and should not be changed.

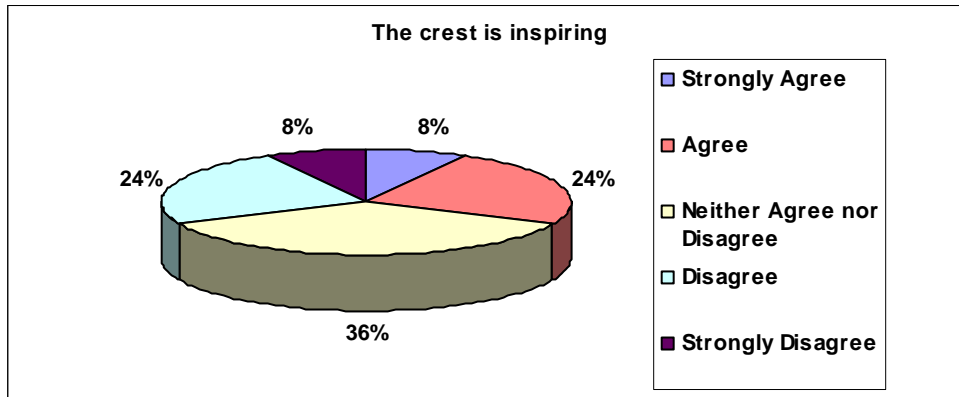
60% of the respondents felt that the logo is strongly associated with Clackmannanshire.



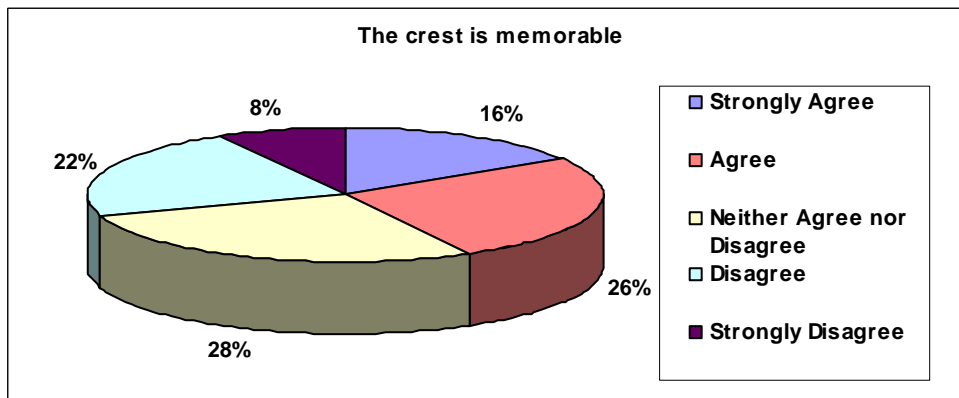
48% of the respondents strongly disagreed/disagreed that the crest was outdated. 28% strongly agreed/agreed and 24% had no opinion.



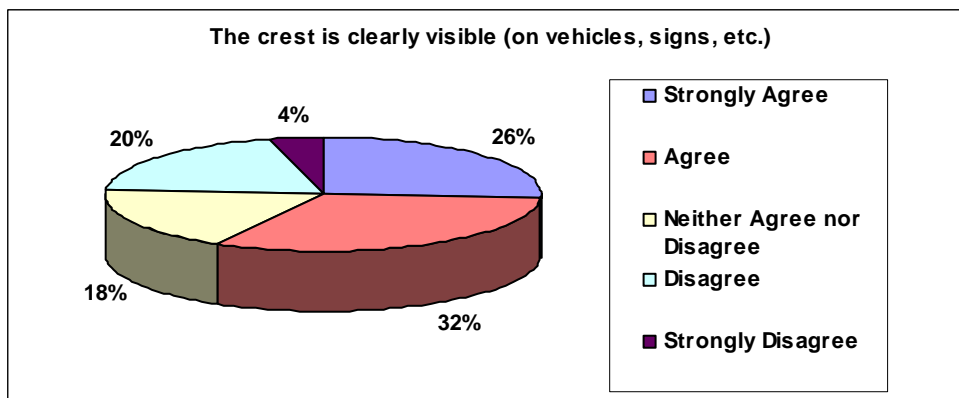
36% had no opinion that the crest was inspiring and the agree and disagree were split and there was not overall opinion.



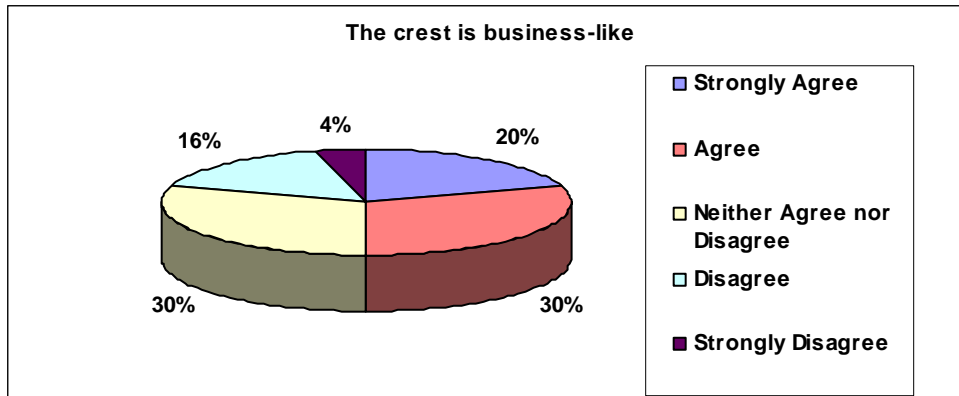
42% had positive views that the crest is memorable. 30% strongly disagreed/disagreed and 28% had no opinion.



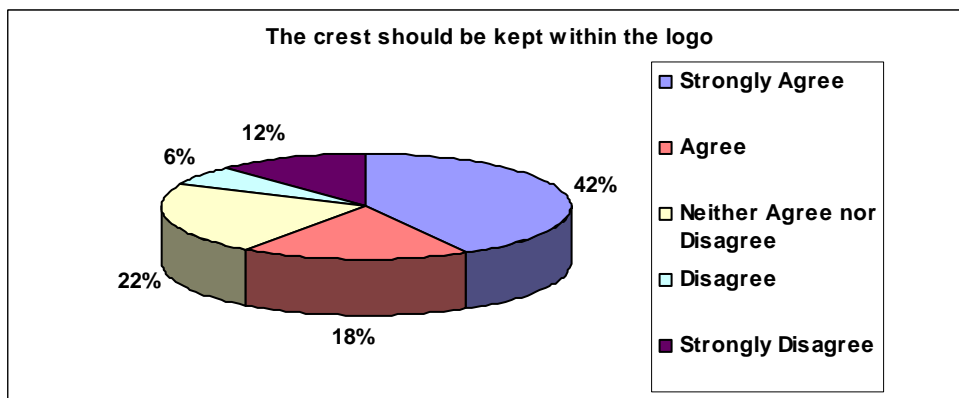
The majority of respondents (58%) felt that the crest was clearly visible (on vehicles, signs, etc.)



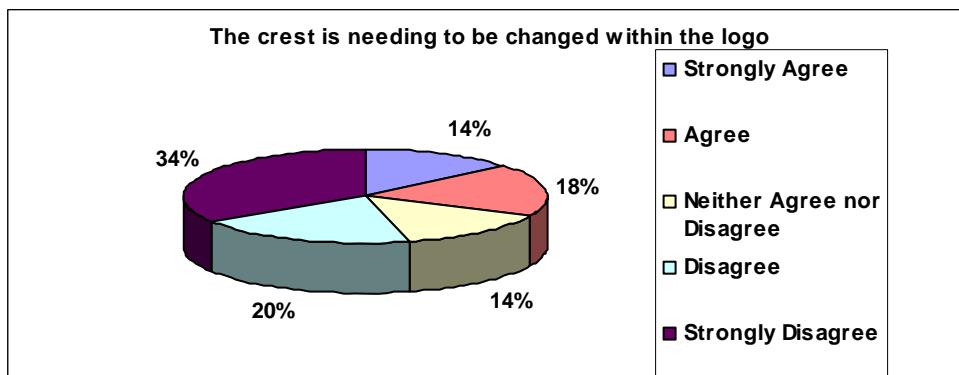
The majority (50%) felt that the crest is business-like. However, 30% had no opinion.



60% of respondents felt strongly that the crest should be kept within the logo.



54% of the respondents strongly disagreed/disagreed that the crest is needing to be changed within the logo. 32% strongly agreed/agreed with the statement and 14% did not have an opinion.



See Open Ended Statements Section for Comments.

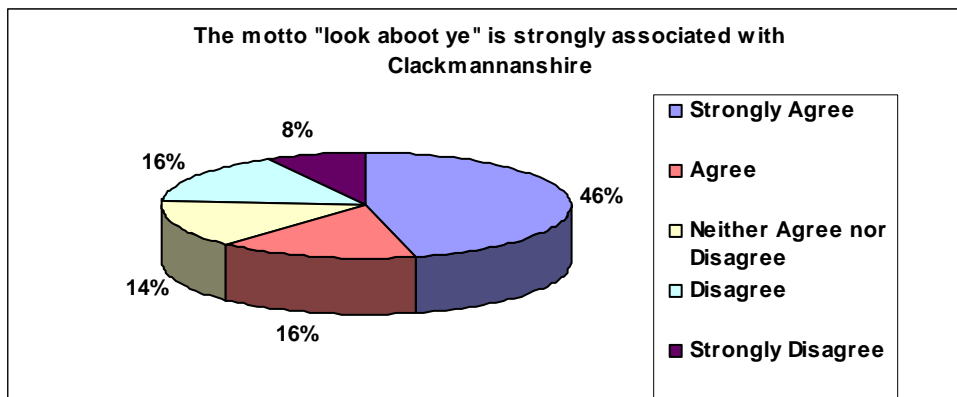
## Motto "Look about ye" (Public)



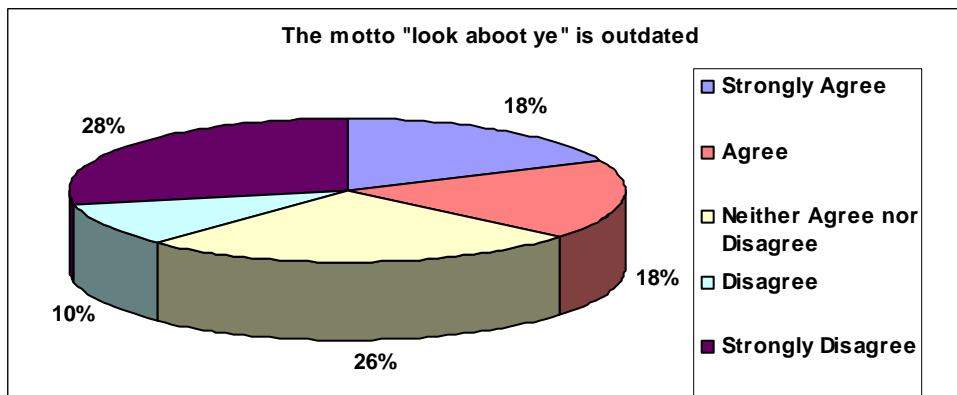
### Summary:

The majority of the respondents felt strongly that the motto "look about ye" has strong associations with Clackmannanshire, was inspiring, memorable and clearly visible around the community. Most of the respondents surveyed believed that the motto should be kept within the logo and did not need to be changed within the logo. There was only a slight majority who felt that the motto was clearly visible either on Council vehicles, signs, etc. or in and around the community as well as being outdated.

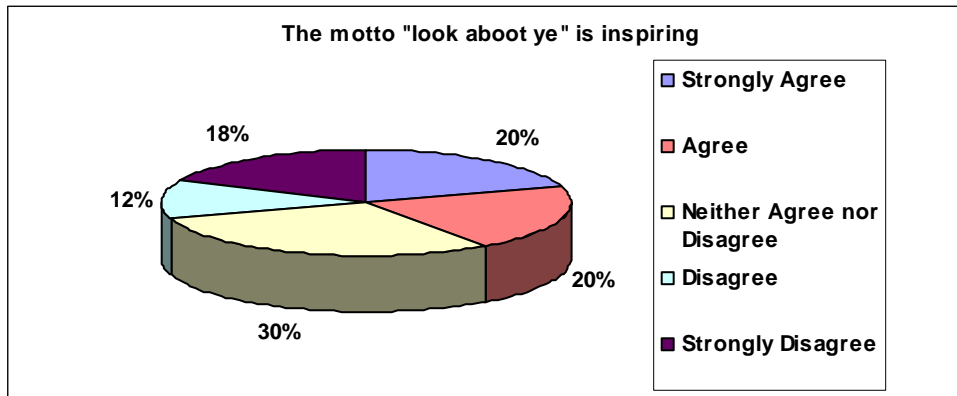
46% strongly agreed with the statement that the motto "look about ye" is strongly associated with Clackmannanshire and a further 16% agreed with the statement.



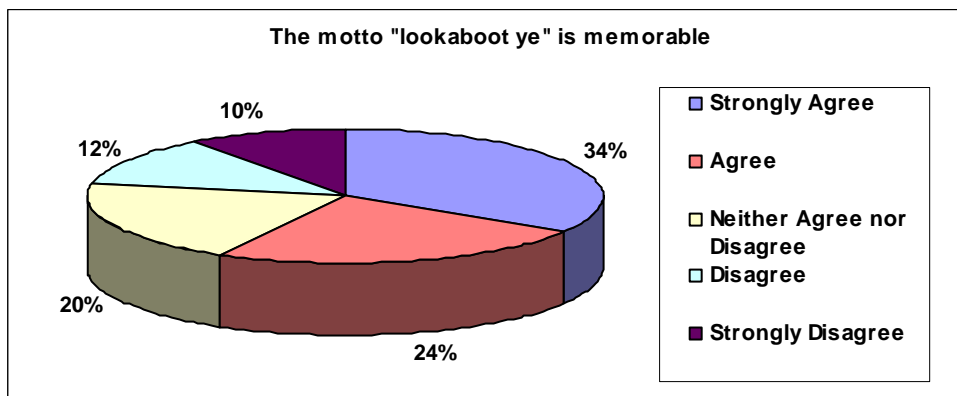
36% were positive and 38% were negative and a further 26% had no opinion with the statement that the motto was outdated.



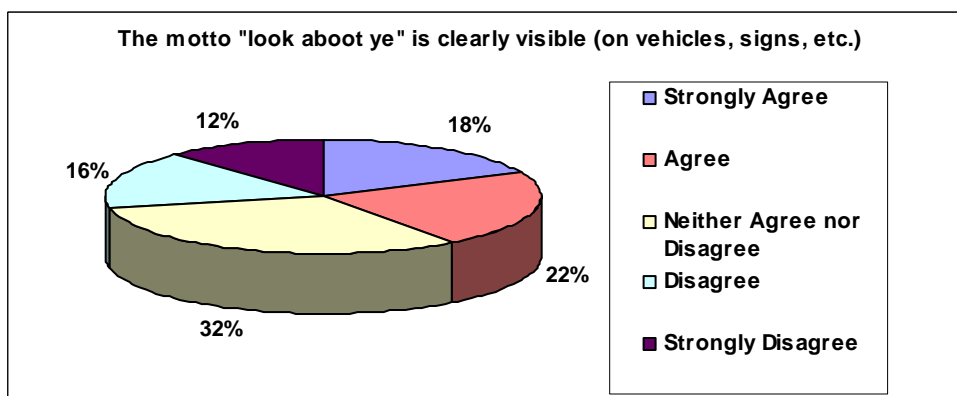
40% were positive and 30% were negative and a further 30% had no opinion with the statement that the motto was inspiring.



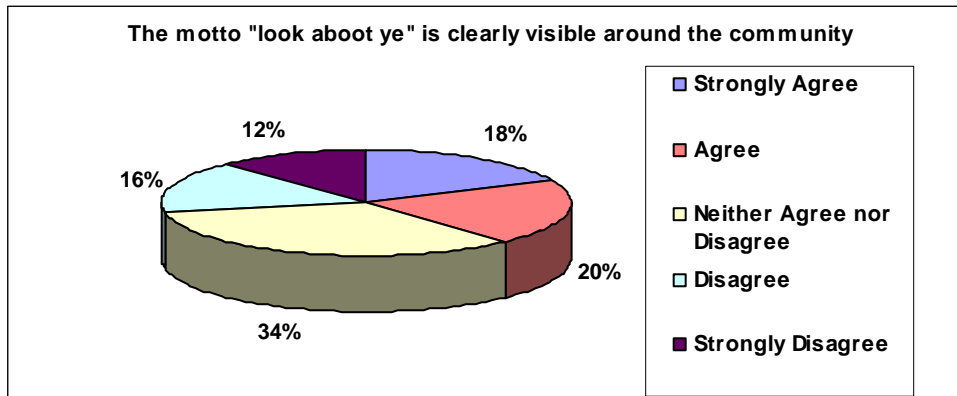
34% strongly agreed and 24% agreed with the statement (total 58%) agreed that the motto "look about ye" is memorable.



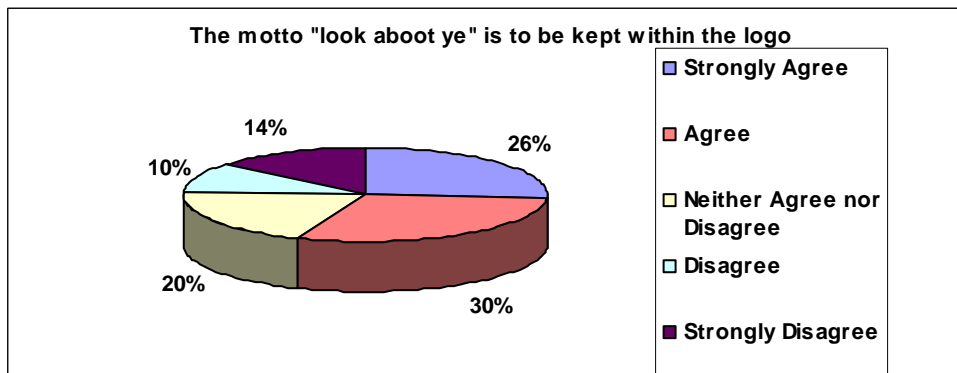
40% strongly agreed/agreed that the motto is clearly visible on vehicles, signs, etc. 28% strongly disagreed/disagreed and 32% were of no opinion.



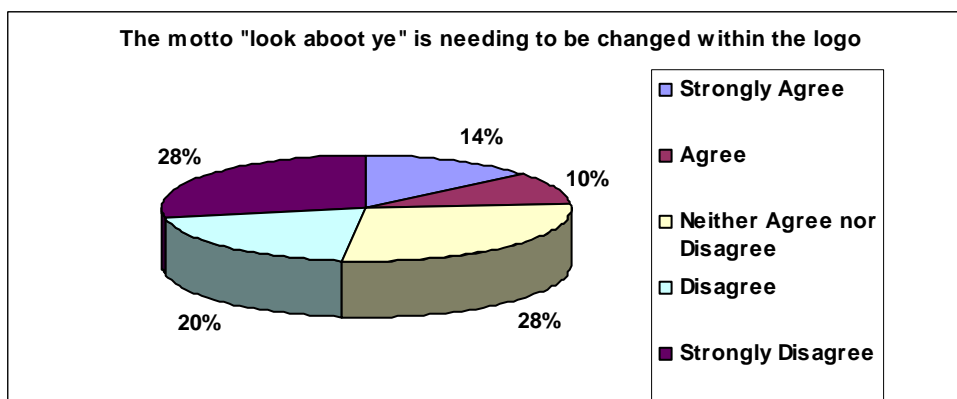
28% strongly disagreed/disagreed and 38% strongly agreed/agreed with the statement that the motto "look about ye" is clearly visible around the community. 34% neither agreed nor disagreed with the statement.



56% of the respondents strongly agreed/agreed that the motto should be kept within the logo. 24% strongly disagreed/disagreed. 20% neither agreed or disagreed.



48% either strongly disagreed/disagreed that the motto is needing changed within the logo and 24% strongly agreed/agreed with the statement and 28% were of no opinion.



See Open Ended Statements Section for Comments.

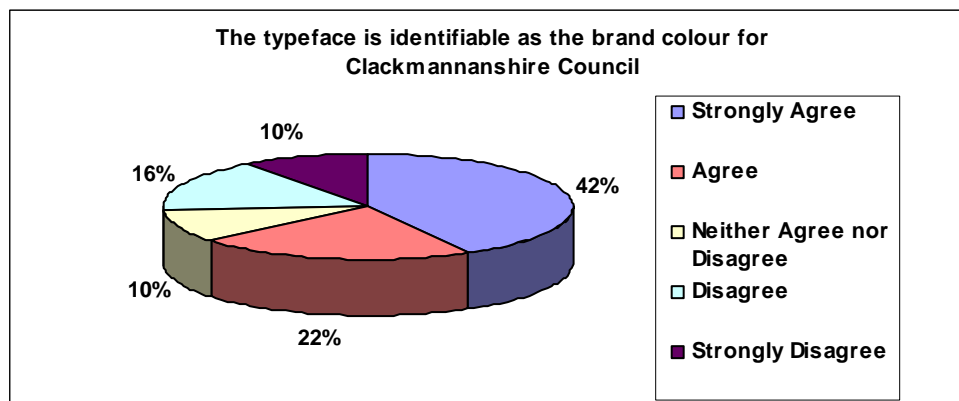
## Type Face (Public)

### CLACKMANNANSHIRE COUNCIL

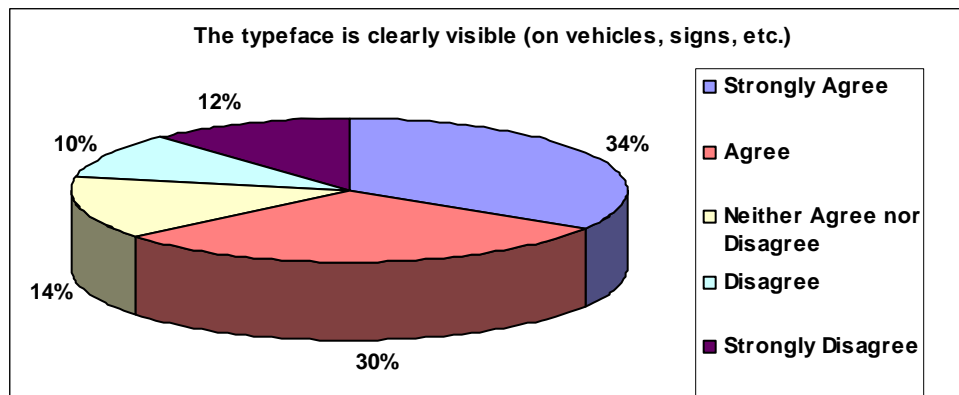
#### Summary:

The majority clearly agreed that the typeface is identifiable and visible (on vehicles, signs, etc. ) as the brand colour for Clackmannanshire Council. There was a clear majority who felt that the type face appeared business-like and did not require changing within the logo.

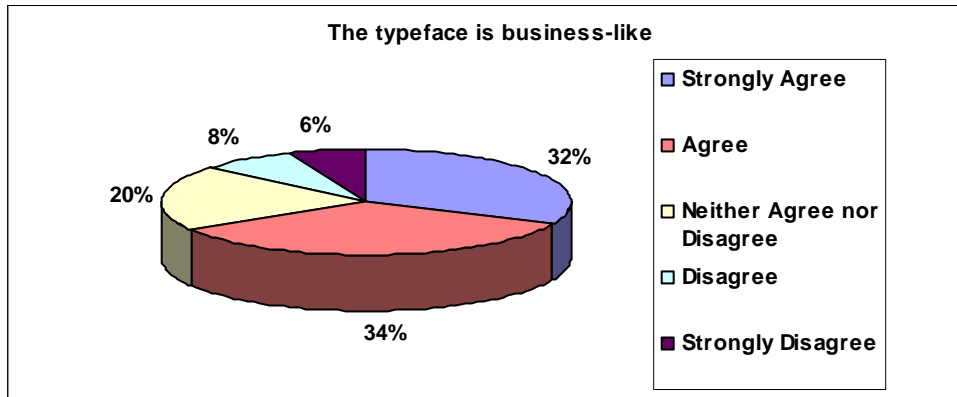
42% of the respondents strongly agreed that the typeface is identifiable as the brand colour for Clackmannanshire Council with a further 22% agreeing to this statement (Total 64%).



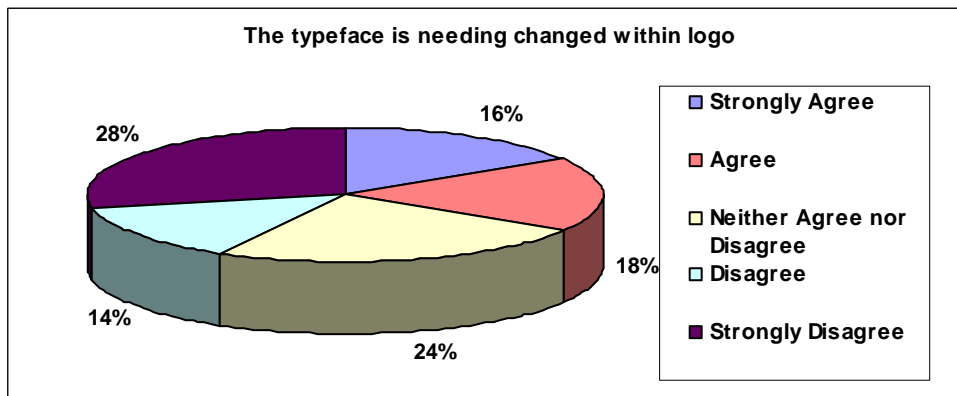
64% strongly agreed/agreed that the type face is clearly visible (on vehicles, signs, etc.). 22% of the respondents strongly disagreed/disagreed with the statement.



66% strongly agreed/agreed that the type face appeared business-like. 20% were of no opinion and 14% either strongly disagreed/disagreed with the statement.



Of the respondents 42% strongly disagreed/disagreed that the type face is needing to be changed within the logo. 34% either strongly agreed/agreed with the statement and 24% were of no opinion.



See Open Ended Statements Section for Comments.



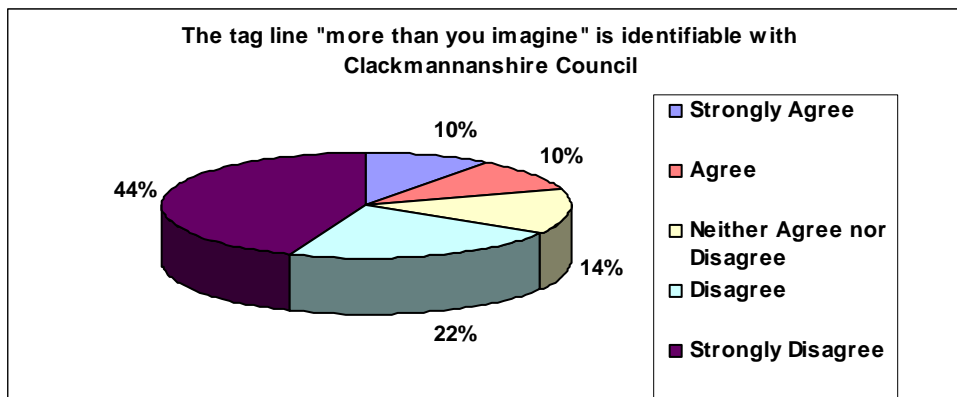
## Tag line "more than you imagine" (Public)

*more than you imagine*

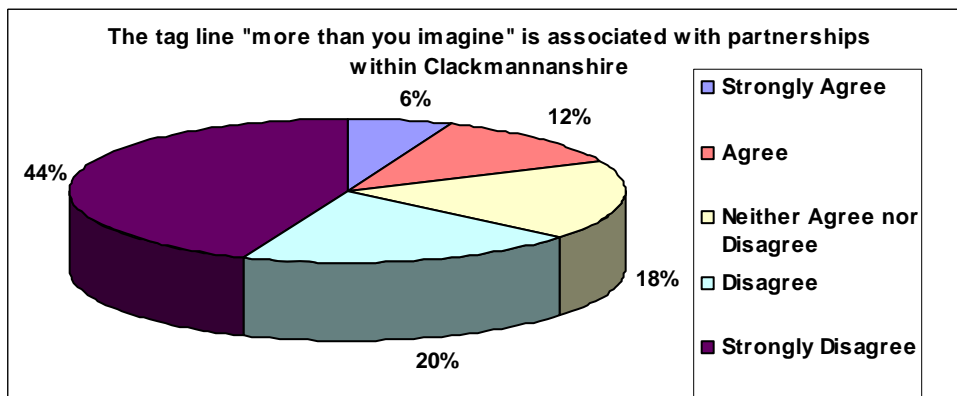
### Summary:

There was a clear majority of respondents who felt the tag line was not identifiable with Clackmannanshire Council or associated with partnerships within Clackmannanshire. However, there was a small number of respondents who did feel that the tag line "more than you imagine" is positive and a larger majority who thought it is memorable. Most public respondents felt that the tag line was not progressive and forward thinking or appeared professional as a brand image. Approximately half of the respondents did not think that the tag line reflected community spirit or that it was clearly legible on buildings, signs, etc. nor was it clearly visible around the community.

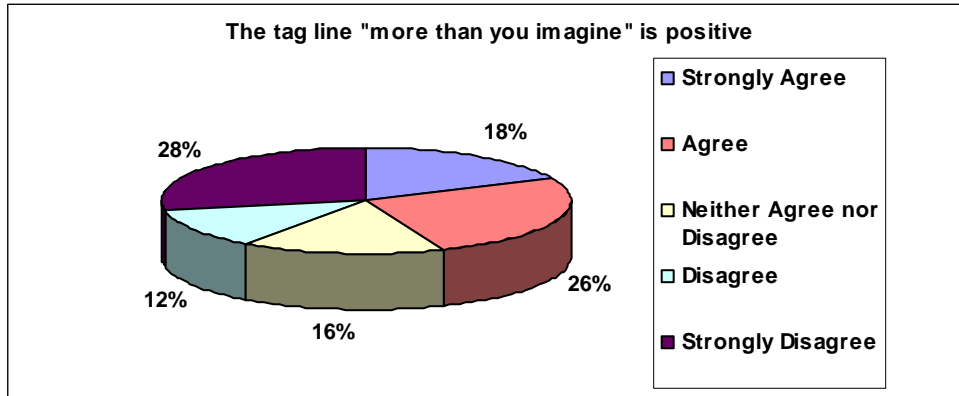
44% strongly disagreed and 22% disagreed (66% total) with the statement that the tag line "more than you imagine" is identifiable with Clackmannanshire Council. 14% neither agreed nor disagreed and 20% in total strongly agreed/agreed with the statement.



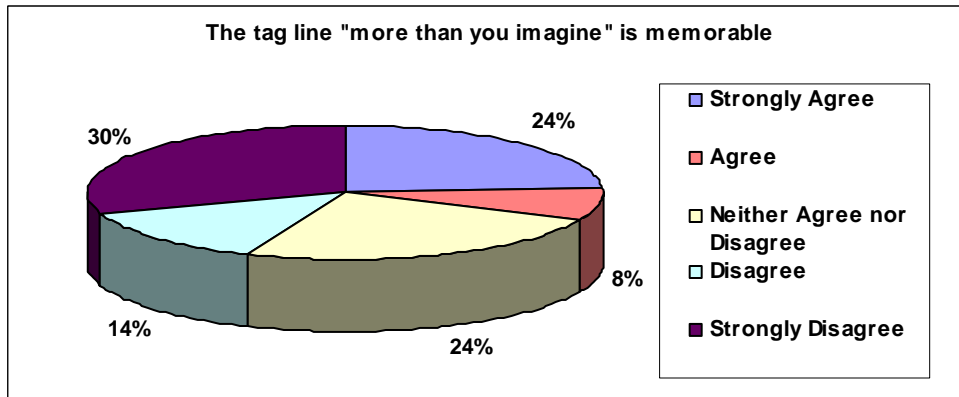
64% strongly disagreed/disagreed with this statement and the remainder 18% strongly agreed/agreed. 18% neither agreed nor disagreed with the statement that the tag line is associated with partnerships within Clackmannanshire.



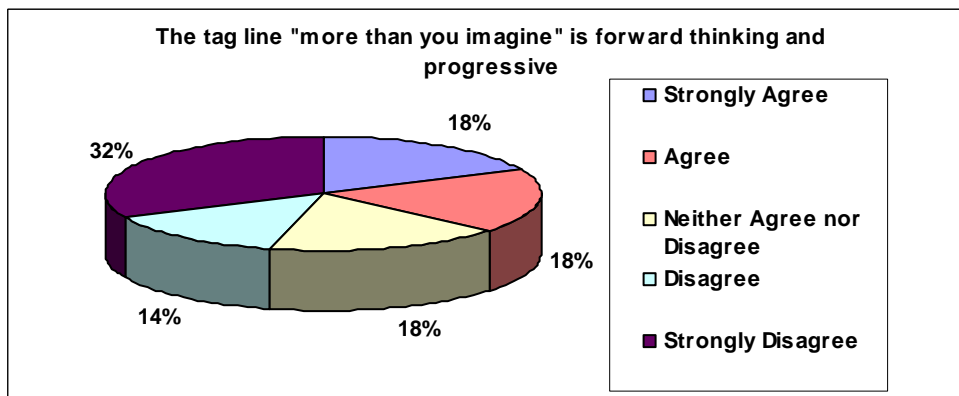
44% strongly agreed/agreed, 40% strongly disagreed/disagreed with the statement that they felt that the tag line "more than you imagine" was positive. 16% were of no opinion.



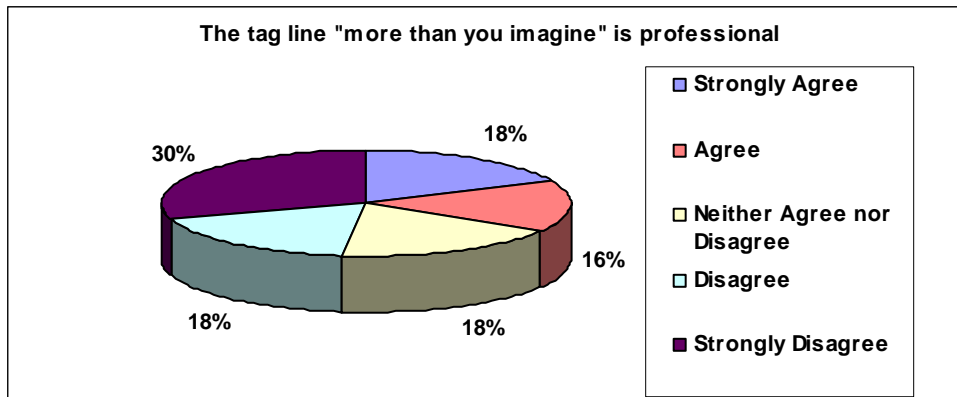
44% strongly disagreed/disagreed with the statement that they tag line is memorable. 32% strongly agreed/agreed with the statement and 24% were of no opinion.



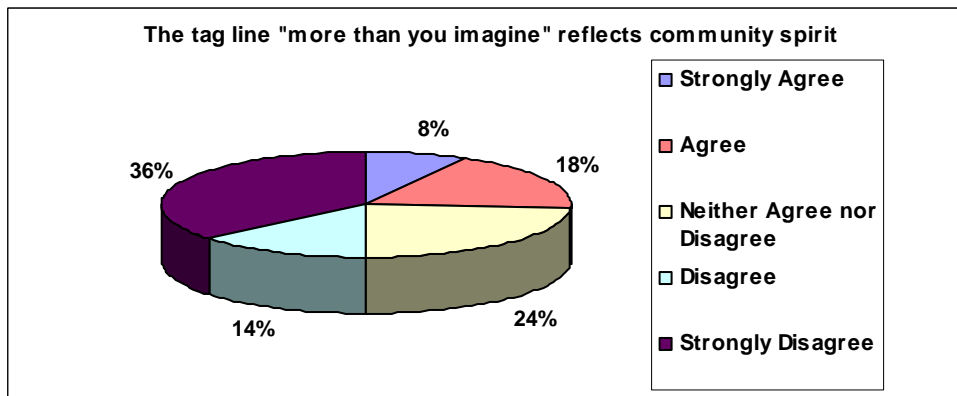
46% strongly disagreed/disagree, 36% strongly agreed/agreed that the tag line "more than you imagine" is forward thinking and progressive. 18% were of no opinion.



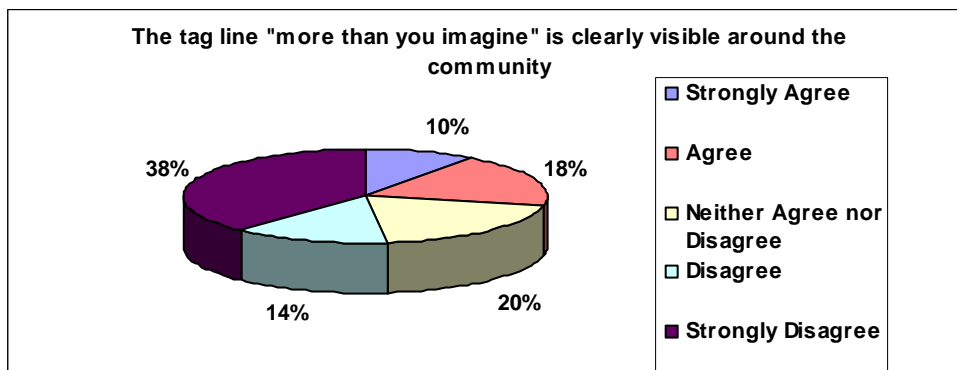
48% strongly disagreed/disagreed with the statement that he tag line appeared professional. 18% were of no opinion and 34% strongly agreed/agreed with the statement.



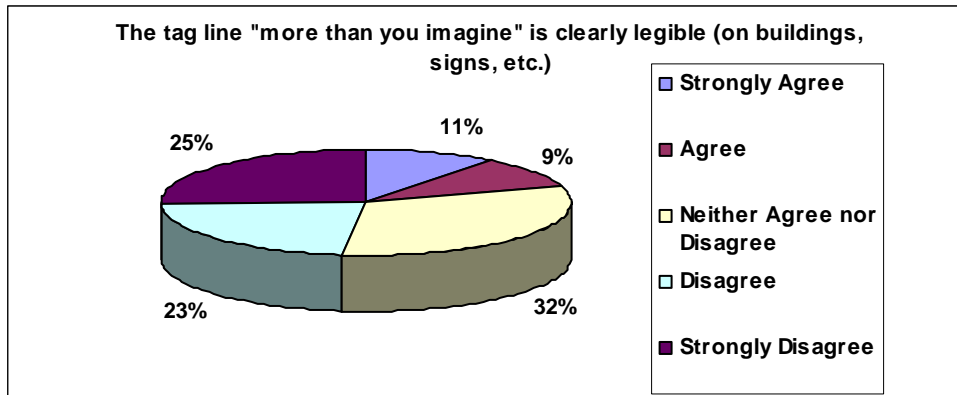
50% of the respondents strongly disagreed/disagreed with the statement that the tag line reflects community spirit. 24% were of no opinion and 26% strongly agreed/agreed with the statement.



52% strongly disagreed/disagreed that the tag line is clearly visible around the community. 20% of respondents were of no opinion and 28% strongly agreed/agreed with the statement.



48% felt that the tag line was not clearly visible (on buildings, signs, etc.) 32% neither agreed nor disagreed and 20% strongly agreed/agreed with the statement.



See Open Ended Statements Section for Comments.

## Open Ended Statements (Public)

This section of the report presents the themes presented in open ended comments, provided at the end of each section of the survey. Open ended responses offer a valuable indicator of some of the key issues of interest.

### If you have any other comments on the logo as a WHOLE briefly explain

A more abstract design would be better, less formal than present.

Instantly identifiable, although slightly dated. I like the 'look about ye' instead of having a Latin text that no-one understands!

This is not the time to be spending money unnecessarily - the logo was fine last year and will be fine next year.

This logo shows the crest and also the county name in a professional manner. It is also eye catching

Re the example on previous page - the typeface and colour is fine, would be more positive if just had that. It's the crest that causes me difficulties as it is just plonked on top and is too traditional to go with more modern clear writing.

Immediately recognisable

do not think it should be changed as the cost of doing so would not merit this being done in the current economic climate and would give no benefit whatsoever to the community does the job!

the crest is good and apt. The lettering is terrible

This is the 21C. The shield and type face may well have worked well in the 19-20C but look more than a little tired. But please stay away from whooshes too!

It does what it says on the tin. It is clear, concise and has enough gravitas to reflect the councils position and importance to the local community.

why waste our council tax changing what isn't broken, when there is better things to spend the money on eg: damp in houses, heating and kitchens

If its not broke don't fix it, enough money is wasted in the smallest and almost the most expensive county in Scotland.

Very old-fashioned, chivalry-like, outdated, meaningless.

Old fashioned, hard to read

The motto of "look about yea" is quite possibly the singularly most cringe worthy motto I've ever heard of. Is Clackmannanshire Council trying to promote backwards and moronic speaking? It certainly seems like it. It hardly promotes leadership, authority or even a structure organisation. Yes maybe a few hundred years ago it was acceptable for those in leadership to talk in this way but not now. Truly truly awful!!!

We feel that this logo is traditional and should be kept by Clackmannanshire Council. It is easily recognised throughout all the communities and well publicised.

I have always wondered why the same motto 'Look about ye' is on each village sign, when although this is the motto for Clackmannanshire I would have thought there were different mottos for the different villages. The logo is fine but it doesn't really give any idea about what kind of place Clackmannanshire is.

It is straightforward and honest, and clearly states what it represents. Does it need to be anything else?

I fully support the use of a coat of arms as the primary identifying symbol, and only wish more local authorities would do the same.

**If you have any other comments on the crest, please explain.**

I think this needs to be kept in whatever revamp the council is proposing. We shouldn't discard it just because it's old. Tradition and history are important.

This is not the time to be spending money unnecessarily - the crest was fine last year and will be fine next year.

Motto is fine on its own, the crest not strong enough to say Clacks.

Again, the cost of changing would be difficult to justify and I think that other matters should have higher priority

Knights needed crests when going into battle to identify them to their commanders....do you intend to go into battle at someone else's behest?

The crest is fine, leave it alone.

Just a crest like many others

Please see previous comment

The crest again should be kept as it is easily recognised as Clackmannan County. Again it is well publicised and recognised throughout all the communities of Clackmannanshire.

It is often too small to see what the crest is of -there could even be something on the clacks website explaining it and its history.

**If you have any other comments in the motto "look about ye", please explain.**

Corny

Like it!

This is not the time to be spending money unnecessarily - the motto was fine last year and will be fine next year.

Once you hear it you remember it and use it, fun to learn what other towns have as motto. Not sure if how it would work on its own as it strengthens an unfortunately disappointing crest.

perhaps the traditional ribbon appearance and the dated font should go.

Doh! It's 2009 not 1709

no problem with this unless to replace it with Circumspice??

Means nothing to me, can't imagine why it is used.

Not incitive or inspiring

As before

Again easily recognised by communities in Clackmannanshire. Also it makes people look at the lovely scenery that we have that the council is trying to ruin with building houses.

It's a bit ambiguous as a motto -does it mean 'watch out', 'watch your back'? -which is surely not what we want people to think here -or does it mean 'look around and admire the views'? I've seen this motto in other parts of Scotland, as well as 'haste ye back' and they seem a bit unimaginative.

**If you have any other comments on the typeface, please explain.**

Too formal and outdated

I think a revised typeface could make the whole logo look a bit more modern, but it should still be clear and easily read.

This is not the time to be spending money unnecessarily - the typeface was fine last year and will be fine next year.

Better with the lines round it. Need to keep something consistent if changing.

I think the brand colour has been identifiable within the Council area for a number of years now, to change it people would not recognise the colours so easily and would take some getting used to!

The use of a "hollow" typeface is a bit puzzling - presumably "filled" the effect is too "heavy", but the combination of colour and "hollow" means that the "Clackmannanshire" does not stand out so much.  
not easy to read bad type face

It's pink, or at least looks pink after a month or so of weathering. Whilst I don't think I'm homophobic ...pink is so ....gay!

Why this colour? Solid block would be easier to read, but.....

Old-fashioned, not modern or progressive.

impossible to read when small, intricacies of font totally lost

Alloa Central Was split down the middle with this one. We felt that it was a good typeface but felt it was needing updated.

There's nothing really wrong with it, but if the whole logo was to be changed then the type face would need to be a bit less traditional.

**If you have any other comments on the tag line "More than you imagine", please explain.**

Naff. Adds nothing to the county's identity. Local authorities should be about running efficient local services, not running an advertising bureau.

This is not the time to be spending money unnecessarily - the tag was fine last year and will be fine next year.

The only thing I would relate this to in the county is the stupidity of the dangerous road markings especially on the ring road, Clackmannan Road and Clacks By pass road. Also the dangerous round-about on the ring road -junction to station & ex Co-Op car park.

Better than 'more than you CAN imagine', but don't other towns/ counties/ organisations have similar tag lines?

This tag line seems to have sprung up out of the blue in the past few years, but is indefinable within it's context.

gateway signs and use on busses are distracting. message is too long (scrolls across on bus and not displayed at once) font and size (height and location) on gateway signs is difficult to read and can't be taken in at a glance very similar to Prestwick airport tag and I'd tend to associate it with the airport rather than clacks

Bit of a "throwaway" slogan - not really something that you can see being in use outside of a 3 year period. Principally has impact on non-residents?

don't know why this saw the light of day

Ridiculous & invites negative interpretation

More than you imagine, but less than you require! (And I've lots more if you need them) This "strap line" is just too open to re-interpretation!

This is awful, it smacks of "blue sky thinking" by advertising executives no doubt at great cost. it's like a bad ad for carpets. DUMP IT its dreadful.

more about the area than the council

See this is much better than look about ye. Much more professional

The first we knew this existed was with the new sign on the Clackmannan Road. The Community Councillors didn't like it and it was felt that it was not associated with Clackmannanshire and that it was a cheap gimmick. It was by a overwhelming majority that this part should be changed or left out.

Could be anybody's tag line

**We would like to hear any other comments you may have on the logo and visual identity of Clackmannanshire Council.**

While I agree that the logo could stand to be updated slightly I hope that the council is not going to spend a fortune redesigning it and then re-branding every conceivable piece of council property. There are far more pressing priorities for the local tax payers.

This is not the time to be spending money unnecessarily - the brand was fine last year and will be fine next year.

How much will this rebranding cost? If a consistent image is important - then all vans, signs, road signs, bus stops, uniforms - will have to be replaced. We haven't managed to replace the CDC sign on Alloa library or the CRC signs on schools, so what's the point? It's just a waste of money.

It's fine as it is, the cost of changing it will not provide value for Clackmannanshire. Tell people how much it will cost to change it and let them do a survey then.

Personally I think the Crest with the Clackmannanshire Council says it all. It will not be easy to forge.

Just so sorry the crest is uninspiring as good to have something historical, hence I would prefer the motto 'look about ye' over 'more than you imagine' The elements need to hang together so important to keep the colour - don't we have some maroon lampposts??

Don't like the maroon/pink colour scheme - a bolder colour would better reflect a stronger image for the council.

There is nothing that NEEDS to be changed at the moment. Quite simply - If its not broken don't fix it. Go and find something else to do which would be more beneficial to the community

The logo and visual identity is fine, money is more needing to be spent on upgrading Alloa Town Centre which is disheartening gusting and demoralizing.

There is nothing wrong with the existing logo and visual identity of Clackmannanshire Council. This has been adopted for a number of years now and is recognisable within the area by people who have lived in the area for a number of years. Why are the council now wishing to change all of this, which would mean a costly exercise to redesign all places/transport vehicles etc where these logos etc are in the public spotlight. Surely, in times such as these, where money is tight, the Council has better things to spend their financial budget on.

Purpose of this exercise? Can the Council afford a major rebranding? Is there scope for a change in branding that would reduce costs (e.g. less use of customised paintwork/livery on Council vehicles)?

Keep the crest and logo - just update it a bit so has the punch required !

Clackmannanshire is a small friendly, forward thinking council. Leading the way in so many things! We are over shadowed by the bigger councils around us....Lets stick out a little more. So when people ask for directions they don't say "Get to Stirling then...."

As a Council tax payer I would suggest this is not the time to be spending cash on rebranding when apart from the laughable "more than you can imagine" there is little wrong with what already exists.

It should reflect on the past but look forward. What visually identifies this area?

Clackmannanshire Council has always had a defined Logo and visual identity which has always been strong and recognisable throughout Scotland as a whole. Alloa Central Community Council felt that "more than you imagine" should be left out. This did not associate with Clackmannanshire Council at all. We also felt that the typeface needed a bit of a change but the community council was split down the middle with this one. On the whole, we have a constructive and strong message with the logo and visual image. Not much changing is required to be honest.

Why change something for the sake of change. In the current economic climate, can the Council bear the cost of the change?

None



**Logo and Visual Identity Report (March 2009)**

**Prepared by:**

Angela Anderson	Research and Information Officer (Adult Care)	01259 452378
Tammy Brown	Research and Information Officer (Demographics)	01259 452519