

1. CHRISTCHURCH BOTANIC GARDENS BRANDING

Officer responsible Parks and Waterways Manager	Author Ali Taylor-Hayhurst, DDI 941-8633
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The purpose of this report is to seek approval for the implementation of a logo and branding design concept for the Christchurch Botanic Gardens.

The Christchurch Botanic Gardens serve the botanical, horticultural, recreational and educational needs of over 1.2 million local, national and international visitors each year. They are one of the country's premier attractions and one of the most significant icons representing Christchurch's Garden City image.

The Botanic Gardens are approved in the Christchurch City Council Corporate Identity standards as a separately branded activity which may use its own logo, along with the Council's logo. It is desirable to develop visual branding for the Gardens for all future marketing and signage purposes, to enhance and improve the experience provided, and ensure a strong consistent message.

PROCESS

In February this year a brief was given to five graphic designers, asking for expressions of interest in the branding exercise. Each designer submitted cost estimates, was interviewed by a panel and presented examples of their previous branding work. They were graded on a number of factors.

The successful designer was Simon van der Sluijs of Metafor Creative who has an extensive design and illustration background.

The concepts for the different components of the logo arose from consultation with Botanic Gardens staff. Since the earliest days of the Botanic Gardens, glasshouses and conservatories have played an important part in the display and growing of botanical collections of plants. Cuningham House, which opened in 1923, was chosen as a component of the design due to its significance as a visual landmark within the Christchurch Botanic Gardens and its importance as a conservational and educational facility. It also reflects the heritage nature of the Gardens and has a uniqueness not replicated elsewhere in the Southern Hemisphere.

The stylised foliage component of the logo, based on native podocarps, gives a contemporary aspect and flexibility to the design.

It is intended that the logo be used in its entirety in more formal applications eg letterhead, business cards etc, but the components can also be separated out for other uses eg use of the foliage as a design feature on banners and on site signage.

To ensure the integrity of the brand and a consistent look across all the various uses a detailed design manual will be developed. The range of applications includes, but is not limited to:

- Letterhead
- Business cards
- Publications, brochures and pamphlets
- Print advertisements
- Web site
- Onsite interpretation, signage, billboards
- Indoor displays
- Promotional material such as postcards, pens
- Staff uniforms
- Vehicles

The design was submitted to the Garden City Advisory Subcommittee on 10 September 2002 for consultation and to gauge reaction and acceptance of the image and branding. Mock ups of various uses were shown and discussed and the designer was asked to make minor refinements to the logo for a further presentation to the Subcommittee on 7 October 2002.

The Subcommittee agreed that the modified design (copies attached) be placed before the Parks, Gardens and Waterways Committee and the Council for approval.

It also agreed by the Subcommittee that dispensation be sought from the requirement that the Council logo be at the top of a letterhead, thus allowing the new brand to be featured at the top and the Council logo at the bottom of the letterhead.

A request was also made to allow a dispensation for business cards (to not include the Council logo). The Director of Operations has considered and declined these requests.

He advises that both of the dispensations sought would conflict with the Council's Corporate Identity Standards, and signals that it is important for the Botanic Gardens to be recognised as part of the Council, and that standards were developed to ensure that any separately branded activity logo is consistent with the Council's overall image.

The design was presented to the Friends of the Botanic Gardens on 7 October 2002. It was well received with one minor change to the positioning of the word "Friends" requested.

On 9 October 2002 the concept was presented to and gained the support of the staff of the Botanic Gardens.

- Recommendation:**
1. That approval be given for the formal adoption and implementation of the logo and branding design concept for the Christchurch Botanic Gardens.
 2. That officers investigate embossed logo designs and a watermark to be incorporated into various applications associated with the use of the brand and logo.
 3. That the Corporate Office be asked to review the guidance notes for the use of logos and brands for various Council activities, especially in relation to requirement for the placement of the Christchurch City Council logo at the top of documents.