

Market Harborough market: Brand & visual identity brief

1 May 2013

Introduction

Harborough District Council has committed to invest £400,000 in the redevelopment of the Market Hall in Market Harborough. The Council also plans to change the way in which the market is operated. These steps are designed to support the economic development of Harborough District and make a commercial return for local tax payers from the Market Hall asset, which is owned by the District Council. This brief describes Harborough District Council's requirements for a brand and visual identity for the market.

Core requirements

1. A name for the market set within the context of the town's name.
2. A logo and visual identity for the market.
3. A set of brand guidelines that describe how any promotional material for the market should look and feel and how the market identity should operate alongside other brands, principally that of Harborough District Council but also others thought to be important by the consultant.

Key considerations

1. Practical applications

- The logo and visual identity should be delivered as [technical specification appropriate to HDC to be confirmed]
- The logo and visual identity may need to be applied in the following ways:
 - On signage in and around the Market Hall. The consultant will advise on the scale and nature of that signage.
 - Online, perhaps on a website for the market, but certainly on the Harborough District Council website and perhaps on the websites of individual market traders who may wish to use the market brand as a platform on which to build their own identity.
 - On promotional material designed to attract traders and customers to the market
 - On letterheads and other corporate literature

2. Priorities

- The logo and visual identity must principally be designed from a retail perspective to maximise footfall in the market among target shoppers appropriate for the desired mix of stalls. The logo and visual identity will therefore support the commercial imperatives of Harborough District Council and market traders.
- The logo and visual identity should sit comfortably with the identity of Harborough District as a whole and the District Council's vision and priorities set out in the HDC Draft Corporate Plan.

- A market in Market Harborough has been established since 1204. The logo and visual identity should build on and sit comfortably with that sense of history, heritage and tradition.
- The logo and visual identity should apply to the market as an entity, not just to the Market Hall in which the market happens to trade as present. The visual identity should therefore be extendable to online trading or venues in other parts of the District.

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3. Timetable

- The logo and visual identity must be presented to the Harborough District Council Market Hall oversight committee on [to be confirmed]. At this point, the logo and visual identity will need to be signed off by the officers to whom the consultant will report and the HDC chief executive.

4. Contact details

- The consultant will report to Corporate Asset Manager.

Produced by
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1 May 2013