

There is a requirement for us to have clear branding for the family hub network going beyond 0-5, including services for older children and young people. Family survey data must show that most families are aware of the brand and have a positive association with this.

Our communications team have commenced the work on developing the logo. **<Insert here how the brand has been developed – Comms to complete>**

We would ask you consider the two logo options provided below and feedback your views.

SET 1 AND VARIOUS ELEMENTS FOR USE ACROSS MATERIALS

SET 2 AND VARIOUS ELEMENTS FOR USE ACROSS MATERIALS

|   |   |
|---|---|
|    |    |
|  |  |
|  |   |
| <p>Right help, right time, <b>right place</b></p>                                   | <p>Right help, right time, <b>right place</b></p>                                     |

*\*This set is used across the next pages of examples*

Examples of their use: -

POSTER STYLES\*



This artwork shows the complete style of artwork made by SCC for the Family Hub. It includes specific colours, themes, and guidelines for using Logos, images, and information when designed internally by SCC or with external designers/agencies.

FLYER EXAMPLE (front and back)\*



SIGNAGE STYLES (FOR A FULL OVERHAUL OF LOCATION SIGNAGE)\*



WEB BANNER\*



SCC COLOURS



This version of main signage is based on the existing format for standard SCC branded signs.

\*All imagery and text is for example purposes only

This page illustrates how the Family Hub is integrated into various content scenarios. This includes its use in existing artwork through collaborations with partners who have distinct branding, as well as its incorporation into templates. It builds upon the previous page showcasing versatile element designs that can be applied more broadly.

TEMPLATE STYLES (FIXED STYLE WITH OPEN BODY AREAS FOR CONTENT)\*



POSTER STYLES (FABRICATIONS USING THE FAMILY HUB SIGNATURE ON EXTERNAL EXAMPLES)\*



The templates support both typed and handwritten content, with a white border designed to accommodate the constraints of personal (small-scale) printers. The imagery will be generalised, and will allow for versatility within the open body area, for event details, advice or contact details.

The examples above illustrate how other brands, partners and users can incorporate this new symbol into their own art projects or as part of their existing information delivery, using the supplied elements for the Family Hub logo.

EXISTING BUILDING SIGNAGE (FABRICATION ONLY)\*



In instances where signage is already in place, the following examples demonstrate how Family Hub identification can be integrated with existing signage. Alternatively, for situations such as new construction projects, where new signage is under consideration, the Family Hub signage can be treated as a separate component that can be easily removed if an alternative placement is needed in the future.



EXISTING BUILDING DECALS (LOW COST SIGNAGE)\*



In situations where there are constraints on budget, space, or time, these options suggest the provision of decals for entrance doors, windows, or walls.



\*All imagery and text is for example purposes only

To date the logo has been shared at the following meetings / events.

- Early Help Place Based Approach Governance.
- Family Improvement Boards Governance.
- We Thrive – Parent Carer Forum event.
- Ways of working group – SCAS.

### **Feedback Analysis**

58 responses in total

- 64% from parents
- 2% Councilors
- 2% Education Settings
- 4% Staffordshire County Council Professionals
- 28% Professionals

Overall key themes for the feedback have been: -

- More work is needed to co-produce the logo with young people, parents, carers, community, and professionals.
  - Needs to be less corporate looking.
  - More work is needed to make the logo more inclusive.
  - The current logos do not reflect the purpose of family hubs.
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