

Brundall Parish Council

Rebrand 2024

The Why

Brundall Parish Council is a council that has been growing in its offering to the village. In recent months, Brundall Sports Hub has opened, and with Brundall Village Park in the brainstorming stage, the Parish Council has been working hard to deliver the facilities the village deserves.

The BPC logo is currently a clipart image of a boat with a very 1990s feel and has become dated. It no longer reflects the busy, dynamic organisation the Council has become. This is also true of the current BPC website, which is busy and challenging to navigate. It is a basic theme that doesn't allow much customisation to reflect the council's needs.

With the opening of the new facilities and to reflect the dynamic council a new modern design of website and logo is highly recommended.

The Logo



The current logo shows a sailboat and is a clipart-style image.

The starting idea for a new logo for BPC was to bring a more modern look. The contemporary style is a more simple and minimalistic look. This is for several reasons:

- Simplicity enhances memorability. A clean and uncluttered logo is more accessible for people to recall and recognise, even in passing or at a glance.
- It aids in versatility. A minimalist logo can be scaled up or down without losing its impact, making it adaptable across various mediums and sizes, from new signage for The Sports

Hub and The Village Park to the website.

- A simple modern logo helps create a timeless appeal. A clean design ages well and is less likely to become outdated as design trends evolve.
- Minimalist logos communicate professionalism and clarity, reflecting positively on the brand they represent. By stripping away unnecessary elements, minimalist logos distil the brand's essence, making them powerful visual symbols that resonate with audiences in a cluttered visual landscape.

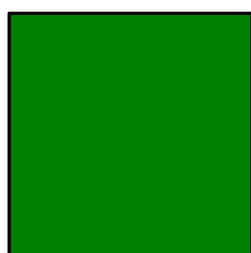
Considering this, it was decided to look at a logo with the name front and centre with some accent colours to help with versatility and brand awareness, which could be taken through the website.

The potential usages for the logo were considered when considering accent colours. The logo will likely be used for paperwork, signage at village facilities, and on the website. It is essential to consider the accessibility of residents to the colours. Knowing that the colours chosen would be used on a new website, it was essential to choose colours that pass The Web Content Accessibility Guidelines.

The Web Content Accessibility Guidelines (WCAG) 2.0 are vital because they establish standards for creating accessible web content, ensuring that websites and digital platforms are usable by individuals with disabilities. These guidelines promote inclusivity, enabling people with diverse abilities to access information, engage with online services, and participate fully in the digital world. WCAG 2.0 emphasises principles of perceivability, operability, understandability, and robustness, which are crucial for making web content accessible to everyone, regardless of physical or cognitive capabilities. Compliance with WCAG 2.0 enhances user experience and helps organisations avoid legal issues related to accessibility compliance.

Ultimately, adherence to WCAG 2.0 fosters a more inclusive and equitable online environment where all individuals can benefit from the wealth of information and opportunities available on the web.

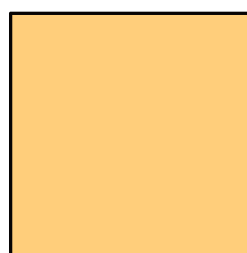
The colours chosen were green to represent the green spaces, yellow to represent crops and blue to represent the water around the village. These colours all adhere to WCAG 2.0 guidance for accessibility.



#008000



#4578BA



#FFCE7B



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The proposed logo embodies a contemporary style, offering versatility for application across signage, paperwork, and digital platforms. Its adaptable design ensures seamless integration into various mediums while maintaining visual coherence and impact.

Furthermore, the logo's positive base palette is a foundation for the website, infusing it with vibrancy and coherence. By harmonising aesthetics and functionality, the logo establishes a strong visual identity and enhances the overall brand experience across different channels, reinforcing brand recognition and engagement among its audience.

If the council desires, the logo's flexibility enables it to be utilised in various locations, with the name easily adjustable while maintaining a cohesive brand identity.



The Website

The Parish Council's current web hosting expires in March, so if the council wishes to move hosting, a new website would need to be switched over at the same time. Until recently, the council had been paying for hosting from two separate suppliers, which was fixed this year at renewal. If the council chooses to move this year, the new design would need to be signed off by then.

Though possessing a basic layout, the current website suffers from excessive busyness and navigational challenges. Any redesign of the website must prioritise cleanliness and user-friendliness to enhance the overall browsing experience.



A cleaner and more intuitive design will facilitate smoother navigation and engage visitors more effectively, promoting increased user satisfaction and retention. Thus, the focus on simplicity and user-centric design principles is paramount in developing the new website, ensuring its effectiveness and accessibility to a broader audience.

BRUNDALL PARISH COUNCIL

Next Scheduled Meeting:
Full Council

26
FEB

FULL PARISH COUNCIL
Monday, St. Laurence Centre

[EVENT DETAIL](#)

The new style website can be visited on the link below. You will find there is some pages that need some more detail and/or are placeholders. If the council chooses to progress with this website and get it up and running before hosting expires in March. As already discussed some help for wording and content would be appreciated.

<https://b.link/newsite2024>