

AGENDA ITEM 5

Report to the Maidstone Locality Board 25 June 2012

Maidstone Locality Board Website and Logo

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1. Background

In March 2012, the Maidstone Locality Board Agenda Setting and Action Steering Group recommended the previous Maidstone Local Strategic Partnership website www.maidstonematters.org.uk and logo, 'Maidstone Matters', to be updated to reflect the new Locality Board structure.

The website domain has been changed to www.maidstonelocalityboard.com and the draft content and layout reflect the new structure updates.

Both the website and new Maidstone Locality Board logo have been developed and approved, in terms of accessibility, by the Kent Association for the Blind.

2. Purpose

The Maidstone Locality Board will be represented by a clear, distinctive logo, which will be used and recognised across a suite of materials, including meeting papers (e.g. agendas and minutes), reports, promotional materials and the website. The design has been intentionally created not to relate to existing Kent County Council or Maidstone Borough Council logos, but to convey an intended message of partnership to reflect the Board's membership.

The Maidstone Locality Board website will provide a public access point for partners and members of the public, containing up-to-date information on a range of issues covered by the Maidstone Locality Board, including an events calendar, meeting papers and events coverage. Where necessary, it can also be used as a promotional and consultative tool for community engagement.

The website will be administrated and maintained by Maidstone Borough Council.

3. Recommendation

For the Maidstone Locality Board to approve the design and layout of the Maidstone Locality Board website and logo for all future internal and external communications and publications.

Appendix

1. Proposed Maidstone Locality Board logo



2. Proposed Maidstone Locality Board website

