



Refreshed brand identity comms plan

MAY

1. Introduce refreshed brand to CCB team, wardens, Chair and Vice Chair.
2. Introduce refreshed brand to CCB Executive Board.

JUNE

1. 5 June – introduce brand to Board Members (invite all)
2. 15 June – AP Liaising with National Association of AONBs
3. 16 June – AP & AH to present brand to Defra
4. 19 June – AP to present brand to local stakeholders (local authority, DMOs)
5. June – AP to write to local MPs to introduce refreshed brand identity
6. 24 June – present refreshed brand to full Board meeting, and aim to have the Board adopt
7. 1 July – AP to attend South West National Landscapes forum, and introduce brand

8. Complete Brand Guidelines.
9. Share brand guidelines with team, wardens, board members.
10. Register domain names (cotswoldsnationallandscape followed by suffixes: .org .org.uk .co.uk .uk)
11. CCB team to all make an alternative 'National Landscape' email signature – ready to deploy at the right time.
12. Make amends to website ready for new logo to be deployed when ready.

13. Cost up newly branded items:
 - Wardens fleeces – likely to seek sponsorship for this
 - Team hoodies
 - Team t-shirts
 - Pin badges x 500
 - Car window stickers (for Wardens) x 500
 - Wardens work party signs
 - Warden hi vis

14. Draft press release.
 - Identify voices to include with positive support: Brendan McCarthy; Joe Harris, Cotswold District Council leader; Howard Davies, NAAONB; Julian Glover.

15. Prepare internal item templates: PowerPoint, Letterhead, word doc header and footer.
16. The night before launch – update logo on all social channels.

JULY (dependent on coronavirus)

1. Distribute press release to:
 - Media list
 - Local partner organisations – GWT, National Trust, Local Authorities, Parish Councils, Board members, Cotswolds Tourism, NAAONB
2. Encourage support from local partners, in particular Gloucestershire Wildlife Trust, Cotswold Tourism, National Association of Areas of Outstanding Natural Beauty.
3. Provide new logo to Cotswold Life.