

Meeting:	NuLeAF Steering Group meeting, 10 th June 2020
Agenda Item:	8
Subject:	Refresh of NuLeAF materials
Author:	Catherine Draper and Philip Matthews
Purpose:	To outline proposals to refresh NuLeAF website, logo and printed materials

1. Introduction:

It is proposed that NuLeAF should commission a designer to review the current logo, letterhead, website and other publication formats to ensure that they present a professional, up to date image and provide a clear form of communication.

Recommendation:

That the Steering Group approve the commissioning of a review of the NuLeAF website, logo, letterhead and publication formats.

2. Current situation

NuLeAF's logo (see Appendix 1) was designed when the organisation was established almost 20 years ago. In recent years the 'leaf' motif has been removed and the text used on its own.

The logo, and associated colour scheme, is used on the website and also on headed paper and business cards. The design of headed paper and business cards has not changed in over a decade, while the website was given a low-cost upgrade in 2014.

It is therefore felt timely to undertake a review of all such materials, using an external designer. The content on the website would remain the same but the intention is that the presentation and usability would be enhanced, with greater use of photos and visual images.

NuLeAF has sufficient funding this year to undertake such a review, with general expenditure forecast to be lower than expected due to the reduction in physical meetings and travel.

Appendix 1: Current NuLeAF logo

