

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 pm on Monday 17th November 2025

Present: Cllr Gustard (Chair), Cllr Granville, Cllr Varley, Town Clerk and Community Engagement Manager

57. Apologies for Absence

None

58. Minutes of Communications Working Group Meeting held on 3^d September 2025

RESOLVED:

- i) To accept the minutes of the meeting as a true record.

59. Brand Guidelines

The Working Group reviewed the first draft of the brand guidelines.

RESOLVED:

- i) The Community Engagement Manager will research where the alternative Sevenoaks Crest design came from.
- ii) The Community Engagement Manager will provide mock-ups of different colour logos in line with new branding.
- iii) Tints of brand colours to be added to the brand guidelines.
- iv) Aptos font should be used in Sevenoaks Town Council communications where possible.
- v) The number of fonts used in the Town Crier should be reduced.
- vi) Communications about House in the Basement events and activities do not have to use Sevenoaks Town Council branding, but a strapline such as 'A Sevenoaks Town Council community facility' should be used, along with the Sevenoaks Town Council logo.
- vii) Once the branding guidelines have been finalised, Open Spaces signage should be reviewed and updated accordingly.
- viii) Vision ICT will develop final brand guidelines and an updated logo alongside the website upgrade.

60. Website Design Proposal

The Working Group reviewed the Website Design Proposal from Vision ICT.

RESOLVED:

- i) To recommend the Finance & Delivery Committee approves a WordPress website upgrade from Vision ICT. The complete package upgrade with graphic design and branding will include producing a more visually appealing website and populating the new website with existing content covering approximately 70 pages. It will also include development of a

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logo and help crafting detailed branding guidelines. The cost of this is £6,300.

- ii) The new website should include video integration.
- iii) A new website hierarchy should be considered, following recommendations from Vision ICT.