Inconsistent car park signs, including in the same car park











A wide variety of different vehicle livery designs







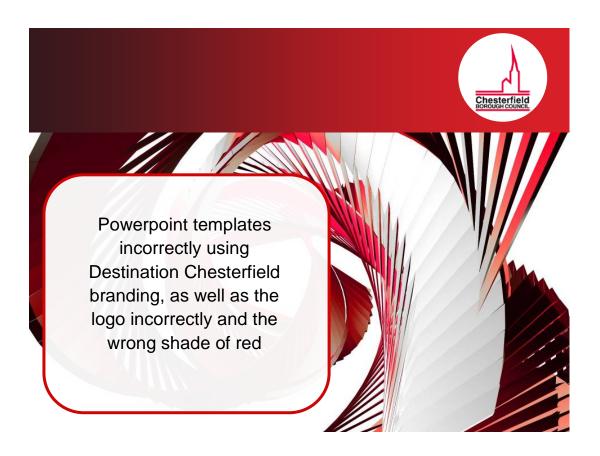


Appendix 1 – Current uses of Chesterfield Borough Council branding









An inconsistent look to the council's promotional materials



No branding to show who owns and operates buildings





Some bins use branding, others don't





Different types of branding being used on bus shelters





Old and new signs sitting together





A few of the wide range of logos used by the council which create confusion



Old signs in need of replacement which offer a poor user experience and have no branding

