

A wide variety of different vehicle livery designs



Appendix 1 – Current uses of Chesterfield Borough Council branding



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



Appendix 1 – Current uses of Chesterfield Borough Council branding

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

