Libraries and Archives identity refresh

Analysis of stakeholders consultation

December 2022

Putting Communities First Team
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THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Introduction

Background
Kensington and Chelsea Council and Westminster City Council's Libraries and Archives Service are refreshing their identity by introducing a new look and feel for the service. Two designs have been proposed and we asked residents and stakeholders to select their preferred design to help inform the final selection.

Each design has an option for Kensington and Chelsea libraries and Westminster libraries.

Consultation methodology
The consultation sought resident and stakeholder views on the proposed designs through an online survey. The exercise took place between 31 October and 12 December 2022 and was promoted through library e-newsletters, Council e-newsletters and through the libraries.

Report
A total of 196 surveys were returned by the deadline. This report contains an analysis of survey responses. The graphs in this report show percentages. A separate appendix report is available on request which details all comments made by respondents to the questions within the survey.

Acknowledgements
The Council would like to thank all residents and stakeholders that took the time to feedback their views.

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Proposed logo options

Respondents were presented with two proposed options, each with an option for Kensington and Chelsea and Westminster.

Respondents were asked which option they preferred and questions in relation to their preferred option.

Option 1

Option 2

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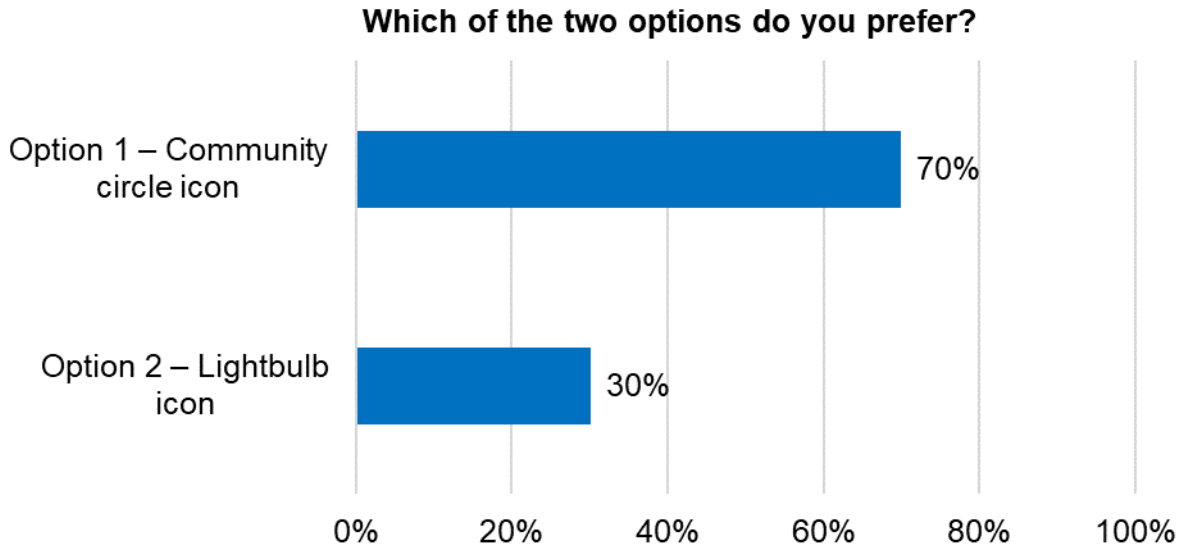
Logo preference

Respondents were asked which of the two proposed options they preferred.

- Over two-thirds of respondents (70 per cent) preferred *'Option one – Community circle icon'.*
- Just under a third (30 per cent) of respondents indicated they preferred *'Option two – Lightbulb icon'.*

Option 1

Option 2



Base: All responses (196)

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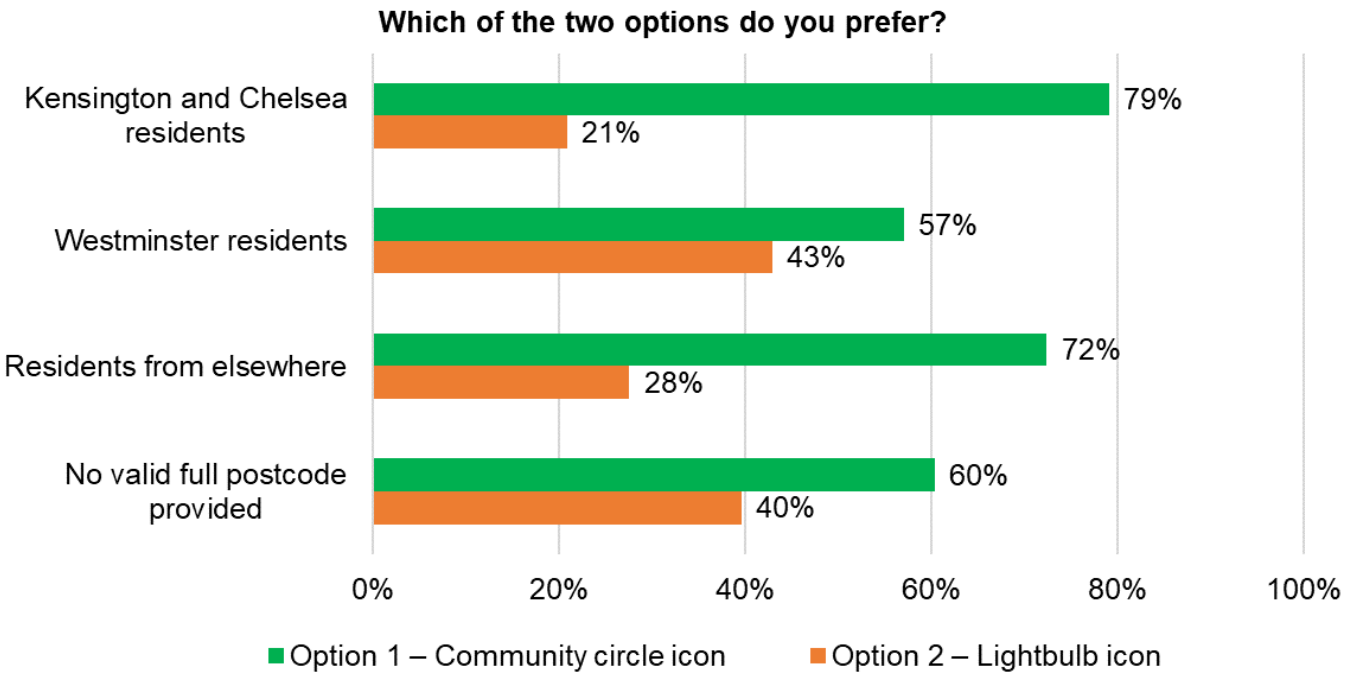
Logo preference

Respondents were asked for their postcode as part of the consultation. This has been used to understand preferences of respondents from Kensington and Chelsea (86 respondents), Westminster (28 respondents), those from elsewhere (29 respondents) and of those that did not provide a full or valid postcode (53 respondents).

- The majority of respondents from Kensington and Chelsea and Westminster preferred *'Option one – Community circle icon'.*
- The difference between the two options was greater in Kensington and Chelsea (79 per cent to 21 per cent) than in Westminster (57 per cent to 43 per cent).



Base: All responses (196)

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Logo preference – Community circle icon

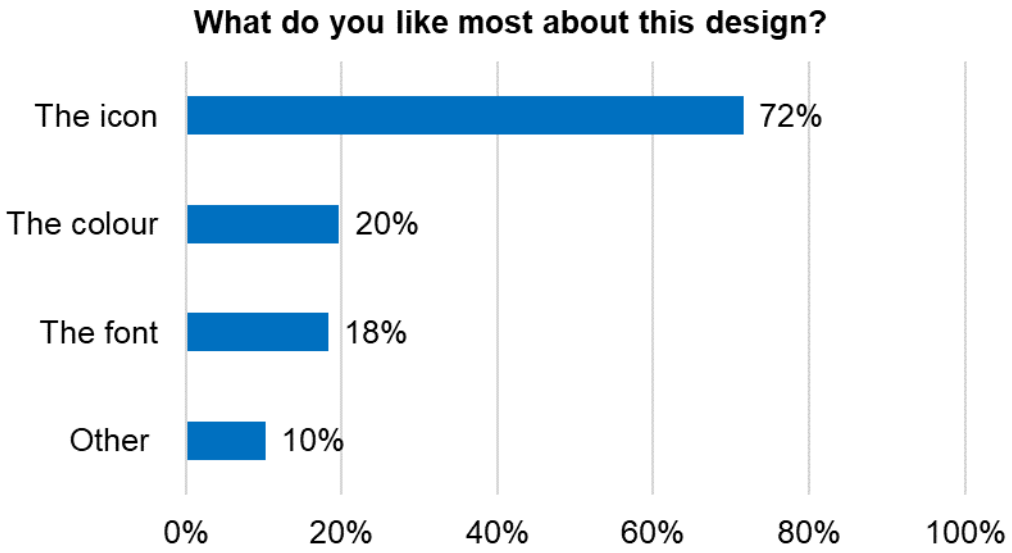
Respondents that selected *'Option one – Community circle icon',* 137 respondents, were asked what they liked most about the design. Respondents were able to select more than one option if they wished.

- Nearly three-quarters of respondents (72 per cent) liked *'the icon'*
- A fifth (20 per cent) liked *'the colour'* and almost as many liked *'the font'* (18 per cent)
- One in ten (10 per cent) indicated an *'other'* aspect that they like the most, these answers are explored on the next page.

Option 1

Libraries Archives Kensington and Chelsea

Libraries Archives Westminster City Council



Base: Respondents preferring community circle icon (137)

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Logo preference – Community circle icon

Respondents that indicated an *'other'* aspect that they liked about the design were given the opportunity to explain further.

There were 27 comments made. Comments made have been themed and those with two or more comments are summarised in the table below.

Examples of comments made can also be seen on the next page, with the full list of themes and comments made found in the appendices report.

Theme*	Count
Design/liked representation of community	14
Did not like the other option	3
Accessibility issues	2
Colour	2
Dynamic/lively	2

*Themes shown with two or more mentions

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Comment examples

“Figures represent the community better.”

Design/liked representation of community

“Just didn’t like the lightbulb. Still don’t think this one fits the service, but the lightbulb I don’t like.”

Did not like the other option

“Libraries are all about people and this is what the design portrays.”

Design/liked representation of community

Option 1

“Looks more lively.”

Dynamic/lively

“It looks clean and inclusive.”

Design/liked representation of community

Libraries Archives Kensington and Chelsea

Libraries Archives Westminster City Council

“Green ....more attractive and powerful ecological signal, for Kensington too, please!”

Colour

“Both colours don't meet "accessibility guidelines" for visual content. They may be difficult to see. Need to be darker for better visibility.”

Accessibility issues

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Community circle icon – other comments

Respondents were given an opportunity to comment further on the community circle icon design.

There were 47 comments made. Comments made have been themed and those with two or more comments are summarised in the table below.

Examples of comments made can also be seen on the next page, with the full list of themes and comments made found in the appendices report.

Theme*	Count
Community icon/inclusion	14
Prefer this design	8
Colours - prefer green and blue	6
Colours - other colours suggested	3
Colours - prefer orange	3
Design could be tweaked/improved	3
Alternative design suggested	2
Colours - positive comments	2

*Themes shown with two or more mentions

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Comment examples

"It feels more community oriented."

Community icon/inclusion

"No that keen on the lime green, would prefer blue or purple."

Colours - other colours suggested

"I find it more pleasing to the eye than the other one with the bulb."

Prefer this design

"It gives a sense of people and activities."

Community icon/inclusion

"It seems less, busy and cleaner, more modern than the bulb version."

Prefer this design

"The idea of community that this logo transmitted."

Community icon/inclusion

Option 1

Libraries Archives Kensington and Chelsea

Libraries Archives Westminster City Council

"Preferred colour is orange."

Colours - prefer orange

"I think the logo implying connectedness and joining together is a good theme; however it is not 100 per cent clear that it is persons holding hands? I think it could be tweaked to be more evident, though the intention is good."

Design could be tweaked/improved

"I hugely prefer the green and blue logo to the orange and blue one."

Colours - prefer green and blue

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Logo preference – Lightbulb icon

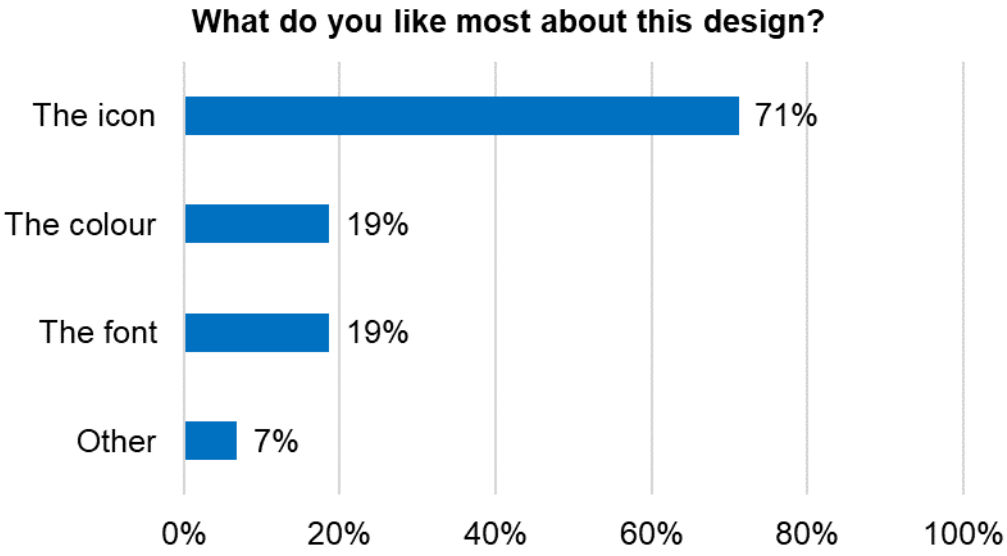
Respondents that selected *'Option two – Lightbulb icon',* 59 respondents, were asked what they liked most about the design. Respondents were able to select more than one option if they wished

- Nearly three-quarters of respondents (71 per cent) liked *'the icon'*
- Almost a fifth (19 per cent) liked *'the colour'* and the same percentage liked *'the font'* (19 per cent)
- Seven per cent indicated an *'other'* aspect that they like the most, these answers are explored on the next page.

Option 2

Libraries Archives Kensington and Chelsea

Libraries Archives Westminster City Council



Base: Respondents selecting lightbulb icon (59)

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Logo preference – Lightbulb icon

Respondents that indicated an *'other'* aspect that they liked about the design were given the opportunity to explain further.

There were 10 comments made. Comments made have been themed and are summarised in the table below.

Examples of comments made can also be seen on the next page, with the full list of themes and comments made found in the appendices report.

Theme	Count
Prefer this design over the other	4
Comment on what the icon looks like	4
Design	1
Not keen on colour	1
Simplicity	1

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Comment examples

"It needs a bit more work, but I think a light bulb is a good symbol for a library and archives. It is not primarily a community centre, but a store for ideas that should not be kept in the dark."

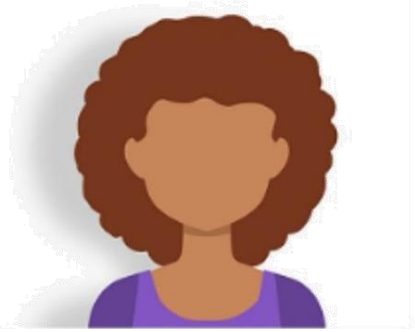
Prefer this design over the other

"This resembles a learning resource platform much better but not too keen on the colours, the 2nd colour should be an aesthetic to the borough's website colour theme, as it is an attachment to the main brand."

Not keen on colour

"It stands out more than the other."

Prefer this design over the other



Option 2

"The image resembles a question mark."

Comment on what the icon looks like

"Simplicity."

Simplicity

Libraries Archives Kensington and Chelsea

Libraries Archives Westminster City Council

"Tightness of design."

Design

"Less messy."

Prefer this design over the other

"Looks like a light bulb and also a speech bubble."

Comment on what the icon looks like

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Lightbulb icon – other comments

Respondents were given an opportunity to comment further on the lightbulb icon design.

There were 24 comments made. Comments made have been themed and those with two or more comments are summarised in the table below.

Examples of comments made can also be seen on the next page, with the full list of themes and comments made found in the appendices report.

Theme*	Count
Prefer over other design	7
Lightbulb icon/what it represents	6
Colours - prefer alternative colour	4
Don't like either design	3
Design needs tweaking/improving	2
Simplicity	2

*Themes shown with two or more mentions

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Comment examples

"It seems cleaner than the other option, and a bit more distinctive!"

Prefer over other design

"It's friendly and feels like a speech bubble - there's the promise of interaction and connection."

Lightbulb icon/what it represents

"This is a simple and bold solution; also like the colour scheme. The other one is OK, but it's not an immediately recognisable image."

Prefer over other design

Option 2

"Depicts communication."

Lightbulb icon/what it represents

"It's better than the alternative."

Prefer over other design

Libraries Archives Kensington and Chelsea

Libraries Archives Westminster City Council

"Not sure about colour. Why not yellow like a light?"

Colours - prefer alternative colour

"To be honest I don't really like either of the icons or the colours."

Don't like either design

"The combination of a "thought bubble" and a light bulb is good, but instead of drawing the screw as two lines, try to draw the outline of it. Also, can it be simplified: does it need the blue outline with the orange fill? Can it not be all orange without an outline?"

Design needs tweaking/improving

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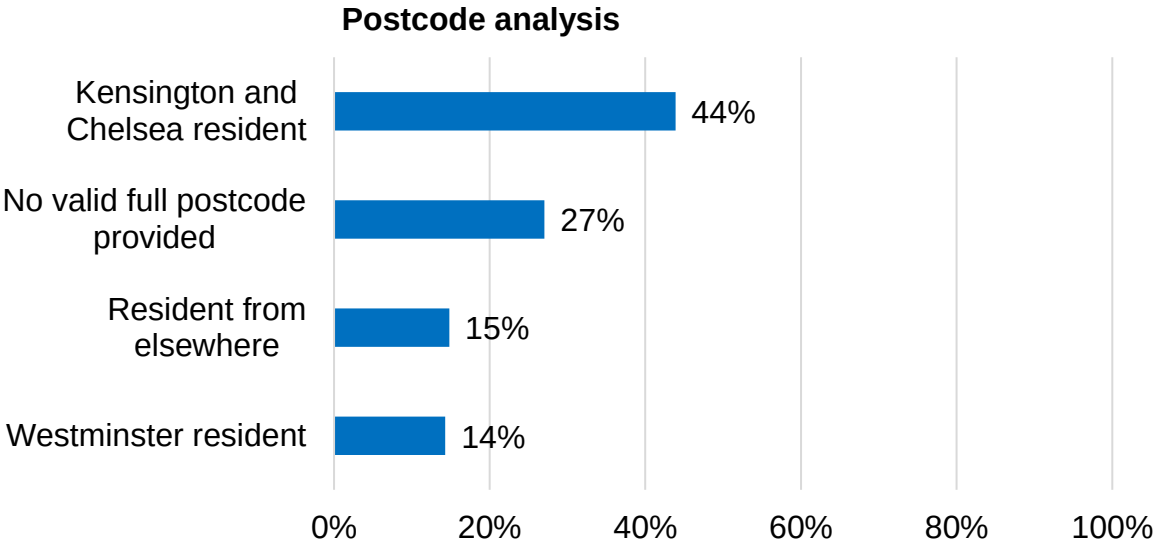
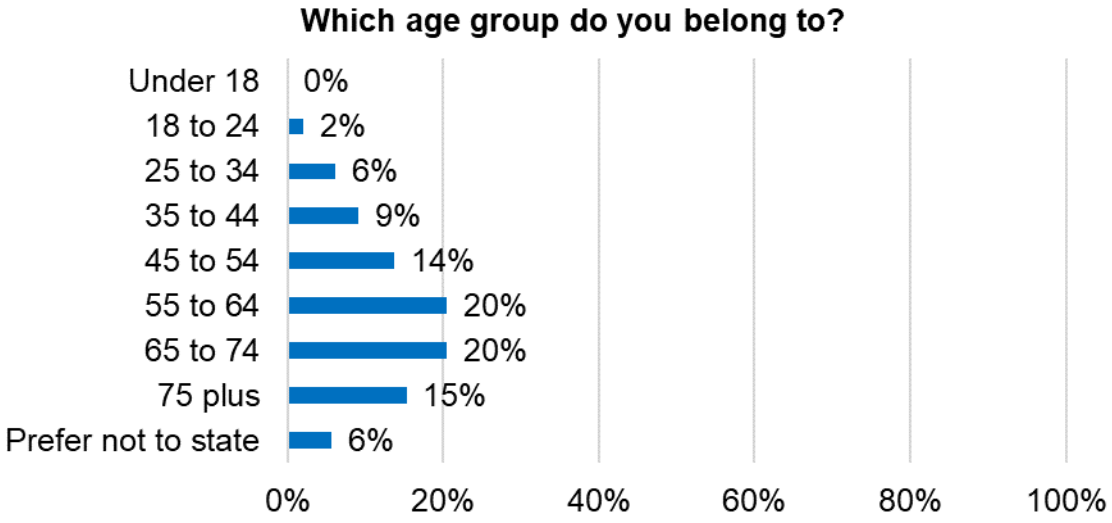
Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.





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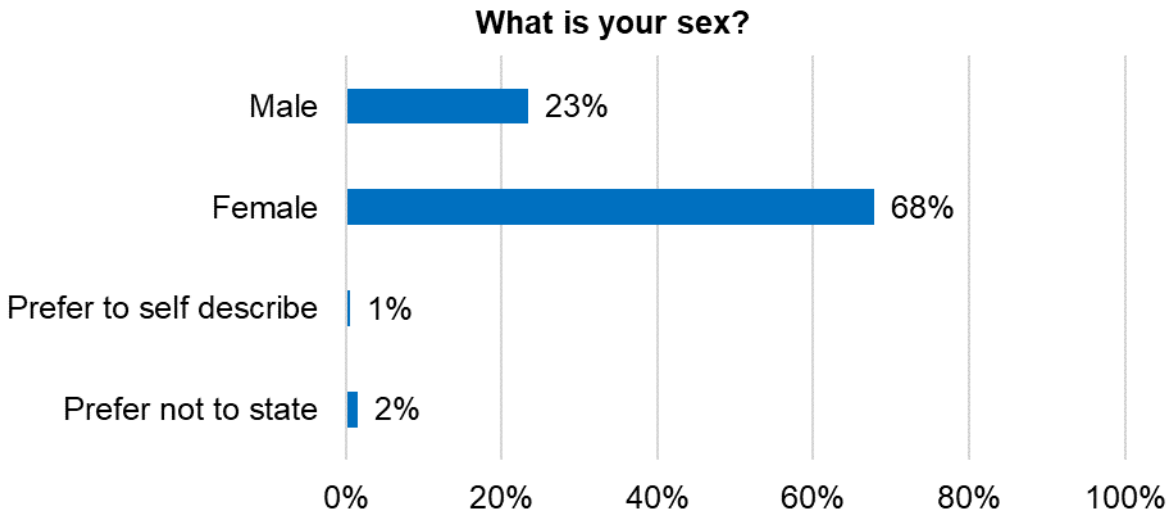
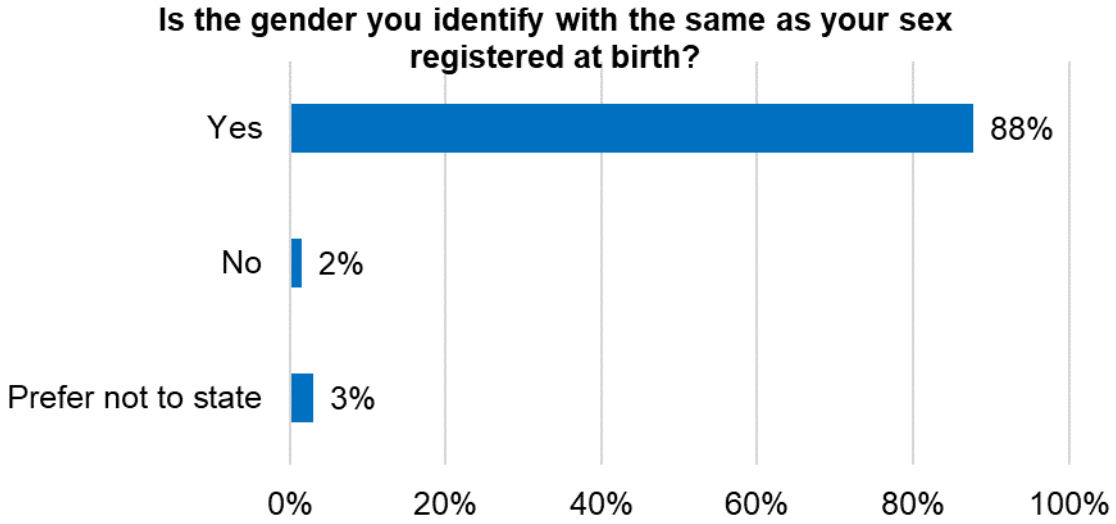
Base: All responses (196)

Profile of respondents





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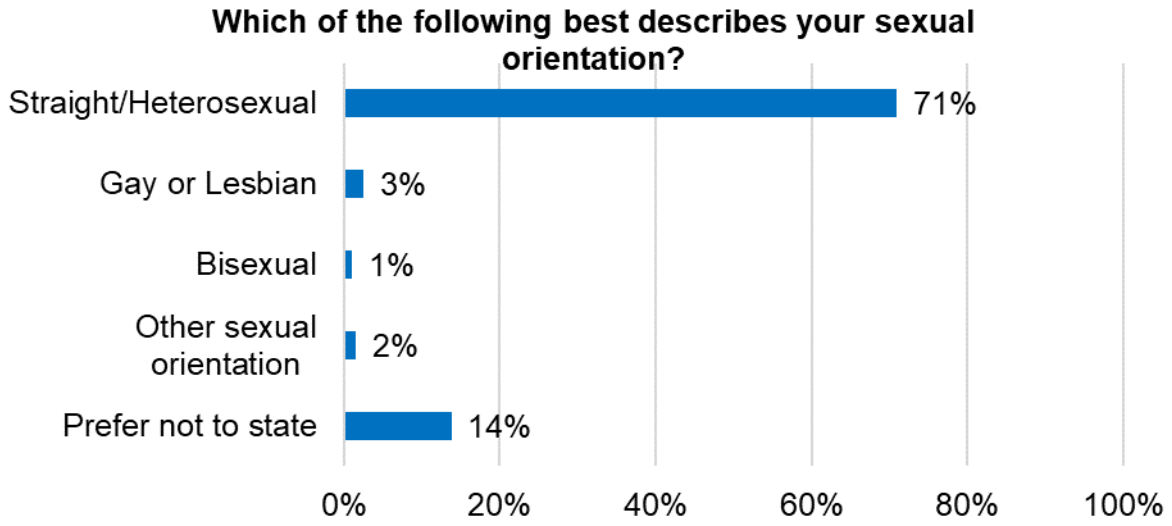
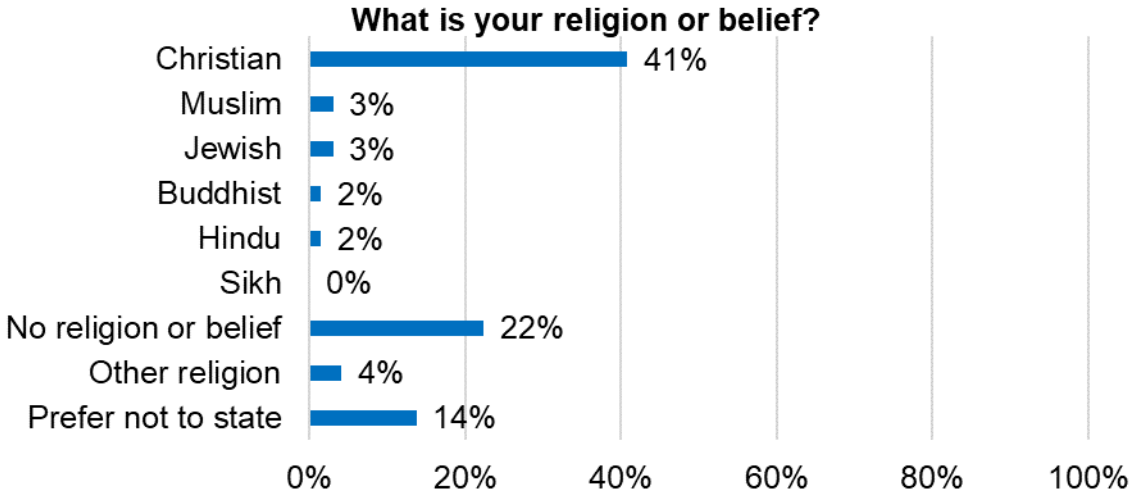
Base: All responses (196)

Profile of respondents





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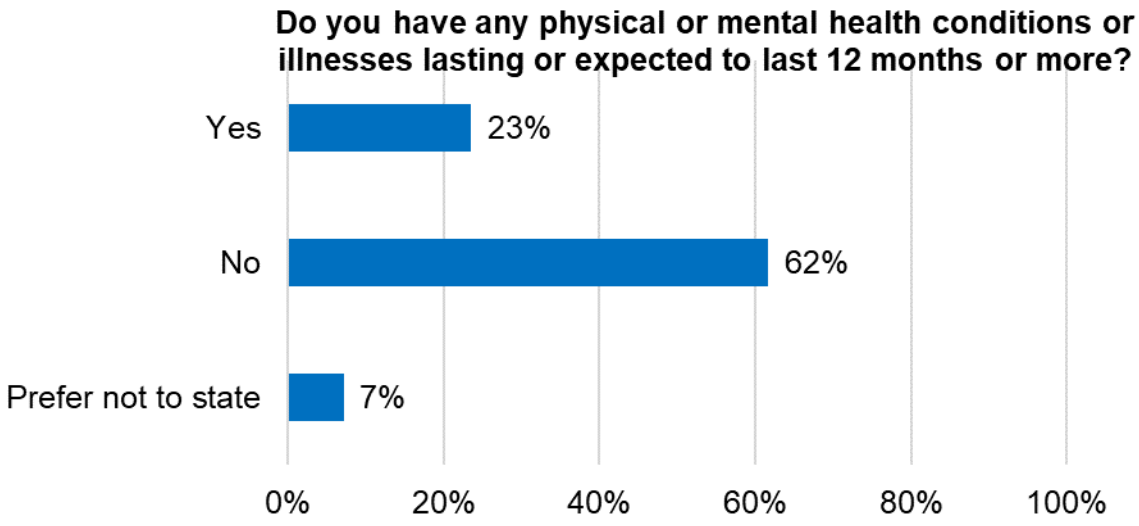
Base: All responses (196)

Profile of respondents



Base: All responses (196)

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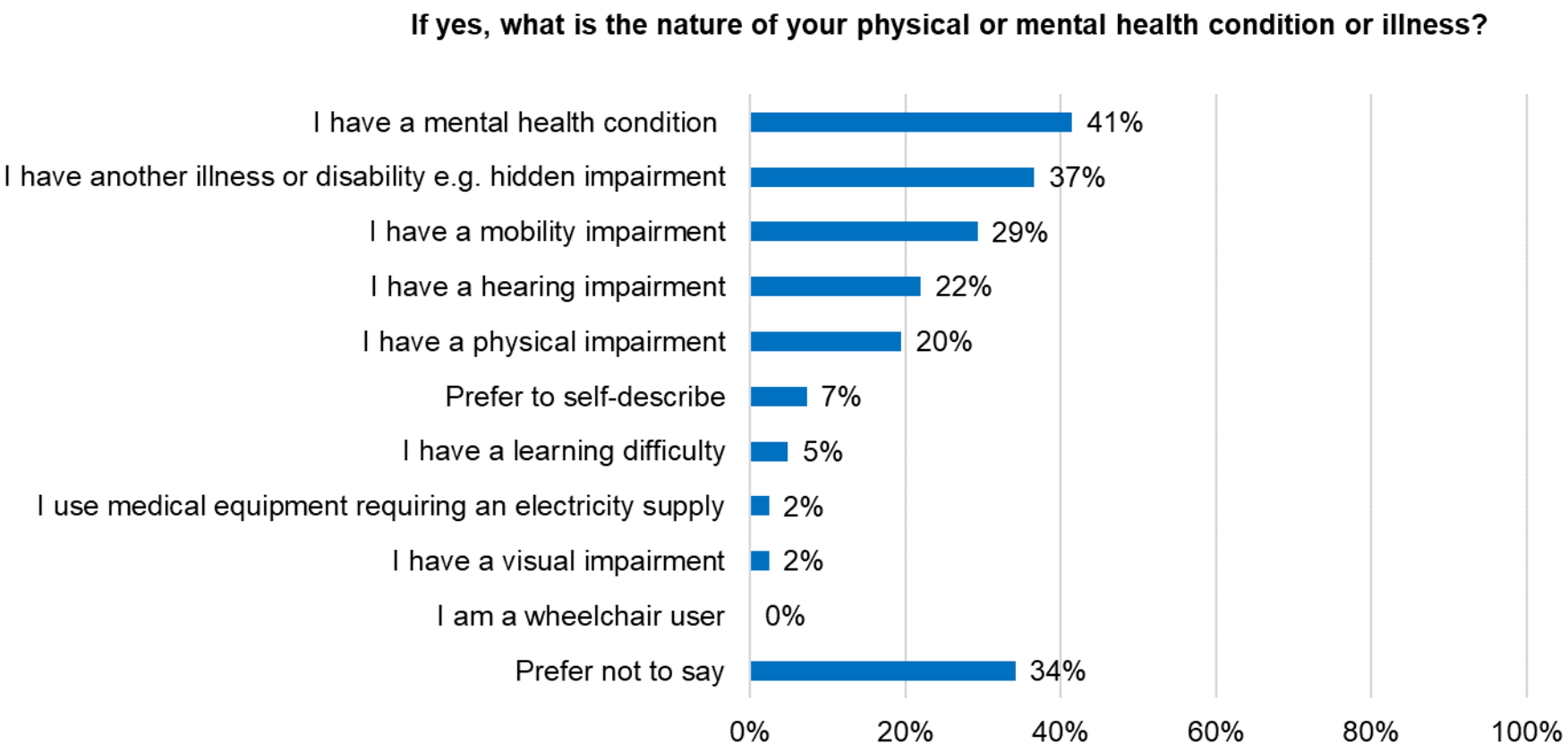
Profile of respondents



Base: Those indicating they had physical or mental health condition or illness (41)

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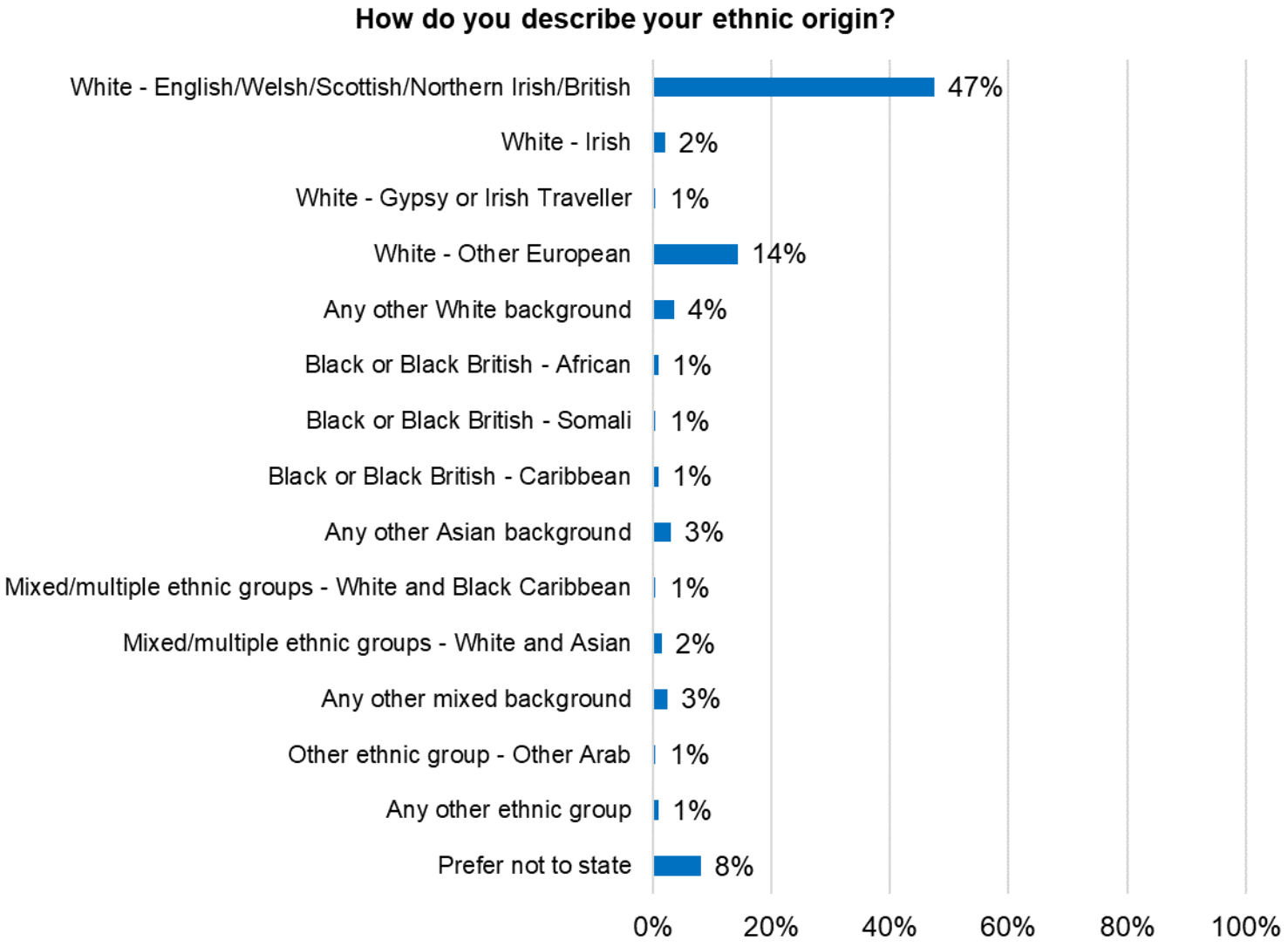
Profile of respondents



Only answer options shown that had a response

Base: All responses (196)

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