

## **WR&CS New Logo – Sub-committee Process – Jan 2020**

### **First mentioned about possible new WR&CS logo in November 2018:**

Extract from WR&CS Minutes of 19<sup>th</sup> November 2018 re WR&CS logo:

*“Ruth Hampshire had submitted a paper in advance about a possible new WR&CS logo based upon the millstone on the Little Green. She explained some of the history and WR&CS’s involvement in creating the millstone and noted it had also been included on the front page of the Willaston District Community Plan.”*

*“Helen Jakubczak and John Fisher noted that an image of a windmill is used by the school and football team and suggested that it is generally recognised as a logo of Willaston village. Ceri commented that the tree on the Green is also a recognised aspect of the village.”*

*“Chris, Helen Jakubczak, John Fisher, along with Ruth Hampshire were asked to form a working group.”*

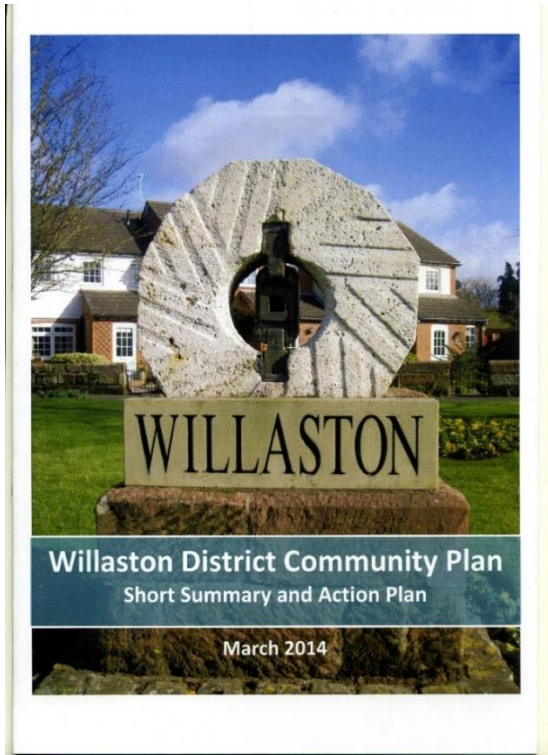
### **Paper submitted by Ruth Hampshire and discussed at WR&CS meeting 19<sup>th</sup> Nov 2018.**

#### **Proposal for new WR&CS Logo incorporating an image of Willaston Millstone on the Little Green, Willaston, Wirral CH64**

Further to the minutes of Willaston Residents’ & Countryside Society (WR&CS) meetings of 16<sup>th</sup> July and 17<sup>th</sup> September 2018 regarding the WR&CS logo which has become difficult to reproduce since it is not a digitised image, I sourced a first generation printed image of the current logo of Willaston Mill as designed by local artist Mr Dennis Williams (deceased) which was passed to Barry Vowels for scanning, but it appears that a sharp enough image for ongoing use in our digital age is still elusive.

Willaston village has always had a significant association with the Mill (particularly in the past as the village was a farming community) therefore WR&CS adopted an image of Willaston Mill as their logo. Whilst a graphic designer could produce a digital image of the existing WR&CS logo, perhaps now is the time to consider an alternative logo? An excellent photo of the Willaston Millstone was used on the front cover of the ‘Willaston District Community Plan’ by WR&CS in March 2014. (See image below.)

This Millstone structure was instigated by WR&CS and funds raised by the local Willaston community for construction. I think that since this Willaston village sign is so prominent within the centre of the village and still incorporates part of Willaston Mill, that it would make an excellent more modern WR&CS logo which folk can easily identify with. Perhaps a new digitised WR&CS logo could be designed based on the Millstone on Willaston Little Green?



(No credit to the photographer within the narrative of the 'Willaston District Community Plan'.)

**The details that I have identified so far on the Millstone village sign on the Little Green, Willaston are as follows:**

- Millstone itself is an ACTUAL stone from Willaston Mill and is on permanent loan to the village by the Seedhouse family who live in the Mill.
- Designed by the late Dennis Williams, a local village artist and commercial graphic designer who also provided the artwork of various buildings in Willaston for the village walk and designed the clock on the Memorial Hall (lived at 44 Wallcroft, Willaston)
- Sandstone plinth was worked by the late John Sanderson, a Willaston village stone mason. The sandstone used was recovered from local village sites which had been re-developed.
- Local builder constructed the installation for the village community on behalf of WR&CS.
- Two time capsules were buried underneath the structure:
  - One by WR&CS
  - One by Willaston C of E School

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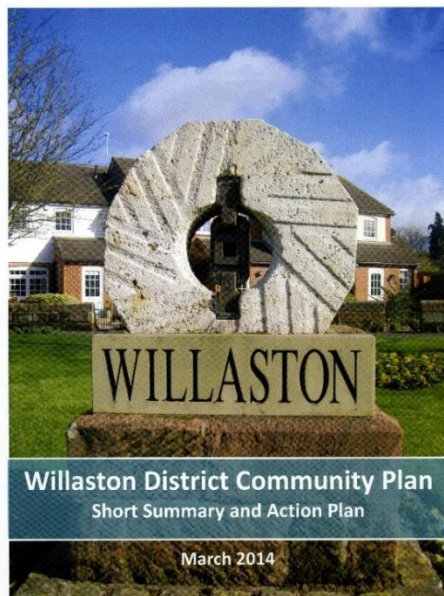
**Paper submitted by WR&CS Logo sub-committee and discussed at WR&CS meeting 20<sup>th</sup> January 2020.**

**WR&CS Logo Sub-committee set up in November 2018:**

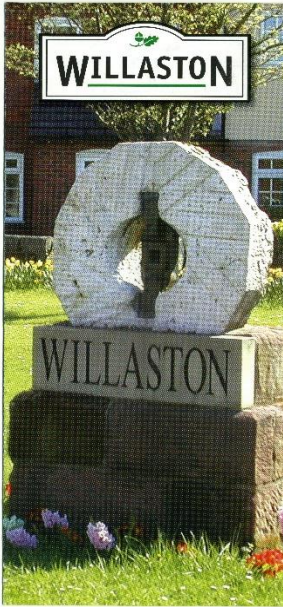
Chris Hampshire  
Ruth Hampshire  
Helen Jakubczak  
John Fisher

**WR&CS Logo Sub-committee Discussed:**

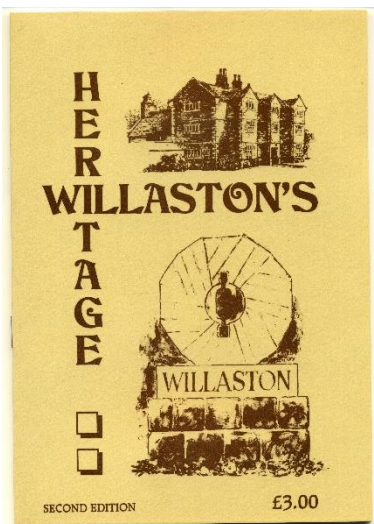
- Issue with WR&CS came to light when the newsletter and sponsor form for the Willaston Christmas Lights (WCL) fundraising campaign was being drawn up.
- WR&CS don't have a 'digitised' version of their logo so it has become a problem when creating documents for publication, both printed and online.
- The current WR&CS logo has been scanned but the image is not suitable for digital manipulation i.e. it can't be reproduced as a clear and sharp image that can be enlarged or shrunk according to its purpose.
- Agreed that Willaston Mill is still a significant emblem of the village (used by both the school and football club), but possibly to a lesser extent since the village has grown from a relatively small farming community to its vastly increased size and population to date.
- The Willaston village sign i.e. the millstone on the 'Little Green' has been used on numerous occasions by WR&CS for various purposes including a photograph on the front cover of the 'Willaston District Community Plan' in 2014 as well as the 'Welcome to Willaston' leaflet which was distributed to new residents of the village.
- Both The Mill and the Millstone Willaston village sign also appear on various merchandise that has been produced and sold to raise funds for WR&CS.



WR&CS - Willaston District Community Plan – Mar2014




WR&CS Artwork – Welcome To Willaston Leaflet



WR&CS Artwork – Willaston's Heritage Booklet 2<sup>nd</sup> Edtn – 1997

#### **WR&CS Logo Sub-committee Process:**

- Ruth provided numerous printed images of historic WR&CS notices, leaflets and programmes for events (including Willaston Village Festivals held in the 1970's & 1980's) etc. that shows the various artwork used by WR&CS in the past.
- The following graphics were drawn by local village artist Mr Dennis Williams (deceased) who also provided the illustrations for WR&CS of various buildings in Willaston for the village walk; designed the clock on the Memorial Hall; and designed The Millstone Willaston village sign which is sited on the Little Green.



**WILLASTON RESIDENTS VILLAGE FESTIVAL**

**Saturday 18th June**

**MORNING**

Stalls on the Green  
 Films for the Children in the Memorial Hall  
 Mersey Morris Men  
 Kit Pit Display  
 Village Tea Towels & Shopping Bags for Sale  
 Wine Raffle

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**Sunday 19th June**

**2.30 ONWARDS** Willaston Grange Gardens Open by Courtesy of  
 Sir Derek & Lady Christine Sibby  
 In aid of Scouts & Guides


**3.00 P.M.** Open Air Service on the Village Green

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**The Village Entertains**

A Village Show in the Church Hall  
 Thursday, 16th June  
 Friday, 17th June  
 Saturday, 18th June

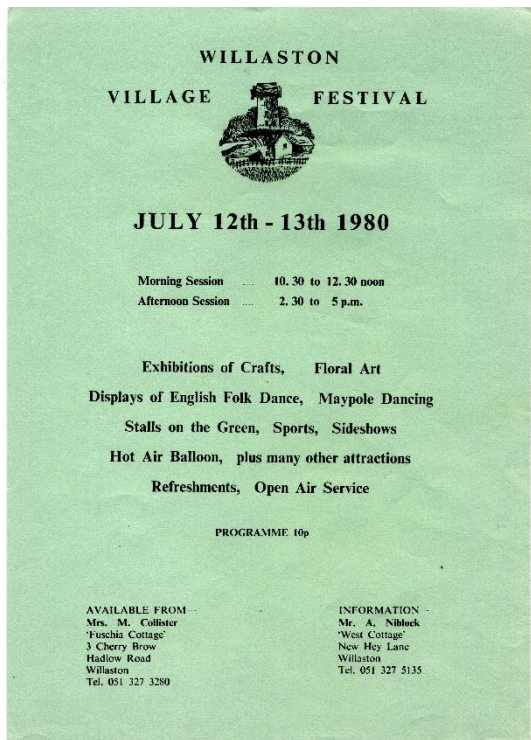
**AT 7.30 P.M.**



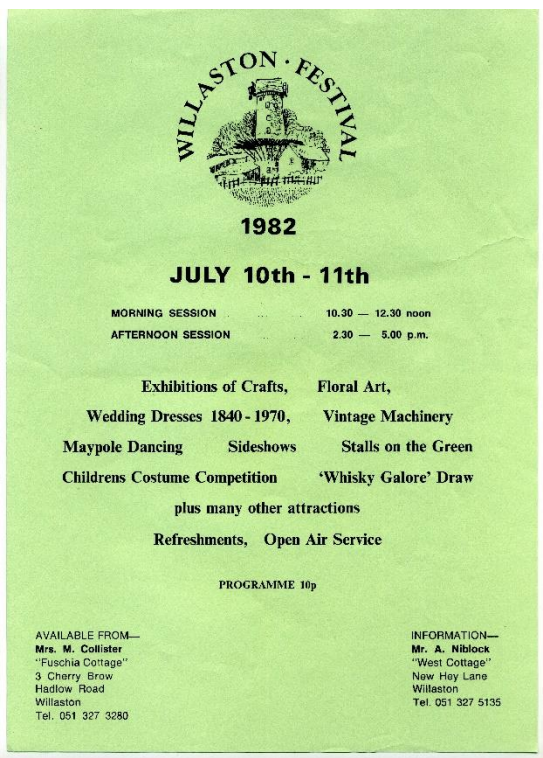
WR&CS Artwork – Willaston Village Festival Notice – Jun197?



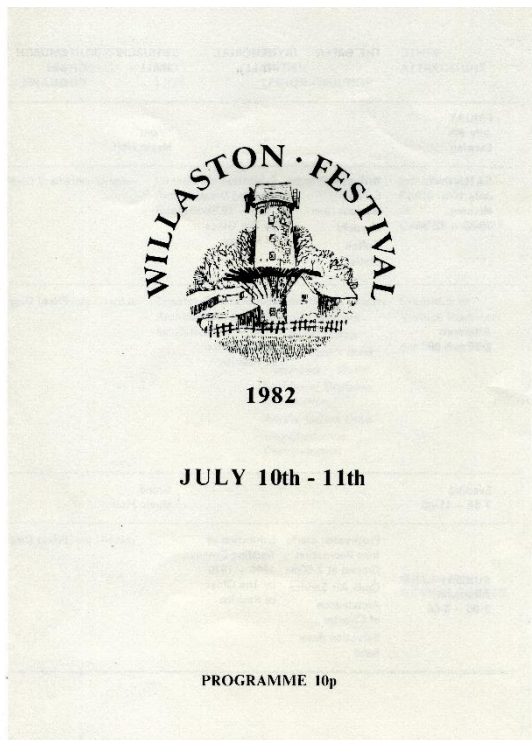
WR&CS Artwork – Willaston Village Festival – Artwork by Dennis Williams



WR&CS Artwork – Willaston Village Festival Notice – Jul1980



WR&CS Artwork – Willaston Village Festival Notice – Jul1982



WR&CS Artwork – Willaston Village Festival Programme – Jul1982

- The basis of our proposed new WR&CS logo was inspired by previous WR&CS artwork to retain a link to the history of the society.
- We made a list of what signifies the village of Willaston:
  - Both village greens at the centre of the village:
    - Willaston Village sign and its Millstone
    - Tree on the green
  - The Mill
  - The Memorial Hall
  - The Old Hall
  - The Old Red Lion
  - Christ Church
  - Methodist Chapel
  - The Nags Head & Pollards Inn
  - Farms – Joe’s Dairy (Duttons), Ash Tree, Corner House (Pollards), Home Farm (Jacksons), Cherry Brow, Church Farm etc.
  - Hadlow Road Station
  - Wirral Way
  - Willaston School
  - Johnson’s Recreation Ground
  - Countryside & farmland – particularly dairy herds
  - Footpaths & walking
  - Cheshire Railings (wrought iron railings with curved top painted white & black)
  - Red Telephone boxes

- We sketched out numerous ideas (Helen's artwork and watercolour skills were much appreciated) and by process of elimination we 'de-cluttered' our initial designs, removing significant village buildings e.g. The Old Hall and The Old Red Lion.
- We also decided that it was best not to replicate other Willaston Village organisations who already have their own individual logos, including:
  - Hadlow Road Station
  - The Memorial Hall
  - Churches
  - Pubs
- Various logo images were then produced by Sophie Saunders (Helen's sister) using her professional graphic design skills to translate our ideas into digital images.
- The main problem to overcome with this proposed new logo related to size and definition of image and availability in various digitised formats.
- We were aware that the digitised image should be able to be shrunk to a minimum of approx 2cm x 2cm as used in the Christ Church Parish News publication without losing definition and the logo becoming too black.
- We decided to keep with the WR&CS tradition of using a circular logo design since this can be used for printed labels or badges for events etc. as has been used in the past. Village resident Mr Tony Capleton printed sticky labels for Willaston Village Festivals in the 1980's which were affixed to clothing to show that entry fees had been paid for events.
- Aware that the logo can be located either on the left or right hand side of the Willaston Residents' & Countryside banner for use on headed paper and/or various other publications dependent upon space and layout.
- Our proposed design retains Willaston Mill as its focus but also incorporates representations of BOTH village greens, showing the Millstone Willaston village sign on the little green and the copper beach tree on the main village green, together with some fencing to retain the theme of Willaston Countryside.
- We have incorporated the acronym 'WR&CS' as well as the word 'Willaston' as part of the millstone village sign. If a larger scale image is used as a 'watermark' on A4 or A5 paper then the word 'Willaston' will be visible on the village sign.
- Helens' sister, Sophie Saunders very kindly offered her professional graphic design skills to interpret our initial thoughts and a number of subsequent iterations. We are most grateful for the time and expertise that Sophie has provided to WR&CS on this.
- Sophie has confirmed that copyright of this new logo she has produced rests with WR&CS.
- We contacted Paula & Allan Seedhouse (who live in The Mill, Willaston) asking for their consent to use the new WR&CS Logo that includes a hand-drawn image of Willaston Mill.
- Consent received 11th February 2020: "Allan and I are both approving of this lovely design... thanks for including us in your decision!"



The WR&CS Logo sub-committee proudly present the proposed NEW Logo:



- Helen Jakubczak presented the proposed new WR&CS Logo to committee on 20<sup>th</sup> January 2020.
- The new WR&CS Logo was accepted by committee without amendment.
- We then put forward various options for a new WR&CS Banner/Letterhead and the committee voted for the following:



**WILLASTON**

**Residents' & Countryside Society**

**WR&CS Logo NEW Letterhead Format:**

- Header position 1.25cm from top of page (i.e. standard setting)
- Banner dimensions of 2.5cm x 7.9cm fit within standard Microsoft margins and borders
- Can be used centralised OR right side justified. (Left edge of Banner at centre point of A4)
- Logo dimension 2.5cm x 2.5cm (same size as existing WR&CS Letterhead)
- **WILLASTON** in capitals on line 1 Calibri (Body) Bold @ 30.5
- **Residents' & Countryside Society** on line 2 Calibri (Body) Bold @ 11
- WR&CS within Logo and WILLASTON narrative aligned at Top

The new digitised WR&CS Logo can be used for various purposes for example:

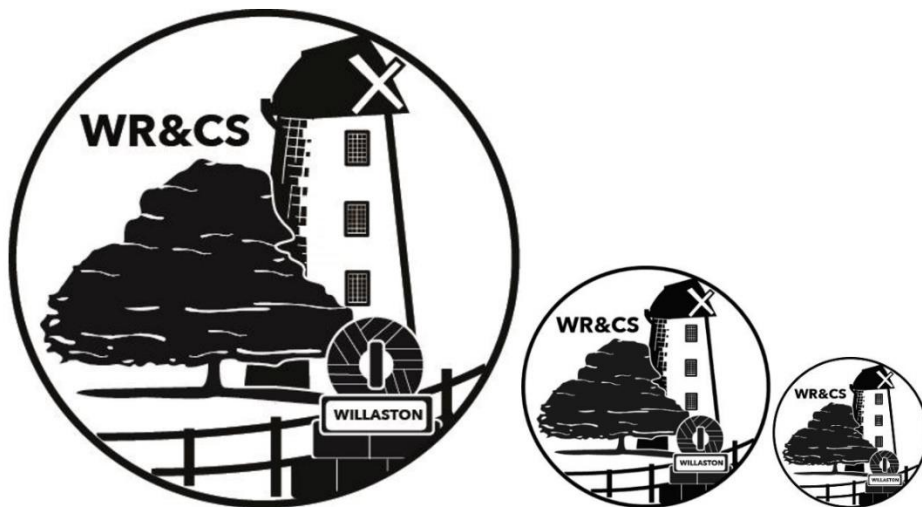
- 15cm for use as a Watermark
- 8cm for use on tickets
- 4cm for use as badges/stickers
- 2.5cm for use in publications and Letterhead/Banner

**(See Below)**

**WR&CS Proposed New Logo – Jan2020**



WR&CS proposed new Logo: 15cm



WR&CS proposed new Logo: 8cm; 4cm; 2.5cm