

SOUTH AYRSHIRE COUNCIL BRAND IDENTITY DESIGN 2019 -2022



Fair and Effective Leadership
Commitment 1
Leadership that promotes fairness

Closing the Gap
Commitment 2
Reduce poverty and disadvantage

Grow Well, Live Well, Age Well
Commitment 3
Health and care systems that meet people's needs

South Ayrshire Works
Commitment 4
Make the most of the local economy

Stand up for South Ayrshire
Commitment 5
Increase the profile and reputation of South Ayrshire and the Council

A Better Place to Live
Commitment 6
Enhanced environment through social, cultural and economic activities