

Client

LGEM & EMRA

East Midlands Councils
Re-brand



The merger of Local Government East Midlands and the East Midlands Regional Assembly offered both organisations the chance to re-brand to their combined name of East Midlands Councils with a sub-brand of East Midlands Leaders Board.

Due to political sensitivity we had to select appropriate colour ways as well as designs which took equal leads from the two existing brands. Marrying the colours of the LGEM and developing the regional map used in the EMRA brands we were able to develop an agreed visual identity right from the outset. With further tweaks to the typography and relationship of the main brand to the sub-brand, the brand guidelines were developed to include use of images, page layout styles and graphs, charts and tables, given the organisation would have many financial reports to generate.

The brand was developed with a small select group who consulted with the wider team between meetings through email of supplied pdf files.

The revised brand is due to be fully launched in April 2010.





Corporate Branding Guidelines

1.1 The Corporate Logo

The East Midlands Councils logo has been specially chosen to represent the region's diverse and vibrant communities. It is a stylized 'V' shape, composed of two overlapping shapes, one in purple and one in black.

Primary Logo

1.2 Corporate Logo Colours

The logo is composed of two colours: Purple and Black.

The Logo in a symbolic box

Corporate Branding Guidelines

1.7 Logo Don'ts

The logo should never be distorted, stretched, or cropped. It should always be used in its full, unaltered form.

1.8 Use of East Midlands Leaders' Board logo & the two logos used in conjunction

The East Midlands Leaders' Board logo is a stylized 'V' shape, composed of two overlapping shapes, one in purple and one in black, with the text 'East Midlands Leaders' Board' below it.

Corporate Branding Guidelines

2.1 The Corporate Colour Palette

The corporate colour palette consists of Purple and Black. The purple is a rich, deep shade, and the black is a solid, dark shade.

2.2 The Corporate Typeface

The corporate typeface is a clean, modern, sans-serif font. It is used for all text in the branding guidelines.

2.3 The Corporate Grid

The corporate grid is a system of lines and boxes that defines the layout and spacing of all text and images in the branding guidelines.

Corporate Branding Guidelines

2.4 Use of Images

Images are used to illustrate the branding guidelines and to provide examples of how the branding should be applied. Images should be high quality and relevant to the branding.

Photography Don'ts

Photography Do's

2.5 Graphs, Charts & Tables

Graphs, charts, and tables are used to present data in a clear and concise way. They should be designed to be visually appealing and easy to read.

Annual Performance

Health Spending

Category	Value
Healthcare	1000000
Education	500000
Transport	200000
Environment	100000
Other	100000



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