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1. The Logo

1.1 The Corporate Logo
1.2 Corporate Logo Colours
1.3 Logo in Black & White
1.4 Logo on Corporate Colours
1.5 Logo Exclusion Zone
1.6 Logo Minimum Size
1.7 Logo Don’ts
1.8 Use of East Midlands Leaders' Board logo & the two logos used in conjunction
1.1 The Corporate Logo

The East Midlands Councils logo has been specially drawn and therefore the relationship between the letterforms must always be consistent as shown. The logo must only be reproduced from supplied files.

**Primary Logo**

This is the preferred logo and should be used wherever possible.
1.2 Corporate Logo Colours

The logo must be reproduced in Pantone DS 166-1, or Black under certain conditions, as shown.

The Logo as a process mix

When the logo is reproduced out of 4 colour process the mix is:

50% Cyan, 100% Magenta, 0% Yellow, 20% Black

Pantone DS 166-1
50C 100M 0Y 20K

Black
1.3 Logo in Black & White

The logo shown in black & white.

The logo shown reversed out of black.
1.4 Logo on Corporate Colours

In one colour applications the single colour to be used must be Pantone DS 166-1.

Where the logo is only legible reversed out it best be set on a background of Pantone DS 166-1 at full tint.
1.5 Logo Exclusion Zone

The area indicated must not be encroached upon by text or image (the line is shown for guidance only).

The area indicated is the minimum amount of space that must be left around the logo (ignoring character ascenders). If space is restricted, reduce the amount of information around the logo or reduce the logo.

This exclusion zone still applies if the logo is coupled up with a partner logo or sub-logo.

\[ x = \text{half the height of the E} \]
1.6 Logo Minimum Size

The smallest permitted use of the logo must be strictly adhered to. The minimum size of the logo as illustrated here has been established for maximum legibility and consistency of usage.

Where the logo is to be used at a small size, spot colour is preferred over process to maintain crisp edges.
1.7 Logo Don’ts

The logo must not be redrawn or altered in any way. It must only be reproduced from supplied files.
Do not reproduce the logo in any colour other than those specified.

The logo must not appear cramped or overshadowed by other information (see exclusion zone).

- Do not reverse the logo from light colours or tinted backgrounds.
- Do not change the colours of the logo.
- Do not use the Primary logo on a coloured background.
- Do not alter the position or size relationship between the logo elements.
- Do not use the Primary logo on an image background.
- Logos must not be broken up. Neither the icon nor the type must ever be used without the other.
1.8 Use of East Midlands Leaders’ Board logo & the two logos used in conjunction

If the East Midlands Leaders’ Board logo or the two logos need to be used in conjunction, they must obey all previous rules, individually and as a whole.

This includes exclusion zones, where the rule of half the height of the E still applies.

The logos should be stacked, with their exclusion zones compounded. This doubles the total exclusion area height and makes the space between the logos the height of a full E.

Important:
This combination of logos is available as its own file and should be used whenever possible. If this file cannot be sourced, the combined logo can be reconstructed if these principles are strictly adhered to.
2. The House Style

2.1 Corporate Stationery
2.2 Typefaces
2.3 Printed Literature
2.4 Use of Images
2.5 Graphs, Charts & Tables
2.1 Corporate Stationery

The position of the logo must be adhered to rigidly on all stationery items. It has a set distance down from the top of the page as specified on the following pages.

All typeset information is set in the corporate typeface Myriad for which detailed specifications are indicated on the examples.

It is recommended that a good quality white wove (not laid) paper stock is used for the stationery suite. For all letterheads, continuation sheets and compliment slips a 100gsm paper that is laser printer compatible should be used.

When preparing letters Arial is the preferred type style and should be used.

Included Examples

Letterhead
Compliment Slip
Business Card

The recommended stock for printing business cards is 350gsm wove (not laid) white card.
Corporate Branding Guidelines

Letterhead
Shown here at 75% actual size (210mm x 297mm)

East Midlands Councils
Phoenix House, Nottingham Road, Melton Mowbray, Leicestershire LE13 0UL
T: 01664 502 599  F: 01664 568 201  E: info@emcouncils.gov.uk  W: www.emcouncils.gov.uk

Printed on 100% post consumer waste recycled paper
Corporate Branding Guidelines

**Highlights:**
- Myriad Bold 9pt

**All other text:**
- Myriad Roman 9pt

**Small print:**
- Myriad Roman 6pt

---

Compliments Slip

Shown here at 75% actual size (210mm x 100mm)
### Business Cards

Note the displayed email addresses and website addresses for the 3 different versions.

On the combined logos version, the logos are set at 38mm wide to conserve space. East Midlands Leaders' Board details are used for over arching contact information in the combined case.

Shown here at 75% actual size. (88mm x 55mm)

<table>
<thead>
<tr>
<th>Highlights:</th>
<th>All other text:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myriad Bold 9pt</td>
<td>Myriad Roman 9pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jon Whowell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Relations Adviser</td>
</tr>
<tr>
<td>T: 01664 502 599</td>
</tr>
<tr>
<td>M: 07764 800 488</td>
</tr>
<tr>
<td>E: <a href="mailto:jon.whowell@emcouncils.gov.uk">jon.whowell@emcouncils.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emcouncils.gov.uk">www.emcouncils.gov.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Andrew Pritchard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director of Planning</td>
</tr>
<tr>
<td>T: 01664 502 582 (PA)</td>
</tr>
<tr>
<td>M: 07795 060 943</td>
</tr>
<tr>
<td>E: <a href="mailto:andrew.pritchard@emleadersboard.gov.uk">andrew.pritchard@emleadersboard.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emleadersboard.gov.uk">www.emleadersboard.gov.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stuart Young</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
</tr>
<tr>
<td>T: 01664 502 559 (PA)</td>
</tr>
<tr>
<td>M: 07764 800 488</td>
</tr>
<tr>
<td>E: <a href="mailto:stuart.young@emleadersboard.gov.uk">stuart.young@emleadersboard.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emleadersboard.gov.uk">www.emleadersboard.gov.uk</a></td>
</tr>
</tbody>
</table>

### Important:

All staff that are issued with business cards will receive East Midlands Councils business cards.

East Midlands Leaders’ Board business cards are only to be issued to the Chair, Vice Chair(s), Executive Director and Director of Planning.

Joint branding business cards are to be issued only to the Executive Director and Director of Planning.

<table>
<thead>
<tr>
<th>Highlights:</th>
<th>All other text:</th>
<th>Address text on reverse:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myriad Bold 9pt</td>
<td>Myriad Roman 9pt</td>
<td>Myriad Roman 8pt</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>East Midlands Councils, Phoenix House, Nottingham Road, Melton Mowbray, Leicestershire LE13 0UL</th>
</tr>
</thead>
<tbody>
<tr>
<td>T: 01664 502 599</td>
</tr>
<tr>
<td>F: 01664 568 201</td>
</tr>
<tr>
<td>E: <a href="mailto:info@emcouncils.gov.uk">info@emcouncils.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emcouncils.gov.uk">www.emcouncils.gov.uk</a></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>East Midlands Councils - local government working together in the East Midlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>T: 01664 502 599</td>
</tr>
<tr>
<td>E: <a href="mailto:info@emleadersboard.gov.uk">info@emleadersboard.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emleadersboard.gov.uk">www.emleadersboard.gov.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>East Midlands Leaders’ Board - the executive board of East Midlands Councils</th>
</tr>
</thead>
<tbody>
<tr>
<td>T: 01664 502 599</td>
</tr>
<tr>
<td>E: <a href="mailto:info@emleadersboard.gov.uk">info@emleadersboard.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emleadersboard.gov.uk">www.emleadersboard.gov.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<tr>
<td>T: 01664 502 599</td>
</tr>
<tr>
<td>E: <a href="mailto:info@emleadersboard.gov.uk">info@emleadersboard.gov.uk</a></td>
</tr>
<tr>
<td>W: <a href="http://www.emleadersboard.gov.uk">www.emleadersboard.gov.uk</a></td>
</tr>
</tbody>
</table>
2.2 Typefaces

Myriad has been selected as the primary corporate typeface and is recommended for use in the production of all typeset items such as literature, signage and advertising.

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!? 

Myriad Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!? 

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!? 

Myriad Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!? 

2.2 Typefaces continued

When preparing letters or for use within the web or email, Arial is the preferred type style and should be used.

Arial Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!?  

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!?  

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!?  

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;!:!?  
2.3 Printed Literature

Recycled papers must be used for printed literature. The preferred paper is Revive Silk. Other recycled papers can be used, and where other papers are proposed, samples and information about the recycled content must be submitted to the East Midlands Councils for approval.

A statement must be included on the document, typically at the back, stating that the document has been printed on recycled paper.

A statement concerning accessibility must also be included on the document, as follows:

This document is available in Braille, large print format and tape format on request. East Midlands Councils publications are also available in a range of languages if required.

For more information please call 01664 502 599 or e-mail: info@emcouncils.gov.uk

The month and year of publication must also be added to all documents.

Where relevant, an ISBN number should also be included on the document. This would be advised by the East Midlands Councils.

Contact details should be shown, typically on the back, as follows:

East Midlands Councils
T: 01664 502 599
F: 01664 568 201
E: info@emcouncils.gov.uk
W: www.emcouncils.gov.uk

East Midlands Councils, Phoenix House, Nottingham Road, Melton Mowbray, Leicestershire LE13 0UL
2.4 Use of Images

Images are very important to our brand - communicating the core activity and aspirations of our organization.

**Photography Do’s:**

- Look for interesting angles or frames within the picture, unusual details or juxtapositions.

- Do look for shots of people, reflecting emotions, pride, achievement, success.

- Look for shots which create a sense of place, evoke an atmosphere or mood rather than flat architectural shots.

**Photography Don’t’s:**

- Do not use stock montage photography to illustrate themes or concepts.

- Do not use images taken from websites for printed publications. Print image resolution must be 300dpi.

- Try to avoid images which require an explanation or which would have little or no interest to the general viewer.
2.5 Graphs, Charts & Tables

Where graphs or charts are to be included within publications, they should follow the following guidelines:

Use of typefaces and colours should be consistent with the brand guidelines and complimentary colours and tints sought where required.

### Annual Turnover

**Month (2009)**

<table>
<thead>
<tr>
<th>Month</th>
<th>Income (£M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
<td>0.5</td>
</tr>
<tr>
<td>F</td>
<td>0.5</td>
</tr>
<tr>
<td>M</td>
<td>1.0</td>
</tr>
<tr>
<td>A</td>
<td>1.5</td>
</tr>
<tr>
<td>M</td>
<td>2.0</td>
</tr>
<tr>
<td>J</td>
<td>2.5</td>
</tr>
<tr>
<td>A</td>
<td>3.0</td>
</tr>
<tr>
<td>S</td>
<td>3.5</td>
</tr>
<tr>
<td>O</td>
<td>4.0</td>
</tr>
<tr>
<td>N</td>
<td>4.5</td>
</tr>
<tr>
<td>D</td>
<td>5.0</td>
</tr>
</tbody>
</table>

### Health Scrutiny

Legend:
- Unitaries: 63%
- County: 32%
- District: 5%

### Income (£)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members Subscriptions</td>
<td>427,500</td>
</tr>
<tr>
<td>Other Subscriptions</td>
<td>7,000</td>
</tr>
<tr>
<td>Income for Self Financed Posts</td>
<td>120,000</td>
</tr>
<tr>
<td>Contract Income (e.g. Migration)</td>
<td>130,000</td>
</tr>
<tr>
<td>Top Sliced Income</td>
<td>0</td>
</tr>
<tr>
<td>Misc Income</td>
<td>35,000</td>
</tr>
<tr>
<td>Bank Interest (estimated)</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>724,500</strong></td>
</tr>
</tbody>
</table>