



East of England **Development Agency**

Using the EEDA identity and the East of England regional marque

This booklet contains information on the use of the EEDA logo, the EEDA straplines and the East of England regional marque.

EEDA logo



EEDA straplines

You may be required to include one of the following straplines:

- “This project is funded by the East of England Development Agency”
- “This project is supported by the East of England Development Agency”
- “This research has been commissioned by the East of England Development Agency”
- “Business support funded by the East of England Development Agency”

East of England regional marque



Which logo and strapline do I use?

You **MUST** use the EEDA logo, one of the four EEDA straplines and the East of England regional marque when you have:

- received funding from EEDA
- received sponsorship from EEDA
- been commissioned to produce research for EEDA.

Use the EEDA logo and East of England regional marque when:

- producing print and web based communications to represent EEDA or an EEDA funded project.

Use the East of England regional marque:

- to endorse your presence in the East of England.

For further advice on using the logos and straplines please contact the EEDA communications team on 01223 200845 or by email at source@eeda.org.uk.

About EEDA

The East of England Development Agency (EEDA) is the driving force behind economic growth and regeneration in the East of England. EEDA's activities are shaped by the Regional Economic Strategy (RES) which details the ambitions for the East of England from 2008-2031 and agrees the priorities and actions to deliver that vision.

EEDA's corporate plan sets out our contribution to the delivery of the RES, which focuses on seven programmes:

- **Business Support:** enabling and encouraging businesses to access high quality publicly funded business support services
- **Science, Innovation and High-Level Skills:** building on the region's science base and increasing the commercial exploitation of ideas
- **Regional Infrastructure:** prioritising and enabling increased investment in the region's infrastructure
- **Economic Participation:** improving the employability and increasing opportunities for individuals unable to participate in the region's economy
- **Sustainable Economy:** enabling businesses and individuals in the region to improve their efficient use of resources and supporting the renewable energy and environmental sectors to grow
- **Strategy and Intelligence:** delivering high quality evidence-based policy making, evaluation and investment planning in the East of England
- **Partnerships, Advocacy and Communications:** undertaking a successful programme of partnership working to implement national policy and acting as advocates for the region both nationally and internationally.

The EEDA straplines

You **MUST** use one of the following straplines **along with** the EEDA logo and regional marque on all communications if you are funded or sponsored by EEDA or are commissioned to produce research for EEDA:

- "This project is funded by the East of England Development Agency"
- "This project is supported by the East of England Development Agency"
- "This research has been commissioned by the East of England Development Agency"
- "Business support funded by the East of England Development Agency"

The strapline must be situated directly next to the EEDA logo, although this can be above or to the left. The strapline must appear in prominent positions on all communication collateral, for example on the front and back cover of a booklet, the first and last page of a presentation or the top of a homepage of a website. The strapline must be in the Arial typeface and appear no smaller than 7pt. **If you feel the above straplines or any part of the guidelines are not appropriate for your use, please contact the EEDA communications team on 01223 200845.**

Using the EEDA logo

We have established an exclusion zone around the logo - no type or graphics are to intrude into this zone.






Minimum usage size is **30mm in width**.

When used in conjunction with any other sponsor logos please ensure that the EEDA logo appears equal in size and no smaller than 30mm in width.

EEDA logo: colour variations

The logo can only appear in the following colour formats, no other colours are permitted.

Pantone Matching System (PMS), four colour and RGB

			
			<i>East of England Development Agency</i>
Pantone Matching System (PMS) -	PMS 281	PMS 3285	This is the standard and preferred EEDA logo, which must be used wherever possible.
Four colour -	C 100 M 72 Y 0 K 38	C100 M 0 Y 56 K 0	
RGB -	R 0 G 40 B 104	R 0 G 171 B 139	

Black
Solid black logo



Negative
Reversed out of a dark colour



How to use the EEDA logo

DO NOT impose a panel, box or keyline around the logo



DO NOT use any other typeface than the one provided



DO NOT change or adjust the colours of the logo



DO NOT use the positive logo on dark backgrounds





EEDA colour palette

An important aspect of the EEDA brand is the corporate colour palette. Using a specific primary and secondary colour palette strengthens the EEDA brand and provides greater recognition.






Primary colour palette

The primary colour palette should be used in any single or two colour printing, or with the secondary pallet. The Pantone Matching System (PMS), four colour and RGB references are included below.

		
Pantone Matching System (PMS) -	PMS 281	PMS 3285
Four colour -	C 100 M 72 Y 0 K 38	C100 M 0 Y 56 K 0
RGB -	R 0 G 40 B 104	R 0 G 171 B 139

Secondary colour palette

The bright and vibrant secondary colour palette represents the EEDA brand values. These colours will create good focus for photography backgrounds and accents. Any of these colours can be used in combination with the primary colour pallet, however must be used in their original state and not as tints.

				
PMS process cyan	PMS 375	PMS 123	PMS 151	PMS process magenta
C 100 M 0 Y 0 K 0	C 43 M 0 Y 79 K 0	C 0 M 30.5 Y 94 K 0	C 0 M 48 Y 95 K 0	C 0 M 100 Y 0 K 0
R 0 G 173 B 239	R 155 G 205 B 101	R 255 G 199 B 38	R 245 G 127 B 51	R 236 G 0 B 140

EEDA imagery

Using strong imagery is an important part of all EEDA communications and should be of a high professional standard and a true representation of the diverse region.

When possible, imagery should be people focused. Images must represent the EEDA brand values; be modern, bright and creative. Examples of images which represent this are shown below:



EEDA typeface

EEDA uses two typefaces depending on use.

For print:

The DIN typeface family should be used - it is available in different weights - all weights can be used. The example below is DIN-Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890,..?!£%^()&*{ }

For online and Microsoft Office applications:

The Arial typeface family should be used - it is available in different weights - all weights can be used. The example below is Arial regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890,..?!£%^()&*{ }

About the East of England regional marque

One of EEDA's aims is to develop a clear identity and profile for the East of England.

Developing a strong and cohesive brand and image for the East of England is a key part of maintaining our region's position as one of the most successful global regions. The East of England - space for ideas brand has been developed to promote the region in a consistent and distinctive way.

This brand enables us to promote the East of England as a world-class place to live, work, visit and invest in. It helps us:

- bring in new business and investment
- develop a sense of regional pride amongst people who already live and work here
- attract more tourists and visitors
- put the East of England firmly on the world stage
- differentiate the East of England from other UK and European regions.

The regional brand promotes the East of England as the UK region where knowledge and imagination define opportunity. Here, there is the intellectual and creative space to promote new ideas. Originality, leadership and business success are a key part of our region's culture.

At our region's heart is a spirit of ideas and creativity. Today - and throughout history - people and businesses from the East of England have developed new ideas and made ground breaking discoveries which have changed our lives for the better.

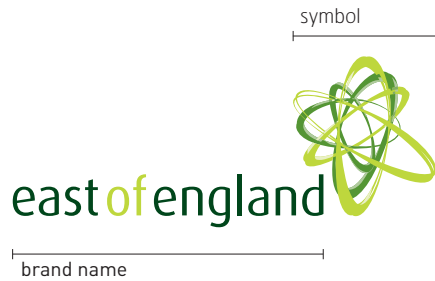
Play your part in promoting the East of England - **Europe's ideas region.**

East of England regional marque

The East of England regional marque represents the region's spirit and should be used wherever possible to promote your organisation's presence in the region.

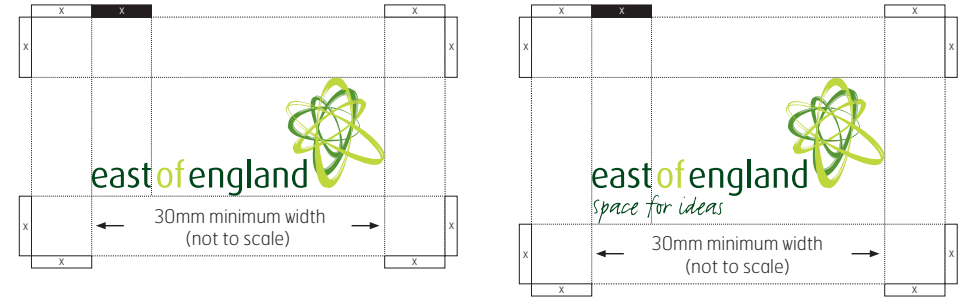
The marque consists of the brand name, the symbol and the strapline. Where possible you should use all three elements of the marque, however we recognise that this may not always be appropriate and a version of the marque without the strapline is therefore available for use. The symbol and brand name should not be separated.

Examples of the marque with and without the strapline are shown below. No other variations are permitted.






Protecting the East of England regional marque

We have established an exclusion zone around the logo - no type or graphics are to intrude into this zone.



The minimum size of the marque is **30mm in width**.

East of England colour palette

			
Pantone Matching System (PMS) -	PMS 350	PMS 370	PMS 382
Four colour -	C 79 M 0 Y 87 K 76	C 60 M 0 Y 100 K 27	C 30 M 0 Y 94 K 0
RGB -	R 0 G 62 B 21	R 66 G 139 B 56	R 193 G 216 B 47

East of England regional marque: colour variations

The marque can be reproduced in the following formats:

Full colour (four colour process)



Single colour - green, pms 370



Black only



Negative, reversed out of a dark colour



No other colour variations are acceptable.

How to use the East of England regional marque

The marque can be reproduced in the following formats:

DO NOT impose a panel, box or keyline around the marque



DO NOT use any other typeface than the one provided



DO NOT change or adjust the colours of the marque



DO NOT use the positive marque on the dark backgrounds



Do not rearrange the positions/relationships between the elements of the marque or move the symbol



Do not remove any elements of the marque



Do not distort the brand in any way



East of England typeface

The East of England typeface is the Hermes family – because it is simple, clean, modern and light. Hermes is available in different weights – the example below is Hermes regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,...?!£%^()*&*{ }

The EEDA logo and East of England regional marque should never be redrawn, repropotioned or altered in any way.

To reproduce the logos, always use first generation artwork. A pdf of this booklet and master artwork of the logos is available in electronic format for both Mac and PC on the EEDA website.

www.eeda.org.uk



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