



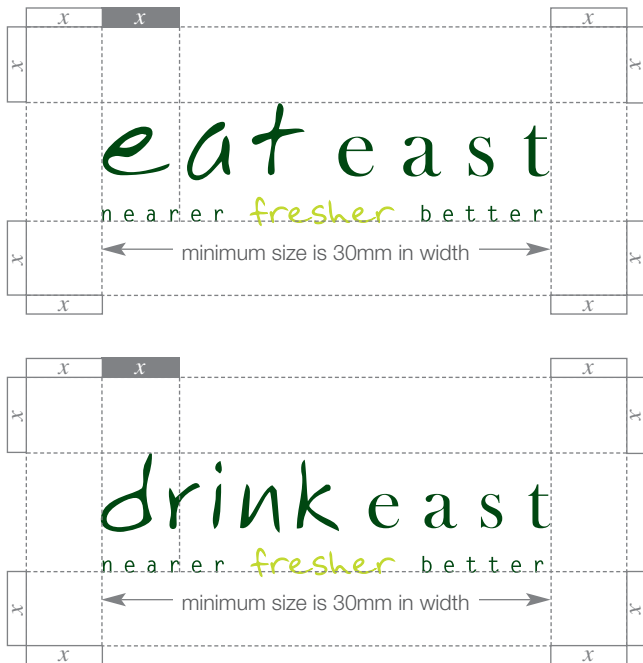
# Using the Eat East logo with the EEDA identity and the East of England regional marque

A briefing document to accompany EEDA  
and East of England brand guidelines

This document gives a brief guide to using the Eat East logo, whether as a stand alone device, or alongside the EEDA identity and/or the East of England regional marque.

The Eat East and Drink East logos have been created as part of a campaign to increase awareness of the quality and variety of food and drink produced in the East of England. The logos can be used on brochures and packaging, at trade shows and exhibitions, whether funded by EEDA or not. The logos should not be used to promote private business ventures or products unless it can be demonstrated that a wide range of small regional businesses will benefit.

### The Eat East and Drink East logos



The Eat East and Drink East logos must be used in their entirety. No other typefaces or colours may be used. The logos must not be separated from their strapline and must be scaled proportionately. Either the two-colour PMS or full-colour version must be used – there are no single-colour versions of the logos. Reversed versions may be used over darker colours.

The Eat East and Drink East logos may not be placed over obstructive imagery. No type or graphics may intrude into the exclusion zone. The logos must not sit within a box or keyline.

### Reversed versions of the logos



### Eat East and Drink East colour palette



Pantone matching system (PMS)  
PMS 350                      PMS 382

Four colour process  
C 79%    M 0%                      C 60%    M 0%  
Y 87%    K 76%                      Y 100%    K 27%

The EEDA and East of England brands have strict guidelines. Below is a brief note about how to use them alongside the Eat East and Drink East logos. Please refer to ***Using the EEDA identity and the East of England regional marque*** for further details.

## If you are funded, sponsored or commissioned to produce research by EEDA

If you are funded, sponsored or commissioned to produce research by EEDA, either directly or indirectly, one of the EEDA straplines and the EEDA logo **must** be used. The EEDA straplines are as follows:

- “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”

Partners are also encouraged to use the East of England regional marque to showcase the vibrancy of the East of England and its status as the UK’s ideas region.

You may wish for the Eat East logo to be the more prominent device in your document, but be sure to always observe minimum usage sizes for the EEDA identity and regional marque. When using EEDA’s logo in conjunction with any other sponsor logos, ensure that the EEDA logo appears equal in size. The EEDA identity and East of England regional marque must only be used in their specified colours.

If you feel the EEDA straplines or any part of the guidelines are not appropriate for your use, please contact the EEDA communications team on 01223 200845.

EEDA logo



East of England logo



## Using Eat East and Drink East logo in electronic communications

If you intend to use the Eat East logo alongside the EEDA and East of England logos in websites or e-communications, please reproduce the EEDA and East of England logos following the guidelines as set out in the *Using the EEDA identity and the East of England regional marque*.

Specific rules for the use of the EEDA strapline, EEDA logo and East of England regional marque are included in the *Using the EEDA identity and the East of England regional marque* booklet. This is available to download along with the EEDA, East of England and Eat East logos on the EEDA website.

## Eat East photography

The use of strong photography is actively encouraged to bring the region's food and drink offer to life. Any photography used alongside either logo should be of a high professional standard and should be modern, bright and colourful. Photography should accurately reflect the food or drink produced in the East of England. Use of imagery depicting hill sheep farming for example, or library shots of machinery or crops not used/produced in the region should be avoided.

Some photography has been commissioned by EEDA and is available for use by partners. Examples of photography reflecting the Eat East campaign can be found below.



For further information contact the EEDA  
communications team on 01223 200845