

Cheshire East Council
Initial Brand Concepts
Appendix One
Cabinet 17th July 2008

Jodrell Bank Concept



A local feature that is nonetheless recognised around the world: it says that the area has been at the cutting edge of innovation, technology and exploration of what the future holds.

The telescope also conveys a strong sense of communication and the desire to form diverse and productive relationships.

The modern font and bold colours reinforce the theme of looking forward.

Dr Tim O'Brien, Head of Outreach & Senior Lecturer in Astrophysics, University of Manchester says:

"We are more than happy for you to use such a representation should this be your decision. We are very proud of the high profile the telescope has within the region and such a use would be a fitting recognition of its landmark status."

Hills and Water Concept



Both colours have been chosen for their freshness (Springtime, renewal): the hills (green) are a significant feature of the area, which is also criss-crossed by important rivers and canals (blue). Rural issues will be an important theme for Cheshire East, both economically and for quality of life generally.

The font chosen is bold and modern and this combined with the organic and flowing feel to the graphic, speaks forward motion and progress.

The logo is strong enough to stand alone without the strapline if needed.

Wheat sheaf Concept



The wheat sheaf icon represents the traditional Cheshire wheat sheaf as depicted on many heraldic crests. The design can be used on its own as graphic imagery with the many strands representing different communities being brought together.

The colours are based on natural hues, but have no symbolic reference. The typeface, Myriad, has a number of weight and italic options.

Three Circles Design



Cheshire East Council



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The three circles icon is based on the topography of the area with the plains rising to the Peak District. The three circles represent the salt producing plains (blue), farming/mill towns (earth), hill country (green).

The icon can be used on its own as graphic imagery and the typeface, Myriad, has a number of weight and italic options.

Embrace Concept



Cheshire East
Council



The embrace icon, a view of head and arms as seen from above, is based on embracing people/communities/diversity.

The design could also represent a lower case 'e' and leans eastwards.

The concept is featured in two colours, neutral teal and black, and again the icon can be used on its own as graphic imagery.

The typeface, Myriad, has a number of weight and italic options.

Rising Sun Concept



This sun rising in the east represents a new beginning/dawn of a new day. The sun's rays radiate towards the east and represent forward movement and progress.

The four blocks of the icon could also represent the four organisations coming together as one unitary authority.

The colours are fresh and the word 'council' is emboldened.