
CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



**EAST MIDLANDS
COMBINED COUNTY
AUTHORITY**

Branding and Publicity Requirements



1. Purpose

These branding and publicity requirements set out the mandatory rules for acknowledging funding or partnership with East Midlands Combined County Authority (EMCCA) and the Mayor of the East Midlands.

They apply to all programmes, projects, activity, and initiatives that are fully or partially funded, supported, or delivered in partnership with EMCCA, regardless of funding source, delivery partner, or delivery model.

These requirements apply to all public-facing communications, including but not limited to:

- Print materials (leaflets, posters, brochures, banners)
- Hoardings and signage
- Publications and reports
- Websites and digital content
- Social media content
- Press releases and media materials
- Electronic and online materials

2. EMCCA Branding: Core rules

All communications materials must clearly display one of the following:

“Funded (part-funded) by the East Midlands Combined County Authority (EMCCA)”

or

“In partnership with the East Midlands Combined County Authority (EMCCA)”

This must be accompanied by the official EMCCA / Mayor of the East Midlands logo.

This requirement applies to all formats, including print, digital, physical signage, and electronic materials.

Compliance and Support

EMCCA reserves the right to:

- Request amendments to materials
- Withhold approval where branding requirements are not met
- Require evidence of compliance at any stage of delivery

The EMCCA Communications Team is available to provide advice and support to ensure materials meet these requirements.

3. Use of EMCCA / Mayoral Logos

All communication materials must include the Funded by or in Partnership with East Midlands Combined County Authority (EMCCA)/Mayor of East Midlands logo (below).

This applies to Hoardings, print, publications, digital, and electronic materials.

Only official EMCCA / Mayoral logos may be used.

[Approved logo files can be accessed here.](#)

The correct version must be selected to ensure clarity and accessibility.

EMCCA will need to see this branding for logo approval.

You can send these to communications@eastmidlands-cca.gov.uk for approval.

Logos are available in:

Full colour

Black

White

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Co-branding with other funding sources (e.g. match funding) must include EMCCA and all relevant funders logos.

If this is funding direct from the Government, guidance on the use and positioning of the [UK Government logo is available here.](#)

4. Digital Materials, Websites and Social Media

Digital channels are a key method for promoting EMCCA-funded or part-funded activity. Where project details are published online (including websites and social media), you must include the following statement prominently:

This project is funded / part-funded by the Mayor of the East Midlands and the East Midlands Combined County Authority (EMCCA).

Please make sure to tag these below accounts on social media:

The Mayor of East Midlands - channels & handles can be found here.

East Midlands Combined County Authority - channels & handles can be found here.

Where practical, include a link to a webpage with the following text (also required for notes to editors):

[This project/Name of project] has received £[INSERT AMOUNT] from the Mayor of the East Midlands and East Midlands Combined County Authority (EMCCA).

5. Press release and Media

Press and media activity is a key method for promoting EMCCA-funded or part-funded programmes. Press releases should be issued at launch and at key milestones and must also include a quote from the Mayor of the East Midlands.

All press releases must include the following wording:

[Project name] is funded / part-funded by the Mayor of the East Midlands and the East Midlands Combined County Authority (EMCCA). (Where applicable, please include funding amount.)

Please email the EMCCA comms team for a quote for your press releases before distribution and publication.

Contact communications@eastmidlands-cca.gov.uk