

SOUTHEND-ON-SEA CITY COUNCIL
CORPORATE IDENTITY REBRAND

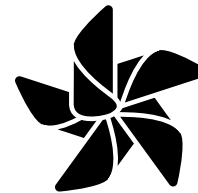
LOGO DESIGN CONCEPTS FROM

FORMARA 
print & marketing

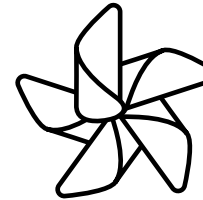
Please note. Colour schemes and typefaces are for illustration only and subject to change.



**Southend-on-Sea
City Council**



**Southend-on-Sea
City Council**



**Southend-on-Sea
City Council**



**Southend-on-Sea
City Council**



CONCEPT 1 - SEASIDE WINDMILL/PINWHEEL

A pinwheel design has been developed that clearly represents Southend's seaside town heritage but also acknowledges the Council's environmental credentials such as wind power, and shares similarities with the St Mary's lily, representing the origins of the new City.

It also demonstrates working together and inclusivity.

As symbol, a pinwheel is a childhood symbol - it represents a time when things were simple and natural. In Chinese culture, for example, the pinwheel signifies "turning one's luck around"; the pinwheel figures prominently in Chinese New Year celebrations where it represents good luck, longevity, health and prosperity.

Mono treatment are also shown to illustrate how the design can work with different solid fills, outlines only or single colour.

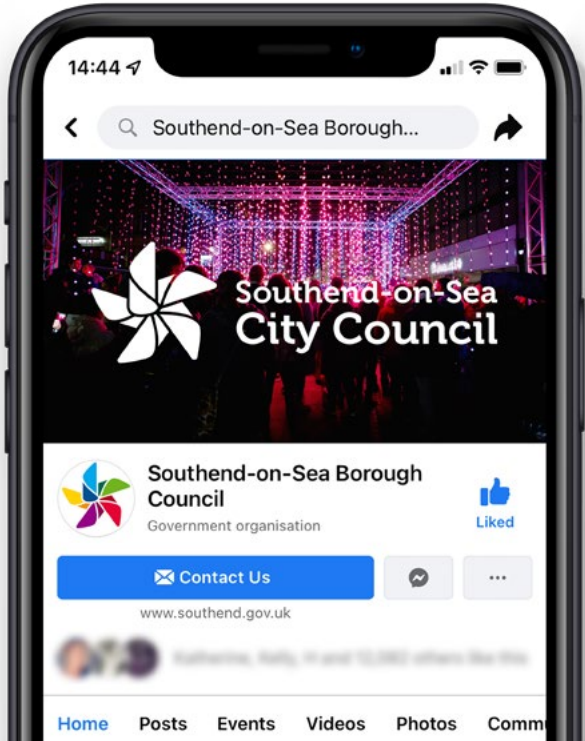
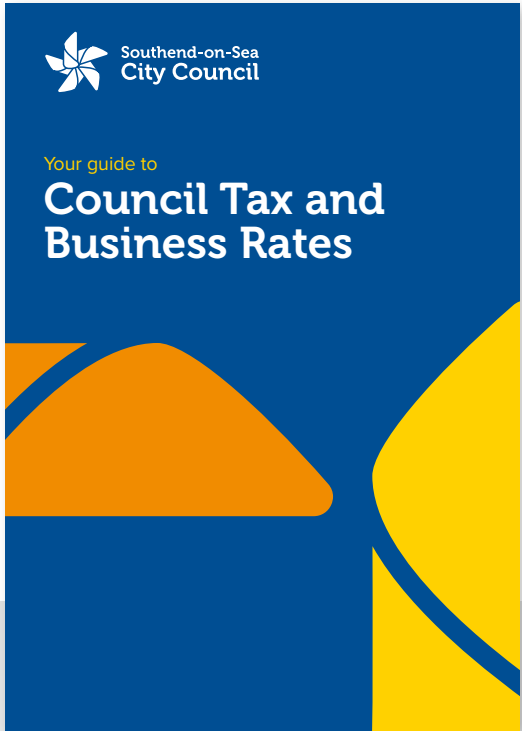
The icon could equally be used in single colours as standalone devices, such as a the

2050 icons or to represent council services/campaign, and broken into individual elements as part of a design scheme.

Alternative treatments and colour schemes for the pinwheel design are shown below.



SOUTHEND-ON-SEA CITY COUNCIL



Social media banner

Document cover

Social media icon



Letterhead watermark

Uniform with mono logo on coloured shirt



Vehicle livery

SOUTHEND-ON-SEA CITY COUNCIL



CONCEPT 2 - SHELL DESIGN

Conch shell design that includes a subtle 'S' motif on the right hand section of the shell.

This icon is representative of the seaside and beach and also alludes to waves, water and the environment.

Again, we can use this in various colour ways and treatments as well as having different orientations.

This design works as a standalone device without supporting text, for social media.



SOUTHEND-ON-SEA CITY COUNCIL



Letterhead watermark

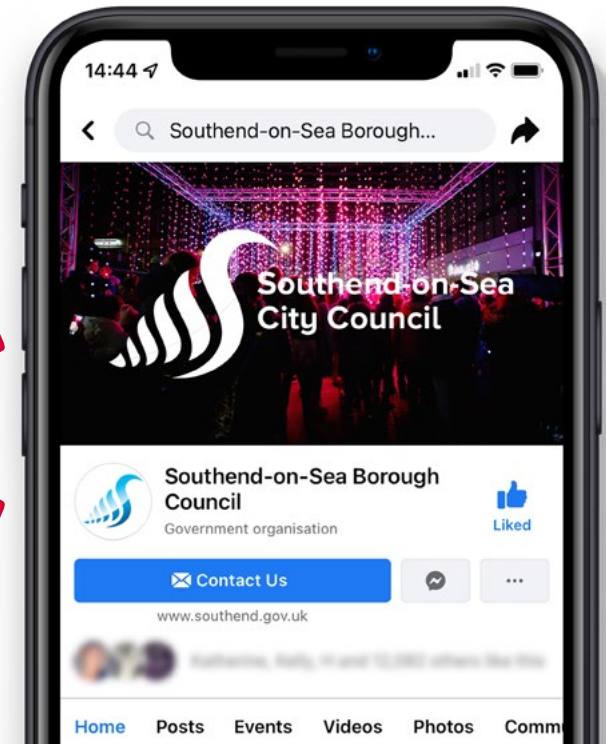
Uniform with mono logo on coloured shirt



Document cover

Social media banner

Social media icon

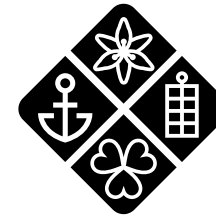


Vehicle livery

SOUTHEND-ON-SEA CITY COUNCIL



Southend-on-Sea City Council



Southend-on-Sea City Council



CONCEPT 3 - MODERN COAT OF ARMS

A modern take on the coat of arms, focussing on the main shield element and its four arms that represent the heritage of the city.

- The lilies and vase, symbol of the Virgin Mary are for St Mary, Prittlewell,
- The anchor, the symbol of St Clement is for Leigh,
- The gridiron is for St Lawrence, Eastwood,
- The trefoil, symbol of the Holy Trinity, is for Southchurch.

These symbols can be simplified into basic icons and arranged in clear and uncomplicated quadrant design.

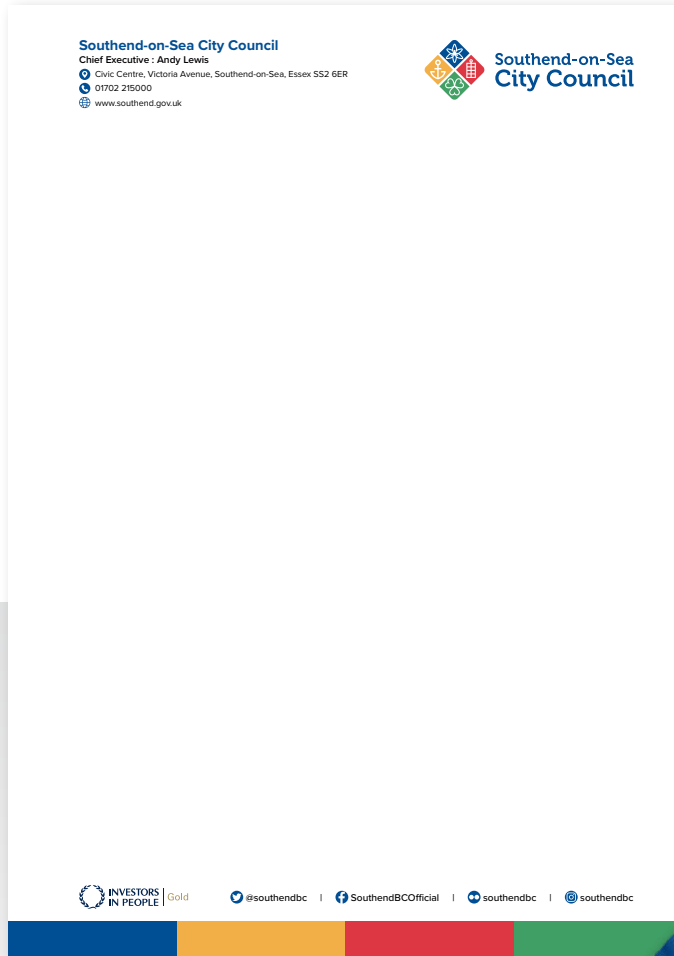
Furthermore, we can assign colours that are frequently associated with each saint: blue for St Mary, gold for St Clement, red for St Lawrence and green for the Holy Trinity.

This design works as a standalone device without supporting text, for social media.

Alternative colour schemes show below.

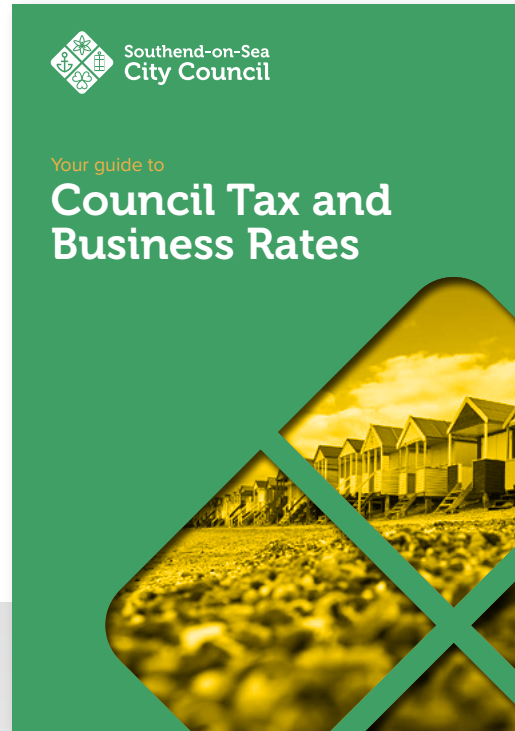


SOUTHEND-ON-SEA CITY COUNCIL



Letterhead logo and matching border

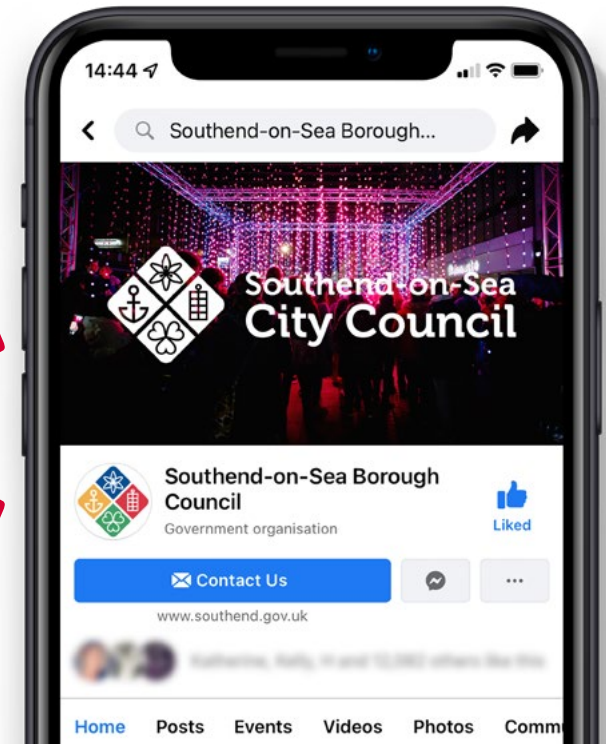
Uniform with mono logo on coloured shirt



Document cover

Social media banner

Social media icon



Vehicle livery

SOUTHEND-ON-SEA CITY COUNCIL



CONCEPT 4 - S MONOGRAM

An upper case 'S' for 'Southend' monogram style logo including waves and pier in the lower portion.

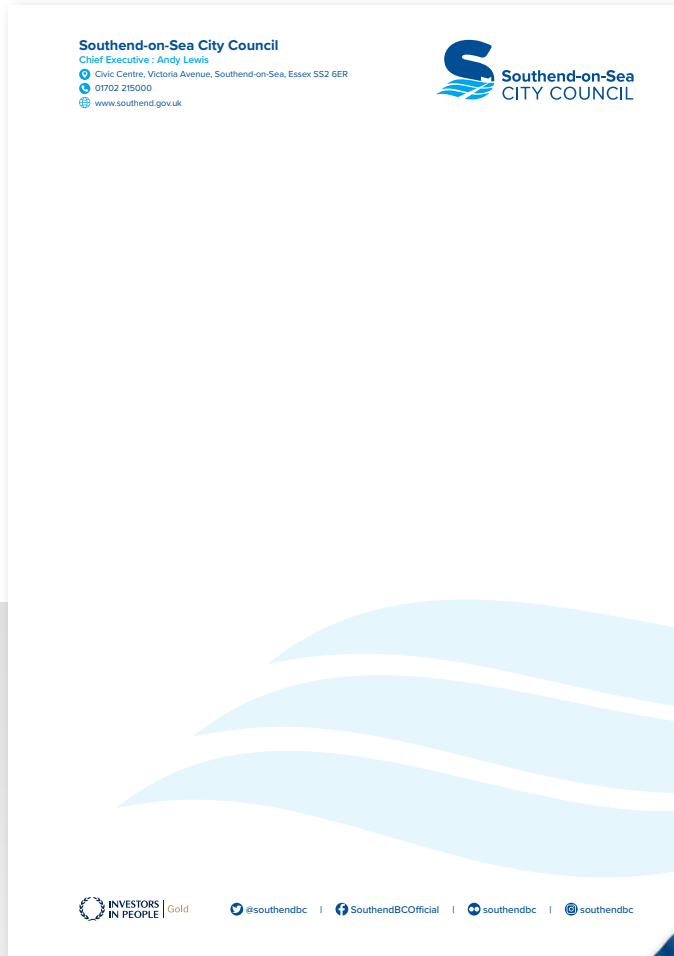
Including a simple representation of the pier with the Royal Pavilion makes this icon unmistakably 'Southend' and is unique in that it cannot be applied to any other Seaside town or city, even those that have a name that starts with an 'S'.

As a bold, striking design this logo works well across all platforms as a standalone logomark or combined with the Council name.

We can use this in various colour combinations and treatments as well as in different orientations with the Council name.

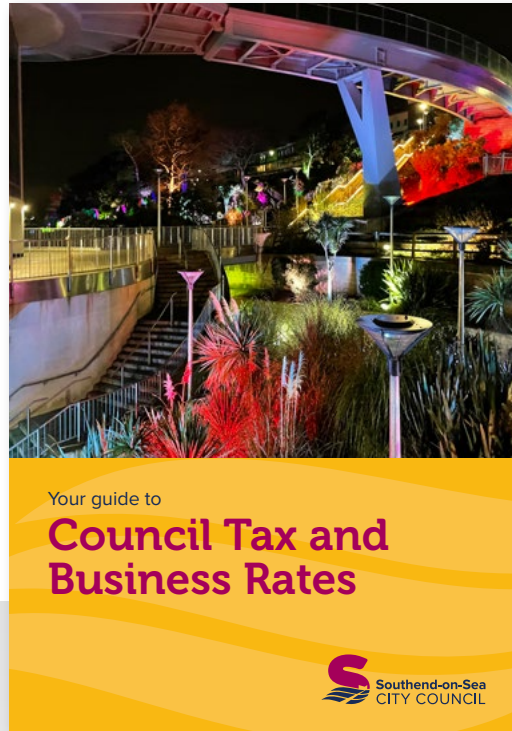


SOUTHEND-ON-SEA CITY COUNCIL



Letterhead watermark

Uniform with mono logo on coloured shirt



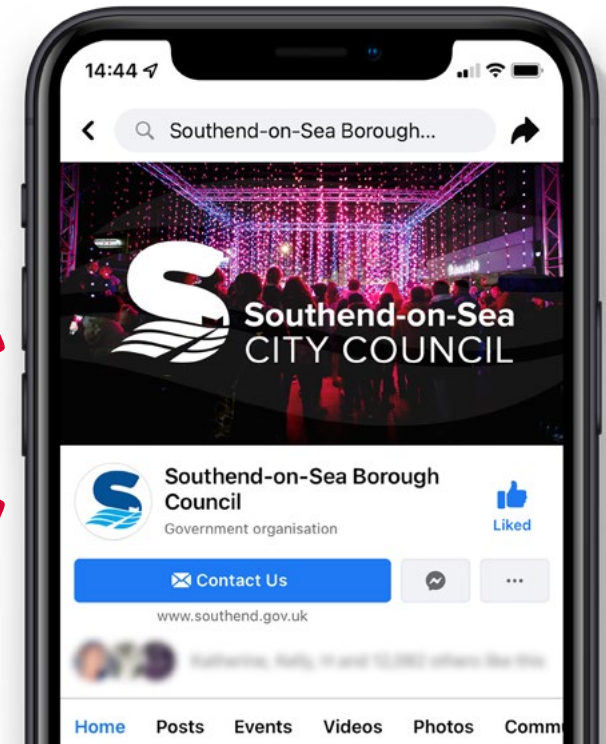
Document cover



Vehicle livery

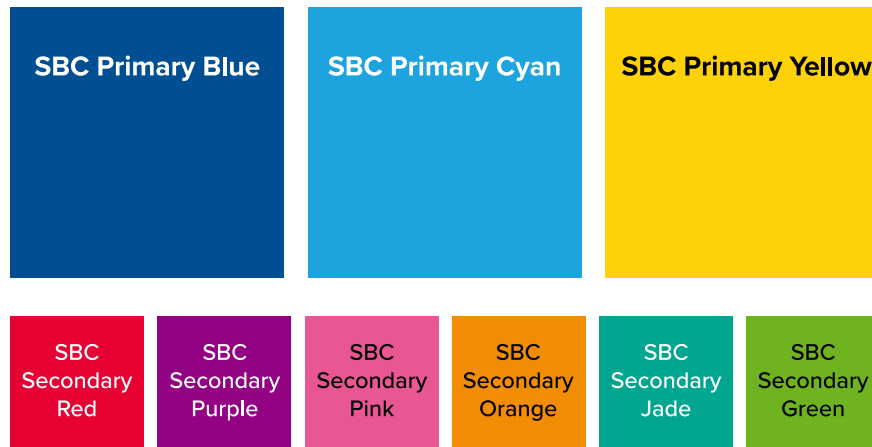
Social media banner

Social media icon

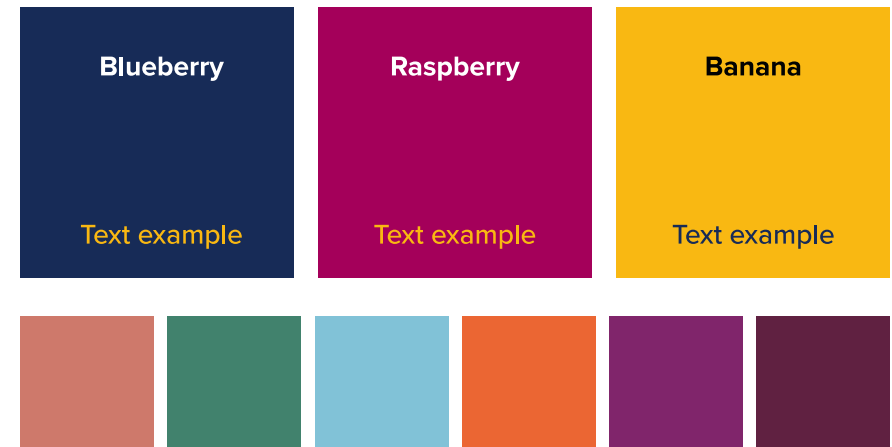


SOUTHEND-ON-SEA CITY COUNCIL

Current S.B.C. colour palette



Example alternate accessible colour palette



ANNEX A - COLOUR PALETTES

We have used the existing SBC colour palette throughout the design process as a baseline. However, we feel that it doesn't completely meet the requirements for accessibility, so an alternative palette option is being developed that could be applied to the new brand that meets WCAG compliance. These colours have been used sporadically on the previous pages.

The colour palette will form the basis of the entire brand identity. Whilst the primary colour will feature most heavily, a selection of secondary colours will help expand the flexibility of the design scheme when required, such as graphs, illustrations and CTAs.

SOUTHEND-ON-SEA CITY COUNCIL

Proxima Nova (current S.B.C brand font)

**Southend-on-Sea
City Council**

PT Sans

**Southend-on-Sea
City Council**

Museo

**Southend-on-Sea
City Council**

Aleo

**Southend-on-Sea
City Council**

ANNEX B - TYPEFACES

A few typeface options for the wordmark element of the logo are shown above. These have been specifically chosen to meet accessibility standards for legibility.

The typeface used in the logo will ideally be used as part of the wider design scheme for the Council's new brand identity. In the case of Museo for example, this could be used as a display font paired with a simple body copy font such as Arial.