

Lincolnshire Partnership Branding - Logo



The Lincolnshire Partnership brand (endorsed by the county's strategic partnership, via the Local Area Agreement in the summer of 2003) has successfully been used in providing a shared identity to overarching integrated communications and marketing campaigns that draw together a range of initiatives aimed at promoting Lincolnshire as a place to live, work, invest in and visit, for example; Tastes of Lincolnshire, Broadband, Inward Investment.

The initial campaign having been led by a core steering group from the community partnership and drawing professional support from Lincolnshire Development, part of Lincolnshire County Council. The brand has been made available to all organisations across the county to use as an endorsement (alongside and complementing their own branding where appropriate).

In adopting the brand identity, introducing the 'Brilliant' component of 'Brilliant Lincolnshire', the previously agreed replacement for Every Child Matters in Lincolnshire brand. The Brilliant Lincolnshire brand can easily be implemented across the children's services network, aided by an established brand style protocol and guidelines. Brilliant Lincolnshire will be a brand that continues to encourage the sharing of good ideas with other partners and helps to keep partners informed and up to date with news and developments across the wider partnership network.



- The partnership branding having been established through the LAA is recognised across the wider partnership network (complimenting children and adult services across the county).
- Applying the brand will help reduce costs in the re-originating of marketing and publicity materials.
- The brand is easy to replicate (i.e shape of logo) and lends itself well to the production of vinyl overlays to mask outgoing ECM logo and relatively little cost to total replacement of existing branding.
- The partnership branding application is quality assured/controlled in-house by LCC, with a brand style protocol and guidelines already in place, aiding a swift transition.