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## Brand Guidelines | Version 1.0

September 2025

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**These guidelines are designed to maintain the integrity of the North East Combined Authority (North East CA), ensuring that we uphold a distinctive brand identity. Consistency and authenticity are paramount as we aim to foster a sense of connection with the region.**

North East CA brings together seven of the North East local authorities – Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland.



# 01. Our vision.

Our vision statement articulates our common goals and purpose. It describes the future we want to create, capturing the essence of our identity and values. It guides our efforts and encourages everyone involved to come together to achieve our shared objectives.

As you read through these brand guidelines, remember our vision – it's the force behind every decision and idea that shapes our identity and direction.

# Our vision.

**Our purpose is to champion the full potential of our region. Collaborating with our partners and local authorities, we'll create a better way of life by connecting communities, giving people the skills to succeed, and improving wellbeing for all, so that the North East is recognised as an outstanding place to live, work, visit and invest.**

This vision statement shows our dedication to being excellent, innovative, and making a positive impact in the region.

The full-length vision would be used on our website, or in literature that introduces North East CA to a new audience.

# Our vision abbreviated.

**Our purpose is to connect communities, upskill people, and improve wellbeing, so the North East is recognised as an outstanding place to live, work, visit and invest.**

Retaining the core elements of the full statement, this should be used for press releases or by speakers who want to quickly convey what we do.

# Our vision in a line.

**We'll make the North East a better place to live, work, visit and invest.**

The vision can be succinctly articulated in a single sentence, serving as a concise tool for effectively communicating the purpose of North East CA, particularly in situations with time constraints or when addressing an audience already familiar with the combined authority's objectives.





## A fairer North East.

We'll help people thrive with aspirational jobs, new skills, and better homes, improving quality of life for everyone. We'll create confidence in the North East by reducing inequalities and improving health.



## A greener North East.

We'll take inspiration from our industrial heritage and unique mix of urban areas, countryside, coastline and rivers, to nurture our natural resources - creating green jobs, sustainable industry, and clean energy.



## A connected North East.

We'll get behind businesses so they can improve productivity and connectivity. With better local transport networks and digital infrastructures, the North East will have a global reach, becoming the go-to place for innovative ideas and real-world results.



## An international North East.

Building on our economic strength, and championing our heritage, culture, arts and sports, we'll drive the region's ambition to continually attract visitors and investment.



## A successful North East.

Together, we'll speak with one voice, and define our own future, cultivating the talent, skills and innovation that will help grow our existing economy, becoming green industry leaders and a cultural destination - making the North East one of the best places to live, work, and invest.

# 02. Our identity.

# Main identity: master logo.

1

Default logo format to be used across physical and digital assets including site boards, reports and documents, websites and presentations.

2

Short form logo to be used a) where space is limited or the design context requires simplicity – for example sponsor boards at events, and b) for projects endorsed by the Mayor but not directly funded through the North East CA.

3

Alternative format to 1) for use on permanent or long-term physical assets including public transport maps and timetables, development site hoardings and completed capital projects.

A fully black version and a fully white version of each logo is also available.

For help and guidance on using the logo please contact [communications@northeast-ca.gov.uk](mailto:communications@northeast-ca.gov.uk)



# Main identity: master logo.

This is the North East CA  
master logo.

## 1 – 3

Our master logo is single-colour. This can be used on top of any single-colour application in either black or white. The colour with the highest contrast should be prioritised.

## 4

The bold shape of our logo enables it to be overlaid on photography, but proper placement is crucial. It should only be used in areas with clear or low contrast to ensure optimal clarity.

1



2



4



3

12



5



# Clear space and minimum size.

## Clear space

It's important to maintain a minimum clear space around the logo at all times. It ensures clarity and standout, and enables good brand visibility.

The clear space is taken proportionally from the height of the North East CA arrow, as shown.

## Minimum size

The following minimum size rules should be adhered to when using the logo in print and on screen.

**Minimum print size:** 8mm (h)

**Minimum screen size:** 25px (h)



# Arrows.

The North-East 'Arrow' is a strong and increasingly recognised signifier which can be applied to the extended activities of the CA to subtly mark ownership. Multiple colours can and should be used within the arrow and supporting material



# 03. Logo usage.

## Partnership lock-up.

When both businesses have equal weighting in the partnership we show both logos at the same height with a dividing line placed in the centre.

The distance between the three elements should be even. Using the N from North East at the intended scale will ensure consistency across various materials.

This format is best used when we are working in a formal partnership with another organisation.





# Alternative lock-up.

An alternative lock-up should be used when working with an organisation in a different capacity to a formal partnership.

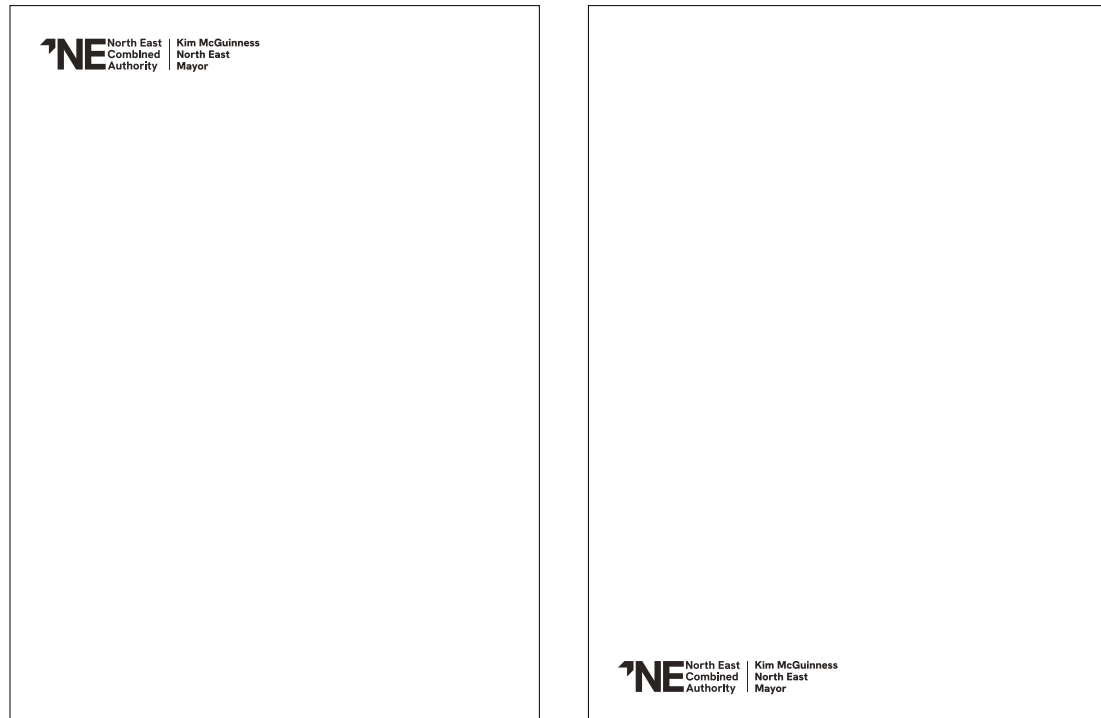
Examples could include;

- funded by
- supported by
- with



# Logo placement.

The lockup has to be top left as a primary and if not possible bottom left .



## Brand family.

We have established a set style for the North East CA brand family. These sub-brands integrate the arrow element from the North East CA logo as well as the brand typeface to reinforce our brand recognition.

By adhering to this standardised design guideline, we continue to communicate a strong and unified brand presence.

 **North East  
Evidence Hub**

 **North East  
Growth Hub**

 **North East  
Ambition**

# Brand hierarchy.

The North East Combined Authority is the coming together of seven local councils. It's the overarching brand that represents the collaborative effort to make the North East better.

North East CA doesn't replace the existing councils, so our brand may be shown alongside these bodies. When using the North East CA logo alongside the LA logos, use internal judgement to determine size and positioning.

When shown together, the North East CA logo should always be the most prominent. This can be done through sizing hierarchy or strategic positioning on materials.

Equal weighting should be avoided to ensure North East CA does not appear to be an additional council.

North East CA brand —



Hindpool Road  
Newcastle upon Tyne  
Tyne and Wear  
NE4 7GQ

Dear Mrs Hill

Ores am fuga. Usandam, quae pratiorae idelestior sita cullo estia corpus utaturem quiassi nctiame vendant unt, odiorroribus et dolupti oremquatis reius magnatiistis ex ex eum que simillupta secerorem aut etum as ut quate eum essus vel maximost, si re pro velentio comnihi llaborr untiam voluptaqui tem vellaborum errumet utem sequiat empelit la nonsequi doluptae et odi delia corro te vendit harum quatet quiat que coraes aut earci sapient ut hici re escil exerio tendant.

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LA logos —



# 04. Brand elements.

# Hanken Grotesk

## Typeface.

Hanken Grotesk is our brand typeface. Using this ensures a unified and distinctive visual language across all our communication channels.

With its versatile range of weights, from light to bold, Hanken Grotesk provides the flexibility to convey our brand's message with precision and impact.

### Extra Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# Aptos

## System typeface.

In the event of Hanken Grotesk being unavailable we use Aptos which is a Microsoft font. Arial is also acceptable.

This may be used when creating everyday communications such as PowerPoint presentations and digital documents.

When Hanken Grotesk is available it should always be used as a priority.

### Extra Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# Primary colour palette.

Our hero colours are black and red.

## Black

C:70 M:67 Y:64 K:74  
R:35 G:31 B:32  
HEX: #231f20

## Red

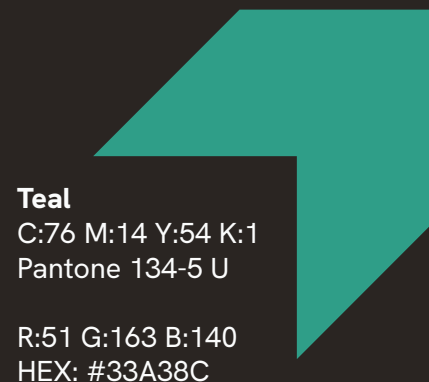
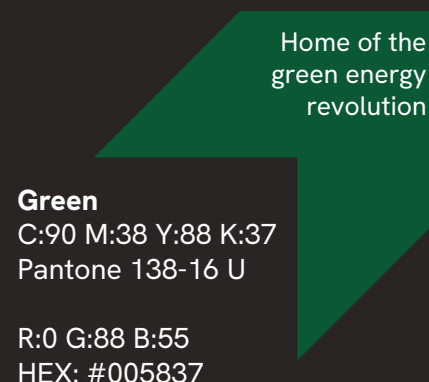
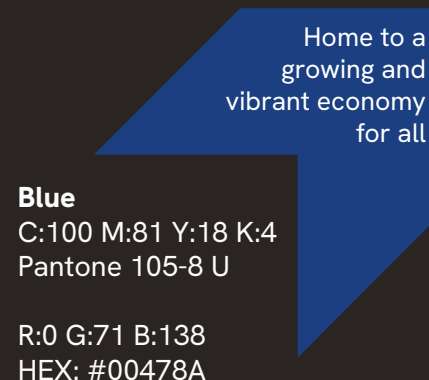
C:0 M:100 Y:69 K:0  
R:228 G:0 B:59  
HEX: #e4003b



## Secondary colour palette.

Our supplementary colour palette adds personality and visual interest to our communications, reflecting the vibrancy, diversity, and dynamism of our identity. These colours maintain authenticity while allowing for creative expression, creating an ownable visual identity that resonates with our audience.

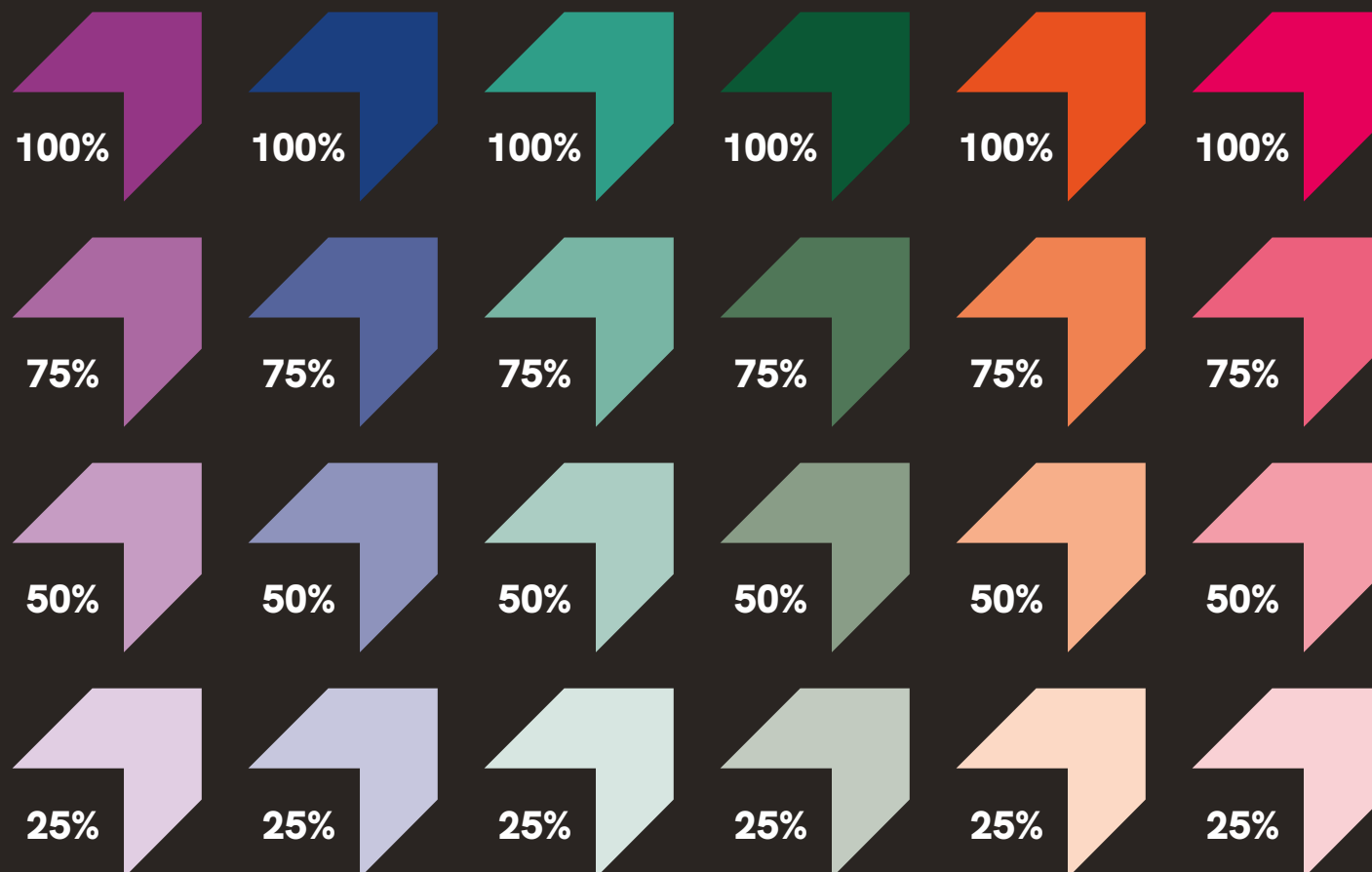
Specific colours represent our missions, hence produced content should be aligned to ensure consistency of messaging.



## Tints.

Using tints of the colour palette is acceptable (75%, 50%, 25%). This is particularly useful for adding a wider variety of colours for tables and charts.

You can also use 10% of the colour (against white) or 90% (against 100% of the same colour). For instance you may choose to use the arrow 90% North East CA Black on a 100% North East CA Black background to achieve a subtle watermark effect.



## Colour usage.

Varying the colours we use across communication is highly important. We must ensure we remain politically neutral from a visual perspective.

When applying colour we can use any combination of the secondary palette and white or colour text on our black background.

Colours from the secondary palette can be paired with white or black easily, but do not use two secondary colours together.

White	Purple	Black 
White*	Blue	Black 
White*	Teal	Black* 
White*	Green	Black 
White*	Orange	Black* 
White*	Pink	Black 
Pink 	Green 	* Minimum font size 14pt Hanken Grotesk Bold/ Extra Bold/Black

## Regional map.

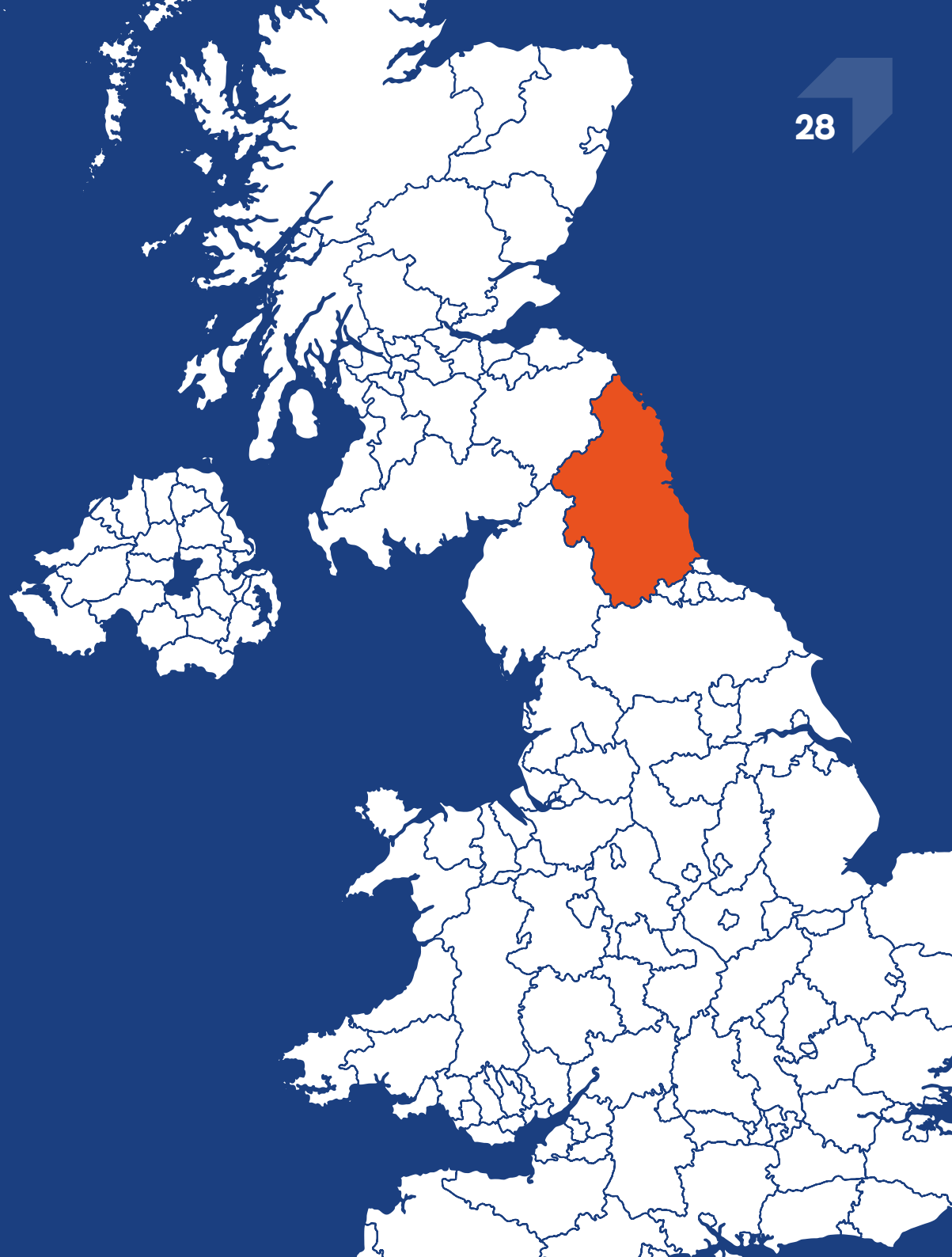
A vectorised UK map is an additional brand asset. It heroes the seven regions that form North East CA as a single united shape.

This is to be used on the global stage to contextualise the geography relating to North East CA.

When creating maps please ensure:

- Sea should be coloured using the Blue from the secondary colour palette.
- Land can be coloured using either the Teal, Orange or Pink. Please note Purple and Green do not have enough contrast with the blue and should not be used on any land that has a coastal boundary. They can be used on internal areas. Alternatively, if the map is complex in nature, the land can be white with coloured features overlaying.
- Only white text should be used on a coloured background and should have a minimum of size 10.5pt for digital documents, or 14pt for printed documents.
- When a white background is used, black text should be used.
- Points, highlights, or numbers can be shown in a full circle.
- A key should be provided with all maps where possible.

For more complex maps or if you have any questions, please speak to the communications team.





# Photography.

Our photography should be composed of images portraying the wider community and diverse locations within the North East. It should emphasise authenticity and present the North East in its most positive light. We strive for realism, but maintain an optimistic outlook, when depicting the vibrant and dynamic aspects of the region.





When capturing photography for North East CA's brand communications, the aim is to embody the essence of the North East through authentic and captivating images.

We should create a visual narrative that resonates with the spirit of the people who live, work, and invest in the region.

Photography should be set within the diverse landscapes of the North East, including urban areas, countryside, coastlines, and rivers. The images should not only capture the physical beauty of the region but also convey the unique heritage and culture that helps define us.

When appropriate, we want to evoke a global appeal. We want to emphasise that the North East is not only a regional gem but a destination that inherently holds international value.

We encourage the use of a diverse cast of individuals, representing the various communities and backgrounds that contribute to the dynamic and inclusive nature of the North East.

Photographs should tell a story, evoking a sense of pride, connection, and aspiration for the North East. Authenticity of imagery is paramount, as we aim to portray genuine moments that reflect the spirit, diversity, and global significance of the region.



# 05. Tone of voice.

## Tone of voice.

We speak in a clear, informative, and down-to-earth way. We are for everyone in the North East, so our language is always inclusive and easy to understand. Even on complicated subjects, we try to keep it simple.

We're also proud of our region, we want to let people know who we are and what we stand for. We're ambitious and we want others to share our passion for the North East. That means we speak with positivity. We're here to build a better future, so our language is active and purposeful.





## **Snappy not snooty.**

Short sentences are clear and conversational. Write as you speak. Don't write 'do not'.

Don't reach for the thesaurus too often - we don't want to sound formal or talk down to people.



## **Jargon kills emotion.**

Being down to earth means being relatable. Jargon is the opposite of relatable, so try to avoid buzzwords and technical language when possible.

Remember, we're all about people, so personality and passion will help to connect with our audience.



## **Be a doer.**

We're going to talk a lot about our plans for the future, so it's important to use an active voice.

That means verbs are your friends. Put people and actions at the heart of your words.



## **Break rules.**

Sometimes, writing 'we are' or 'do not' will be the right fit. Sometimes, you might need to use a local phrase or a more formal piece of language. That's okay. And sometimes, it's okay to start a sentence with and. Context is everything.



## **Know your audience.**

As a general rule, our tone of voice should be consistent. This guide has been written with a broad audience in mind, but also very much with the people of the North East in mind. However, there will be times when you need to be a bit more formal or business-minded. Change up your voice and style depending on your audience - you talk one way to a good friend, and another way to a relative you only see at Christmas.

# How to write our name.

North East Combined Authority is our name, so we capitalise each word.  
You can abbreviate it to North East CA if it appears several times in one place.  
But always use the full name the first time you write it.



The North East Combined Authority will strive to attract investment



North East CA is leading the way to bring more investment to the North East



We're striving to attract international investment in the North East



NECA supports a wide range of projects through the various funding streams we manage

# 06. Design examples.

## Using the design.

To maintain brand consistency across all materials, we encourage the use of clean, bold layouts. They should incorporate strong visual elements, such as dynamic typography, striking imagery, and the bold use of the arrow icon to create impactful designs.

The arrow icon from the logo can be used in its complete and abstract form to create dynamic page designs (although it must always point in a North East direction). The arrow can be used to contain photography, be filled with colour or be used in a “supersized” form to divide the page and organise content.

# Cover options.

Impactful cover designs can be created using the arrow icon as a bold graphic device. We can add photography or colour from the palette to the icon to maximum effect. The arrow can be used in full or in an abstracted form (always pointing in a North East direction), to allow for flexibility and to suit the desired photography.



# Page Design (print/online).

Brochures to be viewed online only should be designed in A4 landscape format.

The arrow on these examples is used in an abstract way to divide the page and can be used to create a number of design layouts to suit different content and add variety to a document.

Body copy (Black on White, White on Black or Black on 15% of secondary brand colour) should be a minimum of 10pt Hanken Grotesk Regular.

Text on colour should be white only and a minimum of 14pt Hanken Grotesk Regular.

## 06. Brand guidelines - Design examples.

### Mission 1

## Home to a growing and vibrant economy for all

We will help businesses create jobs and opportunities in every community across the North East. We will ensure people have the skills to access work and provide the right conditions for economic growth. We will secure support and investment in a wide range of economic drivers: from advanced manufacturing to the cultural sector, from skills training to good transport.

This focus will see the Mayoral Combined Authority work with our businesses, universities, and the research and innovation catapults to unlock higher levels of R&D and innovation funding, and to ensure the region transitions to a digitally enabled economy that supports people in employment. We will ensure economic growth reaches all parts of the North East, with targeted support for rural and coastal areas.

Creating Real Opportunity - The Interim North East Local Growth Plan

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### Supporting growth of the foundational economy

We will also support other parts of our economy to reach its potential. This includes the foundational economy which accounts for around half of employment, including jobs across the private, public and VCSE sectors. The goods and services that they provide, along with the unique role played by the VCSE sector in promoting social cohesion, are essential to creating strong and stable communities that provide a good quality of life and enable other businesses to thrive. Together, they are fundamental to creating long-term growth that is sustainable and fair to all.

Our local authorities, NHS trusts, universities, colleges and other large locally based organisations are anchor institutions and key engines for growth. They are big employers and procurers, are convenors and facilitators of partnerships, and they help shape places. As a result they have a significant impact on the skills, employment and SME ecosystems, and the wider economy.

In addition to first class public services, the sector accounts for around half of employment and 60% of businesses in the region.

It is also a disproportionately high employer of women, and offers more flexible local and part time employment opportunities which are particularly attractive to parents and those with caring responsibilities.

Many parts, including health and construction, are set for rapid growth.

But the foundational economy faces challenges around pay and progression opportunities.

#### Foundational economy

The foundational economy provides services and goods that are essential to everyday life. This includes food, retail, energy, transport, construction, agriculture, care and education. It is the backbone of our economy, providing vital services and the supply chain to delivering growth in the region. But its role is often under-recognised and employment in the sector can be relatively insecure.

#### Opportunities include:

- Unlocking opportunity through multiple public, private and civic actors working together, learning, bearing from and scaling best practice, and engaging with residents to understand their perspectives.
- Using the expertise of the VCSE sector, including both the knowledge and trust of communities, to provide support for out of work residents and direct employment pathways.
- Public service reform and investment in innovation.
- Unlocking community assets.
- Further investment can create more good jobs, alongside clearer employment pathways and progression opportunities.

Creating Real Opportunity - The Interim North East Local Growth Plan

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New Deal for North East Workers | 2025/26 to 2029/30

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Growing levels of inactivity and an ageing workforce mean the region's active workforce is shrinking, and many businesses can't recruit the skilled staff they need for day-to-day operations as well as growth, while skills gaps and low skills among the current workforce are constraining productivity for many businesses.

These challenges lead to lower household incomes, putting significant pressure on public services that will only grow due to the ageing population.

We need to address the underlying causes of poor health, strengthen public services, and tailor skills and employment programmes to break down barriers to rejoining the workforce. We will implement targeted policies and programmes which will help overcome these challenges including delivery of the devolved Adult Skills Fund (ASF), the Connect to Work Programme, the Economic Inactivity Trailblazer and the NHS Health and Growth Accelerator. Working regionally with key partners to create an integrated work, health and skills system will enable the North East to realise the ambitions set out within our Local Growth Plan.

We will support good jobs, encourage employers to meet the new North East Shine good employment standards and make it easier for businesses to support career pathways and progression.

### TESTING NEW APPROACHES TO SUPPORTING FAMILIES

New family delivery pilot(s)

We will work with cross-sector partners, including public health and our regional partners, to deliver a new approach to supporting families with a focus on early intervention and support for parents and children. We will ensure that the pilot is scalable and can be rolled out across the region.

Local pilot 1 - Working with partners, we will test a new approach to supporting families with a focus on early intervention and support for parents and children. We will ensure that the pilot is scalable and can be rolled out across the region.

Local pilot 2 - We will test a new approach to supporting families with a focus on early intervention and support for parents and children. We will ensure that the pilot is scalable and can be rolled out across the region.

Local pilot 3 - Working with young people, the youth sector, schools, colleges, and other stakeholders, we will support a new approach to supporting families with a focus on early intervention and support for parents and children. We will ensure that the pilot is scalable and can be rolled out across the region.

Integration activity - In addition to our pilot areas, we will deliver new interventions and support through various funding for test, learn and innovate, growing initiatives that make a difference and building from what we do best.

North East Child Poverty Action Plan

Testing new approaches to supporting families

NE Combined Authority

### North East Child Poverty Action Plan

Testing new approaches to supporting families

NE Combined Authority

#### Children living in relative poverty, after housing costs

Region	2023/24	2024/25
North East	28%	26%
England	24%	22%

#### Children living in relative poverty, after housing costs, in very deep poverty

Region	2023/24	2024/25
North East	18%	16%
England	14%	12%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East

Region	2023/24	2024/25
North East	18%	16%
England	14%	12%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by age group

Age Group	2023/24	2024/25
0-4	18%	16%
5-14	18%	16%
15-24	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by ethnicity

Ethnicity	2023/24	2024/25
White	18%	16%
Black	28%	26%
Asian	18%	16%
Other	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by gender

Gender	2023/24	2024/25
Male	18%	16%
Female	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by disability

Disability	2023/24	2024/25
Yes	28%	26%
No	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by education level

Education Level	2023/24	2024/25
GCSE or below	28%	26%
A-level or above	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by employment status

Employment Status	2023/24	2024/25
Unemployed	28%	26%
Employed	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by housing tenure

Housing Tenure	2023/24	2024/25
Social rented	28%	26%
Private rented	28%	26%
Owner occupied	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by local authority

Local Authority	2023/24	2024/25
North Tyneside	28%	26%
Sunderland	28%	26%
North East	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index

Deprivation Index	2023/24	2024/25
High	28%	26%
Low	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by age group

Age Group	2023/24	2024/25
0-4	28%	26%
5-14	28%	26%
15-24	28%	26%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by ethnicity

Ethnicity	2023/24	2024/25
White	18%	16%
Black	28%	26%
Asian	18%	16%
Other	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by gender

Gender	2023/24	2024/25
Male	18%	16%
Female	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by disability

Disability	2023/24	2024/25
Yes	28%	26%
No	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by education level

Education Level	2023/24	2024/25
GCSE or below	28%	26%
A-level or above	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by employment status

Employment Status	2023/24	2024/25
Unemployed	28%	26%
Employed	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by housing tenure

Housing Tenure	2023/24	2024/25
Social rented	28%	26%
Private rented	28%	26%
Owner occupied	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by local authority

Local Authority	2023/24	2024/25
North Tyneside	28%	26%
Sunderland	28%	26%
North East	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by deprivation index

Deprivation Index	2023/24	2024/25
High	28%	26%
Low	18%	16%

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by age group, ethnicity, gender, disability, education level, employment status, housing tenure, local authority, deprivation index

Age Group	Ethnicity	Gender	Disability	Education Level	Employment Status	Housing Tenure	Local Authority	Deprivation Index
0-4	White	Male	Yes	GCSE or below	Unemployed	Social rented	North Tyneside	High

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by age group, ethnicity, gender, disability, education level, employment status, housing tenure, local authority, deprivation index

Age Group	Ethnicity	Gender	Disability	Education Level	Employment Status	Housing Tenure	Local Authority	Deprivation Index
5-14	Black	Female	No	A-level or above	Employed	Private rented	Sunderland	Low

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by age group, ethnicity, gender, disability, education level, employment status, housing tenure, local authority, deprivation index

Age Group	Ethnicity	Gender	Disability	Education Level	Employment Status	Housing Tenure	Local Authority	Deprivation Index
15-24	Asian	Male	Yes	GCSE or below	Unemployed	Social rented	North East	High

#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by age group, ethnicity, gender, disability, education level, employment status, housing tenure, local authority, deprivation index

Age Group	Ethnicity	Gender	Disability	Education Level	Employment Status	Housing Tenure	Local Authority	Deprivation Index
0-4	Other	Female	No	A-level or above	Employed	Private rented	North Tyneside	Low

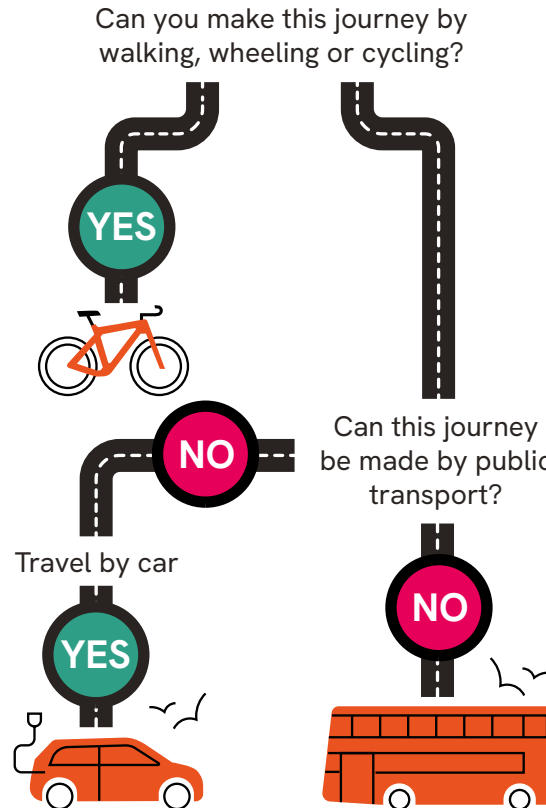
#### Children living in relative poverty, after housing costs, in very deep poverty, in the North East, by deprivation index, by age group, ethnicity, gender, disability, education level, employment status, housing tenure, local authority, deprivation index

Age Group	Ethnicity	Gender	Disability	Education Level	Employment Status	Housing Tenure	Local Authority	Deprivation Index
5-14	White	Male	Yes	GCSE or below	Unemployed	Social rented	Sunderland	High

# Infographics and icons.

We encourage the use of infographics where appropriate. They offer a visually engaging way to present data and complex concepts, making information more digestible and memorable for the audience. By combining text, images, and graphical elements, infographics can effectively communicate key points in a concise and compelling manner.

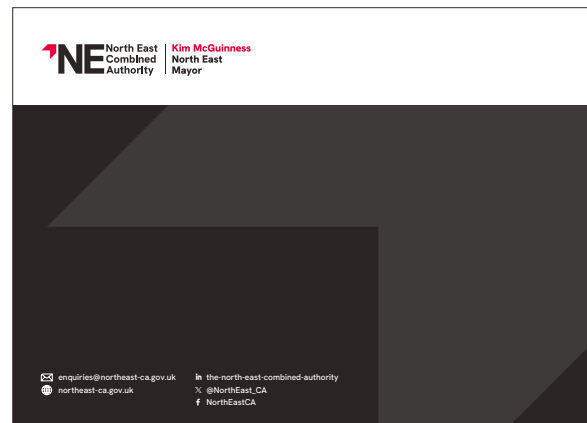
The style of graphics can differ depending on context but should always adhere to the key brand fonts, colour palette and styling shown.



# Back pages.

The 7 Local Authority logos should appear in a horizontal format (in alphabetical order) on the back page of all documents.

The design of the page can be flexible depending on content - the arrow icon might be used to fill the page as a tinted background, small as a device to draw your eye to content or as a subtle bullet.







**For help and guidance  
using the brand.**

Contact [communications@northeast-ca.gov.uk](mailto:communications@northeast-ca.gov.uk)

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