

“What’s in a logo?” That which we call East Surrey

13 October 2026



The new East Surrey council’s logo has been unveiled to the public in the latest big step towards the authority’s creation next spring.

With just under six months to go until Surrey County Council and the county’s 11 district councils are abolished, the two new unitary authorities that will replace them are beginning to take shape.

The East Surrey logo, which will accompany all official documents and communications for the new council, was crafted following a consultation with residents about what makes the area special.

It features five shapes that are designed to represent the five boroughs merging to form the new council – which are Elmbridge, Epsom & Ewell, Mole Valley, Reigate & Banstead and Tandridge.

“The logo tells the story of East Surrey,” council leader Steve Wotton (Liberal Democrats: Horley West, Salfords & Sidlow) explained.

“The five interconnected shapes represent the five areas coming together to create one new council, while reflecting the rivers, countryside and landscapes that connect our communities.

“Just as importantly, it symbolises the relationships between people, places and services that will help make East Surrey Council a strong and connected organisation.”

An East Surrey spokesperson stressed that the logo was designed in-house at no additional cost to taxpayers.

The consultation that led to the design drew more than 2,000 responses among residents, with community, countryside, waterways, and heritage emerging as the strongest themes defining East Surrey.

It was the area’s landscape, rivers and countryside that inspired the colour palette featured on the logo.

Councillor Wotton added: “I would like to thank everyone who took the time to share their views and ideas.

“This new identity has been shaped by the people and communities it will serve and reflects the pride people feel in East Surrey.

“My thanks also to our talented in-house designers who have created the new brand using their skills, creativity and local knowledge, making best use of existing resources, without additional cost to taxpayers.”

East Surrey shadow authority’s cabinet has agreed to a phased introduction of the new brand, meaning that existing signage and vehicles bearing the old county and district council logos will not immediately be replaced or repainted.

Instead, they will only be changed to feature the new East Surrey logo as and when they need to be renovated in a bid to save on unnecessary costs.

The logo for the new West Surrey council will be decided in the coming weeks, the Local Democracy Reporting Service (LDRS) understands.

East and West Surrey councils will formally take over the reins of local government from April 2027, at which point they will be responsible for all services in their respective areas.

Under the current system, this responsibility is split between the county council and various district councils, with Surrey County Council managing services such as education and highways while the districts take care of council tax and planning applications.

Although the government has paused local government restructure for many other similar “two-tier” councils across England, it is still going ahead in Surrey as the process is too far down the line.

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