

GET INTO SUMMER

A GUIDE: HOW TO USE THE GET INTO SUMMER BRAND

Welcome

The “Get into Summer” campaign aims to provide tips and ideas for parents, and to promote local and national activities to help support children and young people’s wellbeing over summer.

The campaign will promote opportunities available through local authorities and national organisations, and the support offered by Parent Club, and ensure that is communicated clearly to parents and carers of children and young people. A subsequent toolkit with campaign assets e.g. digital ads, films and social media posts will be issued linked to the campaign starting w/c 14th June.

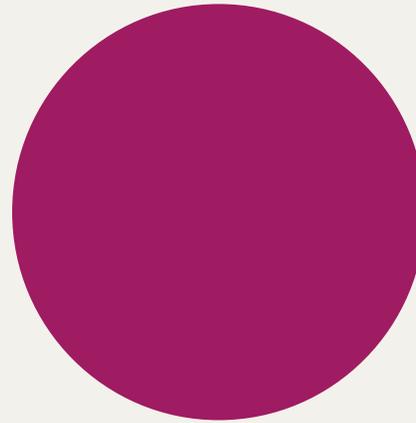


Colours

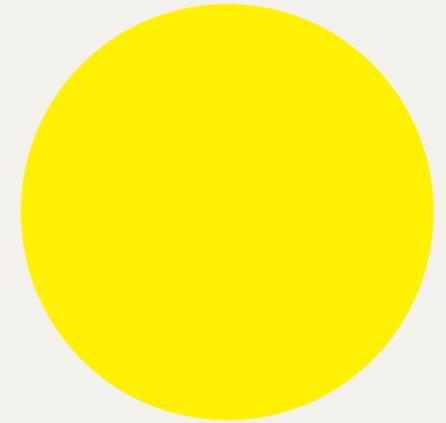
Parent Club purple and bright yellow are the colours used in our campaign lock-up.

Parent Club purple can be used for headlines where necessary.

Body copy should be set to black.



PARENT CLUB PURPLE
C-28 M-98 Y-28 K-17



BRIGHT YELLOW
C-0 M-0 Y-100 K-0

Fonts

A standard Parent Club typeface, used in the campaign lock-up. It can also be used for titles and headlines, but should never be used for body copy.

Please use Avenir Book for all supporting copy.

Baloo Bhai

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz.**

Clear zone

We have created a clear zone around the logo that is the width of the M. This just lets everything have it's own room to breathe.

The logo should not appear smaller than a 30mm minimum width. This helps maintain legibility for viewers. Big and bold is best.



30mm min.
width



Using the logo

Please ensure to follow these guidelines as you use the assets throughout the campaign.

Do not create your own logo artwork or alter the supplied files. See page 8 for contact details to obtain the campaign asset files.

If you are unsure regarding the use of the logo, its placement or colouring, use the contact details in this document to get in touch.



⊘ Don't change the colours



⊘ Don't use without the sticker effect
(White background and drop shadow)



✓ Single colour



✓ Black & White

Dual Branding

Think of this branding as a sticker that is added to posters and materials to highlight summer activities. Used to promote getting outside and safely enjoying family activities.

It will become recognisable across materials and help push the initiative.

If you would like our team to support you in creating dual branded materials please don't hesitate to get in touch using the contact details on page 8.



Tiumque im iliqui dolupti busdani hillit
liquam demque prate voluptatias aut
ea nus, officit aspernati rest. Ihit que
reperru mquiaturio est.



YOUR LOGO HERE

ParentClub.scot



Further Assets

Assets are being developed for this campaign on an ongoing basis. You will receive updates when new materials are available. Bespoke or new materials can be requested directly if needed, please email for further information.

Contact

For campaign assets and further information please email
ParentClubPartnerships@union.co.uk