It’s OK to... campaign

Communications toolkit for partner organisations

August 2020
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Hampshire County Council has created the It’s OK to... campaign to drive awareness locally that residents considered to be clinically extremely vulnerable no longer need to shield at home. The campaign aims to reassure and support people during the pandemic by signposting them to information and advice to help them to regain their independence safely.

The campaign began on 30 July with a direct mailing to Hampshire residents on the shielding list. Adverts on Facebook and Google initially targeting people over 65 and people who have specified interests in organisations helping people with long term conditions begin from 10 August. These will link to a new landing page on Connect to Support Hampshire (CtSH) that will detail the five key actions of the campaign and signpost to relevant parts of the website.

Partners are encouraged to help promote the campaign and to use the creative assets and icons in their own communications. This toolkit has been produced to assist you in promoting the campaign across a range of channels. If you have any queries or require an alternative format, please contact corporate.marketing@hants.gov.uk.
Connect to Support Hampshire

Connect to Support Hampshire is a website commissioned by Hampshire County Council, which offers information for those who want to look after their health and wellbeing and to maintain their independence for longer.

There is comprehensive advice on different care options, directories of care providers and a community directory which has hundreds of groups and activities to keep people active and connected to their community. A new marketplace, which will be launched later in August, will offer even more paid-for services to support Hampshire residents.

ConnectToSupportHampshire.org.uk/ItsOk

Using the CtSH logo

The logo should always be used, as supplied, on the teal background. Please do not distort, rotate or alter the logo.

Clear space

It is essential to leave clear space around the logo where no other items, such as headlines, text or graphics, should appear. Regardless of the size of the logo, the minimum amount of clear space used should be equal to the height of the lowercase 'Connect' letters (x-height) in the logo. In the illustration to the right, the perimeter of the clear space is shown by the solid pink line.

Minimum size

A minimum size preserves the integrity and definition of the logo when it is applied.

For digital applications the minimum size is 130 pixels wide. For print applications the minimum size is 30mm wide.
The campaign key messages align with current guidance from government and will be updated as appropriate during the stabilisation/recovery phase of the pandemic. Each key message heading leads with the statement It’s OK to...

It’s OK to...

The campaign also focuses on five key actions that we believe will help people to regain their independence safely.

Each action has its own icon. These icons are part of the It’s OK to... campaign but they can also be included in appropriate local partner communications to raise awareness, strengthen key messages and show unity and consistency across Hampshire.

Be active
Practical advice on how to do this in and outside of your home.

Get out and about
How to visit the shops confidently and safely.

Reconnect with others
See family and friends or find out about leisure and support groups that are still running during this time.

Learn how technology can help you
You may feel more comfortable doing your food shop or banking online.

Look after yourself
Information on health and wellbeing, equipment and adaptations for your home, as well as advice on managing at home.
The It’s OK to... campaign will link to various resources including a large proportion of content on the CtSH website.

The colours have been chosen to both echo and compliment CtSH so that a clear link can be made by those accessing the resources via the campaign.

**Dark Teal**

- Hex Code: #217375
- RGB: 33, 115, 117
- CMYK: 82, 33, 47, 20

**Teal for heading text**

- Hex Code: #48a1a8
- RGB: 72, 161, 168
- CMYK: 70, 17, 34, 2

**Teal**

- Hex Code: #51afb4
- RGB: 81, 175, 180
- CMYK: 67, 9, 32, 0

**Green**

- Hex Code: #c4c33f
- RGB: 196, 195, 63
- CMYK: 30, 12, 86, 1
**Type**

**Poppins**

Poppins is a geometric sans serif typeface. It is clean, modern and has been chosen for the campaign for its round amiable appearance.

**It's OK to... statement heading**

Poppins Semi-bold

Kerning: Optical | Tracking: 0

Headings should lead with a large *It's OK to...* followed by a completion of the statement in a smaller size.

**Supporting font**

Roboto Light

Kerning: Optical | Tracking: 0

Leading: 135% of type size

Both Poppins and Roboto are part of Google Fonts and available via Adobe Fonts with an Adobe Creative Cloud subscription.

**Roboto**

Roboto has been chosen as a supporting typeface. This should be used when it is not appropriate to set the text in Poppins Semi-Bold. For example, on large amounts of copy in a leaflet. When using Roboto ensure that headings and sub headings are set in Poppins so that the materials retain the aesthetic of the campaign.

**Descriptor/ strapline/ digital advert copy**

Roboto Medium

Kerning: Optical | Tracking: 0

Leading: 135% of type size
Imagery

Due to licence restrictions, images used in the primary campaign assets cannot be supplied separately and must not be removed from the art worked assets for any other use. Primary campaign imagery is shown here as an example of the style to be used.

When selecting images to be used with the It’s OK to... campaign assets, images should focus on the action or scenario being addressed and represent the diversity in our communities. They should feel positive and upbeat, and the tones within the image should compliment the campaign colour palette.

Please make sure that the content of any photo used adheres to the current government guidelines regarding Coronavirus (COVID-19). For example, if the image shows a person inside a shop, that they are wearing a face covering. Current government guidelines can be found at www.gov.uk/coronavirus.
Primary assets

Facebook carousel advert example

It’s OK to... get a bit of support.

If you’ve been shielding you can now go to more places and see more people.

- Wash hands regularly
- Avoid touching your face

See our other tips for regaining your independence safely.

Learn how technology can help you

Connect to Support Hampshire
Primary assets

Multi-frame MPU advert example

It’s OK to... pop to the shops if you want.

If you’ve been shielding you can now go to more places and see more people.

- Wear a face covering
- Keep your distance
- Wash hands regularly

See our other tips for regaining your independence safety:
It's OK to… campaign

Partners

As a partner you may use the It’s OK to… campaign creative to create your own materials. When using the It’s OK to… campaign creative you must include the CtSH logo. You may add your own logo but the CtSH logo must be present too.

Materials may link (or include a link) to the CtSH campaign landing page or a page of your own. If the creative links to your own page then you must include an additional link to the CtSH campaign landing page in the creative or on your landing page. The URL to include is:

ConnectToSupportHampshire.org.uk/ItsOk

Example print application

- It’s OK to… Heading lead
- Completion of the statement in a smaller size
- Key action icon with strapline
- Partner logo
- CtSH logo must be included in the design

It’s OK to… campaign
Partner assets

The following assets are available for partners to use when applying the It’s OK to... campaign creative.

CtSH logo

It’s OK to... text

Key action icon set with descriptors

Key action icon set with descriptors reversed

Individual key action icon with descriptor (supplied for each of the five actions)

Key action icon with strapline text (supplied for each of the five actions)

Key action icon with strapline text reversed (supplied for each of the five actions)
For more information about the campaign

corporate.marketing@hants.gov.uk
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