

FOSTERING UNFILTERED

LOCAL AUTHORITY

Campaign Guidelines

June 2023



Within these guidelines, there is guidance on how Local Authorities can create assets within the campaign guidelines. This guidance accompanies a suite of templated assets, created specifically to aid the creation of print and digital marketing materials.

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“I WASN’T SURE IF I WAS GOING TO BE TOLD THE WHOLE STORY WHICH IS PROBABLY ONE OF THE REASONS WHY I DIDN’T CONTINUE.”

Focus group member who is curious about fostering

**“THE MOST REWARDING
AND THE MOST
CHALLENGING THING
I’VE EVER DONE.”**

Existing foster carer

CAMPAIGN INSIGHT

Through our research with focus groups we understood clearly that, however worthwhile, fostering is no easy task, and to attract future foster carers, we needed to build trust and sense of authenticity with our audience.

CAMPAIGN RATIONALE

Fostering Unfiltered lays bare the real-life experiences of a growing community of nearly 1,500 local authority foster carers across Greater Manchester - exploring the highs and lows of supporting children in care - all to inspire the next generation of foster carers.

FOSTERING UNFILTERED



MESSAGING OVERVIEW

The key to the campaigns success is authenticity. Therefore, our messaging is open and honest, with a 'cup half full' attitude.

TRANSPARENCY IS OUR SECRET WEAPON.

PEOPLE FEAR WHAT THEY DON'T UNDERSTAND.

AUTHENTICITY BUILDS TRUST.

MESSAGING PILLARS

Focus of messaging

Community

Experience

Individual

Headline

**JOIN OUR FAMILY
OF FAMILIES.**

**IT'S NEVER PERFECT.
IT'S ALWAYS
WORTH IT.**

**SUPER POWERS
NOT REQUIRED.**

Campaign identifier

FOSTERING UNFILTERED

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Explainer copy

For our community of nearly 1,500 foster carers across Greater Manchester, family means being there when you're needed the most, for those who need it most.

We're not going to rose-tint this. Being a foster carer isn't easy. But as our community of nearly 1,500 foster carers across Greater Manchester will tell you, nothing this worthwhile ever is.

We're not looking for heroes. Our community of nearly 1,500 foster carers across Greater Manchester know that compassion, patience and a sense of humour are the real superpowers.

Call to action

**FIND OUT WHAT IT'S REALLY LIKE TO
FOSTER FOR YOUR LOCAL COUNCIL**

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FOSTER FOR YOUR LOCAL COUNCIL**

**FIND OUT WHAT IT'S REALLY LIKE TO
FOSTER FOR YOUR LOCAL COUNCIL**

Website domain

www.fostering-unfiltered.org

www.fostering-unfiltered.org

www.fostering-unfiltered.org

CAMPAIGN LOGO

Our campaign logo represents ticker tape and adds to the imperfect style of the campaign which is based on the visual of a pinboard.

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LOGO USAGE

The logo should be used as supplied and not edited, rotated, or separated. Unlike most logos, this can work in a number of ways, layered over different imagery or shapes etc.



✓ Logo used as supplied



✗ Do not change colours



✗ Do not change angle



✗ Do not separate elements

LOCAL AUTHORITY BADGING

All assets must contain the GMCA logo. Where the local authority logo is also used, we extend the holding shape shown here.



Badging for campaign wide assets



Badging for localised deliverables

LOCAL AUTHORITY BADGING LOCK-UPS

The GMCA logo lock-up uses a grid system with set clear-space which is defined by the letter 'G' from the logo.

This grid is carried-over when using the GMCA logo in combination with a Local Authority logo.

The LA logo should always be placed to the left of the GMCA logo and be positioned within the set box. This area can be extended horizontally if needed to accommodate the different sizes of the LA logos.

When using longer logos such as the 'Rochdale Borough Council' logo, the height of the LA log should be reduced slightly within the logo area so that the two logos still feel balanced.



TYPEFACES

We have two campaign typefaces, Anton Condensed which should mainly be used in all caps for headings, and Colfax which should be used for body copy. Avoid using text in any other colours or styles including italics. Underlines are permitted for links only.

Headline - Anton Condensed

ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abdcdefghijklmnopqrstuvwxyz
01234567890.&0?!

Body copy - Colfax

ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abdcdefghijklmnopqrstuvwxyz
01234567890.&()?!

TYPE STYLING

Here is a step-by-step guide on how to create the headline style.

1. Type out the headline in all caps keeping to 1 or 2 words per line. Set the leading at +3 (i.e. 25pt/28pt).

**JOIN OUR
FAMILY OF
FAMILIES**

2. Draw a lime green rectangle behind each line of text to fit exactly.

**JOIN OUR
FAMILY OF
FAMILIES**

3. Add a stroke to the rectangles. Make the stroke roughly 3/4 the font weight. E.g. 40pt font = 30pt stroke.

**JOIN OUR
FAMILY OF
FAMILIES**

4. Rotate the lime green rectangles to 4°.

**JOIN OUR
FAMILY OF
FAMILIES**

5. Select all of the lime green rectangles and align left.

**JOIN OUR
FAMILY OF
FAMILIES**

6. Nudge the type up and right until it is visually centred within the green boxes. If the type is near the edge, the left edge may bleed off the page.

**JOIN OUR
FAMILY OF
FAMILIES**

COLOUR PALETTE

The colour palette is simple yet striking. It consists of the four colours shown here.

Imperfect white

FFF7EF
C0 M3 Y8 K0

White

FFFFFF
C0 M0 Y0 K0

Youthful green

B9B827
C 35 M 17 Y 95 K 00

Black

000000
C90 M90 Y90 K100

COLOUR ACCESSIBILITY

The colours should only be used in the following combinations for brand consistency and accessibility. These combinations are all WCAG AAA standard at all sizes.

We do not use text in youthful green. Text is only ever black or white.

Black text on Imperfect White

AAA

Black text on Youthful Green

AAA

White text on Black

AAA

Black text on White

AAA

PHOTOGRAPHY STYLE

Our photography style is imperfect, unfiltered and playful. It should show a real life view of the fostering life, whilst not feeling too heavy or too 'happy families'.



HERO PHOTOGRAPHY

We have three main hero shots which are used across the campaign in the following scenarios.

Scenario 1
Life admin



Scenario 2
Dinner time



Scenario 3
Phone addict



SHOOT PHOTOGRAPHY

Alongside these hero shots, we also have some extra shots from the shoot day which can be used as supporting imagery for the campaign.



STOCK PHOTOGRAPHY

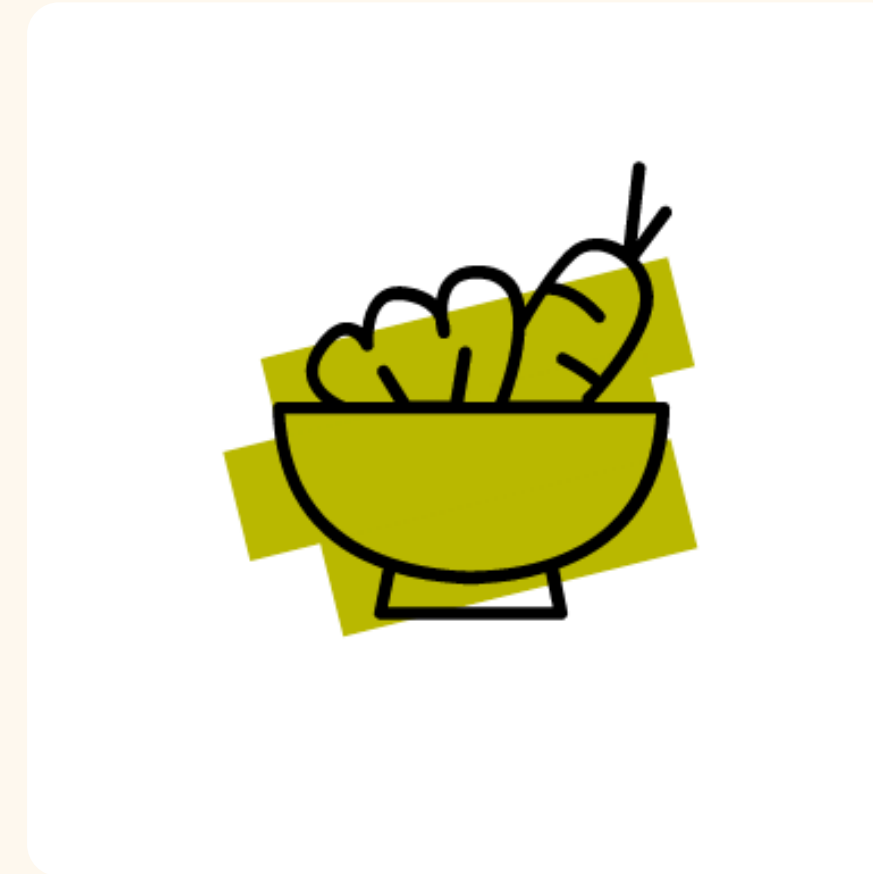
As well as our photography from the shoot, we also have a bank of stock imagery to choose from.



ICONOGRAPHY

Our icon style is simple with a twist. We use an icon style which is downloadable from thenounproject.com and then add the green stripe graphics behind to bring in-line with the campaign.

These can be used to break up long and technical information to make it more visually appealing.



STAMP GRAPHIC

We have a stamp graphic which can be added to materials to create a 'scrapbook' style. This should never be used as a replacement for the logos and is merely to add visual appeal.



FOSTERING FOR
GREATER MANCHESTER

HERO LAYOUTS

Our hero ads show how we should use the campaign assets.

We have three main headlines as shown here.

When it comes to rollout across different sizes and ratios this may need tweaking but try to stay close to this kind of layout.

Each hero shot has been carefully chosen to work with the chosen headline, so don't mix and match the headline with a different image.

These versions include longer length body copy so should be used when the audience has plenty of time to read a paragraph.

JOIN OUR FAMILY OF FAMILIES

FOSTERING UNFILTERED

For our community of nearly 1,500 foster carers across Greater Manchester, family means being there when you're needed the most, for those who need it most.

FIND OUT WHAT IT'S REALLY LIKE TO FOSTER FOR YOUR LOCAL COUNCIL
Fostering-unfiltered.org

GMCA GREATER MANCHESTER COMBINED AUTHORITY

IT'S NEVER PERFECT. IT'S ALWAYS WORTH IT.

FOSTERING UNFILTERED

We're not going to rose-tint this. Being a foster carer isn't easy. But as our community of nearly 1,500 foster carers across Greater Manchester will tell you, nothing is worthwhile ever is.

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GMCA GREATER MANCHESTER COMBINED AUTHORITY

SUPER POWERS NOT REQUIRED

FOSTERING UNFILTERED

We're not looking for heroes. Our community of nearly 1,500 foster carers across Greater Manchester know that compassion, patience and a sense of humour are the real superpowers.

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GMCA GREATER MANCHESTER COMBINED AUTHORITY

HERO LAYOUTS – LA BADGED VERSIONS

The hero ads can also be used with your own local authority logo if desired. Please use this logo in a lock up with the GMCA logo and in the correct position as indicated.

JOIN OUR FAMILY OF FAMILIES

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Salford City Council

GMCA GREATER MANCHESTER COMBINED AUTHORITY

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Tameside Metropolitan Borough

GMCA GREATER MANCHESTER COMBINED AUTHORITY

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SUPER POWERS NOT REQUIRED

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Oldham

GMCA GREATER MANCHESTER COMBINED AUTHORITY

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HERO LAYOUTS - SHORT

On assets where the user has less time to read, we can remove the body copy as shown here.

IT'S NEVER PERFECT. IT'S ALWAYS WORTH IT.

FOSTERING UNFILTERED

FIND OUT WHAT IT'S REALLY LIKE TO FOSTER FOR YOUR LOCAL COUNCIL
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STOCKPORT METROPOLITAN BOROUGH COUNCIL
GMCA GREATER MANCHESTER COMBINED AUTHORITY

HERO ADVERTS

*Exception to the rule

When working in a portrait space, the dinner table image can be difficult to crop in a way that allows sufficient space for the other elements. In these instances, please use the image shown here instead.

TRAFFORD COUNCIL GMCA GREATER MANCHESTER COMBINED AUTHORITY

JOIN OUR FAMILY OF FAMILIES.

FOSTERING UNFILTERED

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COMPOSITION BREAKDOWN

Here is a breakdown of one of our hero ad layouts.

- Headline using styling found on page 14



- GMCA Badge with Local Authority logo

- Campaign logo

- Holding device

- Explainer copy

- Call to action and domain

DIFFERENT FORMATS

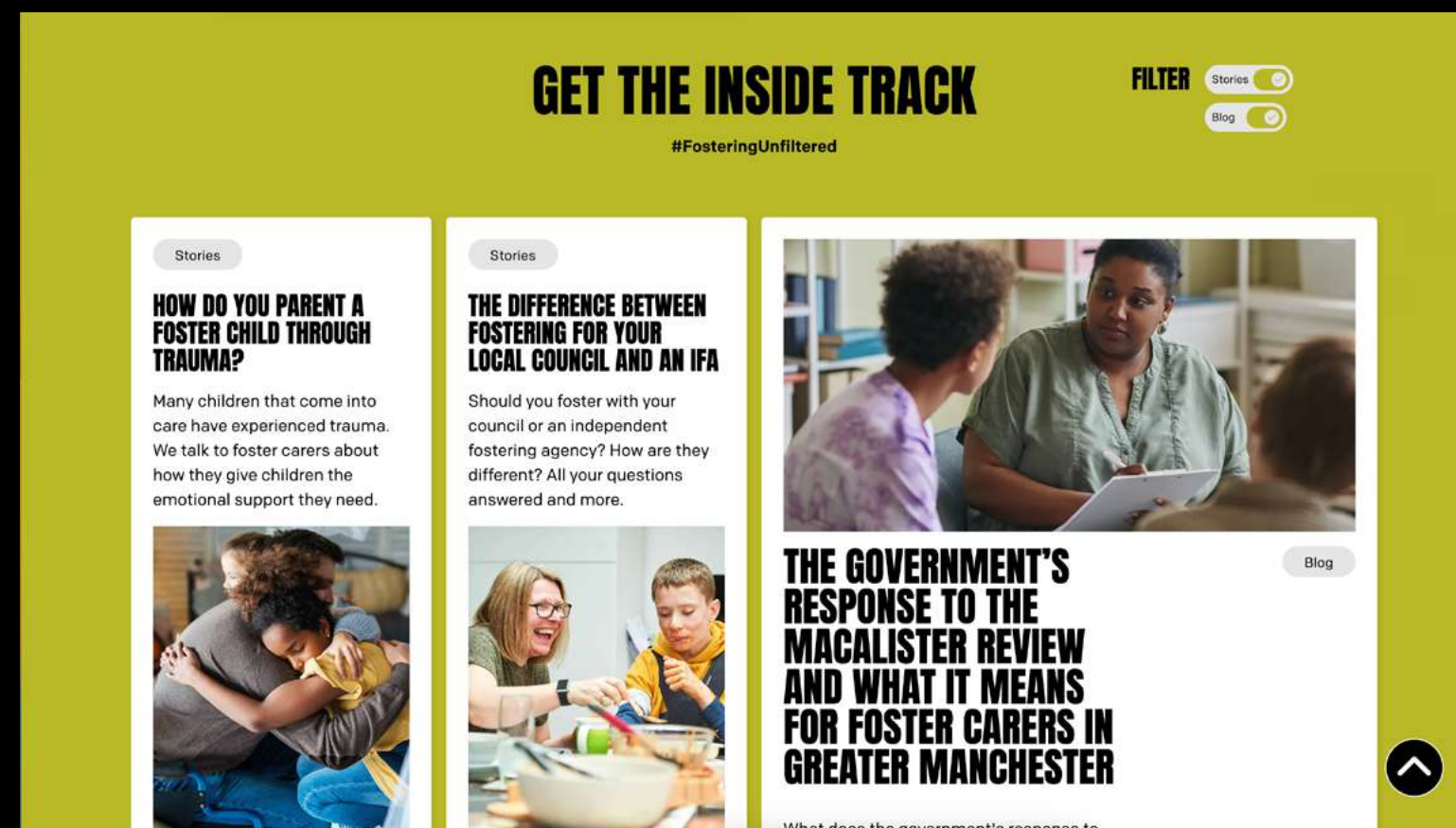
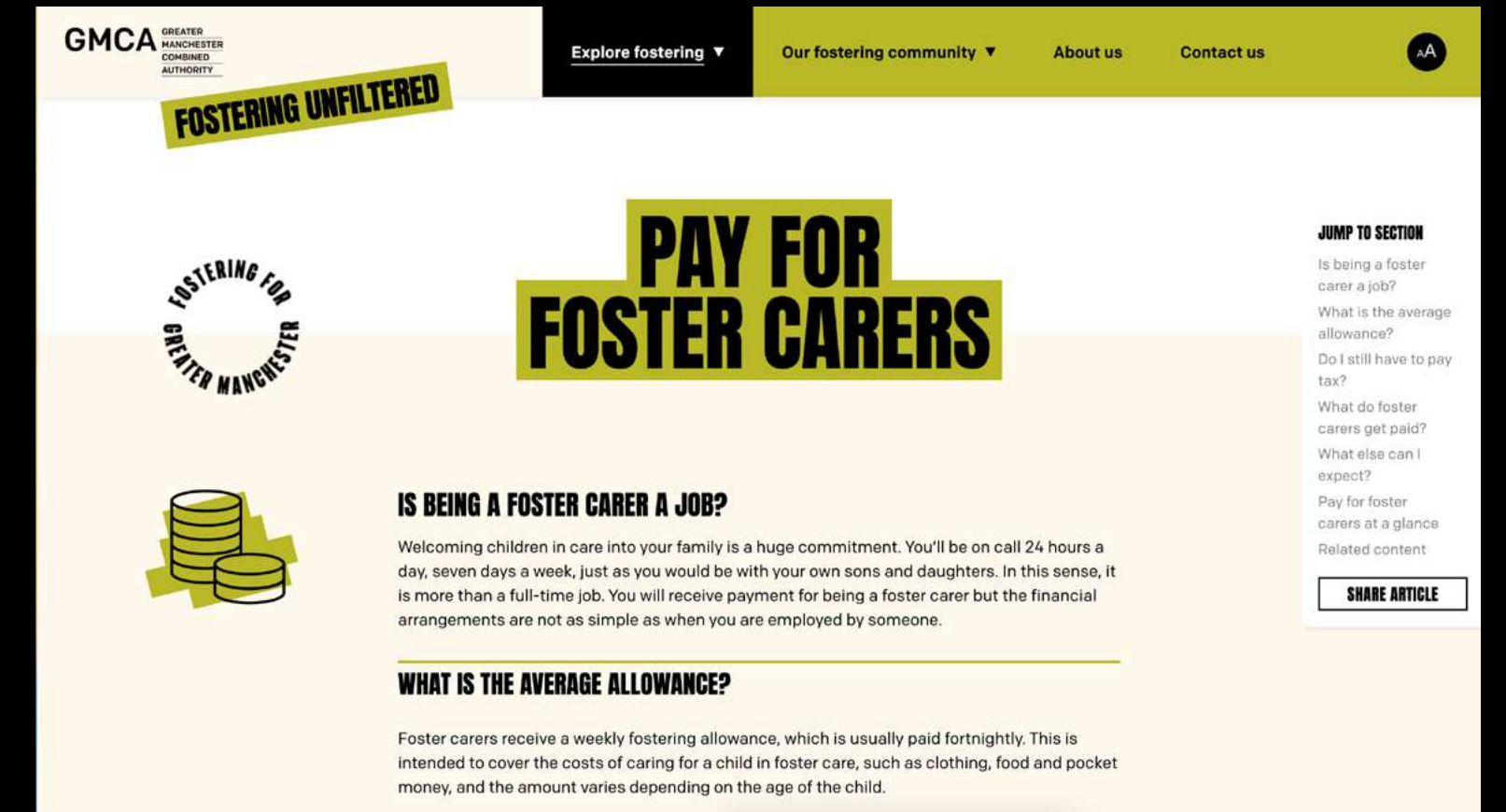
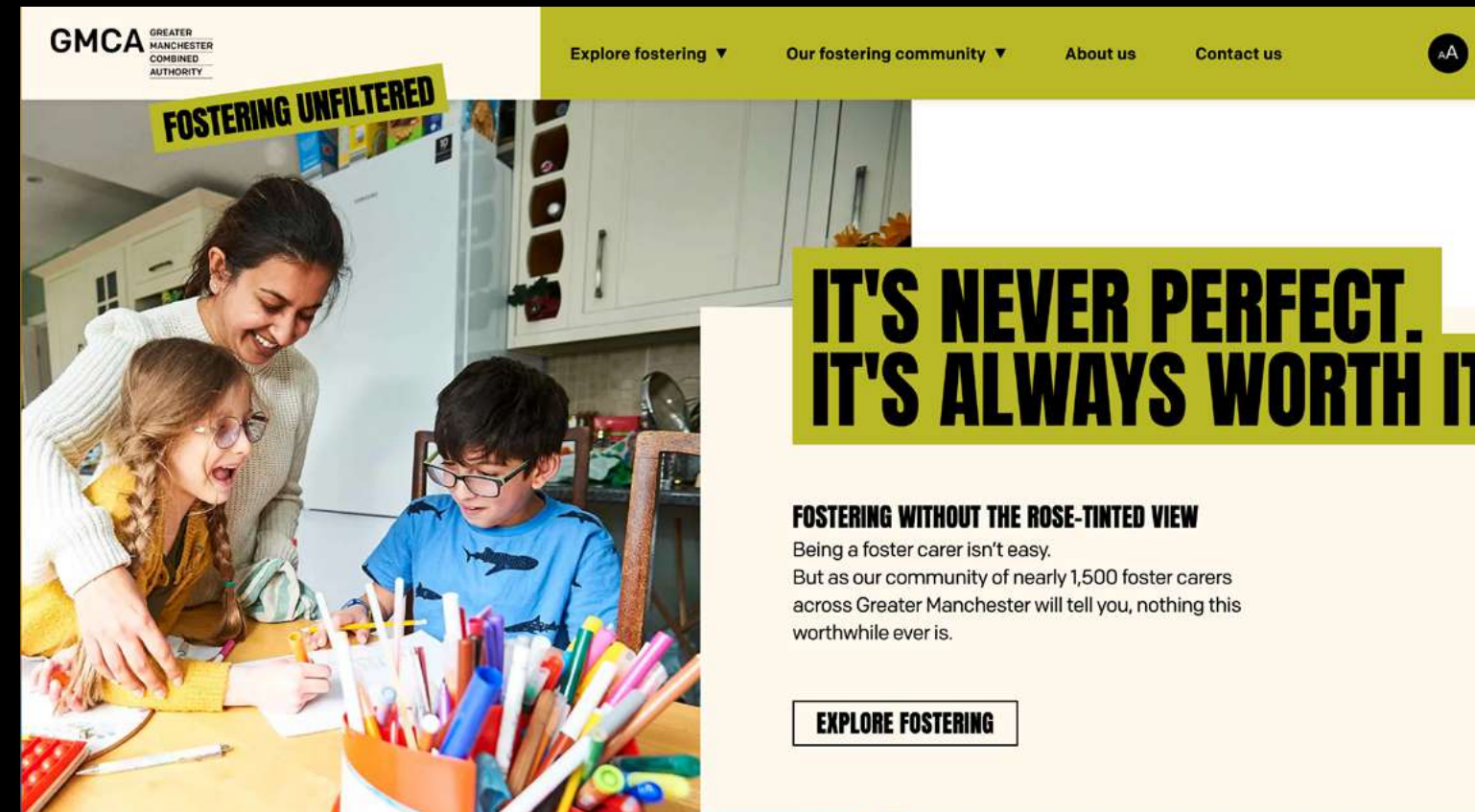
Regardless of whether print or digital, the assets are relatively flexible and the system can be applied across all dimensions. Sometimes where the audience is more time-poor, some copy may need to be omitted or placed in the description underneath, for example on a digital or social ad.



MICROSITE

The microsite is one of the best places to look to see how the brand can be used in various instances.

View the live site [here](#)



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Thank you for taking the time to view these guidelines. For any questions please contact us.

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June 2023

