

**START** campaign  
**Brand guidelines**







# Make a Start

**Achieving and maintaining a healthy weight for children remains a major health challenge across the island of Ireland.**

To help address this *safefood*, the Department of Health in The Republic of Ireland, and the Public Health Agency in Northern Ireland have partnered to launch a five year public awareness campaign called **START**, aimed largely at the parents of young children.

The campaign is borne out of the insight that most parents have a rough idea of what they should and shouldn't be doing in terms of their child's health, yet it is the reality of everyday life that gets in the way of achieving it. As creating new healthy habits can seem difficult and daunting for parents, we aim to empower them to make the right decisions by showing them that it's not about being perfect, it's about starting somewhere and getting those small daily wins.

Crucially the campaign adopts an empathetic approach. We don't shy away from the reality of parenting, rather we acknowledge how tough it can be, but assure parents that it is a fight worth fighting for. By positioning ourselves as an ally

in this daily struggle we aim to give parents the strength to keep 'starting', regardless of any failures along the way. Be it changing-up family meals, reducing snacks, tackling screen-time or increasing physical activity, it's all about incremental gains and everybody can make a start!

Last but not least, over the course of this project, the participating partners have committed to making a genuine difference to the lives of parents and children alike, not just to an advertising campaign. Hence as the campaign evolves the comms will also have to expand to allow for, not just empathy, but pragmatism in providing genuine help and utility to people at key decision points throughout their lives.

The following short document is a set of brand guidelines for the START campaign. They are designed to help us all be consistent on how we communicate START across various communication channels.

## Our Logo

### The consistent appearance of our logo is vital.

Our logo consists of three components. There is an outer shape; a stylised arrow; and the logotype letters. The relationship between these elements has been carefully considered, and should not be altered. Official brand artwork should always be used. No attempt should be made to redraw it; modify it; amend or rearrange the content components of it.



Do not rearrange the scale or position of the elements



Do not add any extra graphics or wording to the logo



Do not stretch, slant or distort the logo in any way



Do not alter the colours of the logo in any way

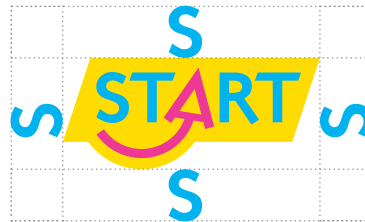


Do not substitute in another typeface – even a close equivalent

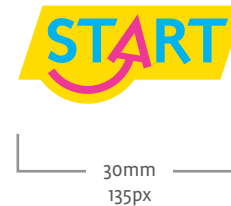
## Our Logo

### Clearspace

A clearspace should be maintained around the logo, into which other graphic elements should not encroach. The minimum clearspace should be equal to the height of the letter S.



Minimum clearspace



Minimum size

### Minimum size

To maintain legibility on our logo, it should not be reproduced smaller than 30mm or 135px in width.

### Use on backgrounds

Because of the outer shape around the logo, there is no need for the logo to change colour in order to remain legible on different backgrounds.

The only colour the logo should not appear on is Start Yellow.

It is not appropriate to add a glow or shadow to the outside of the logo.



# Our campaign partners

The START campaign is delivered in collaboration with partners, whose participation should be highlighted visually in all communications.

In the Republic of Ireland, the logos of safefood, HSE and Healthy Ireland should be used.

In Northern Ireland, the logos of safefood, Department of Health and the Public Health Agency should be used.

When the Start logo with partner logos is used on a white background the partner logos should appear in their brand colours.

When the Start logo with partner logos is used on a coloured background or image the partner logos must appear in white only.

On high level communications, the logos should be displayed in a lockup with the Start logo, in the configurations shown.

For internal documents, presentations and low level communications, it is acceptable for the partner logos to appear together elsewhere on the document.

For items which cover both geographic territories, all partner logos should appear together.

## Republic of Ireland



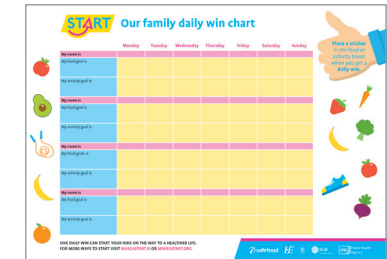
Logo with Republic of Ireland partners

## Northern Ireland



Logo with Northern Ireland partners

## Dual territory



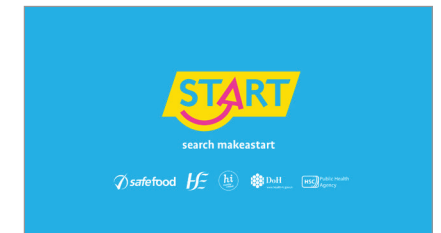
Low level communications example



Republic of Ireland billboard example



Northern Ireland billboard example



Video endboard