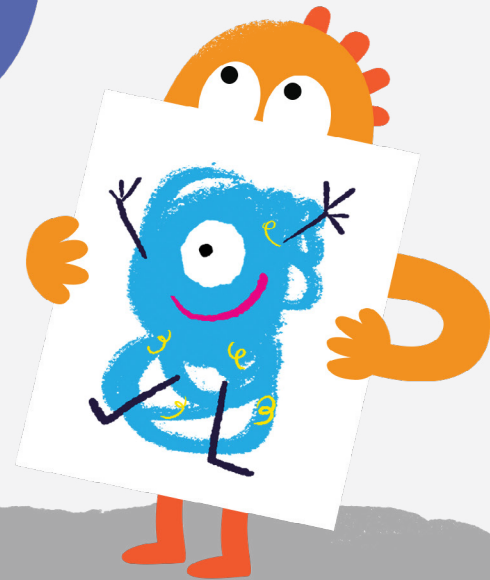


## Campaign Legacy Toolkit

External – December 2019



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# Campaign overview

# Introduction

The Big Little Moments campaign is part of A Better Start, a ten-year programme funded by The National Lottery Community Fund to help families give their babies and very young children the best possible start in life.

The campaign was launched on 12 February 2019 and run in the five areas of England where A Better Start is based: Blackpool, Bradford, Lambeth, Nottingham and Southend. The campaign includes:

- **Digital and social media advertising**, to encourage caregivers to adopt specific behaviours for more effective caregiving interactions.
- **Amplification by A Better Start sites and their partners**, using the resources described in this toolkit to further the reach of the campaign through a mix of owned, earned, partner and paid-for channels.
- **Advocate videos**, to support the campaign with an overarching narrative, using A Better Start advocates from each partnership.



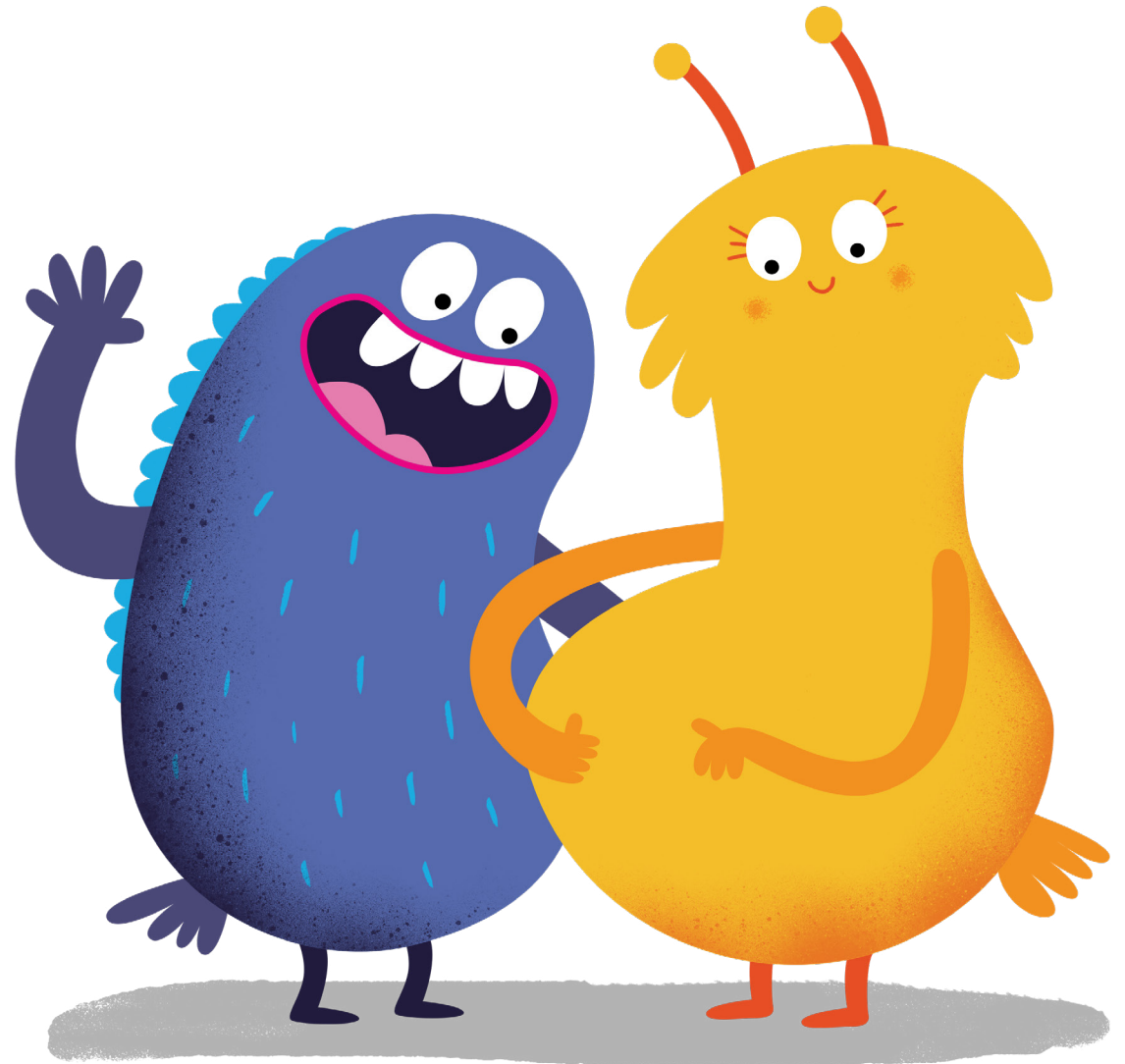


# Campaign overview

**The Big Little Moments campaign communicates the Core Story of Early Childhood Development written by the Frameworks Institute and Harvard University. It aims to transform and build public understanding of brain development (both biological and emotional) in babies and very young children.**

The project takes the complex science of early childhood brain development and packages it into clear, easy to digest metaphors and themes. In doing so, the project communicates complex science to the public in a way they can understand.

The Big Little Moments campaign communicates these metaphors and behaviours to our audience in a fun and engaging way.



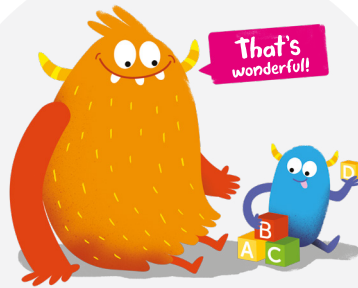
# The behaviours 1-8

#1



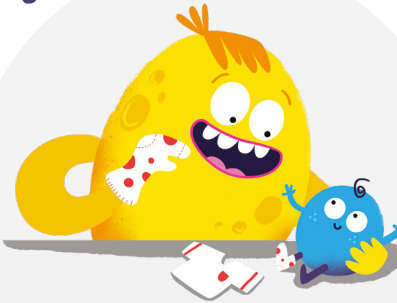
SHARING A STORY

#2



USING LOVING WORDS

#3



MAKING EVERYDAY MOMENTS FUN

#4



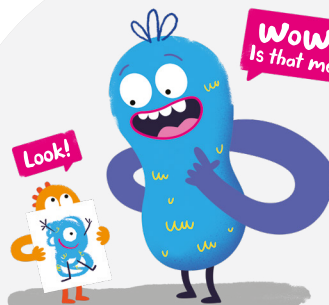
TALKING TO THE BUMP

#5



MAKING TIME TO PLAY

#6



LISTENING AND RESPONDING

#7



SAYING WHAT THEY SEE

#8



SAYING WHAT THEY'RE DOING

# The behaviours 9-15

#9



SINGING SONGS AND RHYMING RHYMES

#10



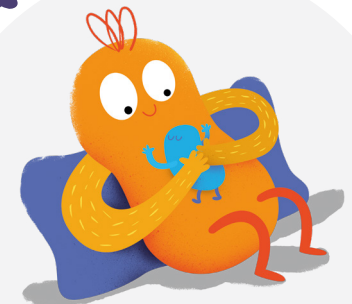
ANSWERING ALL THEIR QUESTIONS

#11



GIVING HUGS AND HIGH-FIVES

#12



HAVING SKIN-TO-SKIN CONTACT WITH YOUR NEW BABY

#13



SAYING WELL DONE WITH STORIES AND PLAY

#14



MAKING WAITING TIME, PLAY TIME

#15

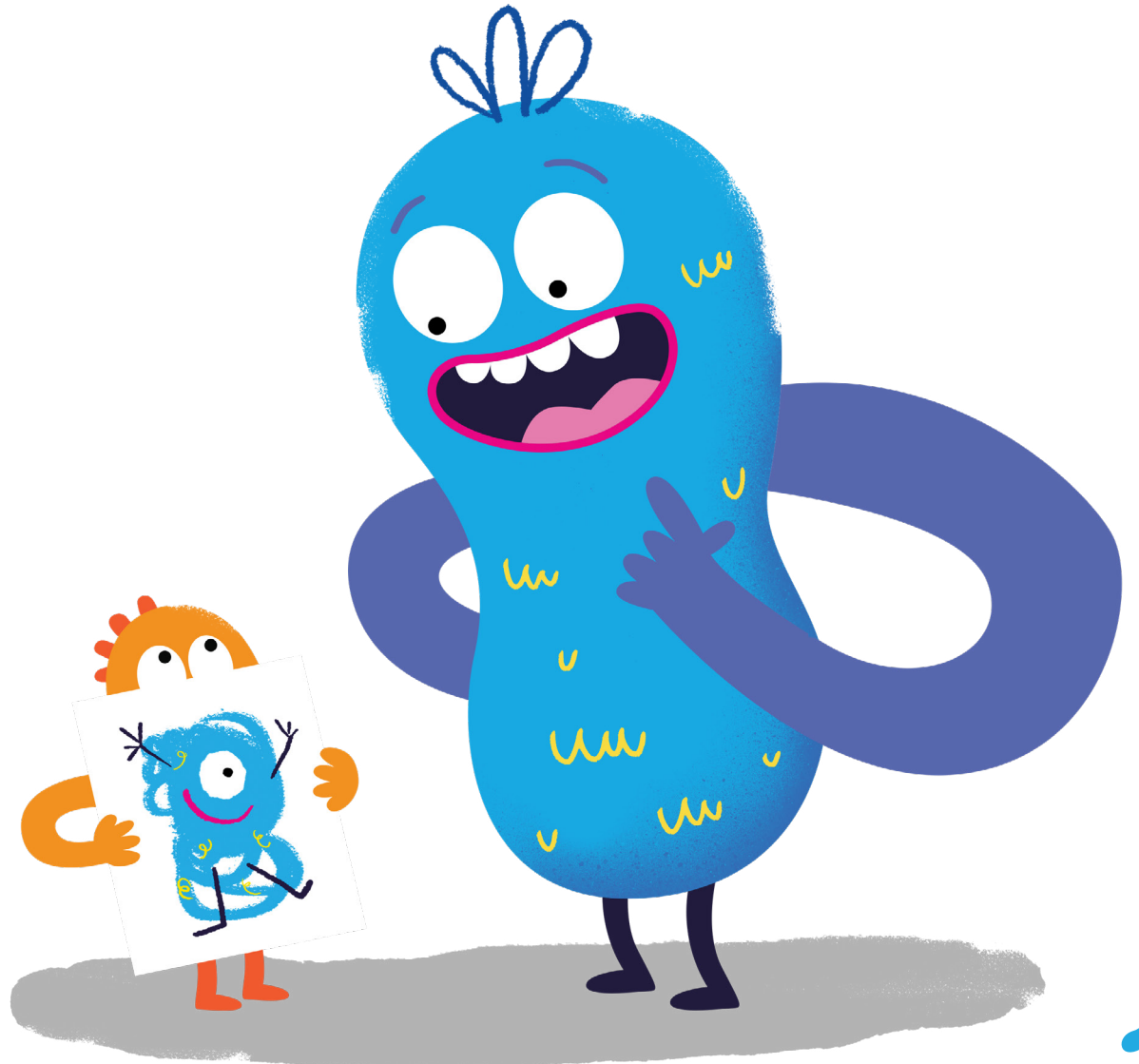


TURNING SCREEN TIME INTO TALK TIME

# How you can support the campaign

We've created a range of resources to make it as easy as possible for you to help the campaign reach caregivers in your area. To support the campaign you can:

- Distribute and display the printed materials across your locations and facilities.
- Adapt the copy provided for your newsletters and any PR activity.
- Use our range of out-of-home resources for local media campaign amplification in your local areas.
- Use our range of digital and social resources on your social media and internal communication channels.



# How you can localise the campaign

This toolkit includes online and offline materials that you can download and use as they are. It also includes guidelines to help you create any new materials or different formats that are not included in here.

Please review the next chapters on localisation and if you have further questions contact [abetterstart@tnlcommunityfund.org.uk](mailto:abetterstart@tnlcommunityfund.org.uk)



# Campaign elements

# Campaign elements

This layout provides a visual guide to all of the campaign elements that we will cover over the following pages:

- logo
- characters
- headline
- body copy
- other logos

This is an example of the creative in a poster format.



Behaviour Group



# Logos

## Behaviour logos

The campaign expresses 15 behaviours and each behaviour has its own behaviour logo. They are numbered and relate to specific behaviours.

The behaviour logo should never appear on its own, but always with its behaviour group. See previous page.

A behaviour group is made up of a behaviour logo, relevant behaviour characters, a behaviour headline and behaviour support copy. These are supplied and cannot be edited.

For digital banner applications and social, use the small format version of the behaviour logo. See examples on page 34 and 35.





# Logos

## Campaign logo

This is their campaign logo and represents the campaign as a whole.

This is only to be used in two instances:

- when a broad or top level expression of the brand is required
- when the focus is not on a specific behaviour

In almost all other cases you will be using the Behaviour logo for your creative.



# Logos

## The Fund

The National Lottery Community Fund logo must appear on all communications and the name should always be written in full, never TNLCF. If an abbreviation is needed it should be 'the Fund'.

Allow a safe space around the Fund logo which is half the height of the crossed fingers around the logo. No text, partner logos, or other page marks should creep into this space.

Don't use the logo at a size any smaller than the minimum size for print or digital. The minimum size ensures that we meet accessibility requirements (RNIB Clear Print standard) across print and digital.



Print minimum

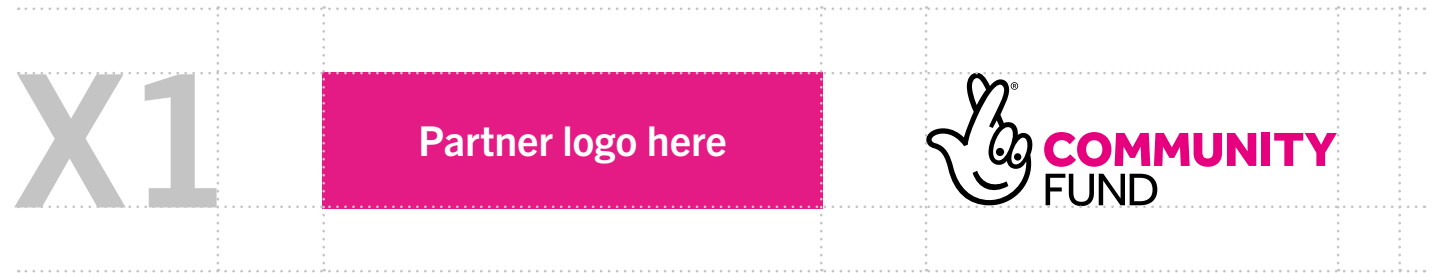


Screen minimum



# Logos Partnership

You can also include your own logo on the layouts, but The National Lottery Community Fund logo must appear on all communications.



The rule of thumb is that your partner logo appears to the left of The National Lottery Community Fund logo and its not bigger than 1x height of the Fund logo.

# Characters

## Behaviour sets

**Each of the 15 behaviours has a set of unique characters that bring the behaviour to life.**

These should not be modified in any way and no additional elements or characters should be added. The characters should appear paired with their specific behaviour group.

In rare circumstances they can appear in generic campaign expressions when paired with the campaign logo e.g. on the cover of a publication or on a sticker.



# Copy content

## Headlines

**Each of the 15 behaviours has a headline that describes the behaviour and support the behaviour characters.**

Headlines use the typeface Finger Paint in uppercase.

These headlines should never be edited and always use the BLM Purple colour.

Behaviour headlines should only be used as part of the behaviour group.



SHARING A STORY

# Copy content

## Support copy and call to action

Each of the 15 behaviours has additional copy that support the headline and behaviour characters.

Where possible, always use this copy with its relevant behaviour group. This support copy uses the typeface Trade Gothic and the BLM Purple colour.

Young brains need building, just like houses. Sharing stories is really important for helping young brains grow and learn.

**These little moments help your child in a big way.**

**For more moments, visit [url.com](http://url.com)**

# Design guidelines

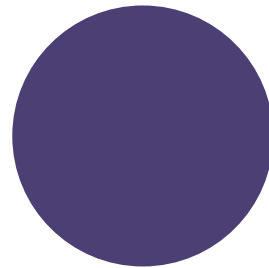
# Colour palette

The Big Little Moments campaign uses a small group of bold, vibrant and dynamic colours to bring behaviours to life.

For best practice colour application, follow the examples of existing communications.

When applying colour, ensure maximum contrast so that your communications are accessible to the broadest audience possible.

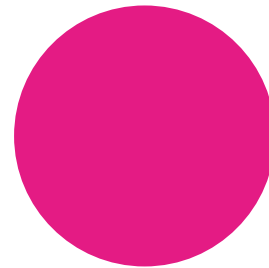
Search WCAG / RNIB Clear Print for further guidance.



Big Little Moments Purple

**Print**  
Pantone 273  
C.82 M.81 Y.25 K.12

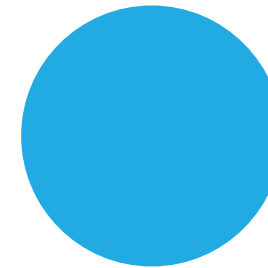
**Screen**  
R.75 G.63 B.115  
#4B 3F 73



Big Little Moments Pink

**Print**  
Pantone 213  
C.2 M.95 Y.0 K.0

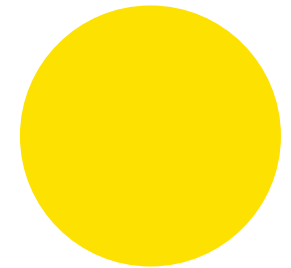
**Screen**  
R.228 G.27 B.132  
#E4 1B 84



Big Little Moments Blue

**Print**  
Pantone 299  
C.72 M.13 Y.0 K.0

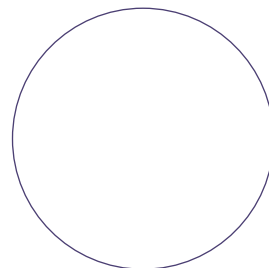
**Screen**  
R.34 G.170 B.226  
#22 AA E2



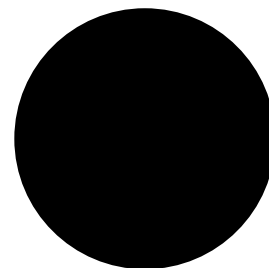
Big Little Moments Yellow

**Print**  
Pantone Yellow  
C.4 M.6 Y.92 K.0

**Screen**  
R.253 G.225 B.0  
#FD E1 00



White



Black



7% black for background



# Typography

## Primary

The Big Little Moments campaign uses two fonts to express messaging within its communications.

To ensure a clear messaging hierarchy, both fonts have a clearly defined usage.

**Finger paint is used to express primary messages such as behaviours and headlines only. Uppercase is used for behaviour headlines.**

Only use these fonts and only as directed. This ensures clarity and consistency across the campaign.

**Font available from Google Fonts.**

HELLO.

I AM FINGER PAINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Accessibility

When using the fonts, ensure that your communication materials are accessible to the broadest audience possible. We do not specify a minimum size, but please aim not to go below 11pt.

# Typography

## Supporting

The Big Little Moments campaign uses two fonts to express messaging within its communications.

To ensure a clear messaging hierarchy, both fonts have specific usages.

Trade Gothic is used for supporting messages, body copy, subtitles and highlights within the copy. We use two weights of this font, Bold and Regular.

Only use these fonts and only as directed. This ensures clarity and consistency across the campaign.

If Trade Gothic is unavailable, please use Helvetica.

Hello. I am Trade Gothic Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Hello. I am Trade Gothic Reg  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Accessibility

When using the fonts, ensure that your communication materials are accessible to the broadest audience possible. We do not specify a minimum size, but please aim not to go below 11pt for body copy.

# Logo clear space

To allow the logo room to breathe, use the **BIG** at the size it appears within the logo to create a clear space around the logo.

This works for both the Campaign logo and Behaviour logos.



Big Little Moments **campaign logo**



Big Little Moments **behaviour logo**

# Logo usage

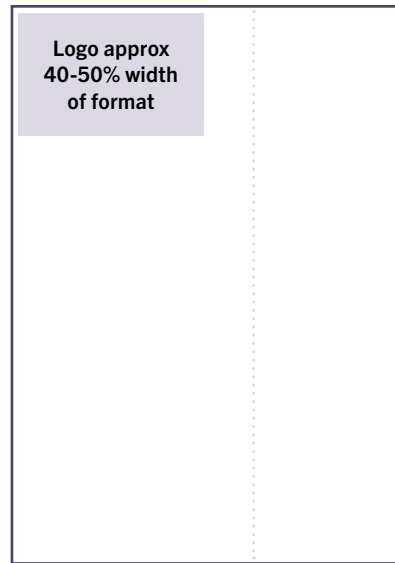
## We have created broad principles for logo usage.

These principles will allow us to express the hierarchy of the campaign elements with flexibility.

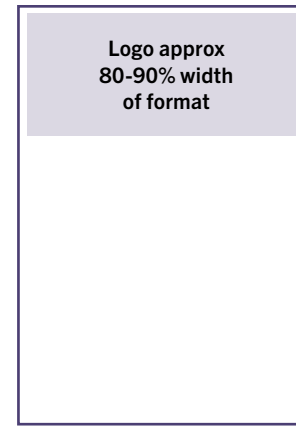
When using our logos, they should be the primary logo within the layout and their scale should reflect this. Overall, our aim is to create a look and feel that has both presence and balance.

These rules work for both the campaign logo and behaviour logo.

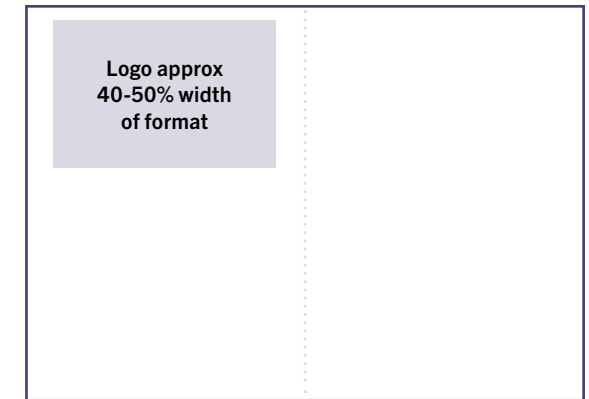
Best practice examples can be found within existing campaign materials.



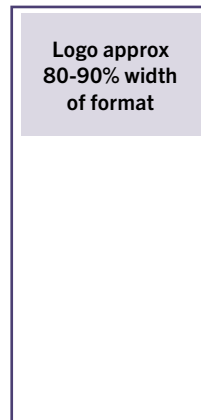
Application on **A4/A3**



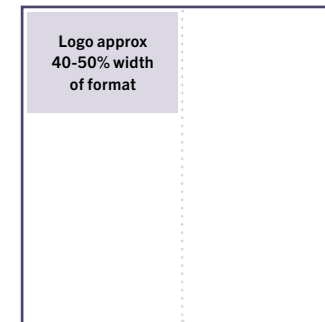
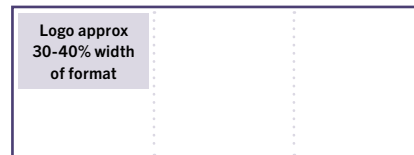
Application on **A5/A6**



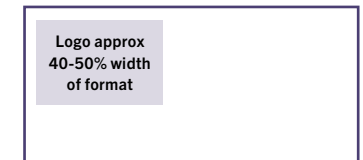
Application on **Landscape formats**



Application on **Narrow formats – Portrait and landscape**



Application on **Social**



Application on **Social**

# Usage rights

Some elements of the campaign are an **Intellectual Property** and their usage needs to adhere to specific usage rights.

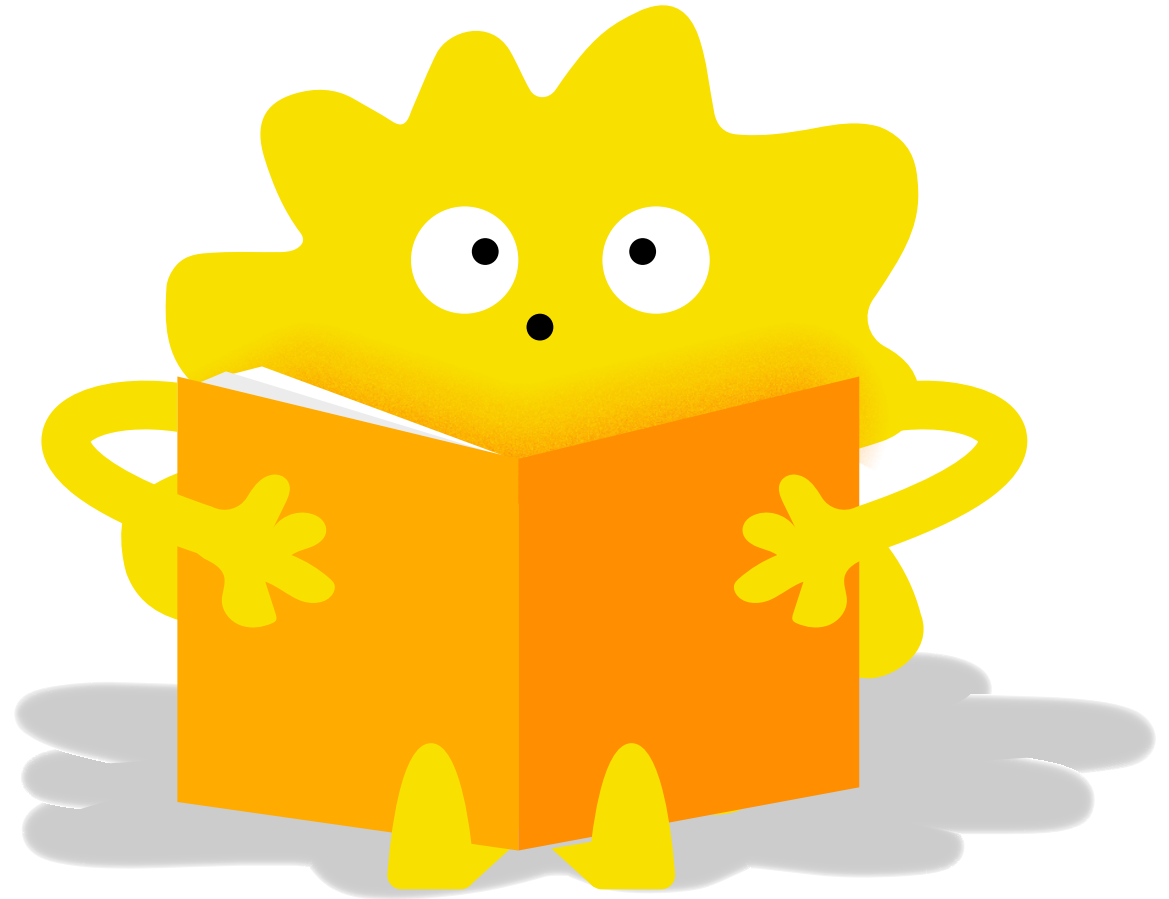
## **Big Little Moments (BLM) Characters:**

- can only be used to promote BLM campaign
- can be used in all media (online and offline), across UK and in perpetuity
- cannot be amended, re-drawn or used to promote any other campaigns.

If new character illustrations are required they need to be commissioned with the original illustrator to ensure consistency and avoid usage rights infringement. Please contact [abetterstart@tnlcommunityfund.org.uk](mailto:abetterstart@tnlcommunityfund.org.uk) for more information.

## **'Big Little Moments' music** from the animated videos:

- can only be used to promote BLM campaign
- can be used in all media online and offline (e.g. radio ad), across UK and in perpetuity
- cannot be used to promote any other campaigns.



# Creative resources

# Creative resources available

## Copy resources

Campaign copy (long)  
Campaign copy (short)  
Radio scripts  
Behaviours copy

## Video resources

### Advocate videos

Long version  
(over 2 mins)  
Short version  
(30 secs)

## Print resources Behaviours 1-8

A4 posters  
A3 posters  
A5 booklet  
Flash cards  
Wallchart  
Wallchart stickers  
Separate sticker sheet  
Full page press ads  
(landscape)

## Behaviours 9-15

A3 posters

## Digital resources

Animated films  
MPU banners  
TV screensavers 16:9  
TV screensavers 4:3

## Social media resources

Facebook and  
Instagram posts  
Twitter posts  
Social media posts  
for partners

## Out of home resources

6 sheets  
(use A3 poster artwork)  
Bus rears  
Bus mega rear  
Bus supersides  
Taxi seats  
Taxi wrap



# Copy resources

## Long copy

### Building Brains with the Big Little Moments

The **Big Little Moments** campaign is part of **A Better Start**, a ten-year National Lottery funded programme set up by **The National Lottery Community Fund** to help families give their babies and very young children the best possible start in life.

The theory behind the campaign builds on the Frameworks Institute's Core Story of Early Childhood Development research; a set of important scientific insights into early brain and biological development. The insights have been distilled and translated into themes and metaphors that make the

concepts more accessible to the public. This is the first time the research has been used in this way in the UK.

With the help of a friendly cast of characters, we are showcasing **15 important behaviours** that make a huge difference to a child's development. To see the behaviours and all the work we've been doing, **visit (your url)**.



# Copy resources

## Short copy

### Building Brains with the Big Little Moments

The **Big Little Moments** campaign is part of **A Better Start**, a ten-year National Lottery funded programme set up by **The National Lottery Community Fund** to help families give their babies and very young children the best possible start in life.

With the help of a friendly cast of characters, we are showcasing **15 important behaviours** that make a huge difference to a child's development. To see the behaviours and all the work we've been doing, **visit [\(your url\)](#)**.



# Copy resources

## Behaviour copy 1-8



### Sharing a story

Young brains need building, just like houses. Sharing stories is really important for helping young brains grow and learn.

These little moments help your child in a big way.



### Using loving words

Just like houses, young brains need building.

When you use kind, loving and calm words in response to what a child is doing, you're helping them learn and grow.

These little moments help your child in a big way.



### Making everyday moments fun

When your baby tries to play with you during every day moments, like when you're getting them dressed, be playful back with them. This back and forth, like a game of catch, helps them learn and grow.

These little moments help your child in a big way.



### Talking to the bump

Babies' brains are like houses, they need building and they're being built even before they are born. When you touch, sing or talk to the bump, you're laying a strong base that will help them learn and grow.

These little moments help your child in a big way.



### Making time to play

Young brains are like houses, they need building. Every time you play with a child, you're helping them build a strong base so they learn and grow.

These little moments help your child in a big way.



### Listening and responding

Chatting to your child is really important. When they ask for your attention, it's like they're batting you a ball. When you respond, you're batting that ball back. This back and forth helps them learn and grow.

These little moments help your child in a big way.



### Saying what they see

Making playful noises and pointing to things are some of the ways babies talk to you. When they do this, it's like they're throwing you a ball. When you respond you're passing that ball back, like a game of catch.

These little moments help your child learn and grow in a big way.



### Saying what they're doing

Young brains need building, just like houses do. When you talk to children about what they're doing, you're laying the base for a strong brain.

These little moments help your child learn and grow in a big way.

# Copy resources

## Behaviour copy 9-15

9

### **Singing songs and rhyming rhymes**

Singing with your child helps them learn and grow. Just like a house, a child's brain needs building. When you sing a song together or say a rhyme, you're helping them build a strong and healthy brain.

These little moments help your child learn and grow in a big way.

10

### **Answering all their questions**

Children love to ask questions. When you respond, even if you don't know the answers, and start a chat that goes back and forth like a game of ping pong, you're helping them learn and grow.

These little moments help your child learn and grow in a big way.

11

### **Giving hugs and high-fives**

A child's brain is just like a house, it takes time and care to build. When a child reaches out for affection, and you give them a hug or high-five, you're doing more than being kind, you're helping to build their brain.

These little moments help your child learn and grow in a big way.

12

### **Having skin-to-skin contact with your new baby**

A baby's brain is like a house, it needs building. When you hold your new baby skin to skin, it makes them feel safe and helps them to learn and grow.

These little moments help your child learn and grow in a big way.

13

### **Saying "well done" with stories and play**

A child's brain is like a house, it needs building. Part of this is children learning right from wrong. When you share play time or stories as a way of saying "well done", you're building their brain, helping them learn and grow.

These little moments help your child in a big way.

14

### **Making waiting time, play time**

If you're waiting for a bus, to see the doctor, or in a queue, use the time to chat with your child. When you ask them a question, it's like throwing them a ball. When they respond, they're throwing that ball back. This back and forth helps them learn and grow.

These little moments help your child in a big way.

15

### **Turning screen time into talk time**

Chatting back and forth with a child, like a game of catch, is good for their brains. When they're watching TV or playing on a phone, watch and play with them. When you ask questions about what they're watching or playing, it's like you're throwing them a ball. When they respond, it's like they're throwing that ball back. This back and forth helps them learn and grow.

These little moments help your child learn and grow in a big way.

# Copy resources

## Radio scripts

Here are the scripts for radio ads if you wish to record it locally.

- **Campaign-led radio script**
- **Behaviour-led radio script** – this is just an example of one behaviour. To create the script for other behaviours, please use the copy from animated videos or sub copy from the poster.

When recording your radio clip you can use the **'Big Little Moments' music** from the animated videos for consistency.

Music for download: **WAV**

### Campaign-led radio script

- vo:** Babies and toddlers are growing and learning every day. And the little moments you share can make a BIG difference to their development.
- vo:** Just like houses, young brains need building. When you share a moment with your child, like reading a story, playing during bath time, or chatting while you wait for the bus, you're helping your child learn and grow.
- vo:** These little moments have a huge impact on your child's brain.
- vo:** To discover all of the Big Little Moments that you can share with your child, **visit (your url)**.

### Behaviour-led radio script

- vo:** Big Little Moment number 3 – Making everyday moments fun
- vo:** When your baby tries to play with you during every day moments, like when you're getting them dressed, be playful back with them.
- vo:** This back and forth, like a game of catch, helps them learn and grow.
- vo:** These little moments help your child in a big way. For more moments, **visit (your url)**.

# Print resources

These are the printed assets you can display across your sites to promote Big Little Moments.

These assets can be adapted to suit most dimensions and specifications, including 6 sheets and pull-up banners.



Wallchart

Wallchart stickers

A5 booklet

15 versions

8 versions



Flash cards and wallet



Posters



Full page press ads – landscape

Available print resources for behaviours 1-8:

- A4 posters
- A3 posters
- A5 booklet
- A6 Flash cards
- A6 Flash card wallet
- A2 Wallchart
- Wallchart stickers
- Separate sticker sheet
- Full page press ads (landscape)
- Full page press ad (portrait)

Available print resources for behaviours 9-15:

- A3 posters

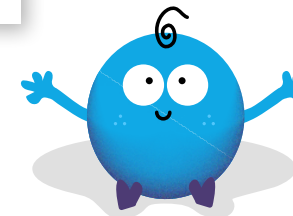
# Digital resources

Here are the digital assets you can use on your website, on screens, and online, helping to spread the word.

A range of animated and static assets are available. You can download the animated assets directly from the links to the right of this page.



Animated MPU banners



TV Screensavers



Animated films

## Animated films (MP4):

- Blackpool  
Subtitles | No subtitles
- Bradford  
Subtitles | No subtitles
- Lambeth  
Subtitles | No subtitles
- Nottingham  
Subtitles | No subtitles
- Southend  
Subtitles | No subtitles

## Animated MPU banners:

- Blackpool  
GIF
- Bradford  
GIF
- Lambeth  
GIF
- Nottingham  
GIF
- Southend  
GIF

## TV Screensavers (PNG): 16:9 | 4:3



# Social media resources

One of the easiest ways to spread the word about the campaign is through social media.

Here are images you can use across your social media channels. Please use the hashtag **#BigLittleMoments** in your post copy.

## Long copy

Babies and toddlers are growing every day and the little moments you share can help build their brains. Find out how you can make the most of the **#BigLittleMoments** and help your child learn and grow. (200 characters)

## Short copy

Babies and toddlers are growing every day and the little moments you share can help them build their brains. Find out how you can make the most of the **#BigLittleMoments**. (171 characters)

Facebook: [Copy](#) | [Images](#) | [Video: 16x9 / Square](#)

Twitter: [Copy](#) | [Images](#) | [Video: 16x9 / Square](#)

Instagram: [Copy](#) | [Images](#) | [Video: 16x9 / Square](#)



# Out of home resources

Local media campaigns can use these assets to amplify the campaign through out of home channels.

These assets can be adapted to suit most dimensions and big format specifications, including 6, 48 and 96 sheets.

Available assets:

Bus rears

Bus mega rear

Bus supersides

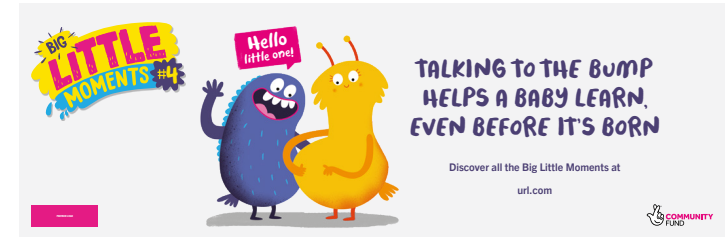
Taxi seats

Taxi wrap



Bus mega rear

8 versions



Bus rears

8 versions



Taxi seats



Taxi wrap



# Video resources

## Advocate videos

Here are the videos portraying real parents and caregivers talking about their experience and Big Little Moments with their children.

- **Long version advocate videos** – can be used on your website and other owned digital channels
- **Short version advocate videos** – can be use on social media and any paid media campaign

### Advocate videos (MP4):

#### Long Version:

Blackpool

Subtitles | No subtitles

Bradford

Subtitles | No subtitles

Lambeth

Subtitles | No subtitles

Nottingham

Subtitles | No subtitles

Southend

Subtitles | No subtitles

#### Short Version:

Blackpool

No subtitles

Bradford

No subtitles

Lambeth

No subtitles

Nottingham

No subtitles

Southend

No subtitles



Blackpool



Bradford



Lambeth



Nottingham

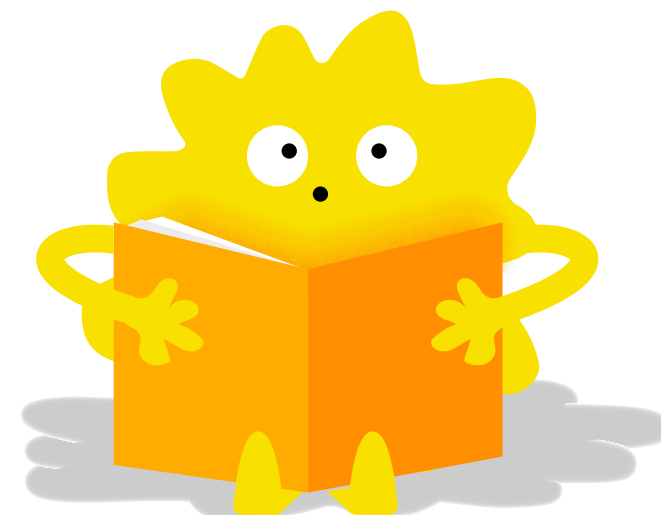


Southend

# Localisation principles and questions

# Key localisation principles

- To localise the ‘Big Little Moments’ campaign and adapt the resources to your needs, always adhere to the design guidelines and campaign principles included in this toolkit.
- When communicating specific behaviours, always keep behaviour group elements together. This includes the relevant behaviour logo, character set and the behaviour headline (for all formats), adding adequate behaviour body copy when required.
- The ‘Big Little Moments’ characters should only be used to communicate the campaign messages and behaviours to parents and caregivers, and should not be used for creation of toys that children can play with by themselves, as this would defeat the purpose of the campaign that promotes interactions between caregivers and children.
- No new illustrations should be developed and no additional characters should be added to existing behaviour character sets, to keep the clarity of the message and avoid distraction. If new illustrations are required they need to be commissioned with the original illustrator to ensure consistency and avoid usage rights infringement.



# Frequently asked questions

*How have you determined what resources to create?*

By consulting each of the five A Better Start partnerships for input on what materials they believe would be the most useful, we developed a suite of assets that included print, out of home, digital, and copy material.

By developing the list of materials together with the partnerships we've been able to take into account the unique contexts of each area, and the experience of the partnerships in implementing local campaigns.

*Where can I use these materials?*

**Offline** campaign materials can be used anywhere throughout the A Better Start partnership areas and across other regions in the UK.

**Online** assets can be used across any A Better Start channels, local partner channels and non-ABS areas.

**Radio** ads can be played on local stations only.

*How do I get these materials translated?*

You are welcome to translate the materials into other languages to suit your audiences.

Please be mindful to ensure any translations are tonally a good match for the English copy and copy is simple and accessible for those with lower literacy levels.

*Can I use the illustrations for other materials?*

It is important that the illustrations are only used within the context of promoting the specific behaviours they have been developed for.

Using the illustrations for other materials is likely to dilute the campaign messaging and reduce the overall effectiveness of the campaign.

**If you have any further questions, please contact your local A Better Start communication lead (see page 42)**

# Keep in touch

# Keep in touch

For support or guidance on delivering any activity,  
and to receive artwork assets, please contact  
[abetterstart@tnlcommunityfund.org.uk](mailto:abetterstart@tnlcommunityfund.org.uk)

