toolkit
for our partners
Section 1

Introduction
Working together to make Essex the kindest county in England

Welcome! You have joined the movement to tackle social isolation and loneliness in Essex. Let’s build on the great work you’re already doing.

Working with us enables you to promote your events and activities under the umbrella of a wider social movement; United in Kind. Through kindness, together we can develop personal connections within our communities, our families and our friendship groups. With this movement we can combat loneliness, connection by connection. You will continue to have complete ownership of everything you do for any United in Kind activity.

How we can make an impact together
We know there is no quick and easy solution to tackling social isolation and loneliness. But we do believe Essex communities have a crucial role to play in bringing people together and providing support to those in need. We want to connect with what you’re already doing and spark new ideas to create one United in Kind movement across Essex.

How you can be involved
We already have a wealth of activity and individuals tackling these issues within Essex. By using the United in Kind brand, together we will collaborate, amplify messages, share resources, encourage greater communication and reach more people across Essex communities. Let’s start the movement.
What does a campaign partnership involve?

We understand resources and priorities differ depending on your organisation. Below are a range of suggested partnership activities, ranging from light touch support to active involvement.

**Branding**
Use to brand existing and new events or activities, and online content.

**Social media**
Tweet your support or post on your Facebook or Instagram page.

**Promotion to networks**
Include copy in your newsletters or write a blog for your website.

**Material dissemination**
Distribute materials, such as posters, during your community activities or upload to your website.

**Community events**
Create opportunities which bring local people together in an engaging and active way (we know many of you do this already).

**Volunteering**
Create opportunities for people who are lonely, or at risk of loneliness, to use their skills or develop skills in the community.

**Local media**
Communicate your campaign involvement to your local media, promoting activities and events while also highlighting the issues and raising awareness.

**Campaign involvement**
Get involved in our campaign executions, as outlined later in the toolkit.
We are United in Kind: people across Essex working together to reconnect with our neighbours and communities to help overcome loneliness.

It’s time to re-connect. And make everyone feel part of a kinder community. Because together, we can tackle loneliness with kindness.

Start now. Do one kind thing every day. Even better do it together to make our community a better place.

From Basildon to Braintree, Sheering to Shenfield. We are Essex.

We are United in Kind.
Brand logo

United in Kind

Let’s connect our community with kindness

Alternative with shorter strapline

United in Kind

Connecting our community with kindness
Using this toolkit

The purpose of this toolkit is to provide you with guidance and ideas, to be used when promoting your activity as part of United in Kind.

The toolkit also includes an overview of the available communication assets, along with details on how to access them.

If you have a dedicated PR or comms resource within your organisation do pass this toolkit on to them. Alternatively please put us in touch with anybody involved with promoting your local activities, events and services to the wider public and/or your existing networks.

We hope you find this toolkit useful. If you feel anything is missing or you have any questions, you can contact the team on:

provide.unitedinkind@nhs.net or 0300 303 9988
Section 2

Brand
Brand guidelines

Master logo without strapline

Master logo without strapline mono

Sub logos

Learn Together

Kind Together

Tidy Together
Brand guidelines

Partner lock up and clear space guide

Minimum size:
Print 15mm
Digital 60px
Brand guidelines

Colour palette

- Pantone 295C #0C2F50
  - C: 100
  - M: 076
  - Y: 037
  - K: 025
  - R: 000
  - G: 040
  - B: 086

- Pantone 343C #195648
  - C: 086
  - M: 038
  - Y: 065
  - K: 023
  - R: 009
  - G: 085
  - B: 064

- Pantone 382C #C2D500
  - C: 037
  - M: 000
  - Y: 100
  - K: 000
  - R: 194
  - G: 213
  - B: 000

- Pantone 638C #0097D4
  - C: 074
  - M: 024
  - Y: 000
  - K: 000
  - R: 000
  - G: 172
  - B: 216

- Pantone 116C #F2C624
  - C: 004
  - M: 016
  - Y: 092
  - K: 000
  - R: 255
  - G: 205
  - B: 000

Accessibility

The colours in the palette should always be used in a way that makes them clear to read. For example, Pantone 343 should never be used as text on a background colour of Pantone 295.

Avoid using the colours as blocks of text, however, Pantone 295 is acceptable. Pantone 116 should never be used as body copy.

The colours should always be used as a solid colour and never as tints.
Brand guidelines

Typefaces

**Block Berthold Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**Century Gothic Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**Editable Headlines (caps only)**

24 / 28pts on A3

See page 18 for guidance on how to best use this font

**Century Gothic Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**Editable body copy**

24 / 28pts on A3

See page 18 for guidance on how to best use this font

**Alternative font**

If you don’t have access to either of the fonts above you can substitute Arial regular and bold for them.
Brand guidelines

Speech bubbles
These can be used to highlight master messages. Examples are shown below.
Brand guidelines

A3 Poster templates (using Kind Together as an example)

A3 Poster

The image is on a separate layer. Drop in your chosen image.

The speech bubble is on a separate layer. It can be moved around as long as it remains over the image. Keep the size fixed as per templates.

In the footer area, keep copy sizes and weights fixed as per templates. The amount of copy may vary. As a rule keep the distance from the bottom fixed. The distance between the headline and the image should be the same as the margin.
Brand guidelines

Social Post templates (using Learn Together as an example)

Social Post – example 1
The templates have a text box ready for you to compose your message.

Social Post – example 2
For shorter messages, mix the sizes ensuring the copy sits comfortably in the speech bubble. Keep the distance between each line the same.

The line at the bottom is for additional, secondary text. Keep it in Century Gothic bold.

Endframe
The end frame uses the same colourways but in reverse.
Campaign key messages

These are key messages for use in social media copy, newsletters, advertising, website copy or in internal or stakeholder communications. For key messages for use in PR, please see the channel guidance section on PR.

Key message 1
Join the United in Kind movement to tackle loneliness through kindness, creating connections in our community to overcome one of the biggest issues we face.

Key message 2
We are more connected than ever before, but we’re also experiencing loneliness. Let’s spread kindness together to tackle loneliness.

Key message 3
A small kind act can make a big difference to how connected someone feels to their community, and these connections can build into something bigger to tackle loneliness.

Click here to download:
- Speech bubbles
- Logos
- Brand guidelines
Section 3

Get involved
Communicating your involvement in the campaign

Using United in Kind key messages in online and print materials such as:

- Press release to local media
- Website notice
- Blog post
- Email to employees and/or trustees
- Intranet post
- Newsletter segment
- Social media
Channel guidance: Social media

Social media can promote your campaign involvement, your wider work and your individual events and activities. We encourage you to use it as much as possible to communicate United in Kind news and campaign messages.

Some things to note:
When referencing the campaign please use the campaign hashtag, #UnitedInKind

#UnitedInKind can be used for any activity that you run that tackles loneliness and social isolation in Essex through kindness.

Some suggested posts to show your participation in the campaign:

Post 1
No matter how big or small the act, let’s connect the community with kindness. #UnitedInKind

Post 2
Let’s spread kindness throughout our community so join us! The smallest gesture can have the biggest impact. #UnitedInKind

Post 3
We’re tackling loneliness in the community by spreading kindness! Get involved to connect your community. #UnitedInKind
Channel guidance: PR

When promoting an activity or event that is using kindness to tackle loneliness, we encourage you to use the key messages shared within this document and include reference to the United in Kind campaign. Below we have included some suggested wording:

United in Kind is a social movement that is using kindness to tackle loneliness in Essex. For partner networks and individuals, the movement creates connections and enables everyone to take positive action, raises awareness of the issue and gives people the chance to talk about loneliness.

We have developed a range of templated materials that can be amended to include specific details of any events you run and the activities that take place, such as Knit and Natter or coffee mornings. They can also be used to further promote the work you’re doing, and galvanise members of the public, and other organisations into action.

Please use these templates to get the United in Kind message out to as many areas in the county as possible, so we can help combat loneliness with kindness in your hyper local media.
Channel guidance: Key PR statistics

Below are our key stats for use in press for United in Kind. You can use any of the stats below in your own press outreach. By using these stats about the impact of loneliness in press outreach we are working together to spread support and tackle loneliness in Essex.

• One in five people say they are always or often lonely, let’s change this, overcoming loneliness in Essex with kindness.

• Half a million older people go 5 or 6 days without seeing someone, let’s change this, overcoming loneliness in Essex with kindness.

• 85% of young disabled people feel lonely, let’s change this, overcoming loneliness in Essex with kindness.

• 8 out of 10 carers have felt lonely, because of their caring role, let’s change this, overcoming loneliness in Essex with kindness.

• Lonely people are more likely to suffer from a mental health disorder, let’s reduce the impact, overcoming loneliness in Essex with kindness.
Channel guidance: Events

As you know events are an opportunity for us to help bring communities together and generate support for United in Kind.

When promoting your event, please use United in Kind branding, and include the key messages. It is also a good idea to set up Eventbrite or Facebook events as they let you organise and respond to gatherings online ahead of them taking place. When creating an event there are some useful things to consider:

- Events can be hosted by your own social pages to engage the community with shared campaign content, to get them excited about attending.

- Important information like dates and times should be easily accessible, shareable with family and friends and updated instantly if there are any changes.

- Reminders should be sent out regularly.

- Events also allow you to share key messages before and after the event.
Kind Togethers: Overview

Kindness is contagious, and one small act of kindness can lead to a snowball effect. Passing kindness on doesn’t need to take long or much effort; the small act of simply saying hello to a neighbour or putting out their bins can have a huge positive impact to those on the receiving end. You pass kindness on to them and they pass it on to another, building a kinder community in Essex.

This initiative amplifies and builds on the acts of kindness that someone does for you, so if a neighbour picks up milk for you, think of how you can return the favour, or better yet – pass it on to someone new. These actions strengthen relationships within communities.
Kind Together: Overview

Logo

A3 poster
NB Background image is for reference only. Do not use.

Social post
Learn Together: Overview

Skills offer up a talking point, an opener to a conversation and the opportunity to forge new or strengthen existing relationships. We want to encourage individuals to reach out and offer to pass on their skills to other individuals who might not have it while also encouraging people who want to learn a new skill to know where they can find it in an easy, one-on-one environment.

Skills have been passed on from generation to generation, and by encouraging a sharing community, we will create the building blocks of connecting Essex via skill share events.

These assets give you the opportunity to work with local groups in your community such as local craft groups from Knit and Natter to Men in Sheds. When passing on skills, we bring people together by giving them a hands-on, practical reason to connect.
Tidy Together: Overview

By sharing responsibility for our communities, we can make our neighbourhoods look, work and feel better. There is an appetite already to tidy up our towns, beaches and countryside. Working with you we will build on this to create easy ways to tidy together.

It’s time we invest in our areas and create clean environments. By cleaning our surroundings and tidying together, we not only promote sustainable environments for future generations, we cultivate a positive community attitude via the health benefits cleaning provides, such as being active and creating healthier mental wellbeing.

Everyone in the neighbourhood is invited to work together as part of a proud community and feel needed and useful. It also helps give people in Essex the chance to connect with other people while feeling that they are making a difference to their community.
Tidy Together: Overview

Logo

A3 poster

NB Background image is for reference only. Do not use.

Social post
How to get involved

These assets are designed to help you arrange events, where people in the community can come together to tidy up community areas, such as parks or children’s playgrounds. The aim is to provide you with easy and simple ways to tidy with your local community, to help encourage volunteers to join in. By sharing the message and events, we can spread the word and increase attendee numbers.

You can help get involved by sharing any of the following assets on your own channels and via your events.

• Social media copy, hashtags, tweets and assets.
• Press release templates, which can be adapted for you own communications - to be shared on your news and blog pages.
• Print materials, including posters and newsletter copy.
Downloads

Click here to download social media posts and editable posters

Click here to download press release templates

Click here to download logos
Section 4

Key contacts
Who to contact with any questions:

If you have any questions in relation to your partnership with Essex County Council and the United in Kind social movement, please reach out:

**email:** provide.unitedinkind@nhs.net  
**call:** 0300 303 9988