

Dos and Don'ts



To help you make the best use of the Find Your Active campaign, we have compiled an essential list of dos and don'ts. Make sure you take a look at this before designing and implementing any copy or artwork into your own work, as it will save you time.

Please remember to send all new marketing materials designed or constructed by you to Holly.Adams@activeessex.org for approval before using them. Failure to do this, means you are in breach of your terms and conditions.



Dos

Do use the Find Your Active logo on collateral, when pushing the Find Your Active messaging.

Do talk about the campaign and push it out across your own channels, directing people to the Find Your Active webpages on the Active Essex website.

Do read the brand guidelines to help you make the most of the available photos, logos and other assets.

Do read our background pack, research summary and, key messages and audiences to ensure the campaign continues to create the right experience of physical activity for our residents.

Do describe yourselves as a recognised supporter of Find Your Active.

Do build programmes and initiatives to get residents in Essex moving more.

Do use #FindYourActive on social media when talking about ways to get active, and tag in @ActiveEssex to ensure they can help amplify your message

Do send plans and dates for upcoming Find Your Active related events and projects to Grace.Hilton@activeessex.org

Don'ts



Don't use the Find Your Active logo without submitting approval, which also includes press releases, website, posters and event branding.

It's not about telling people what to do, it's about inspiring and encouraging residents to find the activity that's right for them.

Don't refer to anyone who endorses or supports the campaign as a Find Your Active ambassador. This is only used by individuals who have signed up to be a Find Your Active ambassador and have been verified by Active Essex.

Do not use the words fit, exercise as these do not fit with the message of Find Your Active. Words such as activity and movement should be used instead.

Don't describe yourself as an official partner- this term is reserved for organisations whom we have created separate agreements with, extended rights to use our assets.

Don't make any reference to calories and weight loss within your marketing material as this is not the message of the campaign.