

JOIN THE MOVEMENT - Brand Guidelines

Join the Movement is a campaign that provides inspiration and trusted information to help people get active in and around their home during the coronavirus outbreak.

We want anyone who shares our aspirations and values to join us by using the campaign's brand mark and assets to help encourage the nation to exercise.

In this folder you will find the brand logos and a range of social media assets including images, videos, mantras and overlays you can use to create your own promotional materials.

You may only use the Join the Movement brand mark and assets when you have read and accepted the toolkit terms and conditions.

Please note that if you are a commercial organisation then you are only permitted to download the image and video assets that are specified for commercial organisations. You are not permitted to download the image and video materials specified for non-commercial organisations.

Using the Join the Movement assets

You **do not** need to send created materials to us for approval. However, we ask that you adhere to these rules when using any of the assets in this folder:

- Ensure that they are used in accordance with the toolkit terms and conditions at all times.
- The campaign name, logos and assets can only be used to promote getting active in and around your home during the coronavirus pandemic.
- Any content you create and any messaging you use alongside the assets must reflect the latest [Government guidance](#) on coronavirus - please note that this is subject to change so make sure you check the latest advice regularly.
- They cannot be used to promote merchandise, and items using the logo or campaign assets cannot be sold for profit.
- You can place your logo on materials created in connection with the campaign – but please make sure they do not imply you are funding or sponsoring the campaign and they are separated from Sport England/National Lottery logos – ideally in the opposite corner
- You are not permitted to include the Sport England/National Lottery lock up logo on assets you create yourself.
- You are not permitted to adapt or amend the Sport England/National Lottery lock up logo in any way.
- If using the Join the Movement logo on your own assets, you can customise it into any colour you like. In terms of sizing, the logo can be as big as you want, but no smaller than 25mm in diameter.
- You may use the campaign assets to create materials that promote online workouts and activities. You can charge a reasonable fee for these (less than £10 per session) but you should make it clear that these are being delivered by you and that all responsibility and liability rests with you.
- Always ensure that you display an appropriate and prominent health and safety warning wherever possible when sharing the assets, including on your own website and social media channels in accordance with the UK Chief Medical Officer's Physical Activity Guidelines.

- Finally, we ask that you please refrain from sharing the assets with any other organisation at this stage, instead refer any interested parties to us

Key advice for posting on social

- While every organisation will speak differently on social media, it's good to bear in mind certain things – especially when representing the campaign
- Make sure you're adding value to the conversation. Is what you're posting useful, interesting, or inspiring?
- Avoid 'txt spk', slang, and excessive exclamation marks. It can make your posts harder to read.
- Avoid judgmental language; instead focus on being welcoming, encouraging and fun
- Avoid lots of technical words or terms that only experienced athletes will know.

Content advice

- Relevant images can boost engagement (the number of people interacting with your post) on Twitter and Facebook, so it's important to include them if you are able to
- Bear in mind the optimum dimensions for images on each platform. On Facebook and Instagram, square images work better (e.g.1080x1080 pixels). On Twitter, rectangle images with a 2:1 image ratio work best (e.g. 1260x630). If you don't have access to Photoshop, use a free cropping tool like Pic Monkey.

Hashtags

Put simply, a hashtag is a word or phrase preceded by the hash sign (#). When we use them in a social media post, it means that people searching for that topic are able to find what we've posted.

As the lockdown as a result of COVID-19 eases, there will continue to be many people who are not able to leave their homes to exercise, or may not feel comfortable doing so. If you are talking to this audience by sharing ideas or inspiration to help people stay active a home, we'd encourage you to use #stayinworkout in your posts and on any supporting assets you create. Please note that any assets you create using #stayinworkout must adhere to the rules set out in these brand guidelines as well as the toolkit terms and conditions.

Here are some guidelines on how to use hashtags generally:

- Hashtags can be used on Facebook, Twitter and Instagram.
- Only use hashtags relevant to your post. It's considered spamming to put unrelated hashtags in your posts so that more people see it (eg. #AriandeGrande in a tweet about a home workout session).
- On Twitter, keep hashtags to a minimum. Never use more than three per tweet – not only will it eat into your character allowance; it looks messy and makes the message harder to read.
- Don't create your own hashtags just for the sake of it – you may end up having a conversation with only yourself
- Don't use spaces or punctuation marks in a hashtag. Using either will mean the hashtag won't work

If you have any questions, don't hesitate to get in touch with us at jointhemovement@sportengland.org