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# The Campaign



# About the Campaign

This campaign aims to inspire and recruit a new wave of early years practitioners into the role. As well as driving further awareness to those already in the profession by showcasing that working with small children is a big and rewarding job.



# The Idea

Anyone who's spent time around small children will know there's a chaotic, yet joyful energy there. We wanted the campaign design to reflect these distinct environments and the character of the people who work in them.

We borrowed from the visual language of early learning blocks to 'build' our unique layouts. Each one showing its distinct configuration of graphic blocks whilst elevating the moment of connection between child and the early years worker.

Adding to the structural dynamism, we chose primary and secondary colours, synonymous with early years, but shifted them to fresher and more vibrant hues.

This cohesive design is presented with breathing space for clarity and a touch of storybook warmth through the Calistoga font.



**Do something BIG**  
**Work with**  
**small children**

# Typography



# Fonts

Across our campaign, we utilise two distinct fonts: Calistoga Regular and Brooklyn Samuels Five Bold. These fonts were selected for their individual character, aligning perfectly with the ambiance of early years environments.

Brooklyn Samuels is a warm and inviting sans-serif font, featuring playful curves yet maintaining sophistication and excellent legibility for smaller text. Calistoga adds a touch of traditional storybook charm, evoking the imaginative and creative atmosphere of early years care scenarios.

Calistoga Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Brooklyn Samuels Five Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Fonts in use

We use Calistoga Regular for our headlines and Brooklyn Samuels Five Bold for our body copy.

Typography should always be in Navy. See Pg.9 for more.

**Superheroes  
need sidekicks,  
that’s where  
you fly in.**

- Headlines are set with -10 tracking and Metric Kerning.
- Leading is 108% the size of the point size but should be adjusted metrically if it feels unbalanced.
- Headlines are always left aligned.
- The width of our headlines should be kept as narrow as possible to keep it the headline digestible and to allow for maximum negative space. This is achieved by splitting the text over multiple lines to give the appearance of a small paragraph.

## Early Years Careers

- Our secondary font is set with -10 tracking.
- Leading is set to 90% of the font size.



**Colour**



# Colour

We’ve developed a vibrant and lively colour scheme inspired by primary colours and secondary colours, evoking a playful feel whilst feeling relevant to the early years environment.

Our shapes boast bold, bright hues that are eye-catching yet not overwhelming. They maintain similar saturation levels to ensure a harmonious balance.

We use pastel variations of these colours for backgrounds to enhance contrast in our communications.

Additionally, we’ve opted for a dark navy text colour to ensure optimal readability.

<div>Shape Colour Yellow</div> <div>C: 0R: 255 M: 40G: 158 Y: 80B: 41 K: 0HEX: #FF9E29</div>	<div>Shape Colour Green</div> <div>C: 72R: 48 M: 0G: 188 Y: 56B: 140 K: 0HEX: #30B88C</div>	<div>Background Colour Sky Blue</div> <div>C: 25R: 191 M: 1G: 219 Y: 0B: 245 K: 0HEX: #BFD BF5</div>
<div>Shape Colour Blue</div> <div>C: 74R: 92 M: 23G: 148 Y: 3B: 242 K: 0HEX: #5C94F2</div>	<div>Shape Colour Orange</div> <div>C: 0R: 245 M: 73G: 97 Y: 73B: 66 K: 0HEX: #F56142</div>	<div>Background Colour Lilac</div> <div>C: 16R: 219 M: 23G: 204 Y: 0B: 237 K: 0HEX: #DBCCED</div>
<div>Shape Colour Purple</div> <div>C: 57R: 143 M: 61G: 112 Y: 0B: 207 K: 0HEX: #8F70CF</div>	<div>Shape Colour Pink</div> <div>C: 0R: 235 M: 77G: 92 Y: 24B: 130 K: 0HEX: #EB5C82</div>	<div>Background Colour Pastel Pink</div> <div>C: 0R: 247 M: 25G: 194 Y: 4B: 199 K: 0HEX: #F7C2C7</div>
<div>Font Colour Navy</div> <div>C: 100R: 37 M: 100G: 27 Y: 37B: 73 K: 40HEX: #251B49</div>		<div>Background Colour Pastel Yellow</div> <div>C: 0R: 255 M: 20G: 224 Y: 51B: 168 K: 0HEX: #FFE0A8</div>

# Logo + Lock Ups



# Campaign line and lock up

We have created a campaign lock up for our line 'Do Something BIG Work with small children' which sits within a semi circle.

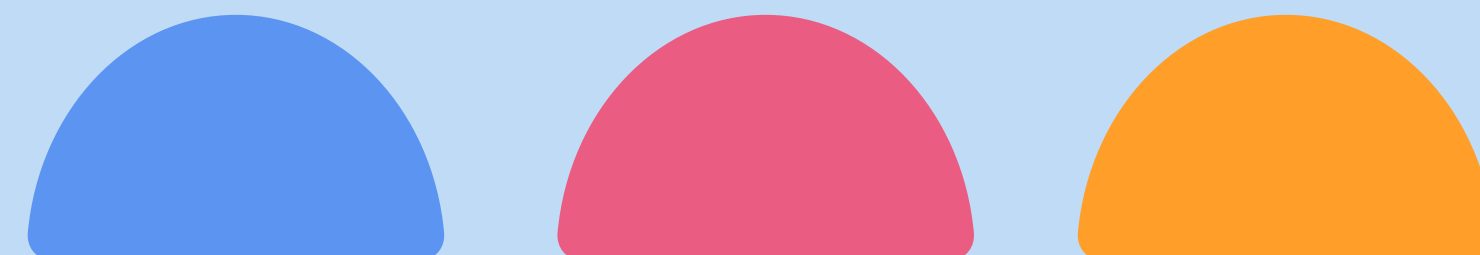
The layout of this should not be changed and will be supplied as a set file.

This lock up should only be used with a blue, yellow or pink semi circle.

The semi circle shape is not to be used for anything other than the campaign lock up.



Lock up colour options



# CTA

Our rectangle shape can flex dependent on the way the CTA needs to be stacked. This will depend on the shape and size of the format. We use the ‘E’ of the line to determine the size of the box.

- 1. **3 line stack.** This is the smallest the rectangle can go to. This avoids it becoming a square shape.
- 2. **QR code and 3 line stack.** We treat the text the same as a usual 3 line stack and extend the width of the box to accommodate for a QR code.
- 3. **2 line stack.** This is the preferred stack, and allows for the two beats of information to sit on different lines.
- 3. **1 line stack.** This should be used for landscape assets, such as TV end frames (see pg.29) the CTA can sit on one line to maximise space. Here, less space is needed either side of the text.

Please note: The rectangle shape is not to be used for anything other than the CTA.

Text should always be in Navy.

1.



2.



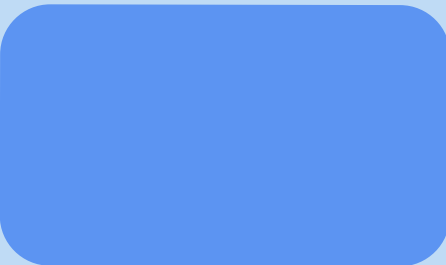
3.



4.



CTA colour options



# Logo

The logo used is the HM Government logo.

- 1. When on a solid colour background from our palette, our navy should be used.
- 2. When used over photography, the logo should be in white.
- 3. As guidance, we should use the crest of the logo to determine how close it sits to the edge the coms.

The logo should never be altered in any way.

For usage, please see the layout section of the guidelines.

1.



2.



3.



# Building Blocks





# Building Blocks

We drew inspiration from the visual language of early learning blocks to design our distinct layouts.

Utilising these blocks, we construct unique configurations by stacking and rotating them, emphasizing the moment of connection between child and worker.

We've crafted five shape blocks specifically for this purpose, which can be utilised with any of our shape colours (refer to page 9).

To maintain a friendly feel, all blocks have rounded edges which should not be altered in any instance.

No other shapes outside of these or our campaign lock up and CTA are to be used in the assets where possible.

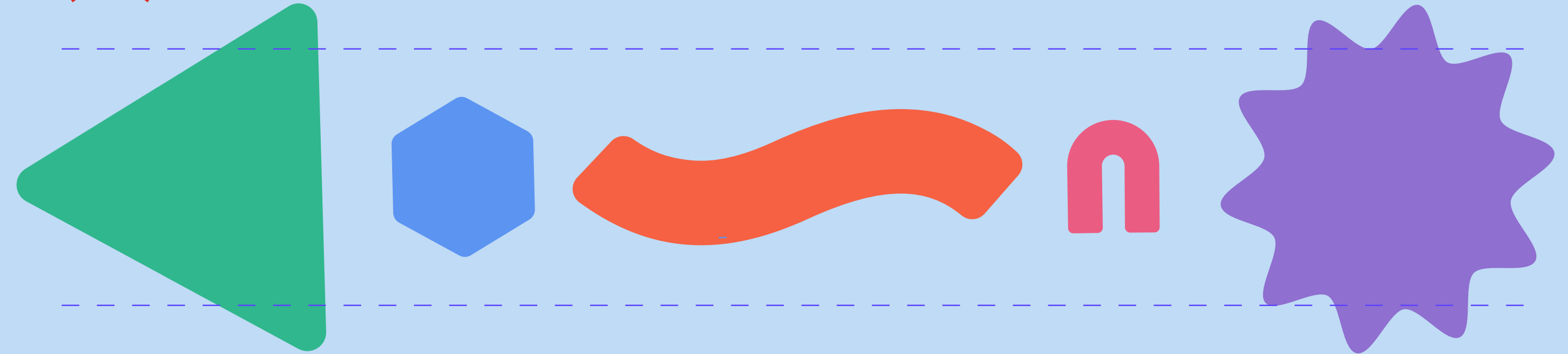
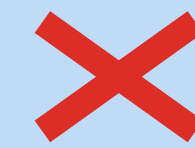
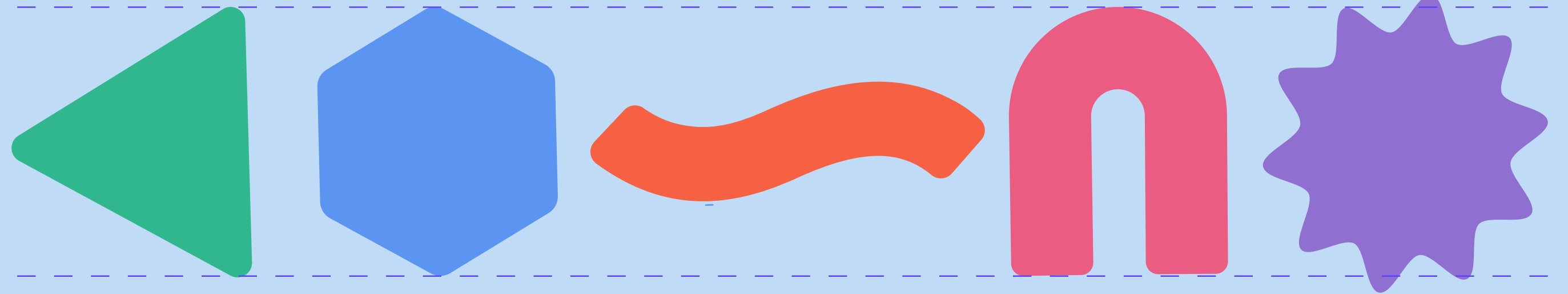




# Shape Sizing

Our building blocks are supplied in sizes which have been purposely chosen to relate to each other well.

Our shapes should all be scaled together to keep the proportions correct, however if needed there can be a 10% size increase or decrease to individual shapes to give some flexibility when creating stacks.



# Shape Stacking

The foundation of our design system is to position our shapes to create a stacked design. This gives the illusion of building blocks creating an upwards tower.

When stacking our building blocks we want the balance to feel as natural as possible, like the stacks make sense. To do this, each shape is positioned to touch at least two points with another shape, preventing the stack from feeling disjointed or unstable.

There must always be a shape falling off the bottom of the asset, to give the effect of a base of the stack.

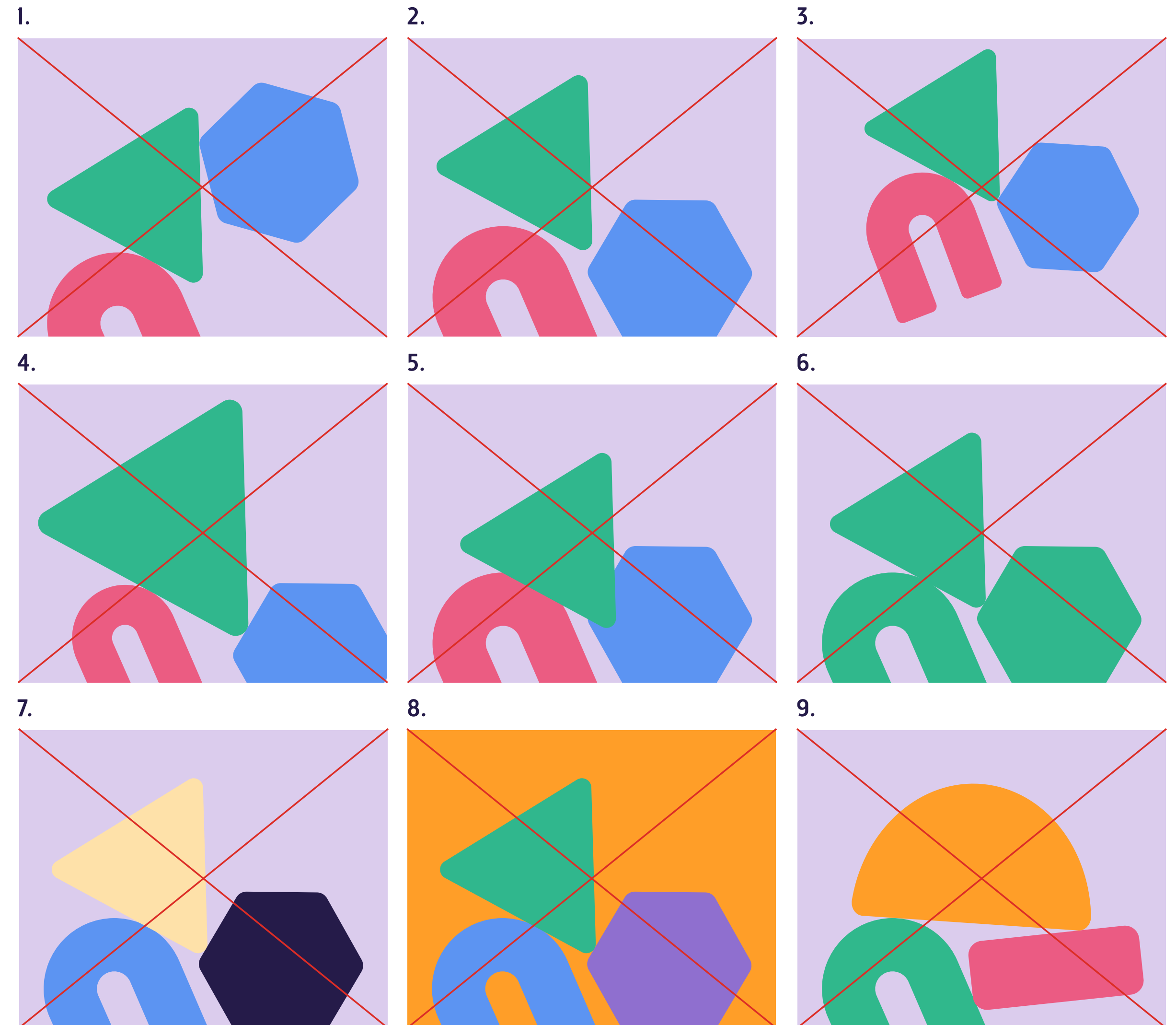
We should avoid duplicating shapes and colours.

Examples of incorrect treatment on the next page.



# Shape Stacking + Colour Don'ts

1. Shapes should not float and feel like they are defying gravity.
2. Shapes should not have any gaps between them.
3. Shapes aren't grounded to the bottom of the asset.
4. No inconsistent shape sizes.
5. No shapes overlapping.
6. No repetition of colours.
7. Background and font colours not to be used for a shape colour.
8. Shape colour not to be used as a background colour.
9. Semi circles and rectangles not to be used without the headline and CTA.



# Imagery





# Imagery

Photography needs to show natural happy interactions between workers and children without feeling staged or forced.

When shooting imagery the activity should be central to the frame, with as much clear space as possible to allow for cropping.

The grade should feel bright but warm to reflect the fun scenes and energy in the shots.





# Imagery Crops

To create a feel of energy, we always have elements of the image that break out of the shape. This should be a body part of either the child or the worker.

There should only be one main area which breaks out of the shape and it should not be drastically extending from the shape.

No. 2 and 4 show how there can be multiple points breaking out of the shape as long as they don't feel too distant from each other.

When the imagery features more than 2 people, the hexagon and star shape are the recommended shape for housing them due to their larger surface area.

1.



2.



3.



4.





# Pairing images and shapes

When pairing the image block with the shape stack, the image block is roughly 170% the size of the shape blocks.

This should be used as a rough guide and adjusted by eye, as depending on the shape of the image block and the shapes used this percentage will alter. The priority is always ensuring the shape has enough breathing space on the page and that the full stack feels balanced.

Shape Block  
170%

Image Block  
100%



Do something BIG  
Work with  
small children



# Our Layouts





# Key Visual



# Key Visual Breakdown

Stacked shapes

Logo



Left aligned stacked headline in Navy

Image block

Campaign headline lock up

CTA



# Portrait Asset

D6/6 sheets

Shape stack sits within the bottom 5/7th of the asset.

We include at least 4 shapes in our stack.

Logo sits in bottom 1/7th in a blank space created in the shape stack.



Shape stack sits centrally in the asset.

Text aligns with a point within the stack - here it aligns to the shape and the image block touching point. A point should be selected where we are giving the text the most breathing space, whilst connected to the stack.

Headline size is 140% the size of the campaign headline size.

Text sits at least one line equivalent away from the image.

Image block is at least 150% the size of the shape blocks.

Campaign headline block and CTA block within the shape stack.

Bottom shape always falls off the bottom of the asset.

# Layouts

## Social 9x16

Maintain a clear space of 250px at both the top and bottom of the asset, free from important information, as this area falls outside the safe zone.

Text aligns with a point within the stack - here it aligns to the edge of the shape block.

Logo sits in the top right to fit within safe zones. The bottom of the logo aligns with the top of the headline.

Campaign headline lives without a CTA, as this is included in the app UI, so we add in another shape.





# Layouts

## Social 1x1

On square assets the logo sits in the top left or right corners following the logo safe space.

No headline as text lives in the post copy.

Campaign headline lives without a CTA, as this is included in the post copy.

Image block size increases in size in comparison to the shapes based to accommodate the smaller asset.

3 shapes in the stack rather than 4 to accommodate a smaller asset.



Image stack leans to one side to allow for negative space for the logo.



# Bespoke Layout

TV end frame

Any bespoke layouts to be approved by Havas London.

White text with a soft drop shadow to help with legibility.

Headline lives out of the semi-circle to allow us to see the frame behind.

White logo in top right corner with a soft drop shadow to help with legibility.



CTA sitting along one line to maximise space.

3 shape horizontal stack to hold up the CTA.



Assets

