



**CAMPAIGN
TOOLKIT**

**Let's
Move**
lincolnshire

**JOIN IN THE
MOVEMENT**
2022



Active Lincolnshire is leading a county-wide campaign, *Join in the Movement 2022* as part of the **Let's Move Lincolnshire** strategy. The campaign aims to engage our community across Lincolnshire to find more ways in which to add activity and movement into their daily lives.

This toolkit will provide you with information and tools so that we can work together to build the confidence of our Lincolnshire community and inspire them on the many ways they can keep active.

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01

Campaign Approach

Join in the Movement 2022

The Join in the Movement 2022 campaign engages residents of Lincolnshire to find more ways in which to add activity and movement into their daily lives.

Join in the Movement 2022 is an inclusive and accessible campaign that will highlight, support and provide engagement opportunities that focus on Lincolnshire's diversity and our commitment to inclusion across communities - linking sport, movement, food, culture and historical connections to the Commonwealth and beyond.

The campaign responds to the local community need by supporting *'less active'* people by building more accessible and inclusive options for them to be physical activity in a way that works for them. Taking inspiration from sporting events and the ability of activity to connect communities.

Key Audiences:

- 'Less Active' People

The campaign communicates that:

- Activities for everyone to enjoy, regardless of age, gender, demographic, disability...
- Increasing activity levels has a positive impact on your physical and mental health.
- There are accessible and inclusive options to be active in Lincolnshire.

The campaign call to actions:

- Try something new.
- Every Move Counts.
- Fill your summer with movement

Phase 1 of the **Join in the Movement 2022** campaign will take part over June, July, August and September.

Key Messaging

The Join in the Movement message is designed to offer you flexibility when applying it to your own marketing activity.

The concept is about following and being inspired by sport, being physically active and adding movement into our everyday lives. With this in mind, the messaging behind this campaign has been developed to:

- Engage with and influence 'Less Active' people to join in and find an activity that works for them, that they enjoy.
- Help people better use the natural environment around them – green and blue spaces in Lincolnshire.
- Connect communities and bring diverse audiences together through the love of being active.
- Create positive experiences for all that are memorable, safe, accessible and inclusive.

The campaign messaging is built around showing the consumer what physical activity they can do and where to find it locally in Lincolnshire, whether at a club, indoor sports or leisure facility, or outdoors in the green and blue spaces in the county.



Cycling on Cleethorpes Parade

Commonwealth Connections

The first big sporting event to take place in England throughout 2022, and one of the main sources of inspiration behind the Join in the Movement 2022 campaign is:

- **The Queen's Baton Relay**, which is touring through Lincolnshire in four key locations: **Lincoln, Skegness, Boston and Grantham, on the 10th and 11th July 2022**. This significant event for the county provides the opportunity for mass engagement and participation with people and Physical Activity (PA) groups.
- The **Birmingham 2022 Commonwealth Games** takes place from **28th July until 8th August 2022** and focused on key themes of which this campaign mirrors:

Commonwealth Campaign Themes:

- Common Ground
- Journeys That Matter
- Untold Stories
- Digital Innovation
- Youth
- Sporting Excellent

Working Together

Join in the Movement 2022 is one of the first campaigns through the Let's Move Lincolnshire strategy and works by engaging in cross sector collaboration to provide everyone access and opportunities to be more active.

This includes working with:

- Health and social care organisations
- The NHS
- Community and voluntary organisations
- Local authorities, and
- The physical activity, leisure, and sport sector



Think Active Walk & Talk Session

02

Toolkit Assets

Logo

[Download the Join in the Movement Logo pack here](#)

Logo formats available in the toolkit:

- .EPS and .SVG (vector)
- .PNG (pixel)
- .JPEG

Please note: the Join in the Movement 2022 branding may NOT be printed on merchandise that will be sold for a commercial value, not-for-profit, or otherwise.



Logo

Dos and DON'Ts

- Make the logo stand out, giving it sufficient contrast compared to the background colour. If you are using the logo over a photograph the white version will be the most suitable version in most cases.
- Never place a background or holding shape around the logo, always use the transparent PNG files available in the toolkit.
- Do not stretch, alter or move the **Join in the Movement** logo in any way.
- Do not change the colours or alter the fonts used on the logo.
- Do not alter the fonts used on the logo.
- Make sure no faces are covered by any text or logos in your artwork.

Clear Space

To protect the logo from other elements, a clear space has been designated:

Minimum size

To ensure good legibility of our logotype, the minimum size the logo should be used is:

- In print: 30mm in height
- Digital: 85 px in height

Campaign Colour Palette

The following supporting colours are included in the palette to bring the summer campaign to life.

Logo and Call To Action

White is the primary colour for the Join in the Movement logo and CTA, which in most cases will give the greatest contrast against a background image.

For instances where the background is white or light, and gives a great contrast, the colour version is best used.

For accessibility exceptions, black may be used.



C89 M29 Y0 K43
R16 G103 B146
#106791



C0 M73 Y62 K9
R232 G62 B88
#E83E58



C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



C75 M0 Y10 K36
R41 G162 B145
#2AA291



C17 M0 Y82 K10
R189 G229 B42
#BDE52A



C60 M60 Y60 K100
R0 G0 B0
#000000

Typography

The font used for *Join in the Movement 2022* is Proxima Nova.

The font is available for you to download and install in the toolkit design assets.

Proxima Nova Bold may be used in capitals only for the CTA of your artwork. The regular weight can be used in all other copy in either capitals or lower case.

Arial can be used in place on Proxima Nova Bold or Regular when using Word, Powerpoint, or Digital application if the fonts are not available.

System fonts should never be used for print advertising or above-the-line communications.



PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Z

0123456789

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

03

HOW TO GET INVOLVED

Let's Move Lincolnshire Activity Finder

Get your regular session or events listed on the Let's Move Lincolnshire Activity Finder.

[Click here to find out more](#)

Need further help or advice? Contact Jim.Claffey@activelincolnshire.com for help and support.

Share your events

Add your events to the Let's Move Lincolnshire website to spread the word and help more people Join in the Movement.

All appropriate events and activities will be featured on the Let's Move Lincolnshire website and, if you're already signed up and have open data installed within your booking system, will be included in the website's activity finder too.

Large and Mega events will be included in the Visit Lincolnshire events listings in addition to your Let's Move Lincolnshire listing.

[Submit your events here](#)



Dance Free on Theddlethorpe Beach

Social Media Posts

How can you use your social media posts to encourage your fans and followers to discover something new and find new ways to be more active?

- Include bright, colourful, and vibrant images to capture the attention of your audience
- Where possible, focus on people taking part in a particular activity and their positive facial expressions
- Show happiness and delight and remind your followers of the accessibility and inclusivity of your activity or event.
- Encourage your followers to share their positive experiences of being active using #EveryMoveCounts
- It's not just about sport! Mix up your imagery to show the other facilities and services you offer and the warm welcome of your activity/venue.

And don't forget to involve us in your conversation too!

Tag @LetsMoveLincs on Facebook, Instagram and Twitter

Use Hashtag #EveryMoveCounts and #LetsMoveLincolnshire

GIPHY Stickers

A GIPHY sticker is an animated GIF for use on social media posts – predominately used on Instagram and Facebook stories.

We have created [Join in the Movement 2022 stickers](#) that you can search for directly on Instagram and Facebook to use on your posts.

Search for: “Join in the Movement” or “Let’s Move Lincolnshire”

04

USEFUL INFORMATION

Ways to connect

On Social Media

Follow Active Lincolnshire & Let's Move Lincolnshire on social media to support the campaign:

- **@ActiveLincs**
- **@LetsMoveLincs**

Get in touch with the Active Lincolnshire team if you have any questions about the campaign or how you can get involved.

If you need any help or support opening your data, or getting your Sports Club listed on the Let's Move Lincolnshire Activity Finder, please contact and a member of the team can guide you through the activation.

communications@activelincolnshire.com
01522 730 325

Downloads & Links

Activity Finder:

<https://letsmovelincolnshire.com/promote-your-activity/>

Toolkit Download:

google campaign url

Submit your event:

<https://forms.gle/7K4tSftr3NNCRCAq7>

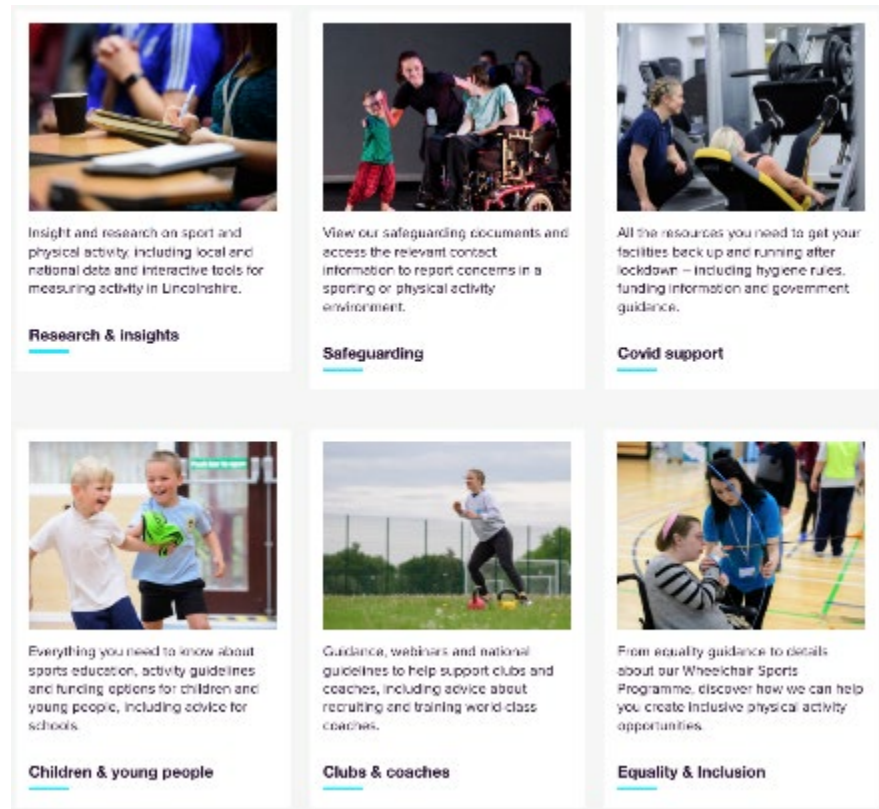
Join the Active Lincolnshire mailing list:

<https://www.activelincolnshire.com/general-newsletter>

Knowledge Hub & Insights

Active Lincolnshire has an extensive Knowledge Hub on their website, which provides you with documents, guidance, advice, insights and research to support the provision of sport and physical activity in Lincolnshire.

[Go to the Knowledge Hub](#)



The Knowledge Hub resources are organized into six categories, each represented by a card with an image, a brief description, and a title:

- Research & insights:** Insight and research on sport and physical activity, including local and national data and interactive tools for measuring activity in Lincolnshire.
- Safeguarding:** View our safeguarding documents and access the relevant contact information to report concerns in a sporting or physical activity environment.
- Covid support:** All the resources you need to get your facilities back up and running after lockdown – including hygiene rules, funding information and government guidance.
- Children & young people:** Everything you need to know about sports education, activity guidelines and funding options for children and young people, including advice for schools.
- Clubs & coaches:** Guidance, webinars and national guidelines to help support clubs and coaches, including advice about recruiting and training world class coaches.
- Equality & Inclusion:** From equality guidance to details about our Wheelchair Sports Programme, discover how we can help you create inclusive physical activity opportunities.

Thank you