

How to partner with the 'Made with Care' campaign

Campaign badging device usage guidelines

Supporting
made with **CARE**

Introduction

Use the campaign badging device to co-brand your own materials and show a link between your activity and the national campaign. You will benefit from recognition, whilst retaining your own brand and identity.

The campaign badging device can be used across recruitment materials in line with the terms and conditions agreed to upon download.

When using the campaign badging device please adhere to these guidelines.

The campaign badging device stacked and horizontal versions

To help social care organisations demonstrate that they are taking part in the 'Made with Care' campaign we have developed a supporting version of the campaign lockup.

There is a stacked version and a horizontal version, you may use whichever format works best alongside your logo.

The campaign badging device must always be used as supplied.



Stacked version



Horizontal version

The campaign badging device exclusion zone

To maximise the impact of the campaign badging device, you must follow this exclusion zone. This makes sure the badging device is not compromised by other elements and helps it stand out.

These are minimum clearance areas. Whenever possible, leave more space around the logo than the exclusion zone.

Establishing the exclusion zone

The area is defined by using the height of the boxed 'CARE' from the campaign lockup.



Stacked version



Horizontal version

The campaign badging device minimum size

The minimum size of the campaign badging device is different across the stacked and horizontal versions.

40mm / 150px



The stacked version of the campaign badging device should not be made smaller than 40mm or 150px wide

70mm / 260px



The horizontal version of the campaign badging device should not be made smaller than 70mm or 260px wide

Using the campaign badging device on light and dark backgrounds

There are two versions of the campaign badging device available for use – one for use on light backgrounds and one for use on dark backgrounds.

The white text version of the badging device should be used on dark backgrounds.

Always ensure that the maximum possible contrast ratio is achieved to maximise accessibility to the broadest possible audience.



For use on dark backgrounds



For use on light backgrounds

Applying the campaign badging device to your communications

These rules help to create equal visual balance between your logo and the campaign lock-up.

Your partner logo should be sized at a 1:1 height ratio with our campaign lock-up.

If your logo is taller than it is wider, please use the stacked version of the campaign lock-up at 1:1 size height ratio (see example 2).

If your logo is wider than it is taller, please use the horizontal version of the campaign lock-up at 1:1 size height ratio (see example 3).



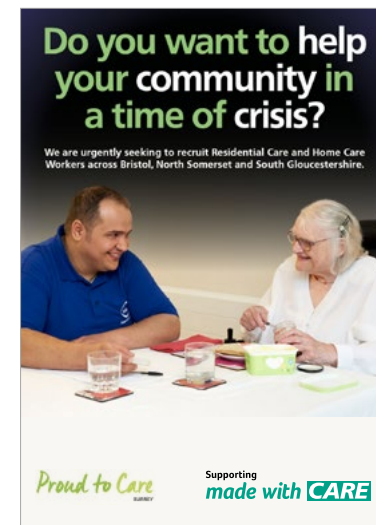
Examples shown are for illustrative purposes only



1. Partner option where the campaign badging device is placed away from the partner logo but sized at 1:1 (in width)



2. Partner option where the campaign badging device is placed next to the partner logo in a white strip at the bottom of the asset



3. Partner option where the campaign badging device is placed next to the partner logo maintaining the exclusion zone

Contact details

If you have any queries or questions regarding the application of the campaign badging device please email:

adultsocialcarecampaign@dhsc.gov.uk

Thank you.