

ACT Safeguarding Campaign Guidelines

Oct/Nov 2020



ACT Safeguarding Campaign Overview

The ACT Safeguarding campaign looks to speak to people who are already worried that someone they know is being radicalised.

They might have been worrying about this person for days, weeks or months. And not known what to do.

They will probably have tried to speak to them about their concerns and may have spoken to others too, seeking advice.

Whilst their circumstances (and those of their loved ones) will vary, they are united by a lack of certainty.

They will have multiple unanswered questions - about what's happening and what they should do about it.

We want to talk directly to this uncertainty, signposting where they can go for more information, help and support.



Tone of voice

Caring and empathetic, but incisive and aware.

It clearly comes from people who understand the risks and recognise the signs, yet it doesn't sound like the authorities.

The tone is approachable and supportive, but it can still only be reassuring to a degree. It should also reflect concern and motivate action.

Approachable

Supportive

Encouraging

Empathetic

Incisive

Aware

Call to Action

Communications should feature the following call to action, to clearly signpost where concerned individuals should go to for help.

'If you're worried that someone you know is being radicalised, visit actearly.uk'

If you're worried that someone you know is being radicalised, visit actearly.uk

ACT | ACTION
COUNTERS
TERRORISM

If you're worried that someone you know is being radicalised, visit actearly.uk

ACT | ACTION
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TERRORISM

Our Look



Colour palette

Restrained colours set the tone throughout. But stronger colours such as red are occasionally used, sparingly, to make a point and add emphasis.

The bold colours should be seen as empathetic rather than corporate. They serve to inject energy into our calm, white world.

This colour palette is to be used across all our illustrations and graphics.



C00 M00 Y00 K50



C21 M100 Y44 K03



C85 M77 Y00 K00



C87 M80 Y52 K50



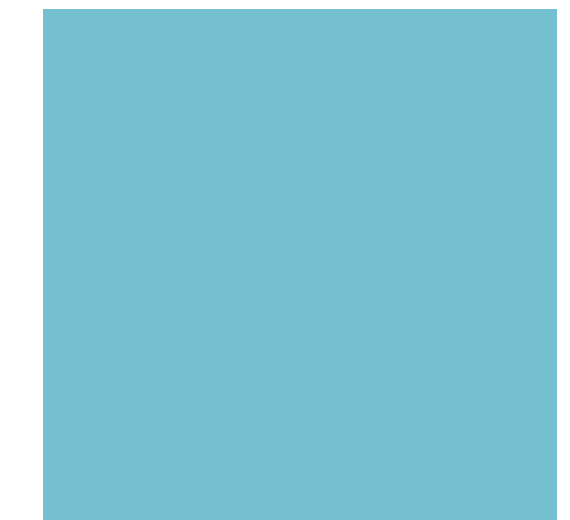
C84 M08 Y65 K00



C40 M00 Y18 K02



C100 M18 Y16 K07



C49 M04 Y12 K05

Illustrations

Terms of illustration use:

Please do not adapt the illustrations.

Please do not alter/swap the headline which appears alongside the illustration. Each illustration has a set headline, which you can find above each illustration on the right.

The illustrations can be used in any media form by the following Prevent partners, in Great Britain only:

Police forces (England, Scotland, Wales) and Statutory Partners in Prevent, including Government Departments, Health, Education, Local Authorities.

Comms which feature the illustrations can feature Prevent partner's logos, but must also feature the ACT logo.

Headline: Is someone else speaking through someone you know?



Headline: Is a good friend coming under a bad influence?



Headline: Is someone close becoming a stranger?



Headline: Is someone you love being filled with hate?



Typography

We primarily use grey colouring for typography. In certain circumstances the secondary colours can also be used for type.

Headlines
Century Gothic Regular
with a -10 optical tracking

Body copy
Century Gothic Regular
with a -20 optical tracking

Note: Optical tracking is the spacing between the individual letters.

Century

Gothic

Regular

Partner Logos

Partner logos should be placed on the opposite side to the 'ACT' logo and right aligned to the edge of the illustration.

Prominence should always be given to the ACT logo so consideration to the size of the partner logo should be given.

Is someone else speaking through someone you know?



If you're worried that someone you know is being radicalised, visit actearly.uk

ACT

ACTION
COUNTERS
TERRORISM



METROPOLITAN
POLICE

Is a good friend coming under a bad influence?



If you're worried that someone you know is being radicalised, visit actearly.uk

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Layouts

A simple, clean design gives us a serious, modern and mature identity. This approach also complements the messaging and ensures utmost clarity.

The use of white space, light headlines and restrained colour give the campaign a calm, approachable personality.

All headlines are positioned at the top and to the left. Copy is always left aligned and in grey.

The ACT logo always sits bottom left and aligned with the headline. The call to action is set above the logo.

Our illustrations are placed inbetween the headline and logo but allowance of white space should be given around it.

Is someone you love being filled with hate?



If you're worried that someone you know is being radicalised, visit actearly.uk

ACT ACTION COUNTERS TERRORISM

Is someone close becoming a stranger?



If you're worried that someone you know is being radicalised, visit actearly.uk

ACT ACTION COUNTERS TERRORISM

Is a good friend coming under a bad influence?



If you're worried that someone you know is being radicalised, visit actearly.uk

ACT ACTION COUNTERS TERRORISM

Is someone else speaking through someone you know?



If you're worried that someone you know is being radicalised, visit actearly.uk

ACT ACTION COUNTERS TERRORISM

Building the look

For 'A' sizes

Headline
Century Gothic Regular
Left aligned
Top left of page
Headline sizing is the
border width minus 15%
Eg. A4 poster
46pt, 45 leading

Call to action
Century Gothic Regular
Left aligned.
Divide the border width
minus 75%
Eg. A4 poster
13.5pt, 15 leading

Logo
Bottom left.
At least 2.5x the border thickness



Poster border
To get the border thickness
divided the shortest side
by 15. The same thickness
is used around all edges.
Eg. A4 poster
 $210/15 = 14\text{mm}$

White space
Our posters want to feel
contemporary and easy
to read. This is achieved
by using white space.

Illustration
Is no more than 2/5ths
of the page.

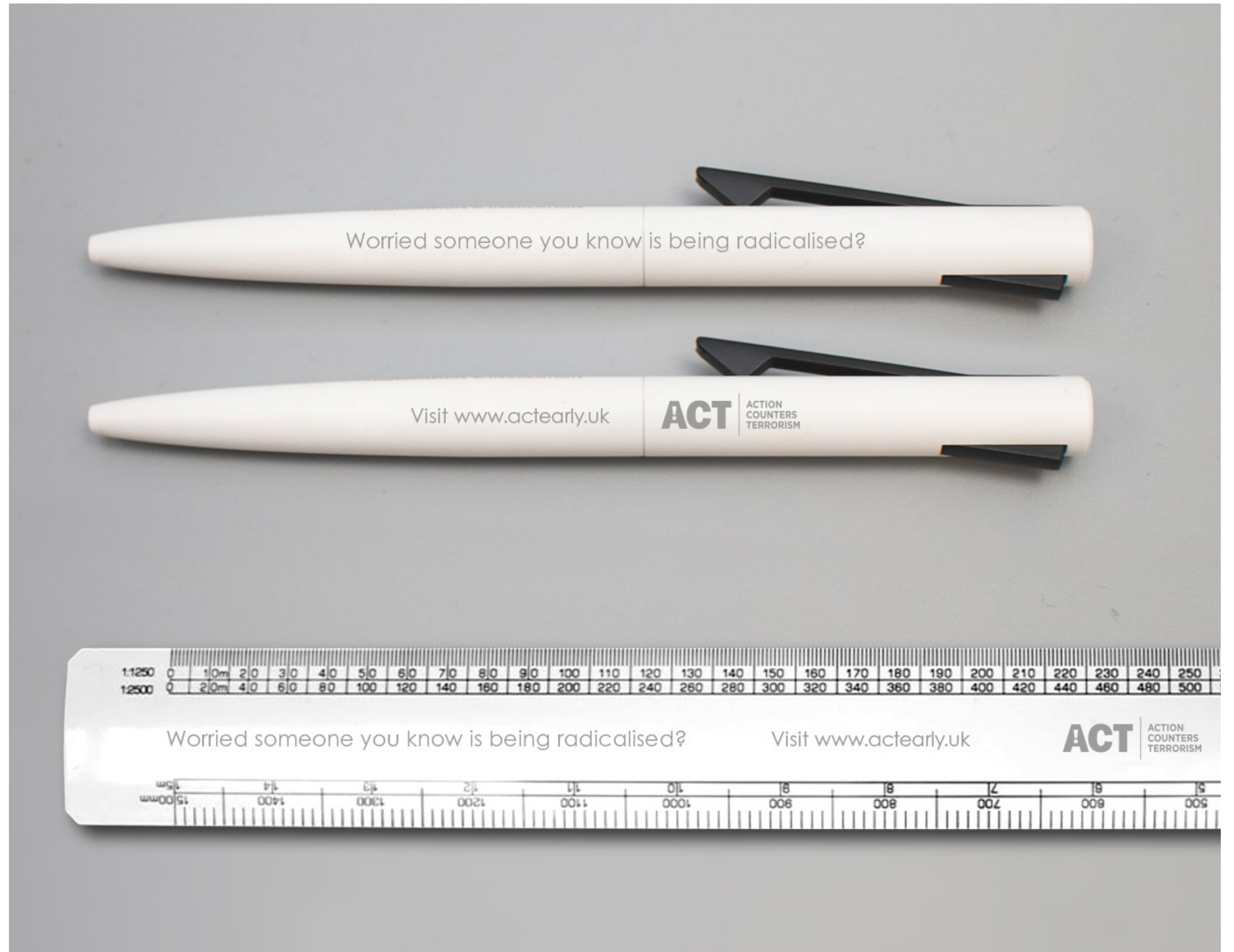
Building the look

For larger formats. Eg. Roller Banners and 48"



Stationery

For reference only. No promotional products have been created. All promotional products should be produced using these guidelines.



Email Signature

Is a good friend
coming under
a bad influence?



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someone you know
is being radicalised,
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Contact us

For any questions on applying these campaign guidelines, please contact Counter Terrorism Policing Headquarters Communications Team at nctphq.comms@met.police.uk