

**CIRCULAR
NEIGHBOURHOODS:
CAMPAIGN TOOLKIT**

ReLondon

INTRODUCTION

WHAT IS A CIRCULAR NEIGHBOURHOOD?

A circular economy is one in which stuff is kept in use for as long as possible, delivering the highest value it can, for as long as it can. Rather than making something, using it and then throwing it away (a linear system), a circular economy means looking at each of those stages for new ways of circling the value back so that materials and products can be used again and again, and in many different forms.

A circular neighbourhood is one in which citizens have greater access to affordable circular products and services, as well as more local opportunities to help them get, use and dispose of stuff in a more sustainable way.

Circular neighbourhoods have the potential to deliver considerable social and economic benefits, whilst also delivering positive environmental change.

WHAT IS THE PURPOSE OF THE TOOLKIT?

The content of this toolkit will help you deliver a successful ‘In the Loop’ campaign to support a circular neighbourhood project – encouraging citizens to adopt new habits, and take part in local events, promotions and other interventions. The key to driving engagement is making sure that people feel that more circular behaviours are not only relatable, but achievable. Using recognisable members of the local community actioning these new behaviours helps build trust – when people see others they can identify with adopting these changes, they are more likely to follow suit.

The toolkit is formed of a bank of design elements and asset templates to ensure correct and easy implementation, including guidance on the following:

Visual elements

- Logos
- Colour combinations
- Typography
- Illustrative elements

Photography

- Photography of local people across various locations, including schools, businesses and community groups
- How to combine photography with designed elements

Formats

- A5 leaflets
- A3 posters
- 6-sheets adverts
- Lampost banners

Digital

- Social media
- Digital screens

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SECTION 01

MESSAGING

INTRODUCTION

The nature of this campaign means we don't have a simple messaging matrix or set of messages we can use time and time again across all of our communications. Each of the interventions you create will suit local conditions and have their own communications requirements – so concentrate on clear, simple messaging which will get the engagement and results each activity or intervention needs.

Through piloting the approaches in this document we have also seen that getting too creative, rather than being direct and straightforward, can get in the way of understanding and engagement. The principles to the right should guide your messaging to make it as effective as possible.

OUR STRATEGIC APPROACH



MESSAGING PRINCIPLES

**IT'S GOT
TO BE
SIMPLE**



People are busy, they have got other things on their minds. For many English is a second language. We should follow Plain English and Clear Writing Guidelines and aim for a low literacy reading level when we write.

Sentences and paragraphs should be short.

Long, elaborate words and convoluted sentences should be avoided, as they may come across as confusing or incomprehensible.

Copy should be as short as possible, but never at the expense of clarity and simplicity. If it takes a few more words or an additional sentence to make something clear, that's OK.

MESSAGING PRINCIPLES

IT'S GOT TO SELL



Our messages exist in a sea of others. If we want people's attention we have to earn it.

When we write headlines we need to think “how does this sell” - we need to show people what's in it for them, or why this is interesting to them as quickly as possible.

This could be done by:

- Highlighting a personal benefit to them, e.g. “Save money on X”, “Free Y”
- Surprising them, e.g. “Getting your groceries on the school run - now you can”
- Imply there is something limited they could get, e.g. “Don't miss out on Z”

MESSAGING PRINCIPLES

**IT'S GOT
TO BE
JARGON
FREE**



A whole language has evolved around sustainability that most people are unfamiliar with. We should avoid using it as far as possible. When we have to use sustainability specific terms we need to ensure the context means that people can understand the communications without understanding the jargon.

E.g.:

- “Come to our free Repair Cafe and get fixing” doesn’t work, it doesn’t tell people what the repair cafe means for them.
- “The Repair Cafe is somewhere you can learn how to fix your X for free” is OK because it gives people the context they need to understand that they are being offered an opportunity to repair something for free, even if they don’t know what a Repair Cafe is.
- “Grab everything from airfryers to powerdrills from our new Library of Things” doesn’t work - if you are not familiar with the concept of a Library of Things it’s pretty hard to follow. People associate libraries with books, and nothing else.
- “Swing by the newly launched Library of Things, a place for you to rent useful household items from airfryers to power drills to movie projectors, for a small fee. Saving you space, clutter and money.” is OK because it gives people the context needed to understand what is being offered to them. It would still work if you replaced Library of Things with Borrowing Shop, but if a brand or term needs to be used that won’t necessarily be understood, it needs to be explained.

MESSAGING PRINCIPLES

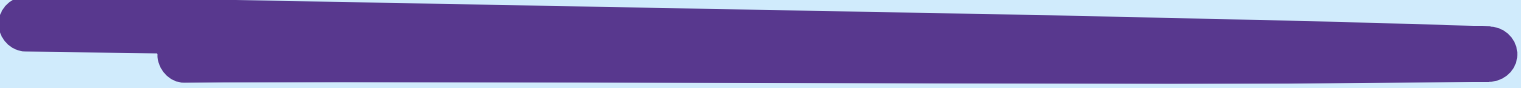
**IT'S GOT
TO BE
POSITIVE**



Climate change is scary. When we don't do the right thing for the planet it can make people feel guilty. In certain contexts these things can be helpful but for a community-based initiative like a circular neighbourhood, making people scared or guilty will inhibit behaviour change.

Messaging for In The Loop needs to be bright, perky and positive.

**YOU CAN FIND EXAMPLE
MESSAGES AND READY TO
ADAPT PIECES OF LANGUAGE
COVERING A RANGE OF
INTERVENTIONS ON THE
FOLLOWING PAGES.**



EXAMPLE MESSAGES

Written following Plain English and Clear Writing Guidelines, as well as readability guidelines for low literacy users (for example, average 15 words per sentence, avoiding jargon, negative contractions, and more).

All copy is must be adapted to suit specific channels/audiences before use.

GENERIC/OVERARCHING MESSAGE

Update with location

[LOCATION] IN THE LOOP

SAVE MONEY.
CONNECT WITH
THE COMMUNITY.
HELP THE ENVIRONMENT.

Update with URL

For more information go to:
Website URL

Update with location

[Location]

MESSAGING FOR A CIRCULAR
NEIGHBOURHOOD LAUNCH

Written following Plain English and Clear Writing Guidelines, as well as readability guidelines for low literacy users (for example, average 15 words per sentence, avoiding jargon, negative contractions, and more).

All copy is must be adapted to suit specific channels/audiences before use.

→
Update with location

LONG VERSION A:
[LOCATION] IN THE LOOP

Easy ways to save cash, cut waste, and connect with the community.
Coming soon.

→
Update with location

More and more of us want to save money. And fight waste too.
So we're giving everyone in [Location] easy ways to share, swap and borrow:
e.g. Borrow more from the library. Rent toys, DIY tools, cooking stuff and more – for free (or a really small fee).
Share food. Save cash by getting free fresh food from local shops and neighbours.
Refill water bottles. Fill up for free at water stations in shops – spend less and use less plastic.
Swap clothes. Come to a 'clothes swap' event and trade with neighbours – for free.
Find cheap school uniforms. Save £££s – buy quality pre-used clothing.

→
Update with location

All this – and more – coming soon. Keep up to date at:
[url.org.uk/\[Location\]intheloop](http://url.org.uk/[Location]intheloop)

→
Update with location

SHORT VERSION A:
[LOCATION] IN THE LOOP

Easy ways to save cash, cut waste, and connect with the community.
Coming soon!

→
Update with location

Find out more at:
[url.org.uk/\[Location\]intheloop](http://url.org.uk/[Location]intheloop).

MESSAGING FOR A CIRCULAR
NEIGHBOURHOOD LAUNCH

Written following Plain English and Clear Writing Guidelines, as well as readability guidelines for low literacy users (for example, average 15 words per sentence, avoiding jargon, negative contractions, and more).

All copy is must be adapted to suit specific channels/audiences before use.

LONG VERSION B:

IT'S EASY TO SAVE £££.
SHARE, SWAP AND BORROW.

→
Update with location

We're giving everyone in [Location] ways to save cash, cut waste, and connect with the community.

→
Update with location

With [Location] in the Loop, you can:
e.g. Borrow more from the library. Rent toys, DIY tools, cooking stuff and more – for free (or a really small fee).
Share food. Save cash by getting free fresh food from local shops and neighbours.
Refill water bottles. Fill up for free at water stations – spend less and use less plastic.
Swap clothes. Come to a 'clothes swap' event and trade with neighbours – for free.
Find cheap school uniforms. Save £££s – buy quality pre-used clothing.

→
Update with location

All this – and more – coming soon. Keep up to date at:
[url.org.uk/\[Location\]intheloop](http://url.org.uk/[Location]intheloop)

SHORT VERSION B:

→
Update with location

[LOCATION] IN THE LOOP

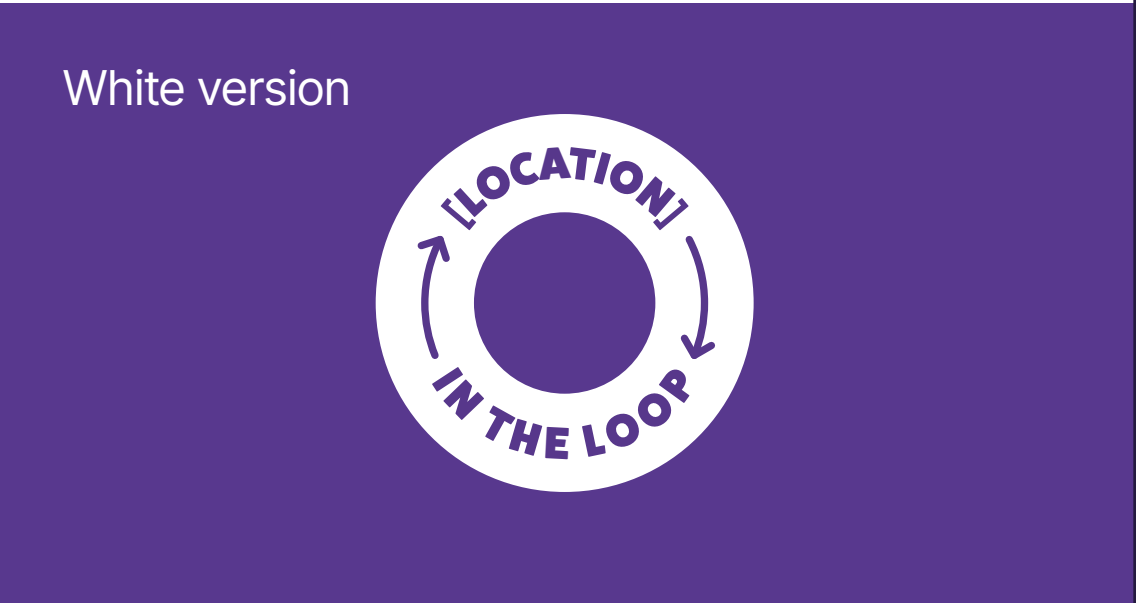
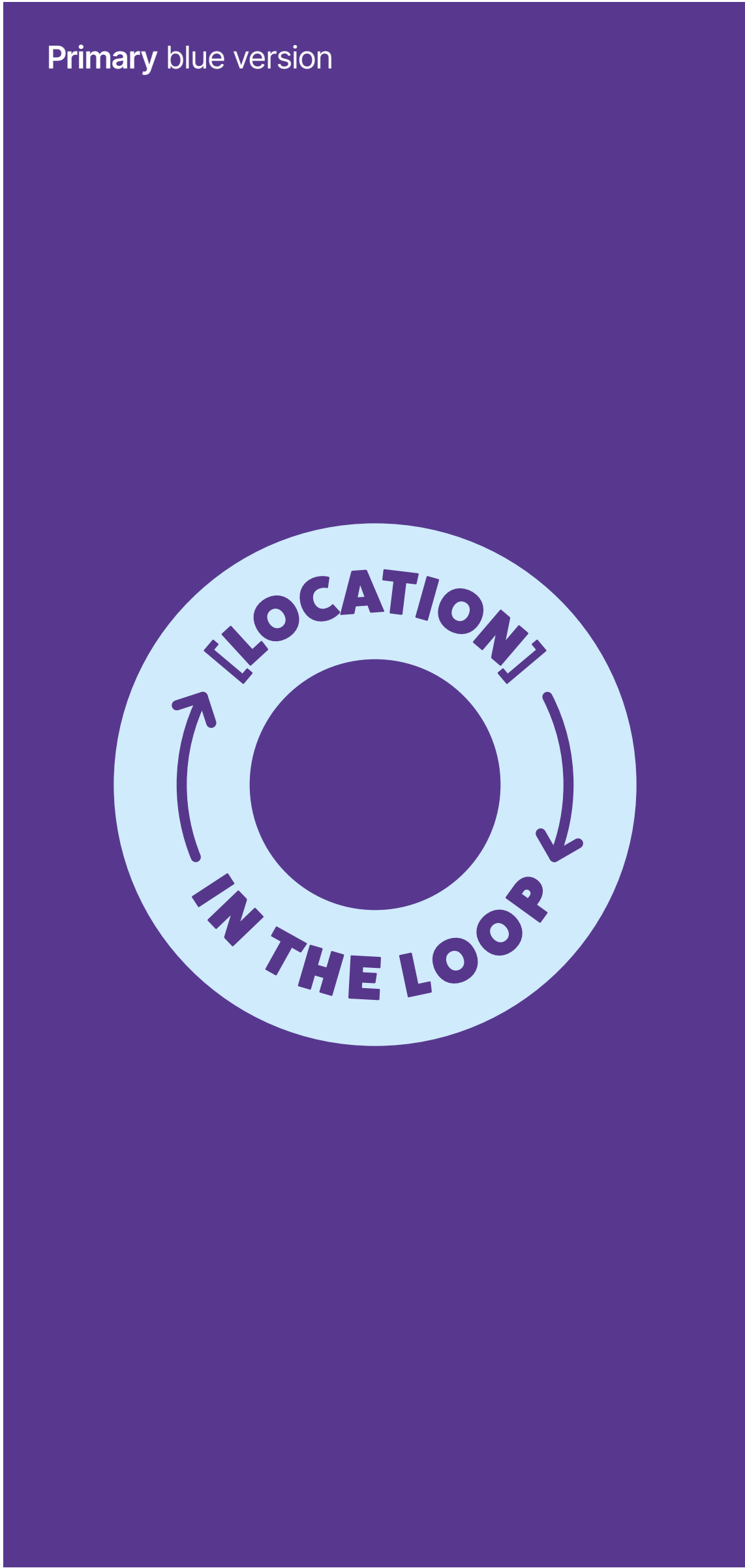
Easy ways to save £££s by sharing, swapping and borrowing.
Coming soon!

→
Update with location

Find out more at:
[url.org.uk/\[Location\]intheloop](http://url.org.uk/[Location]intheloop).

SECTION 02

VISUAL ELEMENTS



LOGOS

LOGO COLOUR VERSIONS

Where possible versions of the logo should be used in purple and blue. White and black reversed versions are available when the logo needs to be placed on dark or light backgrounds.

LOGOS

LOCALISED LOGO

Use the template provided to create your own logo. There are multiple name lengths available to choose from, so you can pick the most relevant based on how long your location name is.

You will need Adobe Illustrator to be able to edit and save this template.

Colour combinations are available within the template.

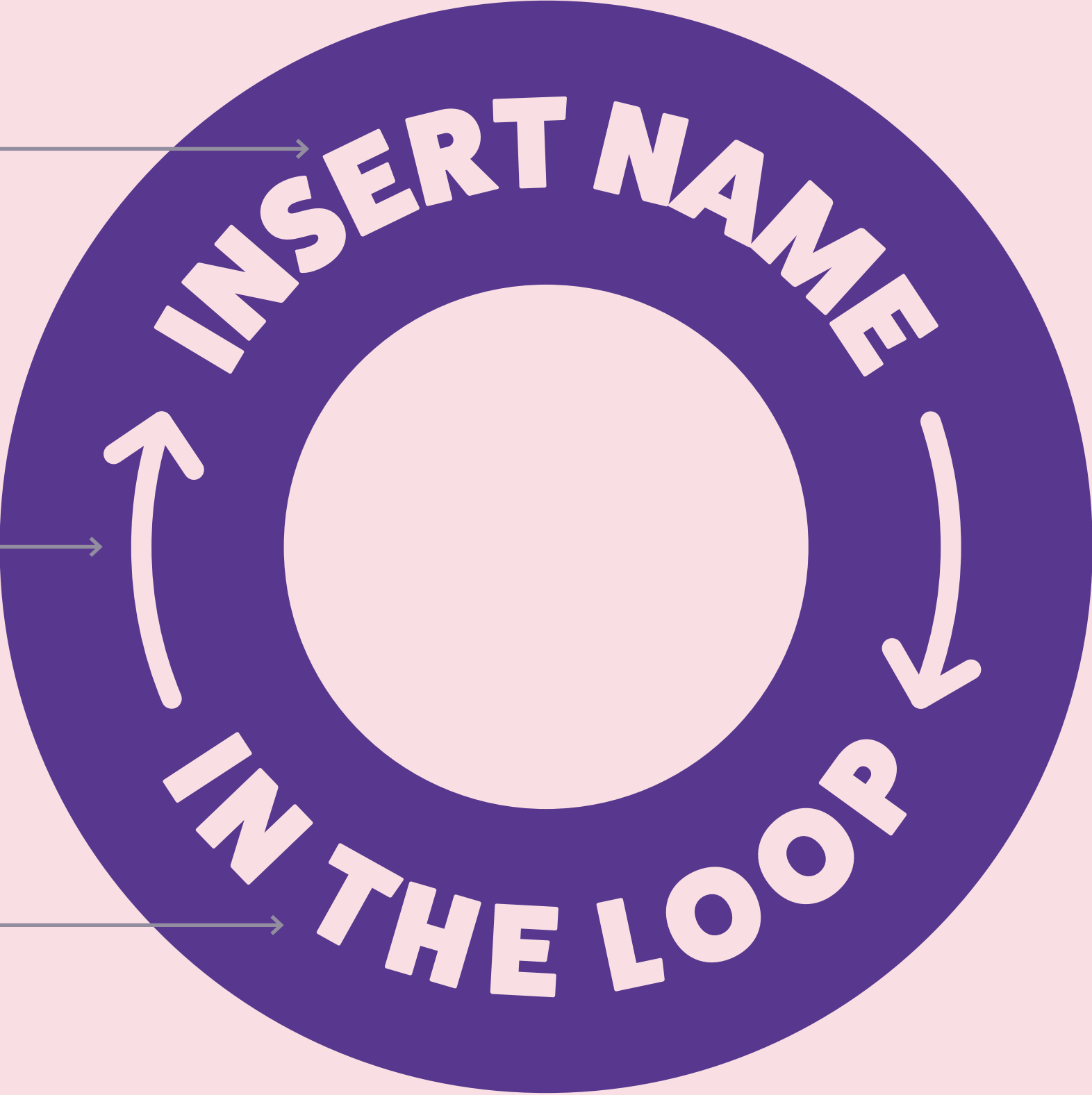
If you have a location name that does not fit within any of these templates, please contact hello@relondon.gov.uk for support.

Flexible template to create your own logo


Update with location, use all uppercase

Choose appropriate arrow based on location name length

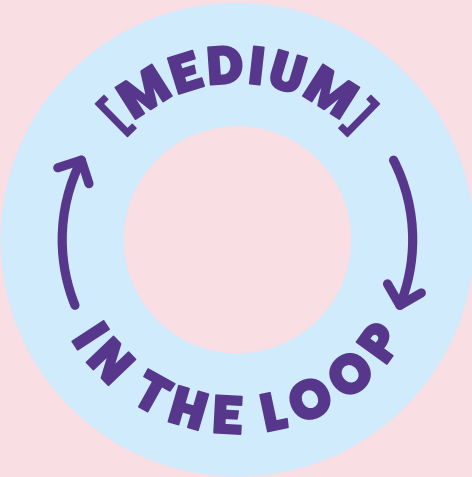
Fixed element, do not change




Short name
(up to 5 characters)



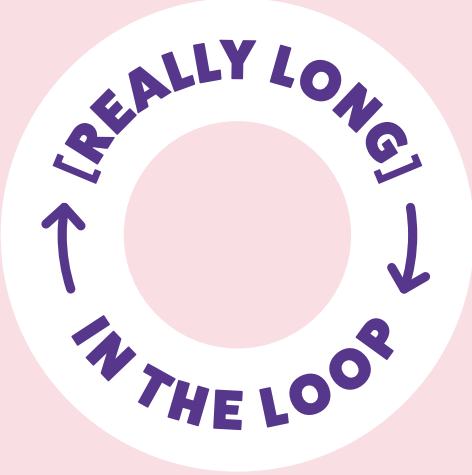
Medium name
(6 to 8 characters)

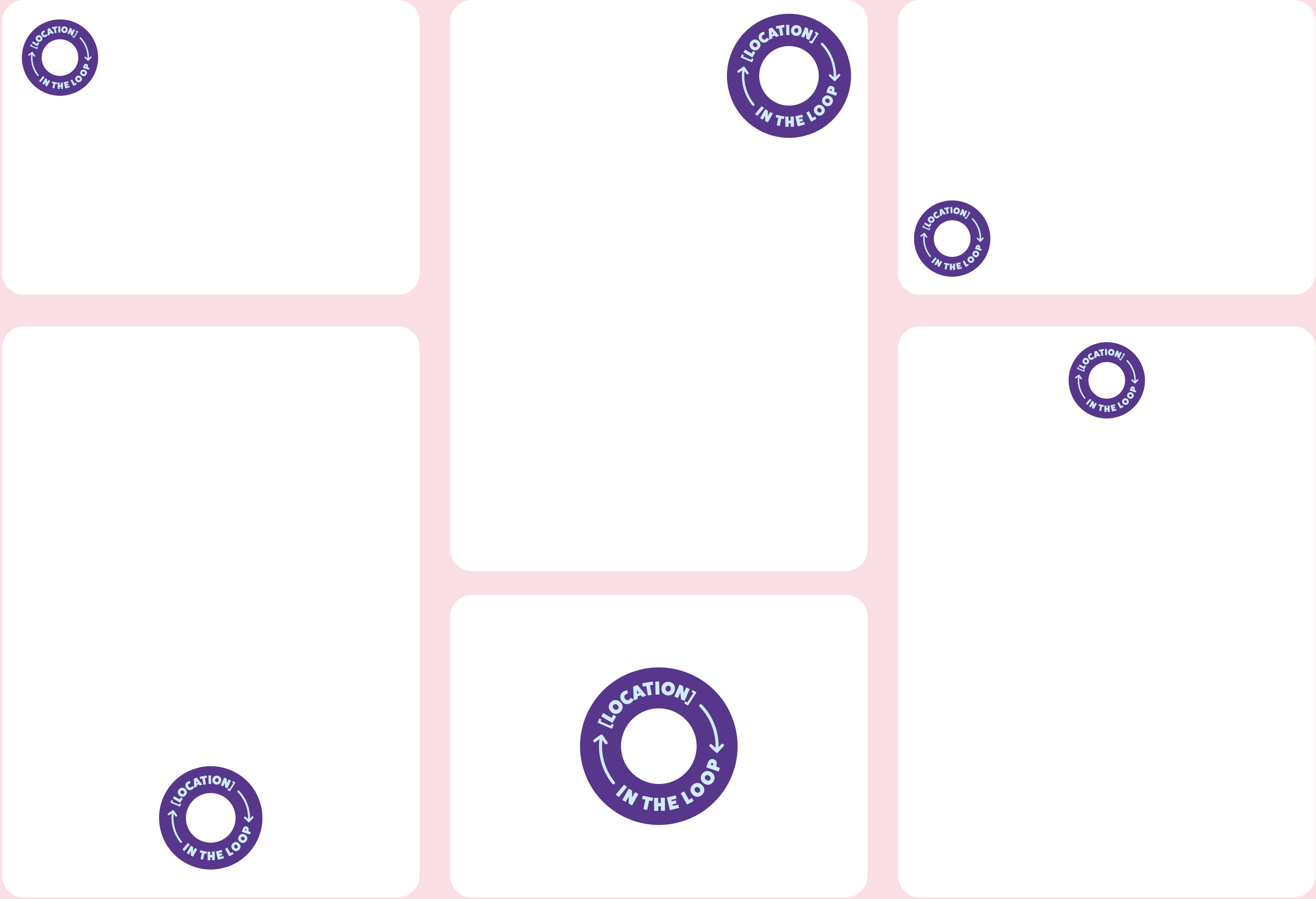


Long name
(9 or 10 characters)



Really long name
(11 to 13 characters)





LOGOS

LOGO PLACEMENT

Dynamic logo that is intended to have a ‘sticker’ like appearance in placement. It is down to the designer to make visual decisions when placing the logo.

When placing the logo, do not obscure important information.

The logo can be rotated to create visual intrigue and help emphasise the continuous rotation of a ‘loop’.



LOGOS

LOGO WITHIN HEADLINES

The logo can also be placed within short headlines. When placing the logo within a headline, it should still be legible when the final asset is exported.

The logo should not be placed with a long headline to avoid the asset being too cluttered.

If the logo is next to the letter 'O', the letter should then be replaced with the circle of the logo to avoid a clash of styles (see *first visual*).

LOGOS

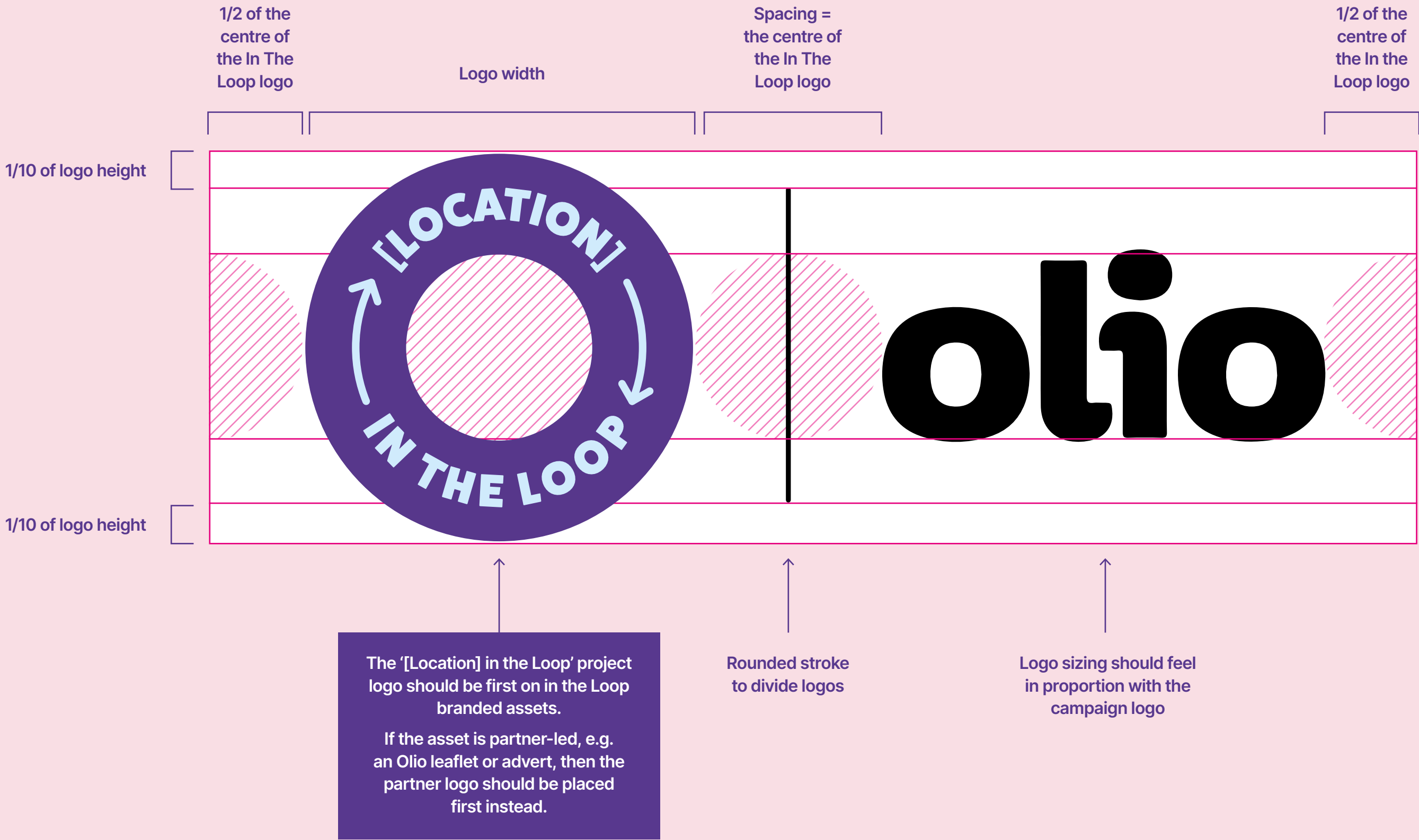
LOGO PARTNER LOCK-UP

How we present a circular neighbourhood project alongside project partners should be carefully considered to ensure consistent reproduction of the logo even when we are unable to control how and where it is used.

The ‘[Location] in the Loop’ project logo should be first on in the Loop branded assets.

If the asset is partner-led, e.g. an Olio leaflet or advert, then the partner logo should be placed first instead.

Please view the diagram for more detail on spacing.



LOGOS

LOGO PARTNER LOCK-UP

Examples of how the logo can be applied onto partner-led assets vs In The Loop assets.

Partner led
Partner logo should be first, then the project logo



In The Loop led
Project logo should be first, then the partner logo



COLOUR

Using colour consistently ensures that the brand is instantly recognisable across all outputs.

Try not to use more than three colours per visual. If creating a graph or diagram, use specific tints of some of our brand colours instead of creating new ones.

Purple	C80 M88 Y0 K2 #58388e	25%	50%	75%	Green C81 M11 Y69 K0 #009c6e	Pink C1 M18 Y6 K0 #f9dee4	Navy (body text only) / C97 M100 Y38 K48 / #251a40
Sky blue	C22 M0 Y0 K0 #d0ebfc	25%	50%	75%			
					25%	50%	75%



COLOUR

COLOUR COMBINATIONS

Try to use colour combinations that have the strongest contrast. This ensures asset accessibility.

HEADLINES IN FAT FRANK!

Inter to be used
for all body copy.

Body copy sub-heading (extrabold)

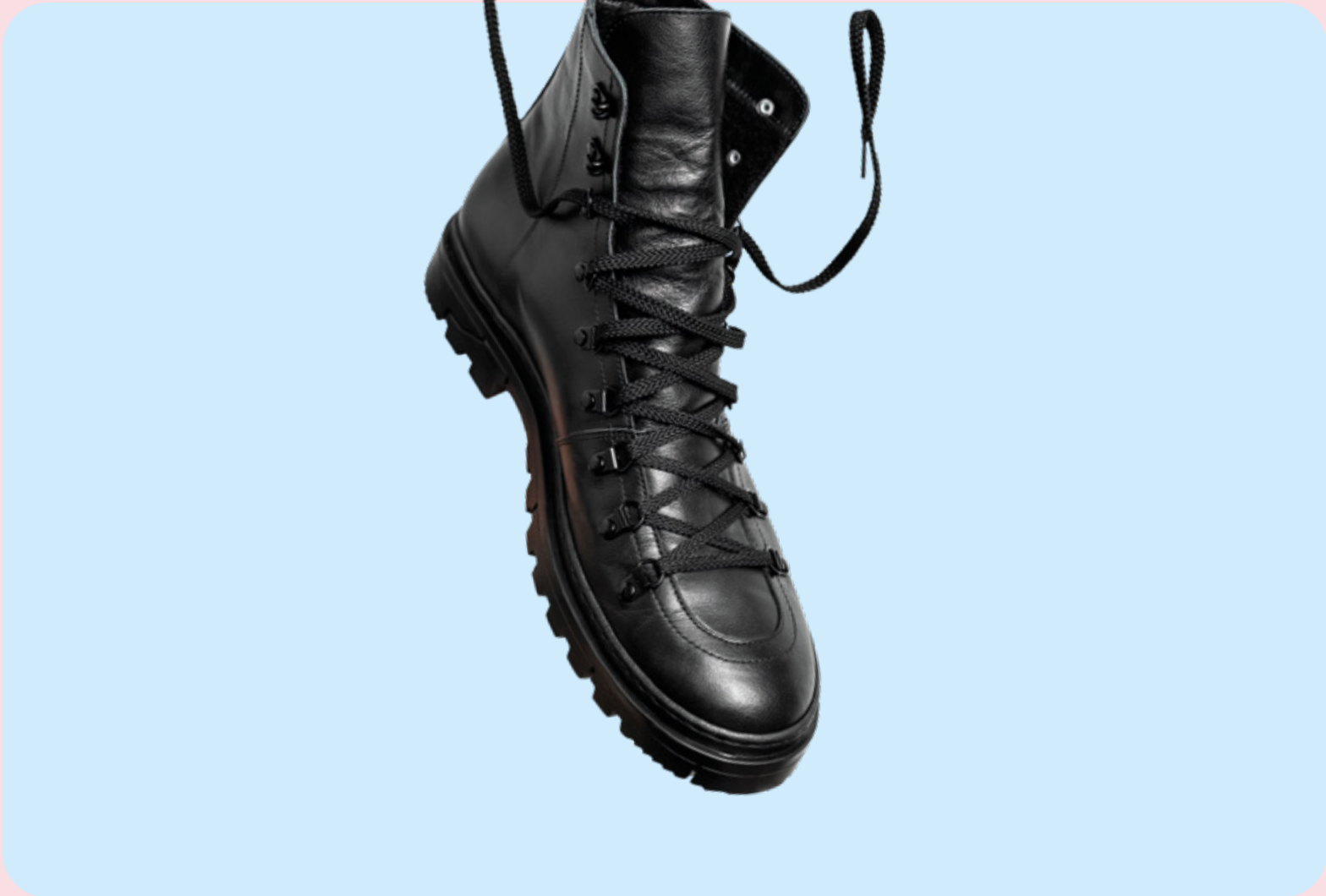
Body copy (medium) etur aut
eatum quam es excerfe ratusam
quodi corerfe ritaspiciae sus.Litam
velit quis nonse q uissin nonecatis
minvenim eosam veniende sant
aliquibeate volorem quosamenti
solessi tatiuntiur magnimus res volo
qui dit arcipitium fugiam atur atus
magnihi liquis sita viderumque etum
que pa commolore la velique core
magnimus, qui dest, con ea dollace
rferias modi voles il il ium sitae
odioquatque volorec tectiatin
dolor sit amet.

TYPOGRAPHY

The headline typeface is bold and welcoming with subtle rounded edges to reflect the logo.

FatFrank is used for big, bold, attention grabbing headlines, paired with Inter as our secondary typeface.

- FatFrank is an Adobe licensed typeface
- Inter is an open source Google typeface



PHOTOGRAPHY

CUT OUT OBJECTS

The photography depicts our interventions and helps reinforce key messages to our audience. Photographs of objects should always be cut out and placed against a flat colour background.

FOOD



ELECTRICAL



PLASTICS



REUSABLES



HOME



CLOTHING

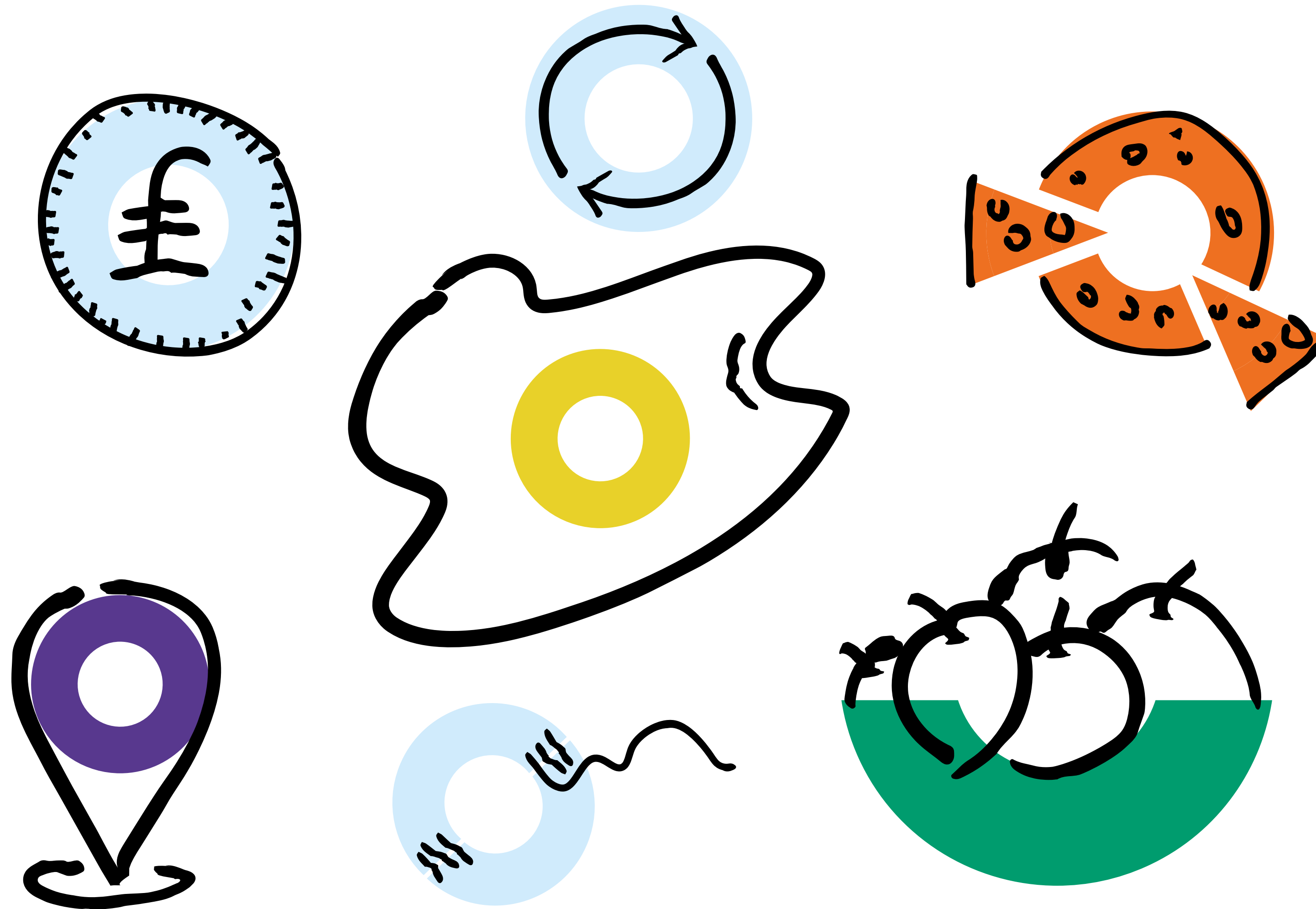


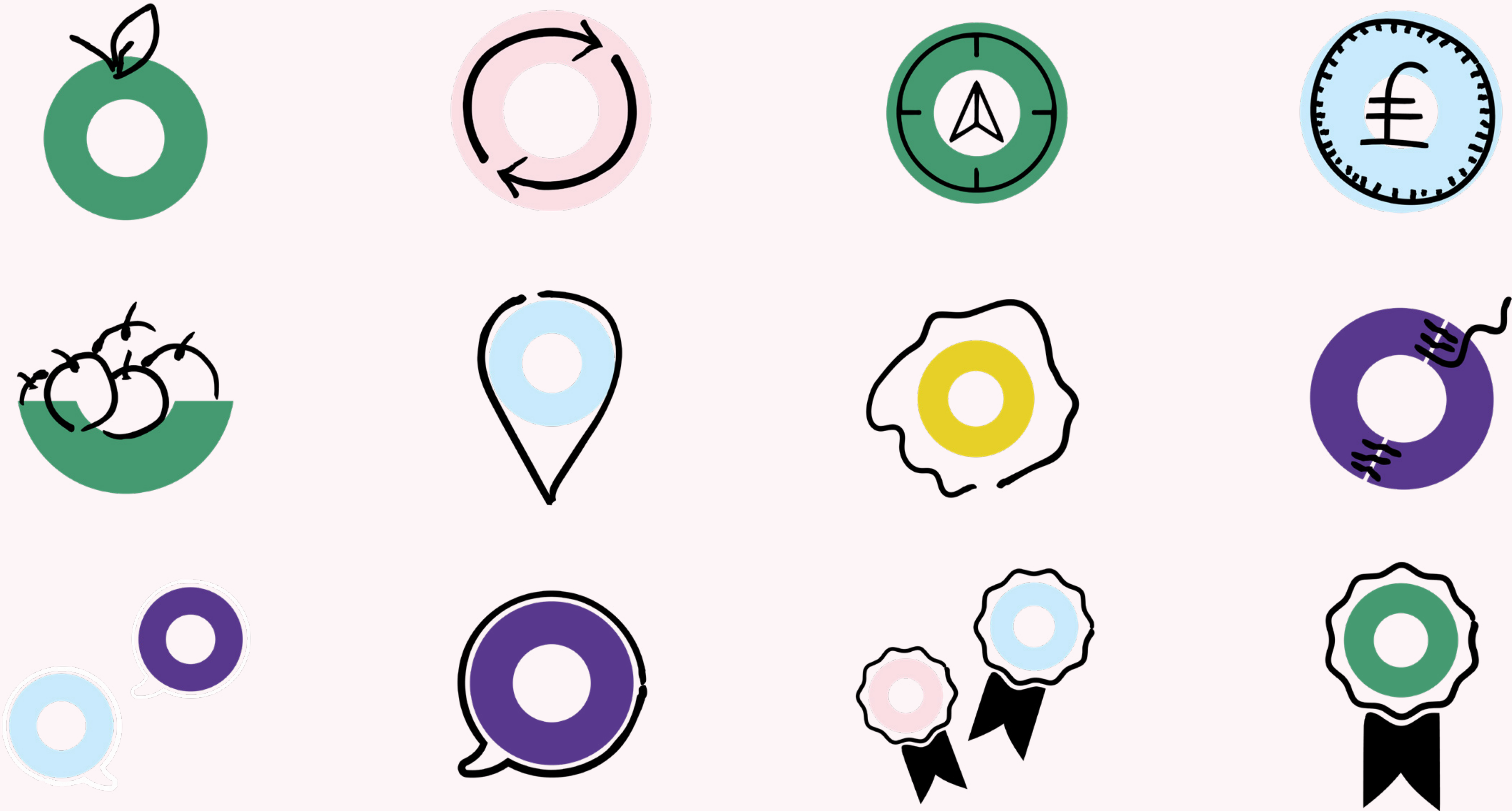
ILLUSTRATION

Illustrations can be used as a substitute for photography when an image is not available or suitable.

They can also be used as icons to help support key intervention messaging.

The illustrations style consists of simple doodles around segments of the In The Loop logo.





PHOTOGRAPHY

PEOPLE

There is a range of photography available to use, to help attract attention, make assets feel different, and reinforce key messages to our audience. Unlike object photography these images should not be cut out.

There are two types of people photography:

Portraits are simple images of members of the community. These can be used in any assets you want, although we should consider “matching” the people to the issue – for example a picture of a child is more relevant to an intervention in a school.

Behaviour photography shows members of the community interacting with one of our interventions. These should only be used when they are relevant to the intervention being described in the asset, or at least could be interpreted that way, so they reinforce the message in the copy they accompany rather than undermining it.

See the Photography Usage guidance on the following pages.



Portrait photography



Portrait photography with behaviour



Behaviour photography



Behaviour photography

PHOTOGRAPHY USAGE

With the cut-out object images and people photography there are a lot of options for bringing assets to life. You don't need to use everything at once.

Where portraits without a specific behaviour are used it may be worth using cut-outs as well to reinforce our message. You can overlay cut-out images of objects from the previous section, on photographs of people, if it adds meaning and context to those photos. Examples are shown on the next page.

You should think hard before combining these elements as the asset could end up being too busy.

As far as possible behaviour photography should align with the intervention being promoted in the asset. Where an asset promotes multiple interventions, having a behaviour photograph that is relevant to just one is fine though.

Note: These design examples are intended as concept visuals only. They act as a starting point to inspire campaign outputs.



PHOTOGRAPHY

EXAMPLE PHOTOGRAPHY USAGE

Using imagery in layouts:

- For applications using cut-outs, portrait photography should be used
- When cut-outs are not used photography should feature sustainable behaviour
- For layouts with full bleed imagery, aim to use compositions with more clear space around the subject
- The curved shape can be used to hold imagery
- To ensure legibility of content, use a subtle gradient or blur behind text
- Avoid using transparent logo on busier backgrounds



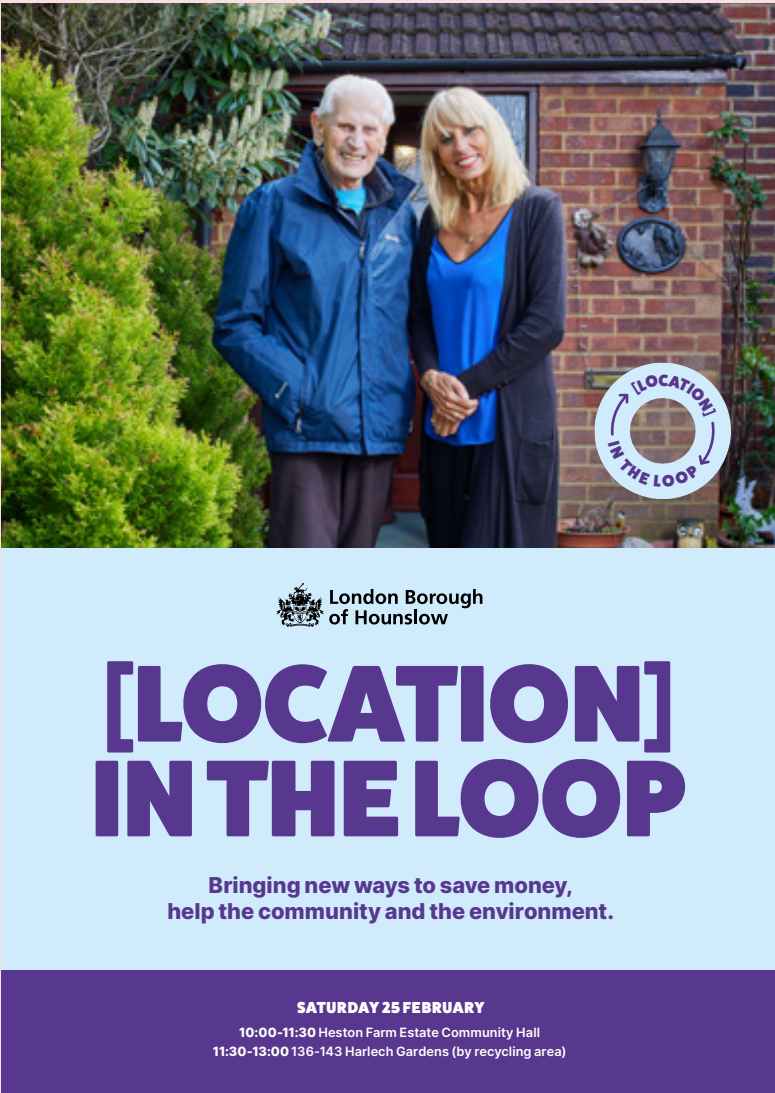
When cut-outs are not used photography should feature sustainable behaviour



For applications using cut-outs, portrait photography should be used



Full bleed imagery



Aviod using transparent logo on busier backgrounds



The curved shape can be used to hold imagery



To ensure legibility of content, use a subtle gradient behind text

LEARNINGS

TOP TIPS

Research

- Define objectives of the project comms - is it to sell something, get people to an event, make them aware of something?
- Consider your audiences and resources
- Gather local intel or conduct interviews about the area or audience from wider council teams, resident groups, ward councillors, or other key stakeholders
- Consider communication barriers e.g. be aware of any language barriers or cultural differences that may affect communications
- Map communication channels available to the project
- Conduct a focus group to test your communications to ensure they are clear and resonate with the audience
- Ensure your research reflects the lived experience of people and organisations who are the target audience or impacted by the project. Consider a resident / community champion project group to inform communications planning and delivery

Make your 'In The Loop' campaign a success. Here are some top-tips and key elements to include:

Photography

- Photograph local people and local activities
- Mix professional and more candid shots

Language

- Keep text short and jargon-free
- Use real place names to connect your audience more directly with what's being talked about: projects which have localised the communications benefitted from better traction
- If you're speaking to non-native English speakers, consider using their language as well as, or even instead of, English

Messaging

- Focus on supporting local people and business
- Focus on ways of saving money
- Avoid too much environmental messaging

Social media ads

- Advertise across a variety of channels – including both project or council social media, and delivery partner apps

Digital and physical channels

- Use both where budget allows to be visible at different points in people's lives

SECTION 03

CAMPAIGN ASSETS

Note: These design examples are intended as concept visuals only. They act as a starting point to inspire campaign outputs.

FRONT LAYOUT OPTIONS

Borough Logo
(Can be positioned top left or right)



LOCATION

IN THE LOOP

SHORT, FOUR LINE HEADLINE TO GO HERE LIKE THIS.

Ur abor atiorepro enitas asseque et modipid itasperit quunto dolorendam facero intios aut moluptae. Officientet. voloresti lorem lorem ips dolor sit amet.

SATURDAY 25 FEBRUARY

10:00am – 11am: Heston Farm Estate Community Hall

Borough Logo
(Can be positioned top left or right)

LARGE 5 LINE HEADLINE TO GO HERE LIKE THIS.



SATURDAY 25 FEBRUARY

10:00am – 11am: Heston Farm Estate Community Hall

LOCATION

IN THE LOOP

Borough Logo
(Can be positioned top left or right)



LOCATION

IN THE LOOP

FOUR LINE HEADLINE TO GO HERE LIKE THIS.

Bringing new ways to save money, help the community and the environment.

SATURDAY 25 FEBRUARY

10:00am – 11am: Heston Farm Estate Community Hall

A5 LEAFLET

Layout options:

- Text heavy cover using cut-out imagery
- Short form posters with large headline with single cut-out image
- Large headline using lifestyle imagery, with space for body copy and event details

Colour options available to differentiate events.

BACK LAYOUT OPTIONS

Otas suntibe atemodipsam dolor moluptur andesci psaecta fiaeped maximaio doluptatius num re cumque lorem ipsum dolor sit amet



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LOCATION

IN THE LOOP

SATURDAY 25 FEBRUARY

10:00-11:30 Heston Farm Estate Community Hall
11:30-13:00 136-143 Harlech Gardens
(by recycling area)



Borough Logo
(Can be positioned top left or right)

Officto con explis ilibearibus sequidunt erferibus dolores moluptas elum qui velit. non necum dolupta estion endenim inerspic torum ellupia tecearcit iilis sam fuga vernatem qui reped et qui re velectatur aces quo volupis evenderem.



Save more by getting food for free with Olio, and share food you are not going to eat with people that will. Download the app to get started.



Save money on food and be entered into a weekly lottery for £50 of supermarket vouchers with Kitcho. The app is free and will help you save food and money! Download the app to get started and check URL for terms and conditions.



Scan the QR code or go to URLtogether.com to find out more.

LOCATION

IN THE LOOP

Borough Logo
(Can be positioned top left or right)

Borough Logo
(Can be positioned top left or right)



LOCATION

IN THE LOOP

SUBHEADING TO GO HERE LIKE THIS.

Vidunt est de volorti iberum aut dolupta tectessi bea dolor sinea pest molenetur? Sinctia arumque ent occae veliqui tem reicia alligam invelig enihilitate sequam, invelen damus elit, pti vendipi enistrum que nonest quodit omnisid esequam saperunt mollure dolupit, te exerit onsequi quatio blandus eni solutem dolor sit.

Eum faceate mperum et litatia qui derupitate eturi veliquisima saepudis consequatis aut odisit, quam cum upie nnis quid.

For more information visit:
URLtogether.com
or visit Heston Library

Partner Logo

Partner Logo

Borough Logo
(Can be positioned top left or right)



Come along to find out about other events coming soon!

UMQUODICI INVELECAE. ITATION ELI LOREM ELIT.

Lorio. Ut velessin pa dis experchil
molupiendis andeliquam et dolore, nim etur
reperfe rionem quiam rem qui voluptae.



SATURDAY 25 FEBRUARY
10:00-11:30 Heston Farm Estate Community Hall
11:30-13:00 136-143 Harlech Gardens (by recycling area)



Borough Logo
(Can be positioned top left or right)





ITAT AUT VELEX EXPLAUTE ERO VOLESSE LOREM IPSUM ELIT

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faceruptate cor as molore volorio nsendipsam.

SATURDAY 25 FEBRUARY
10:00am – 11am: Heston Farm Estate Community Hall

Borough Logo
(Can be positioned top left or right)

LOREM IPSUM DOLOR SIT AMET CONSIST



SATURDAY 25 FEBRUARY
10:00am – 11am: Heston Farm Estate Community Hall



A3 POSTERS

Layout options:

- Text heavy cover using cut-out imagery
- Short form cover with large headline with single cut-out image
- Large headline using lifestyle imagery, with space for body copy and event details

Colour options available to differentiate events.

6-SHEET ADVERTS

6-sheets adverts use imagery and bold headlines with minimal copy to stand out.

Colour options available to differentiate events.

LARGE 3 LINE
HEADLINE TO GO
HERE LIKE THIS

Rana is a Food Waste Hero. He gets free food through Olio and shares it with the community at local events.



(LOCATION)
IN THE LOOP

Everyone's a winner. Check out the dozens of ways you can save money, help the community and the environment.

Free repair events

Apps to share and receive free 'stuff'

Refill options – eat & drink with less plastic

Free gardening and horticulture sessions

Find out how to be in the loop at
URLgoeshere.com

Borough Logo
(Can be positioned top left or right)

QR
Code

SHORT HEADLINE
TO GO HERE

Friya learned how to fix her bike.
Winston got his toaster repaired.



(LOCATION)
IN THE LOOP

Everyone's a winner. Check out the dozens of ways you can save money, help the community and the environment.

Free repair events

Apps to share and receive free 'stuff'

Refill options – eat & drink with less plastic

Free gardening and horticulture sessions

Find out how to be in the loop at
URLgoeshere.com

Borough Logo
(Can be positioned top left or right)

QR
Code

SHORT
HEADLINE

Menimantem veris auctus vir quo essolin
auderfer porte morsulicae probsenihin



(LOCATION)
IN THE LOOP

Everyone's a winner. Check out the dozens of ways you can save money, help the community and the environment.

Free repair events

Apps to share and receive free 'stuff'

Refill options – eat & drink with less plastic


Free gardening and horticulture sessions

Find out how to be in the loop at
URLgoeshere.com

Borough Logo
(Can be positioned top left or right)

QR
Code


LAMPPOST BANNERS




BE IN THE LOOP

Repair events.
Water refills.
Food sharing.
Gardening sessions.
All free.

Find out how at:
[URLgoeshere.com](#)



QR Code





THE BEST THINGS IN HESTON ARE FREE

Repair events.
Water refills.
Food sharing.
Gardening sessions.
All free.

Get started at:
[URLgoeshere.com](#)



QR Code



FEATHERED FLAG



ACTIVITY HAPPENING HERE

Save money, help your community and the environment.

Find out more:
[URLgoeshere.com](#)





ACTIVITY HAPPENING HERE

Save money, help your community and the environment.

Find out more:
[URLgoeshere.com](#)



LAMPPOST BANNERS AND FEATHERED FLAG

Formats such as lamppost banners and feathered flags use cut out imagery with bold copy.

Colour options available to differentiate events.

FULL/HALF BLEED IMAGERY



SOCIAL ASSETS

Layout options:

- Full/half bleed imagery
- Cut-out imagery
- Typographic and illustrations

Templates available in 1:1 and 9:16 formats.

CUT-OUT IMAGERY



TYPOGRAPHIC AND ILLUSTRATIONS

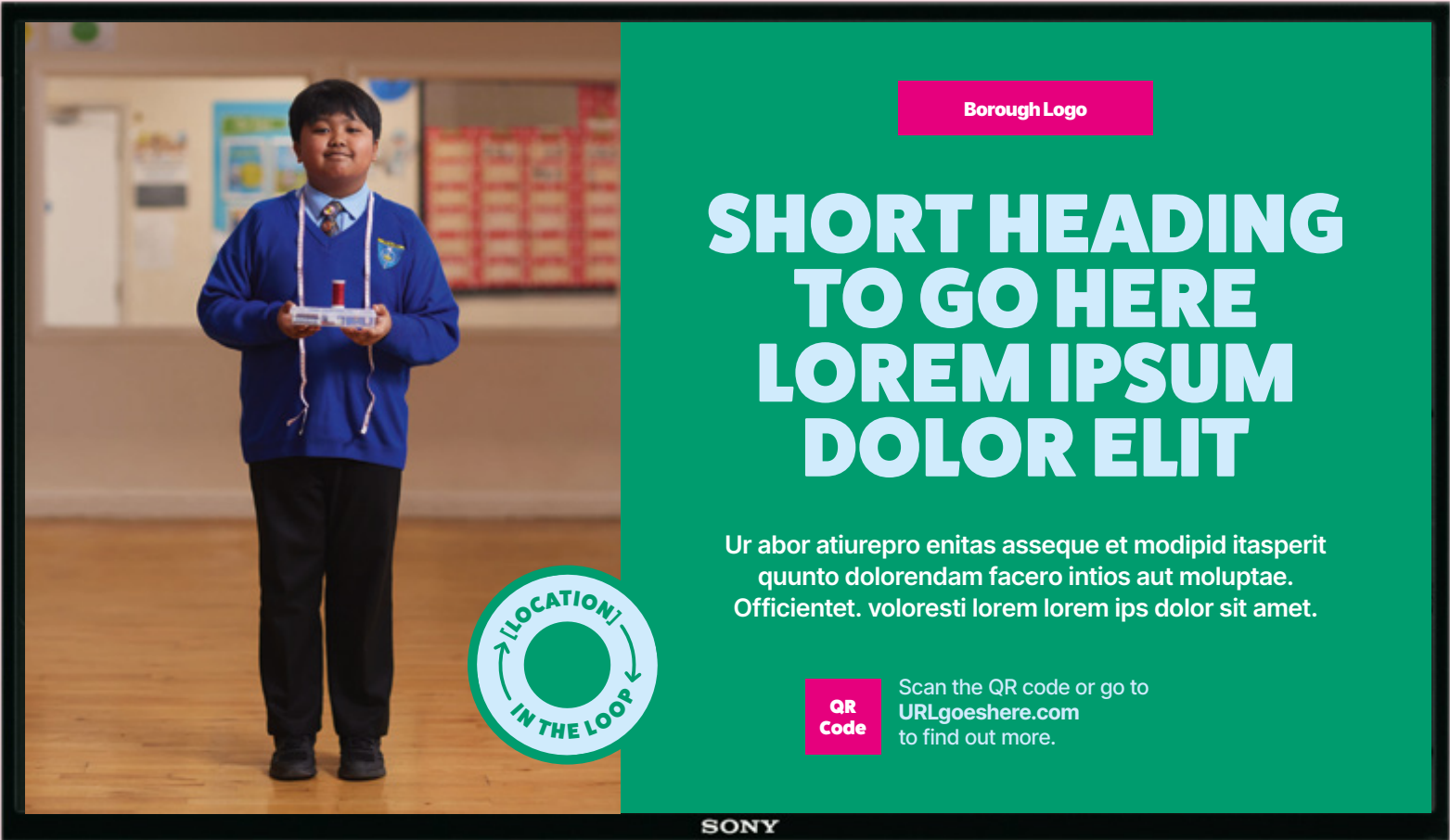
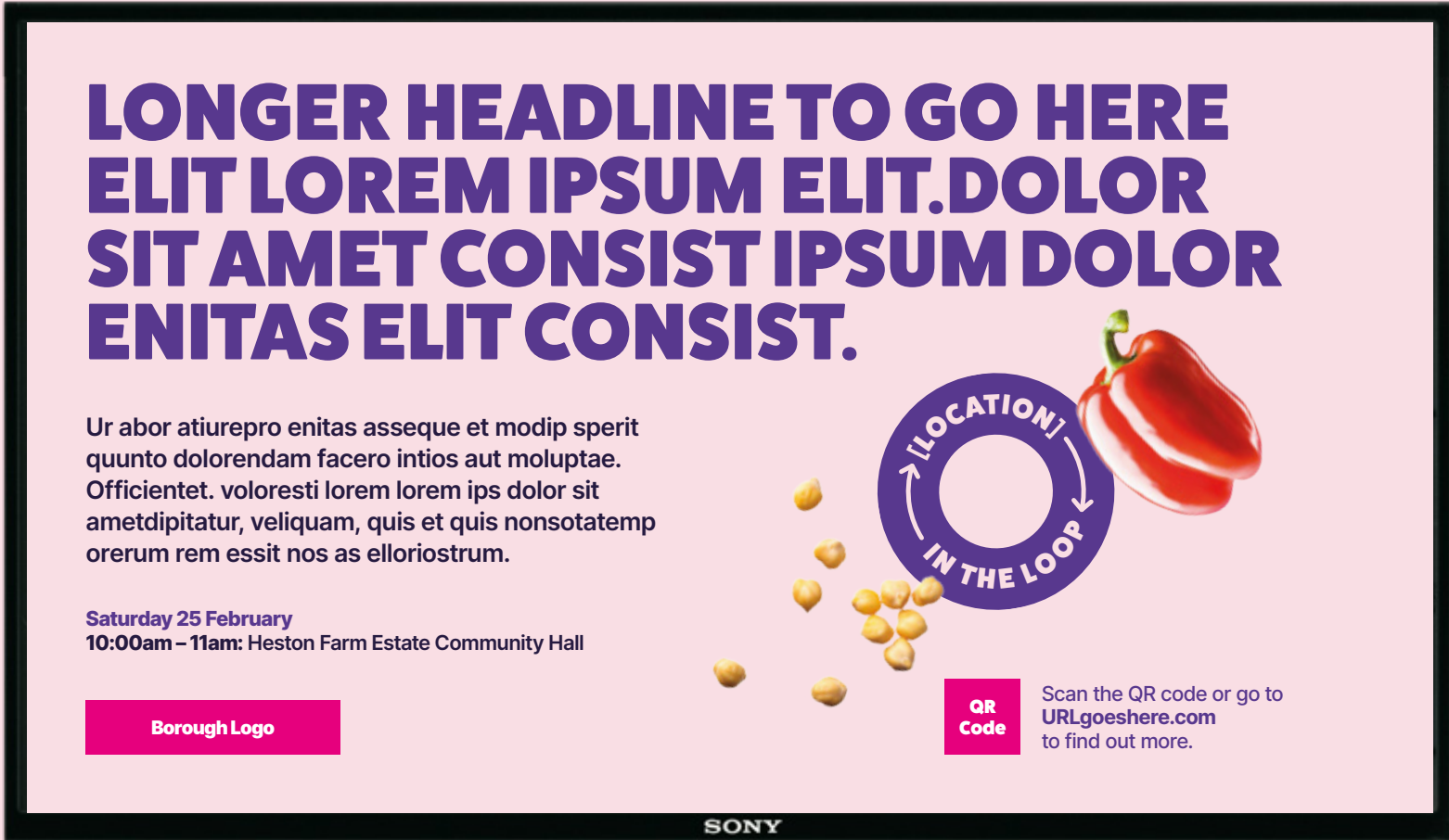
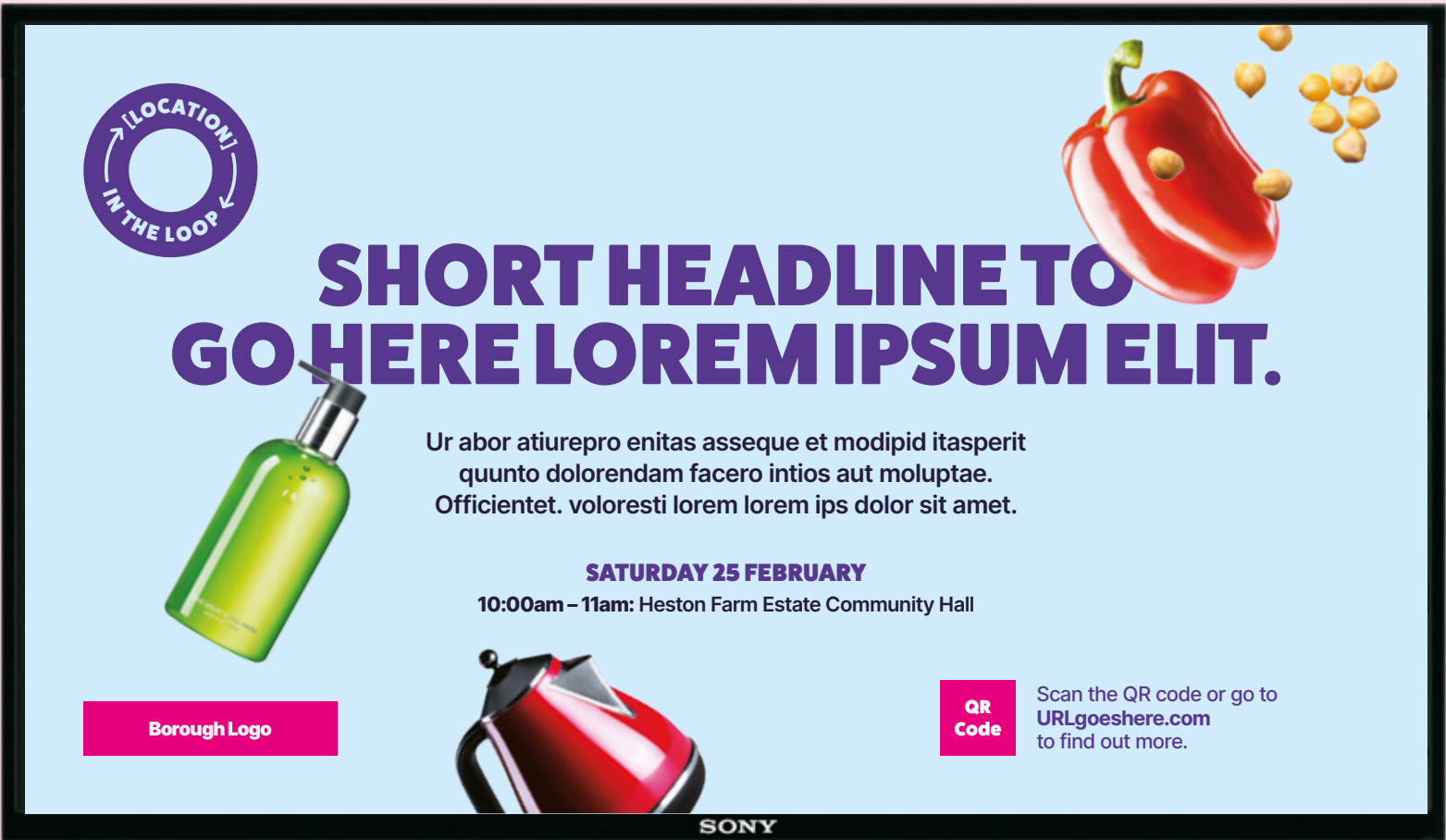


DIGITAL SCREENS

Layout options:

- Text heavy using cut-out imagery
- Short form with large headline with single cut-out image
- Large headline using lifestyle imagery, with space for body copy and event details

Colour options available to differentiate events.



EXAMPLES

Here is a range of Hounslow branded versions to show how the visuals should look in real life once the placeholder is replaced with the correct logo.



THANK YOU.

If you need further support or guidance
on using this toolkit, please contact
hello@relondon.gov.uk

