

**Why we should
care about care**

Start advocating!

Hashtag and website

The Caring Heart

Social posts

Profile picture frames

Videos

Email signature

Design guidelines

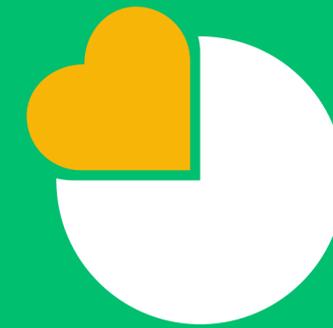
Logo

Colours

Typefaces

Heart pointer

Contact and help



Care
about
care

Creative guidelines

How can you get involved?

Your guide to the Care About Care campaign resources and how to use them

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The hidden sector

Why should we **care about care**?

According to the Skills For Care report, adult social care makes up just under 5% of the total UK workforce in 2021*, which is a huge number. Despite making up a significant slice of our working population, this sector is often woefully unrecognised.

However, as we know, this 5% ‘slice’ of the UK workforce punches far above it’s weight in impact. It’s time stop this sector being overlooked, by amplifying the stories of the carers and those cared for.

We want to stop this sector from being overlooked with a clear and simple call-to-action; that now is the time to **care about care.**

By bringing together the experiences of those impacted by the care sector, we can start a dialogue and raise awareness about the importance of care work in the UK.

The adult care sector makes up about

5%

of the total UK workforce

* View the report at <https://www.skillsforcare.org.uk/adult-social-care-workforce-data/Workforce-intelligence/publications/national-information/The-state-of-the-adult-social-care-sector-and-workforce-in-England.aspx>. Based on the number of adult social care workers in the UK 2021.

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Start advocating!

How can you join the movement?

Whether you are an individual or part of an organisation, there are lots of ways to show that you care about care.

This creative kit includes lots of resources to get you started. The following pages explore some of the ways you can find resources, get involved and join the conversation, including:

- **Liking and sharing #CareAboutCare posts on social**
- **Creating your own social posts**
- **Using the hashtag**
- **Updating your social profile picture frame**
- **Creating video content, such as testimonials**
- **Adding a graphic to your email**



Website and hashtag

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Find resources and get started

It's easy to find resources, show support and join in the conversation using the webpage and social hashtag. The official page and hashtag for the Care About Care campaign are:



careaboutcare.org.uk



[#CareAboutCare](https://twitter.com/CareAboutCare)



Give it some heart and show you care. Click on the heart button on our website.

The Caring Heart

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Show you care

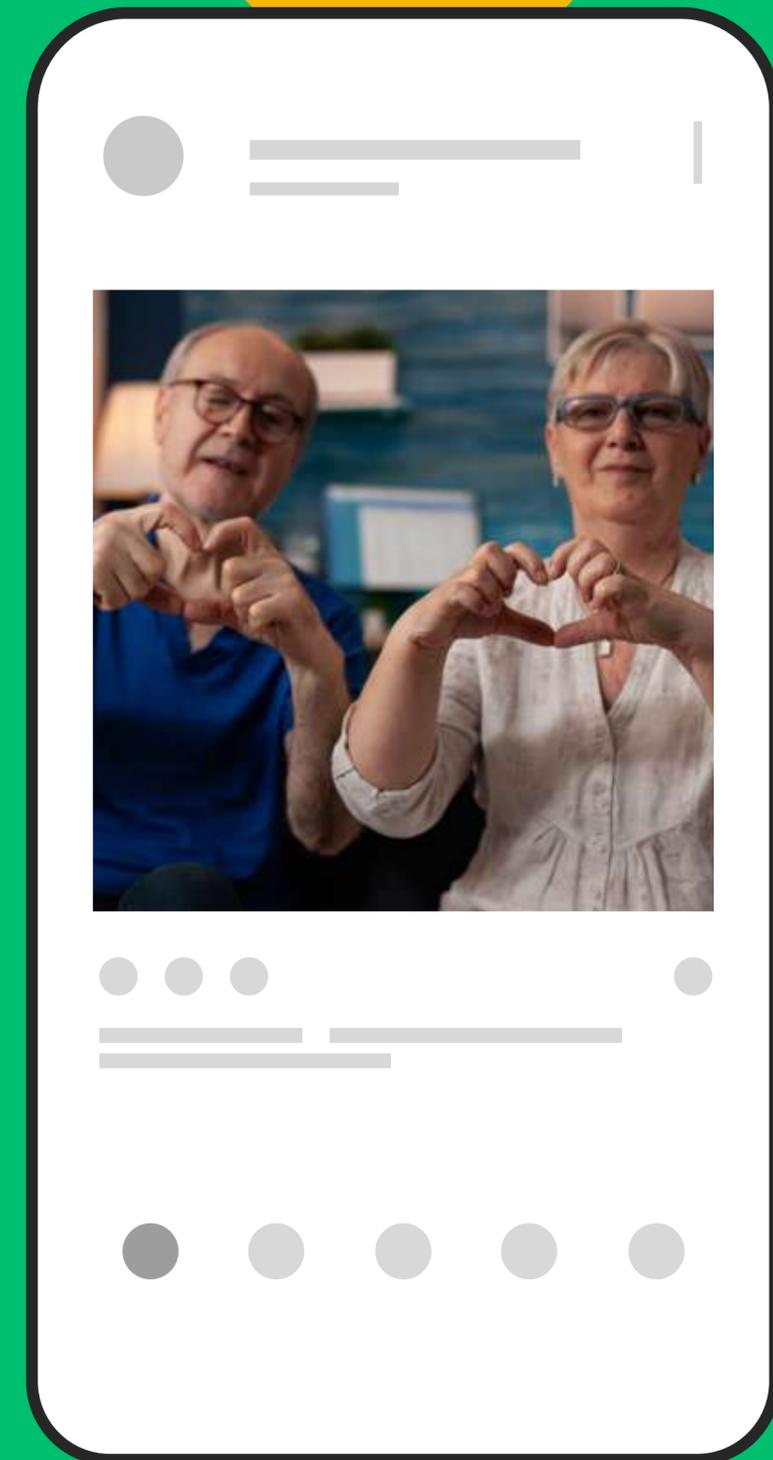
Supporting Care About Care doesn't have to be complicated or time-consuming. Whether you are an individual or an organisation, you can begin with one simple gesture.

The **Caring Heart** is a shorthand way to remind others to 'care about care'. You make it by touching two hands together in the shape of the two C's (Care about Care).

Showing and sharing this gesture is a quick and easy way to show your support.



Share pics and videos of your own caring heart on social via **#CareAboutCare**



Social posts

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Lend your voice

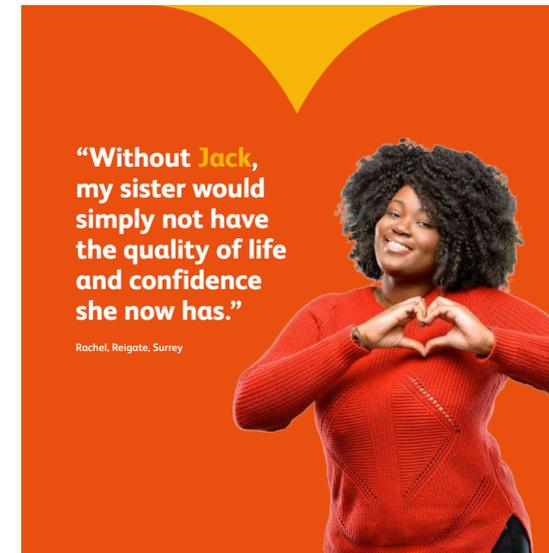
Creating social posts is an easy way to share your own experience of care. All you need to do is to include the hashtag **#CareAboutCare** somewhere in your post text, to make your post a part of the conversation.

Whether you are sharing **stories of loved ones in care, or of your own personal experience**, you can contribute your voice to help raise awareness.

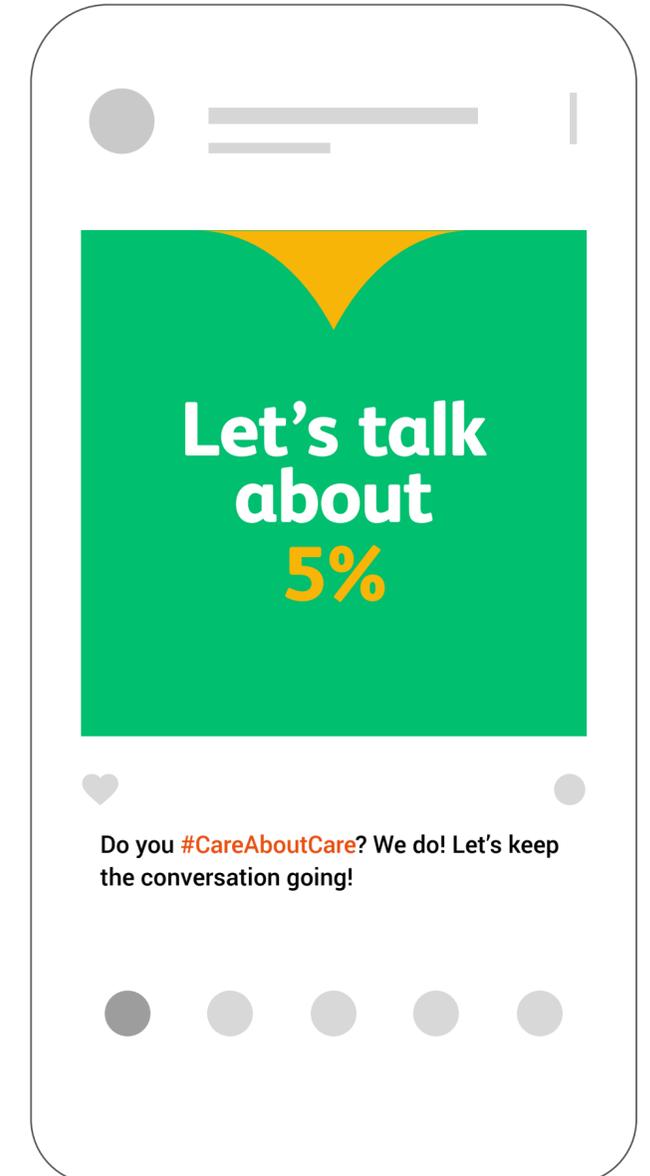
Some examples of posts are shown here. The **creative kit** accompanying these guidelines includes assets for creating posts like these, for Facebook, Twitter, Instagram and LinkedIn.



Jason gives our son David the freedom to go further and gain independence. We are so grateful for everything he's done to improve David's quality of life. Thank you Jason. We definitely **#CareAboutCare**



Jack supported Rachel's sister, Jessie, to train in skills that helped her get a volunteering placement at a local shop. Without this support, Jessie's quality of life wouldn't be the same. It's time to **#CareAboutCare**



Profile picture frame

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Customise your avatar

How about updating your profile picture frame on social to show your support?

The **creative kit** accompanying these guidelines includes assets for creating your own profile picture frame for adding to **Facebook, Twitter, Instagram or LinkedIn**. Here's how:

Note: You will require image editing software for this. Free image editors, such as Canva, PowerPoint, or Paint will all work for these steps:

1. To start with, open your preferred image editor and create a new canvas or artboard which is 400x400 pixels (or, if in doubt, just start off with a square canvas).
2. Now drag in a photo of yourself, centre it on your canvas area and resize it, until you are happy with its position. (Note: if using a web-based editor such as Canva, you will need to upload the photo first before you can drag it in to your artwork).
3. In the Creative Kit, locate the 'profile picture frame' folder and choose the colour version that you prefer.
4. Next, add the profile picture frame to your canvas. Reposition and resize, so that it fills right up to the edges.
5. Save a jpeg of your artwork. You're now ready to add it to your social profile!



Videos

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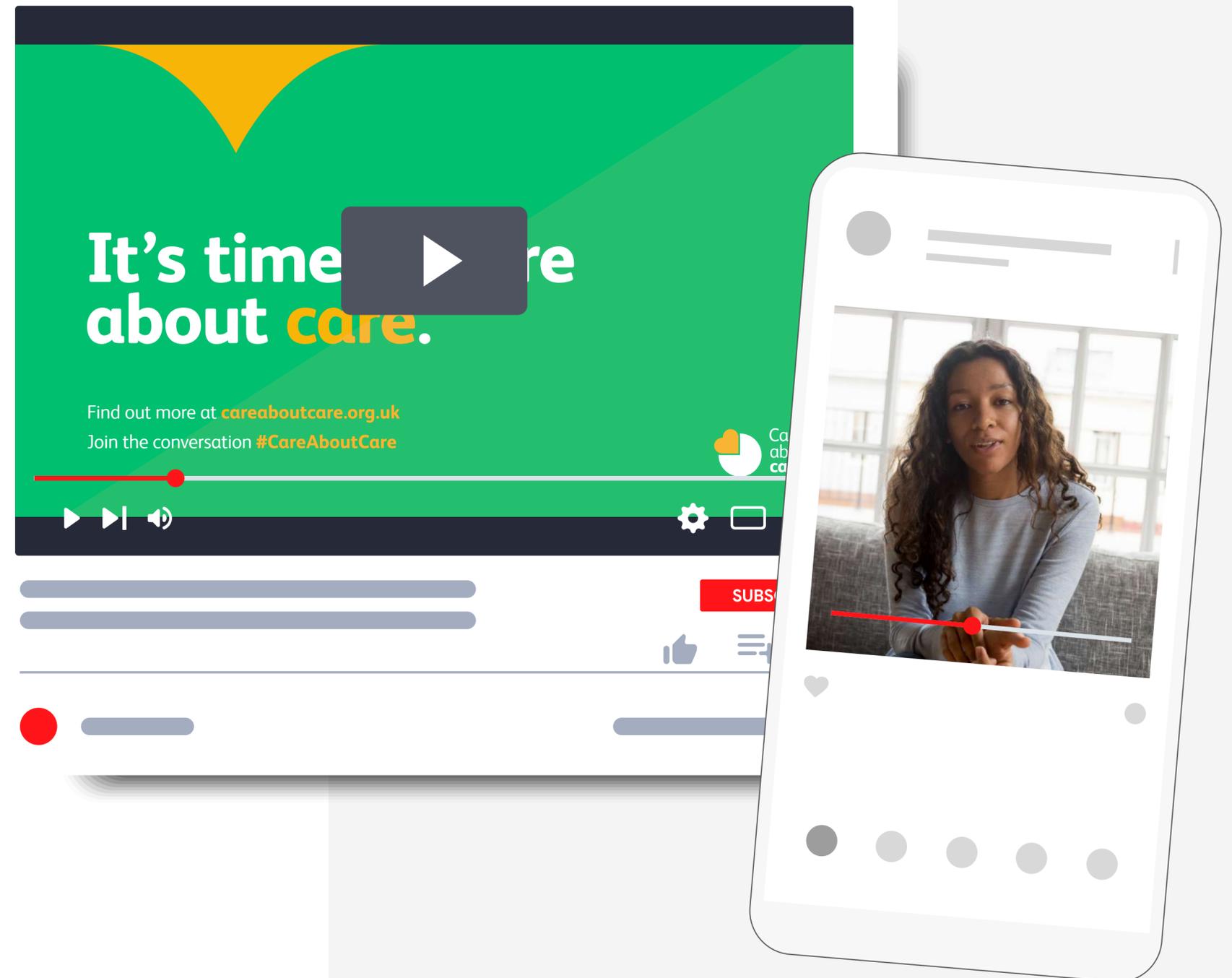
Contact and help

Tell your story

Video is a great way to share your stories, thoughts and testimonials.

The **creative kit** accompanying these guidelines includes assets for creating your own videos, sized to the most commonly used video formats.

By adding these **colourful frames** to a video timeline in your preferred editing app, you can easily add Care About Care's message to your video.



Emails

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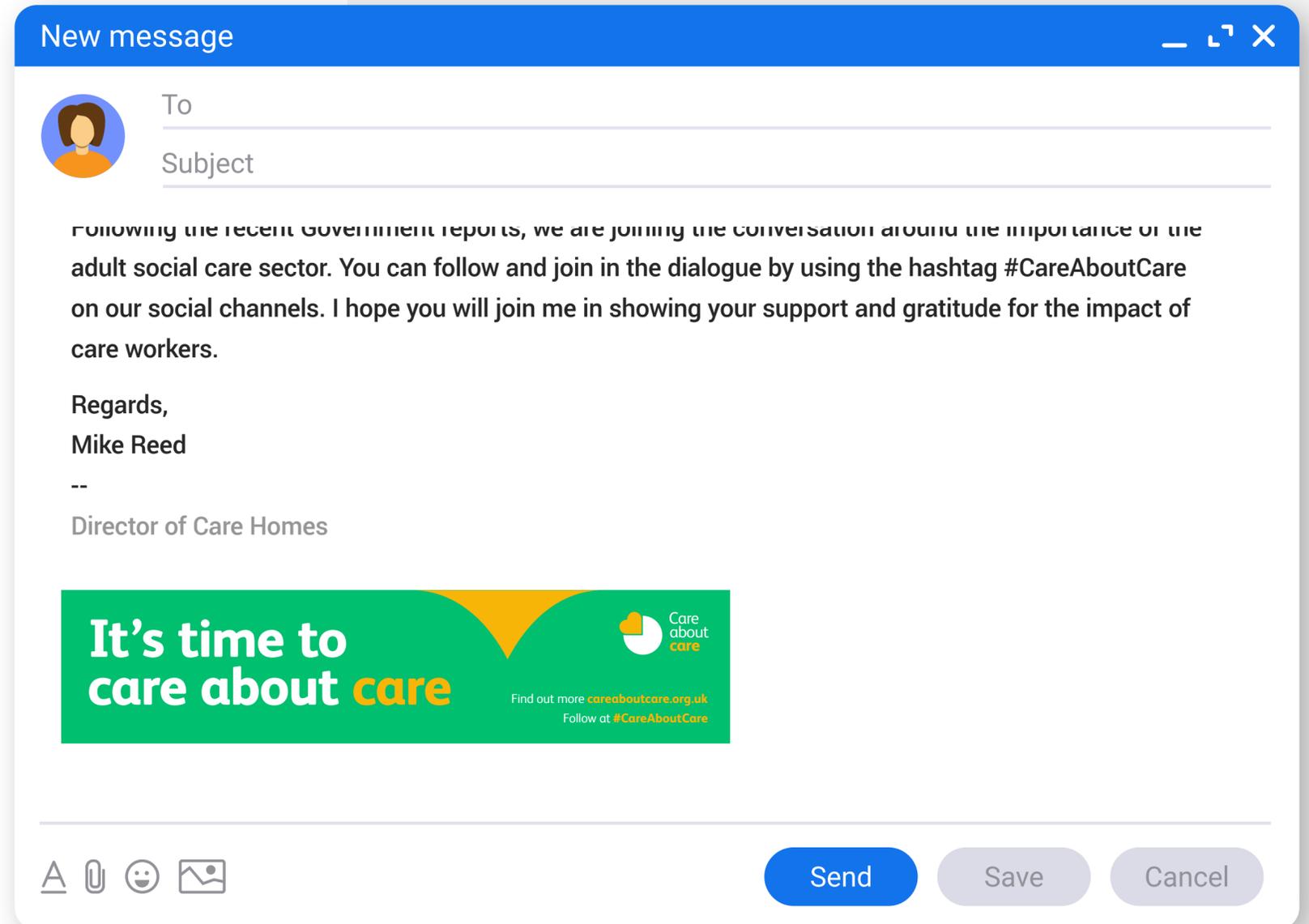
Heart pointer

Contact and help

Add a reminder to Care About Care to your email signature

You can easily add a graphic to your work or personal email, to sign off with a simple reminder to your recipients to care about care.

The **creative kit** accompanying these guidelines includes two different versions of an **email signature graphic**, which is compatible with the most commonly-used email clients.



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Creative wizard? Find guidelines on the following pages for creating your own designs.

If you would like to create some designs of your own, the following pages include more detailed guidance on how to make use of the campaign logo, colours and typefaces to get you started.

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Logo

The logo

The Care About Care mark looks like a pie chart, with one section that looks like a stylised heart. That's because we are raising awareness of the significance of the adult social care sector.



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Light and dark variations

Light and dark versions of the logo are available; allowing you to select the version that gives the best contrast against your choice of background.



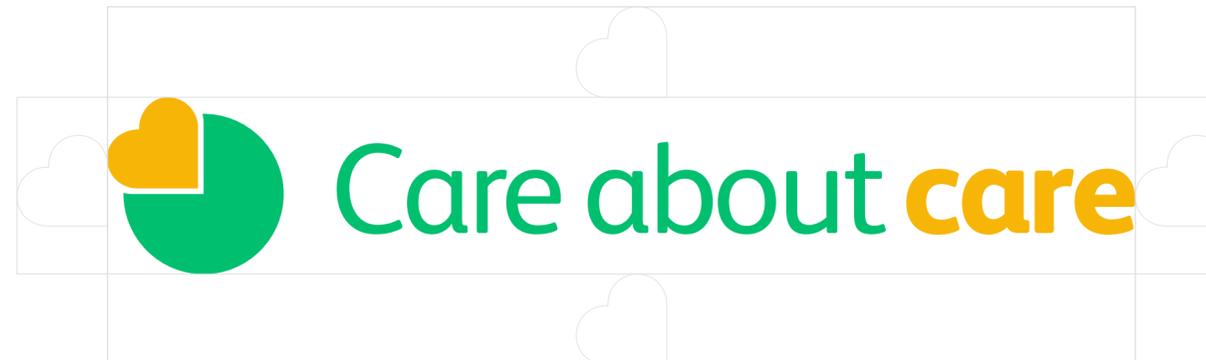
Logo

Logo clear space

It's important to leave some space around the logo, so that it's not obscured by other parts of a design. A suggested minimum amount of clear space should match the size of the heart as it appears in the logo.



Logo clear space = x1 heart



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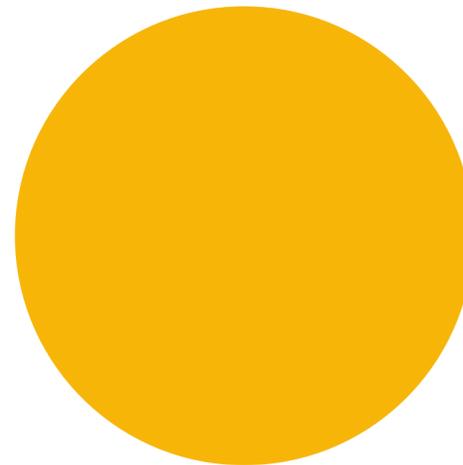
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Colours

Three core colours

These are the colour values for the three main colours of Care About Care. If your design is mostly going to be viewed on screens (such as social posts), you should use the 'RGB' values. For anything that will be printed, use the 'CMYK' values.

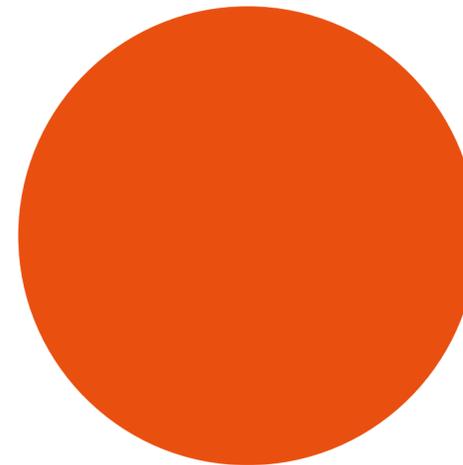


Yellow

RGB 247 181 8

CMYK 0 30 95 0

HEX #F7B508

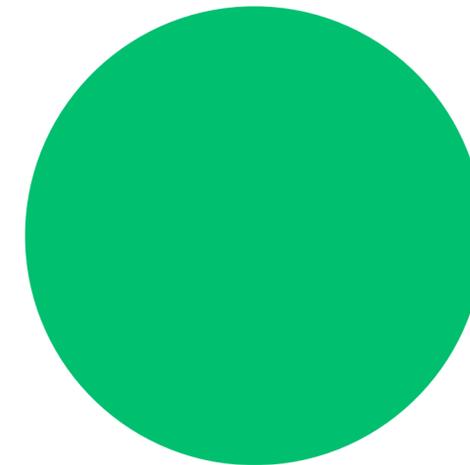


Orange

RGB 232 79 15

CMYK 0 80 100 0

HEX #E84F0F



Green

RGB 0 191 111

CMYK 80 0 75 0

HEX #00BF6F

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Typeface

Primary typeface and Google Font alternative

The primary typeface for the campaign is FS Albert. However, as FS Albert is a licensed font, you can also use a Google Fonts alternative, called PT Sans, for instances where you're adding text to your designs. Google Fonts are free to download and use for your own designs (use the handy link below).

Primary typeface

Google Fonts alternative

 [Download PT Sans from Google Fonts](#)

FS Albert

PT Sans

FS Albert Extra Bold

PT Sans Bold

FS Albert Regular

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$*()_+\'?/&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$*()_+\'?/&

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How to use the heart pointer

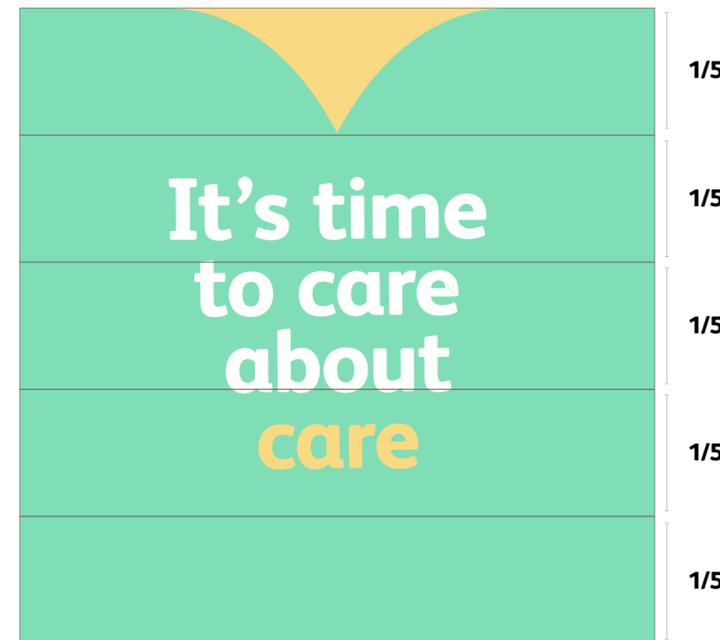
The heart pointer is a graphic which you can use to call out important information in your designs.

You will mostly use it to point to titles, but you can also use it to point to contact details, quotes, important statistics, or calls to action.

The heart pointer is created from a section of a heart shape. It is a subtle way to keep care at the centre of the campaign.

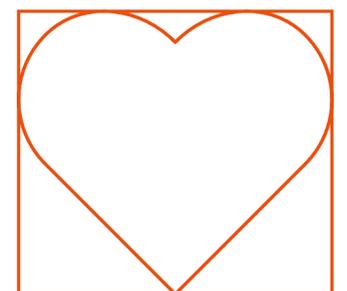
There are different colours available in the creative kit for you to use.

When using the heart pointer, always position it to be flush with the top edge of your design. It should also be about 1/5 of the total height of your design (see examples on the right).



Keep the height of the heart pointer equal to 1/5 of the total height of your design.

Colour combinations; always use the yellow heart pointer unless you have a white background



The heart pointer's shape is created from a heart.

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Questions and comments?

If you have suggestions or ideas about the campaign, or have any questions, we'd love to hear from you. Get in touch using the email below.

 [**marketing@activeprospects.org.uk**](mailto:marketing@activeprospects.org.uk)