

**DFE  
ATTENDANCE**

**CAMPAIGN  
GUIDELINES 2024**



HM Government

# **CAMPAIGN OVERVIEW**

## **MOMENTS MATTER, ATTENDANCE COUNTS.**

**Improving school attendance is everyone's business and, to tackle the challenge we face, we need to work together. The Government has launched a national campaign, aimed at parents and carers, on the importance of school attendance.**

**Our goal is to create a nurturing and affirmative bond between parents and school, emphasising the pivotal role attendance has in enhancing their child's overall wellbeing. Our intention is to guide parents towards accessible online resources and information to empower them with valuable insight and guidance for them to make the right decision for their child.**

**The campaign tagline is "moments matter, attendance counts". Messaging has been developed from research into parental attitudes towards attendance, and pilot campaigns in two local authorities.**

## **CAMPAIGN MANIFESTO**

**That moment they found a new best friend queuing up for pudding.**

**That time fractions suddenly clicked.**

**That day cavemen came to live in the playground.**

**That science lesson when a mento and cola 'rocket' sprayed everywhere.**

**Breaking a school record on sports day.**

**When they helped catch the escaped rabbit.**

**Helping to build props for the school play.**

**When they baked cupcakes that were actually edible (just).**

**Performing that encore at the school concert.**

**From the first day of term to the last, each moment, big or small, makes a big difference to a child's wellbeing.**

**Positive, real, life-changing moments.**

**And in a school year there are hundreds of them.**

**What a difference a school day makes.**

## ASSET MESSAGING

Topic	Focus	Headline/Messaging	Lockup/Tagline	CTA
MILD ILLNESS	PRIMARY	THIS MORNING, HE HAD A RUNNY NOSE... BUT LOOK AT HIM NOW!	MOMENTS MATTER, ATTENDANCE COUNTS.	<p>HEAD TO THE NHS WEBSITE TO FIND OUT MORE.</p> <p>[When directing to the NHS website, the NHS logo should be used. Please use their guidelines].</p>
	SECONDARY	THIS MORNING, HE HAD A HEADACHE... BUT LOOK AT HIM NOW!		

ANXIETY	PRIMARY	THIS MORNING, HE WAS WORRIED ABOUT SCHOOL... BUT LOOK AT HIM NOW!	MOMENTS MATTER, ATTENDANCE COUNTS.	HEAD TO THE EDUCATION HUB FOR MORE INFORMATION.
	SECONDARY	THIS MORNING, SHE WAS WORRIED ABOUT SCHOOL... BUT LOOK AT HER NOW!		

# CAMPAIGN GUIDELINES

## OUR PHOTOGRAPHY

Our mission with our imagery is to capture the essence of joy and enthusiasm that children from primary and secondary schools experience in and out of the classroom.

Our imagery style aims to celebrate the vibrant moments of learning, opportunities, and friendship within educational settings.



## OUR COLOURS

Our bright colour palette seek to create a visual language that amplifies the excitement and positivity associated with school life.

For our campaign assets we use a monochromatic colour scheme using a bright primary colour with a complimentary softer tone.

Our campaign colours adhere to AA accessibility standards.

Only use the matching light and dark colour combinations. Do not mix and match colours.

C:78 M:37 Y:0 K:0  
R:0 G:99 B:234  
HEX: #0063EA

C:78 M:0 Y:98 K:0  
R:1 G:173 B:27  
HEX: #01AD1B

C:0 M:80 Y:1 K:0  
R:248 G:82 B:194  
HEX: #F852C2

C:0 M:76 Y:100 K:0  
R:255 G:97 B:0  
HEX: #FF6100

C:0 M:91 Y:87 K:0  
R:255 G:70 B:55  
HEX: #FF4637

C:83 M:79 Y:0 K:0  
R:80 G:4 B:245  
HEX: #5004F5

C:27 M:0 Y:1 K:0  
R:187 G:230 B:249  
HEX: #BBE6F9

C:12 M:0 Y:28 K:0  
R:204 G:253 B:212  
HEX: #CCFDD4

C:0 M:25 Y:0 K:0  
R:255 G:217 B:247  
HEX: #FFD9F7

C:0 M:31 Y:52 K:0  
R:255 G:196 B:149  
HEX: #FFC495

C:0 M:27 Y:19 K:0  
R:251 G:201 B:199  
HEX: #FBC9C7

C:15 M:22 Y:0 K:0  
R:214 G:197 B:249  
HEX: #D6C5F9



## OUR TYPEFACE

Our fonts are Poster Cut Neue and Century Gothic Pro.

We use Poster Cut Neue in Uppercase for our headlines and Century Gothic Pro Bold Sentence case for our body copy and CTA's.

The font Grandstander can be used as an alternative headline free google font. But please use Poster Cut Neue when possible.

ABCDEFGHIJK

POSTER CUT NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklm

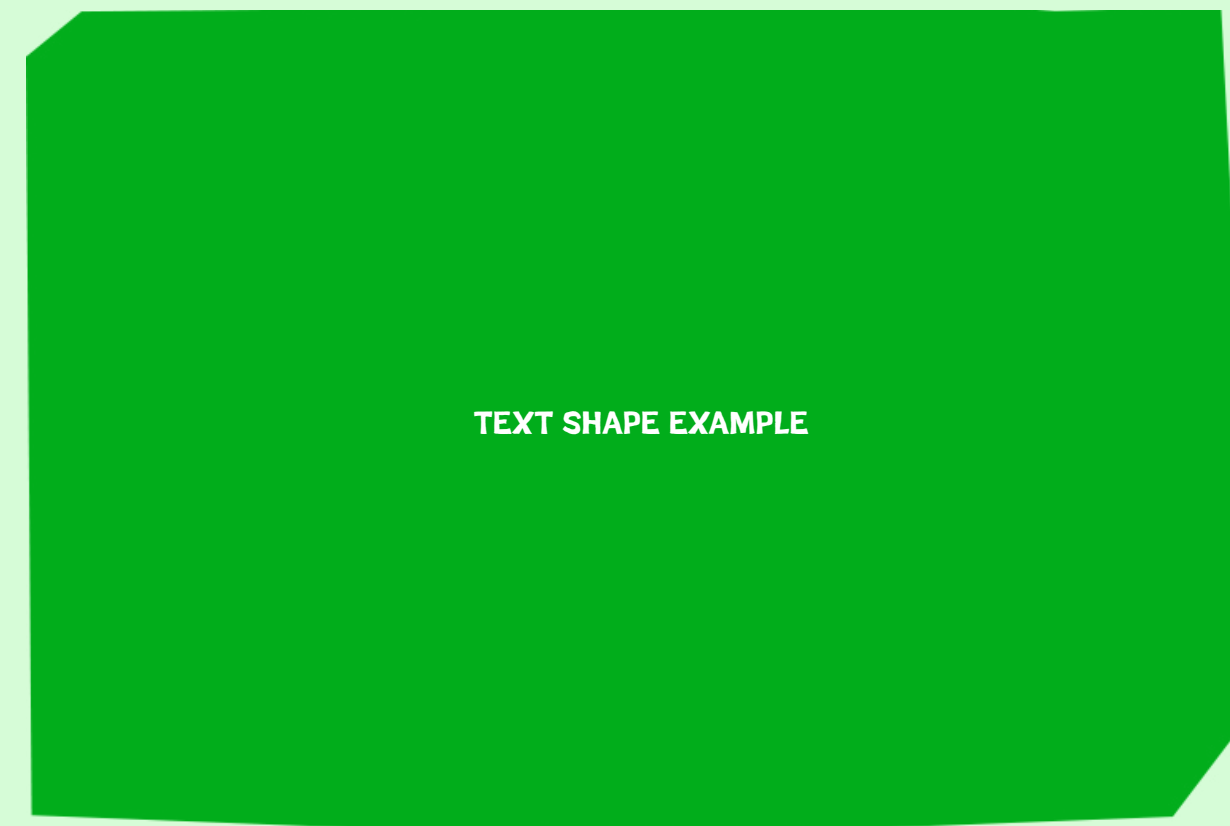
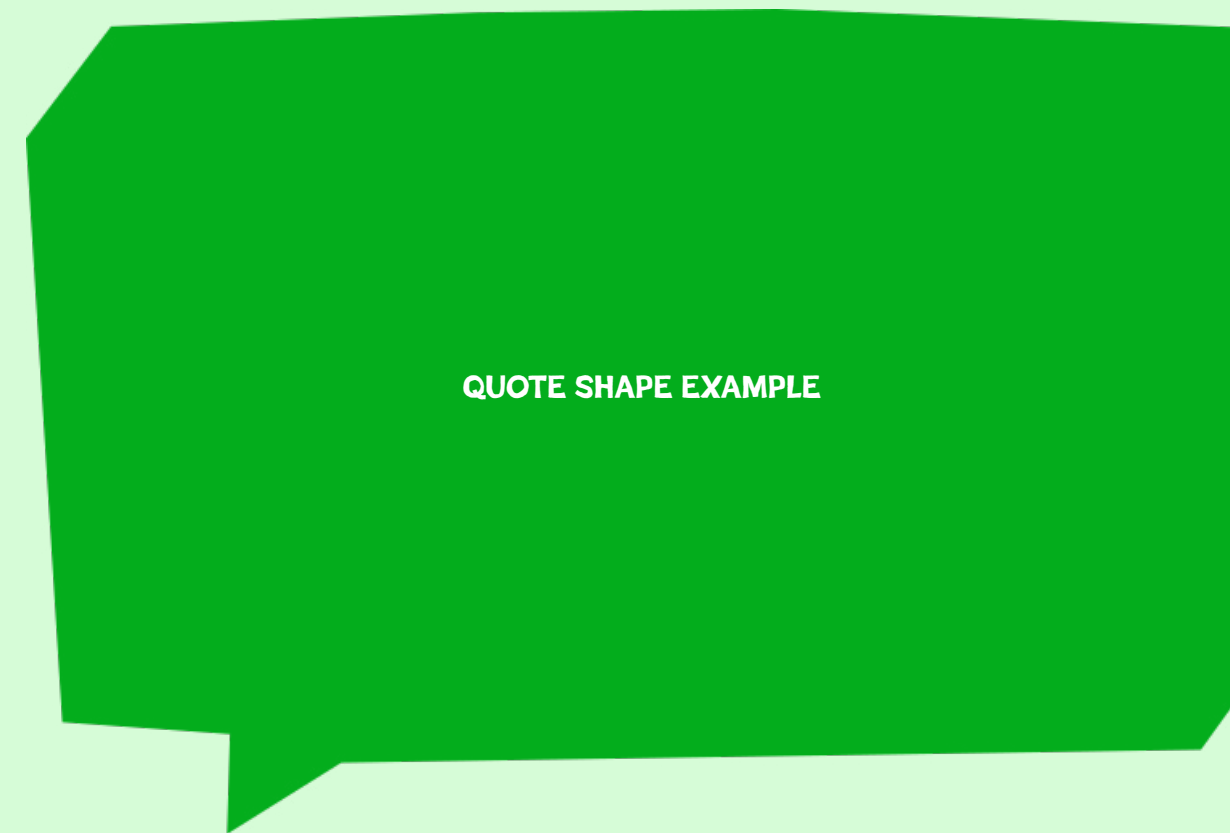
Century Gothic Pro Bold

abcdefghijklmnopqrstuvwxyz

## HEADLINE SHAPE

Our headlines are housed within a cut out style shape. To give it individuality the shape can be bespoke for each assets.

For quotes please use a quotation style shape, and for other text use a bespoke shape that fits the headline.



## OUR LOCKUP

This is our campaign lockup.  
This should not be modified.

Only the colour of the logo can  
be changed for each asset to  
reflect the colour pairings. As  
stated on the next page.

The lockup is set on a 6 degree  
angle.



## COLOUR PAIRINGS

**MOMENTS  
MATTER,  
ATTENDANCE  
COUNTS.**

**MOMENTS  
MATTER,  
ATTENDANCE  
COUNTS.**

**MOMENTS  
MATTER,  
ATTENDANCE  
COUNTS.**

**MOMENTS  
MATTER,  
ATTENDANCE  
COUNTS.**

**MOMENTS  
MATTER,  
ATTENDANCE  
COUNTS.**

**MOMENTS  
MATTER,  
ATTENDANCE  
COUNTS.**

# CAMPAIGN ASSETS

## LAYOUT 9X16

Example of a 9x16 format.

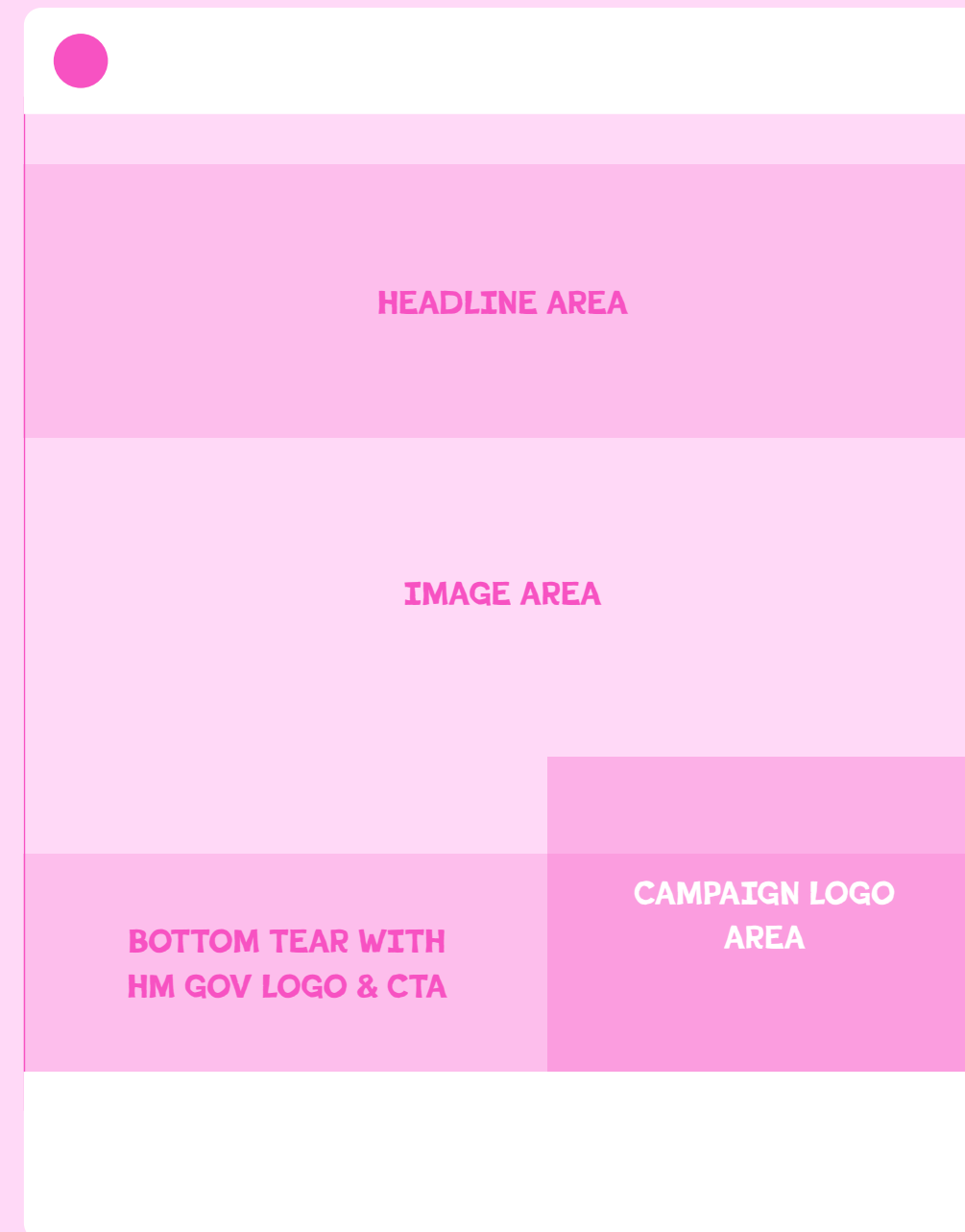
The left shows areas for asset placement. Please follow the guidance.



# LAYOUT 1X1

Example of a 1x1 format.

The left shows areas for asset placement. Please follow the guidance.



## LAYOUT POSTER

Example of a A4 poster format.

The left shows areas for asset placement. Please follow the guidance.





**"THIS MORNING, HE HAD A RUNNY NOSE... BUT LOOK AT HIM NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the NHS website to find out more.

**NHS**

**"THIS MORNING, HE HAD A STOMACH ACHE... BUT LOOK AT HIM NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the NHS website to find out more.

**NHS**

**"THIS MORNING, SHE WAS WORRIED ABOUT SCHOOL... BUT LOOK AT HER NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the NHS website to find out more.

**NHS**

**"THIS MORNING, HE WAS WORRIED ABOUT SCHOOL... BUT LOOK AT HIM NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the Education Hub to find out more.

**NHS**

**"THIS MORNING, HE HAD A STOMACH ACHE... BUT LOOK AT HIM NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the NHS website to find out more.

**NHS**

**"THIS MORNING, HE HAD A RUNNY NOSE... BUT LOOK AT HIM NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the NHS website to find out more.

**NHS**

**"THIS MORNING, SHE WAS WORRIED ABOUT SCHOOL... BUT LOOK AT HER NOW!"**

**MOMENTS MATTER, ATTENDANCE COUNTS.**

HM Government  
Head to the Education Hub to find out more.

**NHS**

# CAMPAIGN SUMMARY

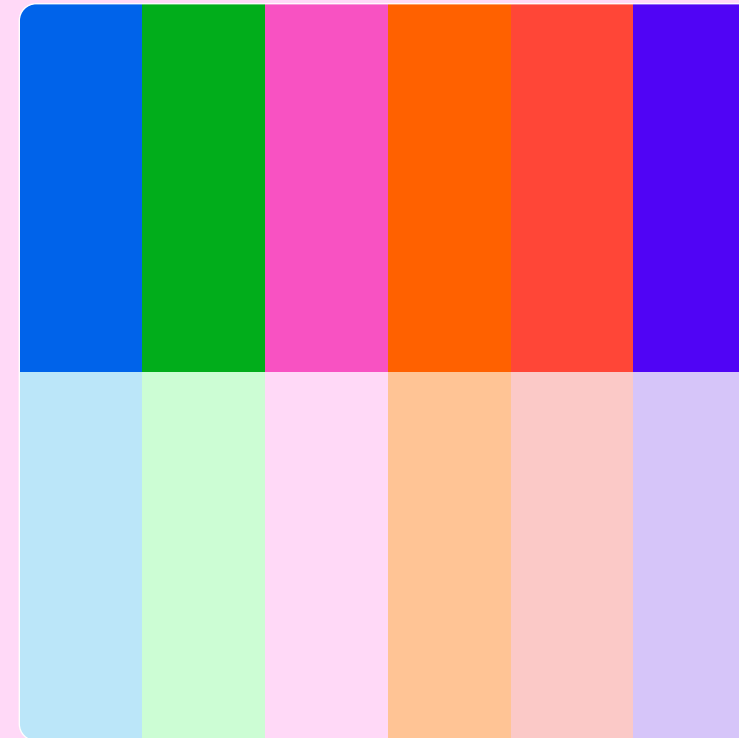
IMAGERY



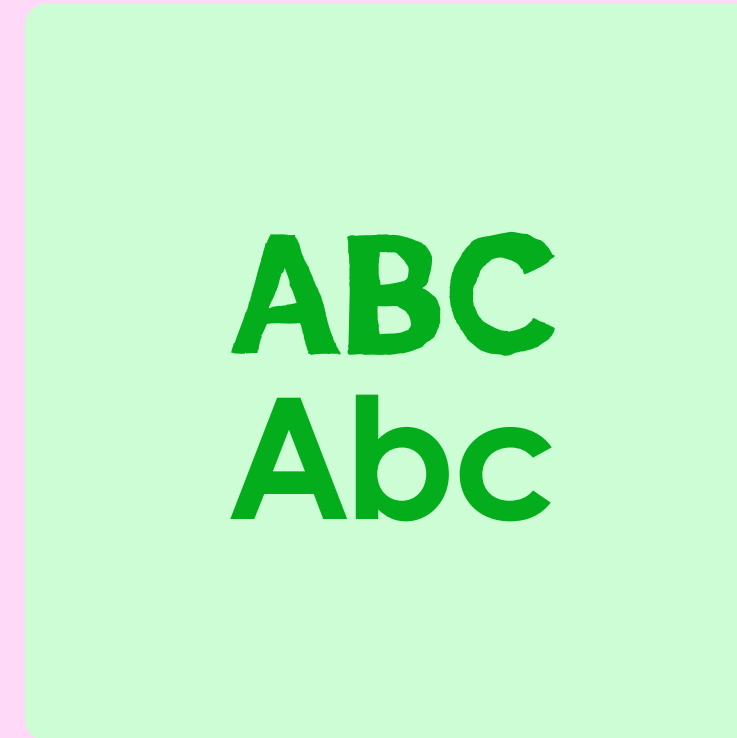
BOTTOM TEAR



COLOUR PALETTE



TYPOGRAPHY



HEADLINE QUOTE SHAPE



CAMPAIGN LOCKUP



## **ASSET LIBRARY**

To download all campaign assets  
please click the link below.

# **DFE ATTENDANCE** **CAMPAIGN ASSET LIBRARY**

**THANK**

**YOU**



HM Government