



#PlayOnFivehead

Campaign guidelines

How we name, show and talk about Fivehead Park: Play On, on the website, on social media and on paper.

An extension to the Fivehead brand guidelines, version 1.0. Everything not covered here follows those guidelines.

What Play On is for

Fivehead Park: Play On raises money for Fivehead Park and its buildings. We want to raise enough to do all of it, but Play On is mainly about outdoor play.

The play area

- 1** First: get it open again, then new equipment, safety flooring and fencing.

The rest of the Park

- 2** The games court, the recreation ground and sport for every age.

Parking

- 3** So more people can get to the Park.

The Village Hall and the buildings

- 4** Included because the hall is part of the Park's sport, for racquet sports and more.

£60,000 is our first target. Always say the play area comes first.

Two websites, one campaign

fiveheadpark.co.uk

The Park and the campaign: campaigning, sport and getting outdoors.

The address we put out there is **fiveheadpark.co.uk/playon**, the campaign landing page. Use it on posters, social posts, press releases and the banner.

fiveheadhall.org

Us as a charity, and booking the hall. Play On has a home here too, at fiveheadhall.org/play-on/.

Some things appear on both. Where they do, the Park website leads on the campaign and sport, and the Hall website on the charity and bookings.

The name and the hashtag

The name

Fivehead Park: Play On

Use the full name the first time on any page, post, poster or letter. After that, "Play On" is fine.

Always a capital P and a capital O. "Fivehead Park" and "Play On" are joined by a colon, never a dash.

The group running it is the Fivehead Park: Play On Working Group.

The hashtag

#PlayOnFivehead

One hashtag, always written the same way, with a capital P, O and F. Capitals make it easy to read and let screen readers say it properly.

It goes on every Play On post, poster and press release, and ask everyone sharing photos of the Park to use it.

Our sign-off line: **#PlayOnFivehead**
Every gift helps Fivehead Park and the Village Hall, starting with the play area.

What we say

Play On is for Fivehead Park and its buildings, with the play area first. £60,000 is our first target.

URGENT APPEAL

The stamp says "Urgent appeal", never "Urgent campaign". It goes above the Play On headline, slightly tilted, in white capitals on pink #C23B67.

Buttons say "Donate to Play On" or "Give to Play On".

The brand guidelines' words still apply: play area, games court, the recreation ground and Fivehead Park, never field or playing field.



The address we put out there: fiveheadpark.co.uk/playon, the campaign landing page. Play On also has a home on fiveheadhall.org/play-on/.

The logo



Main logo. On white, cream and paper.



Main logo. On Park green and on photos.



Reverse. Only on leaf green, where the main logo would disappear.



With the hashtag. Posters, social posts, banners, T-shirts.



With the hashtag, reverse. On leaf green.



Small logo. Swings and "Play On" only, for tabs, buttons and profile pictures.

A torn-paper tag carrying the full name, as we write it: "Fivehead Park:" above a big "Play On", both in Young Serif, with the swings from the Fivehead Park logo. The edge matches the cut-paper panels on the website.

Rules

- Leave clear space all round at least the height of the "Fivehead Park:" line.
- Main logo at least 40mm (150px) wide. Below that, use the small logo, at least 20mm (80px) wide.
- Use the files as supplied. Do not stretch, recolour, outline, add shadows or redraw the edge.
- Never put the leaf-green tag on leaf green. Use the reverse.
- It sits alongside the Fivehead Park logo, never in place of it, and never joined to a partner's logo.

Colour, type and the torn edge



Leaf green

#A9D18E · RGB 169 209 142

The Play On colour



Park green

#1D3A2D · RGB 29 58 45

Grounds and reverse tag



Ink green

#12301E · RGB 18 48 30

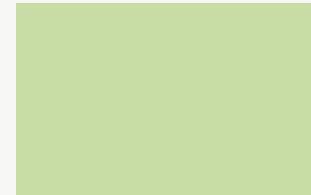
Text on leaf green



Stripe green

#22422F · RGB 34 66 47

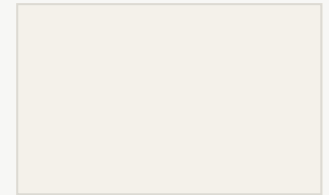
Mown stripes



Pitch light

#C8DCA6 · RGB 200 220 166

Small text on Park green



Cream

#F4F1EA · RGB 244 241 234

Paper and panels

Leaf green leads every Play On piece and Park green grounds it. These are the Fivehead Park colours plus leaf green, so Play On sits inside the Park brand. No yellow and black. The only pink is the Urgent appeal stamp (#C23B67), the one exception to the brand guidelines' no-pink rule.

Type

Help us Play On

Young Serif for Play On headlines and buttons (the brand guidelines keep it for appeals).

DM Sans for everything else. No italics. In Word, use Georgia and Arial.

The torn edge



A cut-paper panel

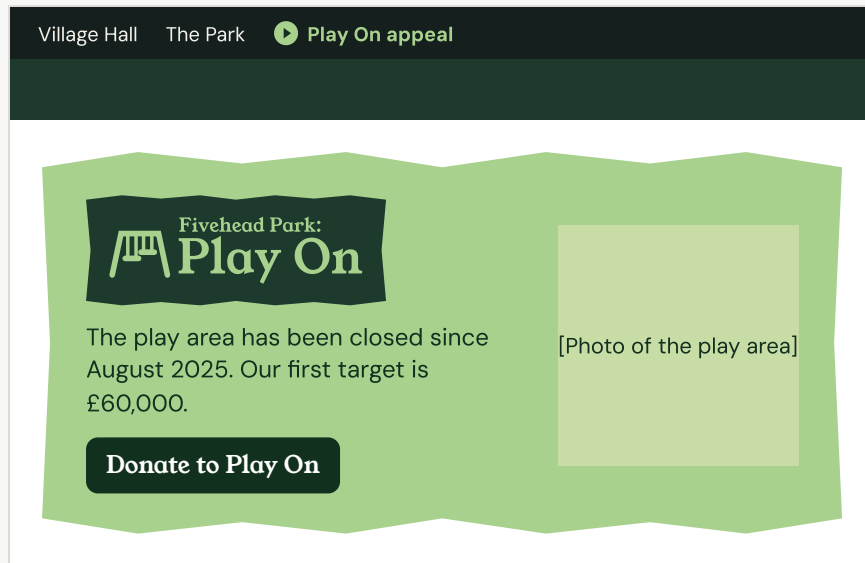
The campaign's shape. Use it for panels, tags and tabs: torn top and bottom, sides almost straight. One or two per page, so it stays special.

Mown stripes



From the Fivehead Park brand: equal stripes of Park green and stripe green. A good ground for the leaf-green logo.

Using it



Website. A play button in the top strip ("Play On appeal"), and Play On panels in leaf green with the torn edge and the reverse logo pinned on the photo.



Social post. Square, mown stripes, the logo with the hashtag. One short headline, fiveheadpark.co.uk/playon, and #PlayOnFivehead in the caption.



Poster. Leaf green with the reverse logo. One big line, then the details in a Park-green block.

Partners and sponsors. Partner logos go in their own row under a "Supported by" or "Our partners" label, with clear space between them and the Play On logo. Never join a partner's logo to ours.

Getting the files. SVG for the website and printers, PNG for Word, Canva and social media. Ask a trustee for the logo pack.