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# Developing Design Materials for Yes Campaign for the Referendum for Children's Rights in the Constitution. (Part 1)

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## *Yes for Kids - campaign guidelines*

The need for a constitutional referendum to address the issue of children's rights and child protection has been the subject of ongoing debate and discussion within the child care sector for a number of years. As far back as 1989 the ISPCC in its Centenary Charter identified the possible need for a constitutional referendum to ensure children were extended the same rights as adults.

My task was to create campaign guidelines for the constitutional referendum – Yes for kids. The logo was based and made as a potatoe stamp. It consists of two parts - kids face and tick symbol - tick as saying "yes" and also putting smile on childs face. Because charity doesn't have money to print new stationery the ideas was to create a set of stamps to stamp existing stationery during the referendum campaign.

Yes for Kids
Campaign guidelines
Yes for Kids
ISPCC
VOTE YES FOR KIDS
Not Sometime, Now
Yes for Kids

Yes for Kids
ISPCC
Yes for Kids
design guidelines

Campaign Guidelines for constitutional referendum for ISPCC © 2011
Design: Hana Hudakova, SIDI
Tutors: Brenda Dermody, Clare Bell
Campaign Manager: Lisa Collins, ISPCC

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## Campaign Explanation

Yes for kids campaign is legally trademarked. Visual representation of this important campaign is for the for constitutional refer~endum in 2011. The campaign is based around children and their right to express their opinion on matters that involve them. Giving a child a voice is the main objective of this refer~endum. The aim of this campaign is to let people know about the referendum and about ISPCC. We want people to vote yes in this upcoming referendum so the constitution can change and give children the chance to express their opinions.



## Photography

The photographic style used in this campaign is based around children and their feelings. Shocking images that make people upset or angry are not being used. Rather there are subtle hints in our imagery, which strike people without making them want to look the other way from disgust.

It is an approach that lends itself to bringing out any or all the key elements of the ISPCC brand personality: understanding, which might focus on relationships, support, help and attention to detail; a depiction of sincerity, honesty and commitment in action; passion, a demonstration of dedication, determination and enthusiasm to provide help for children.

## Poster

Here is a sample of one of the poster that will be used as a main element of the campaign. The majority of campaigns are based around one or two striking posters. For this campaign one type of poster/billboard is used. It is about support. This billboard/poster uses the main element of this campaign – the logo. It is asking people for support – to give a child a voice – to add a tick on a child's face. Sizes of faces are different because kids come in all shapes and sizes, and backgrounds but all of them are now 'muted' by the Irish Constitution.

## Billboard

The logo and same approach as on the posters is used on the billboard.

## Postcards

Postcards use the full logo and face without tick. They can be left in pubs on stands or given out to people during the events. People can send them to their friends to tell them about the campaign by signing it or just showing their support by 'ticking' faces and sending the postcard to the ISPCC.

## Stickers/Badges/Stamps

To save money on special stationery for this campaign, the ISPCC has the option to get a few rubber stamps. I propose 2 different stamps. One that depicts the full logo and the other one that shows only the face without the tick. This will give the ISPCC a choice to mark any letter, envelope, etc. with the logo without paying expensive printing costs. Also the use of the logo without the tick could be used on envelopes - you can seal the envelope with the logo outline and instead of signature you can draw a tick.

## Campaign Brand Identity

The logo should always be reproduced from the downloadable version provided here on CD as a part of design guidelines. It should never be scanned from letterheads or leaflets or dragged off the website, as this will reduce the quality.

...ers the option playing with positive and negative.

## Using the Brand Identity

The logo of referendum campaign must only ever appear in the following ways:

Preferred colour version
Black and white version
Spot colour version - blue

Whenever possible the coloured logo should be used as this will tie it more with the ISPCC charity logo, which it was based around. When the logo has to appear on a dark coloured background also the original colour logo should be used. When no colour is available then black and white or reverse black and white can be used. This also depends on the colour of the background.

## Contact Info

For further information or if you have any questions about the contact use of the referendum creative materials, please contact ... hana.hudak@gmail.com

... your attached CD with elements.