

MY TOMORROW

BRAND

PACK



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USING THIS PACK

CREATING A TOMORROW WORTH FIGHTING FOR.

Ensuring a consistent look and sound for My Tomorrow is key to increasing campaign awareness and engagement. This pack is designed to help young people, professionals, and communities incorporate the My Tomorrow brand into existing and new materials.

The campaign brand is flexible. Although there are some specific guidelines, the brand has been designed to give groups and communities creative freedom to use it in a way that best reflects them and those they work with. We have generated a range of brand assets you can download and easily adapt. Time to get creative!

[Download the My Tomorrow brand assets here.](#)



Tell us how you are bringing My Tomorrow to life.

Has your group or community used or plans to use the My Tomorrow brand? We'd love to celebrate what you're creating.

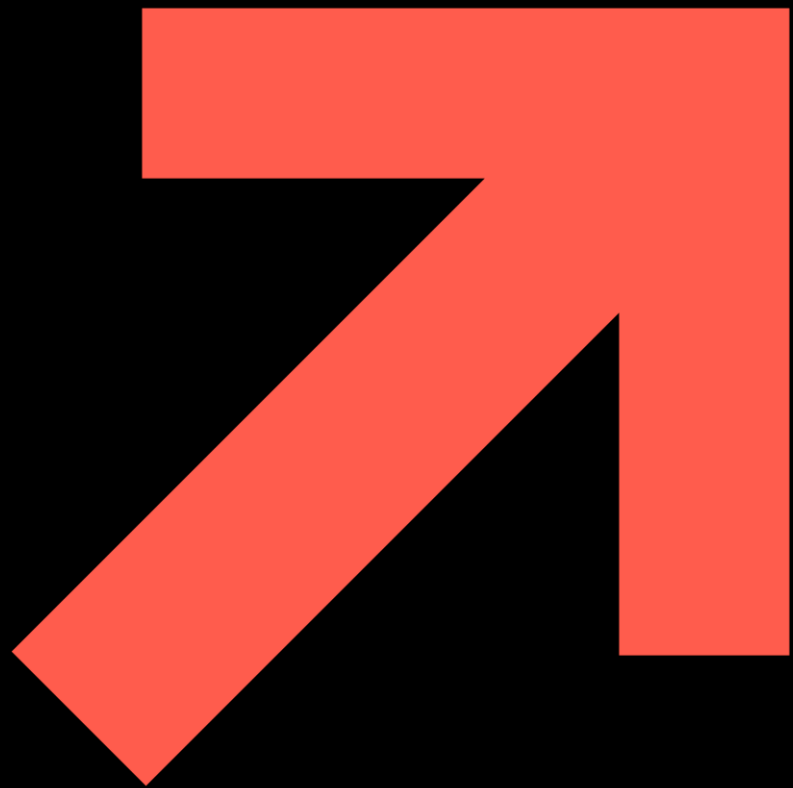
To inspire others to get involved with the campaign, we are collating and promoting stories from across the region, celebrating how My Tomorrow is positively impacting young people and communities.

To share your stories, please contact:

Positive Youth Foundation
Info@positiveyouthfoundation.org

Contact form
bit.ly/mytomorrow-contact

Or **tag us** using #MyTomorrow



01

CAMPAIGN BRAND

WHAT IS MY TOMORROW?

My Tomorrow, the region's youth-led campaign, reveals the often-unseen realities of young people's lives to spark conversations between communities that can build understanding and lead to collaborative, positive action.

OVERVIEW

My Tomorrow | Create it. Shape it. Embrace it.

My Tomorrow sheds light on the realities of being young today, aiming to challenge stereotypes and showcase the true diversity, strengths, and contributions of young people in the West Midlands. The campaign highlights the opportunities and challenges, often unseen, in young people's lives, sparking conversations between young people and communities to build understanding that leads to collaborative, positive action.

VISION

My Tomorrow's core objectives are to:

1. Empower young people to influence policies affecting their lives, ensuring their voices are heard and respected.
2. Support professionals in creating and managing opportunities for youth engagement.
3. Encourage communities to rethink perceptions and support opportunities for positive change.
4. Spark conversations that lead to collective action, shaping a future where every young person thrives.

VALUES

My Tomorrow aims to be:

- Authentic
- Empowering
- Engaging
- Inclusive & diverse
- Thought-provoking

WHO IS MY TOMORROW FOR?

The following concepts capture the campaign messaging across multiple audiences. The campaign strapline **Create it. Shape it. Embrace it.** should be used in its entirety wherever possible. Phrases and words associated with each concept can be adapted and combined to suit your text's style and target audience.

CREATE IT Young People

Society needs to listen to and value its young people, giving them credit for their achievements and advocating to remove barriers. They are intelligent and mindful, with the tenacity and resilience to take charge and realise their hopes and desires. How can young people create a better tomorrow without a fair start?

- Creating ideas
- Their dreams
- Their aspirations
- Their hopes
- Their desires
- They are fearless
- No limits

SHAPE IT Professionals

Young people need collaborative relationships with corporate professionals, decision-makers, public services, and youth organisations to develop the skills, knowledge, and capabilities to realise their hopes and desires. How can young people create a better tomorrow without help from those who shape those opportunities?

- Creating opportunities
- To understand
- To mentor
- To train
- To listen
- To be a role-model
- Co-create

EMBRACE IT Communities

Young people need a local support system to help them achieve their hopes and desires. Every member of our community is responsible for championing our young people by supporting their ambitions and sharing their skills and knowledge. How can young people create a better tomorrow without the support of those in their community?

- To champion
- To support
- To share
- To believe
- To be patient
- To be positive
- To give guidance

PHRASING

In addition to the audience concepts, the following phrases can be adapted and combined to suit your text's style and target audience.

To create a tomorrow worth fighting for.

Creating a tomorrow worth fighting for.

Build understanding between young people and communities.

Spark conversations between young people and communities that can build understanding and lead to collaborative, positive action.

Bringing My Tomorrow to life in your community.

Youth movement.

Youth-led campaign.

Overarching campaign

Lead the movement.

Improve your community and influence policies affecting your life.

Ensuring your voice is heard and responded to.

Young people

Be part of the movement.

Actively listening and responding to young people.

Shape and embrace opportunities, initiatives, and environments where young people can grow and flourish.

Professionals and communities

MARKETING + MEDIA

To raise the profile of the My Tomorrow campaign, please incorporate relevant links to My Tomorrow contacts, channels, and campaign information in your materials.

↗ CONTACT information

Positive Youth Foundation
Info@positiveyouthfoundation.org

Contact form
bit.ly/mytomorrow-contact

↗ SOCIALS information

Primary hashtag
[#MyTomorrow](#)

Secondary hashtag
[#CreateShapeEmbrace](#)

Instagram
[@positiveyouthuk](#)

Facebook
West Midlands Violence
Reduction Partnership

X
[@positiveyouthUK](#)
[@WestMidsVRP](#)

↗ CAMPAIGN information

Online hub
www.westmidlands-vrp.org/mytomorrow

Online hub QR code



You can also raise the profile of the My Tomorrow campaign by using branded marketing and media materials in your day-to-day activities and communications.

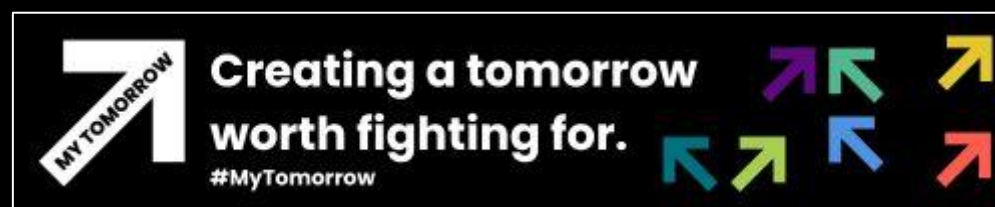
[Download My Tomorrow branded marketing and media assets here.](#)

MATERIALS

The following marketing and media materials are available in the My Tomorrow brand assets folder:

- Mock-ups for printed materials (e.g., 3D campaign logo)
- Branded templates
- Digital content
- Communication assets
- Media engagement tools
- Partnership logos
- Photography

When adding an email banner to your email signature, please link the image to our online hub: www.westmidlands-vrp.org/mytomorrow



Example email banners



02

LOGOS

LOGO

There are two My Tomorrow logos: standard and strapline. Either logo can be used, but one must be included in all materials. For materials that are two pages or more in length, the logo can be used on the first page only.



Standard



Strapline

**Create it.
Shape it.
Embrace it.**

Do not change the orientation of the logo, and ensure it is visible (see guidance on pages 13 to 15).



Standard



Strapline

**Create it.
Shape it.
Embrace it.**

COLOUR LOGOS

Although it is preferred that a black or white logo is used, depending on your project or organisation's brand, you can use a colour logo. The same usage guidelines apply to colour logos (see guidance on pages 13 to 15).



Create it.
Shape it.
Embrace it.



Create it.
Shape it.
Embrace it.



Create it.
Shape it.
Embrace it.



Create it.
Shape it.
Embrace it.



Create it.
Shape it.
Embrace it.



Create it.
Shape it.
Embrace it.



Create it.
Shape it.
Embrace it.

MINIMUM SIZE

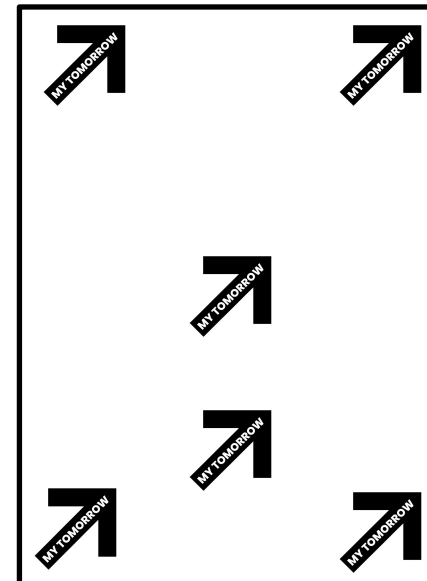
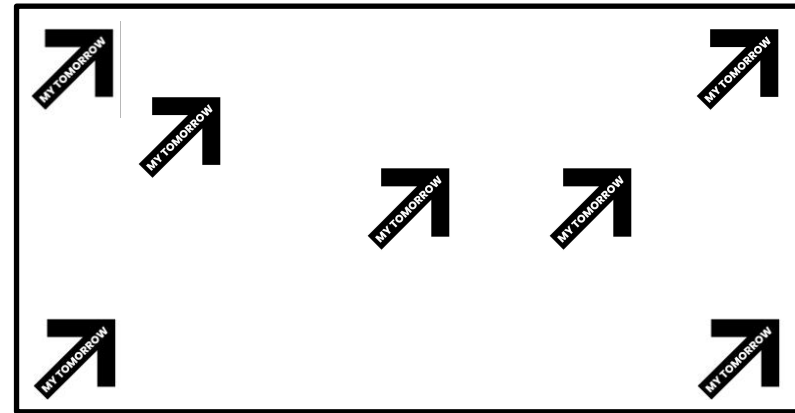
For accessibility and legibility reasons, we advise sizing the logo no smaller than 3 cm (standard) or 5 cm (strapline) in A4 documents or materials. For different sized materials, proportionally scale the minimum logo size.



Create it.
Shape it.
Embrace it.

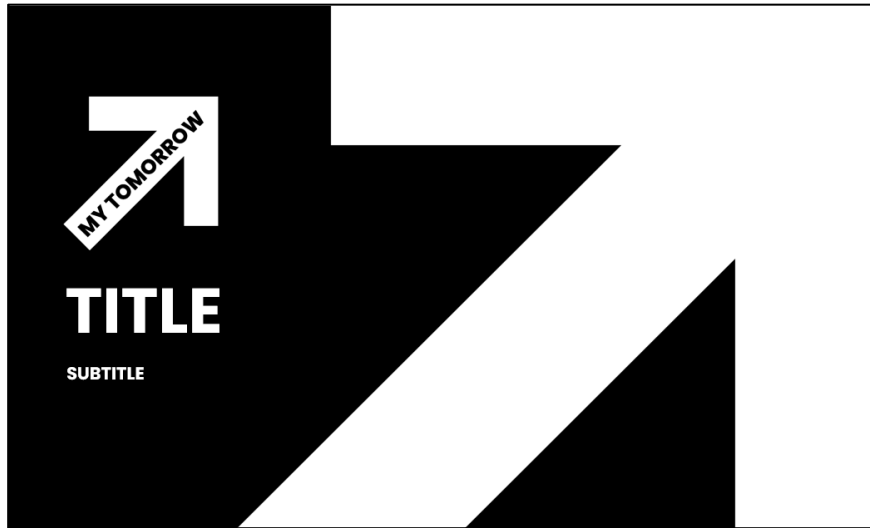
PLACEMENT

There is no specific exclusion zone around the logo, but ensure sufficient space for legibility (e.g., do not overlap content). Do not change the orientation of the logo. Placement is flexible, but we recommend placing the logo in the corner or centre.



Example logo placement
for portrait and landscape
materials

EXAMPLES



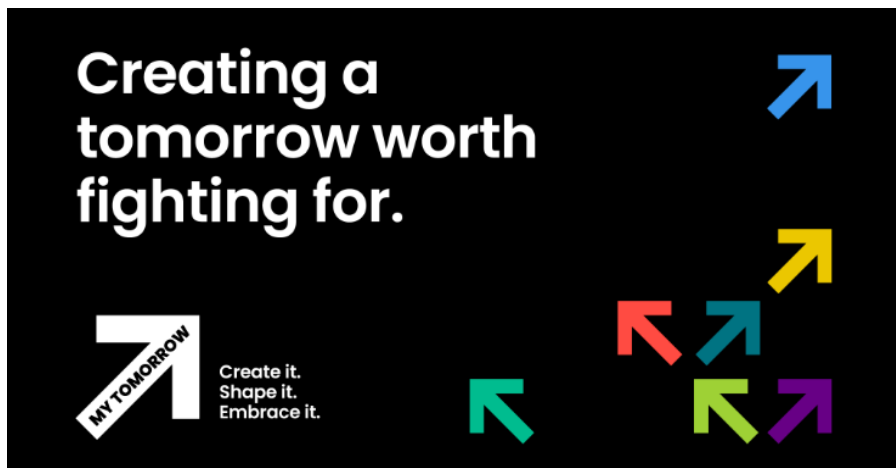
PowerPoint template – Various logo layouts for multi-page presentations and documents



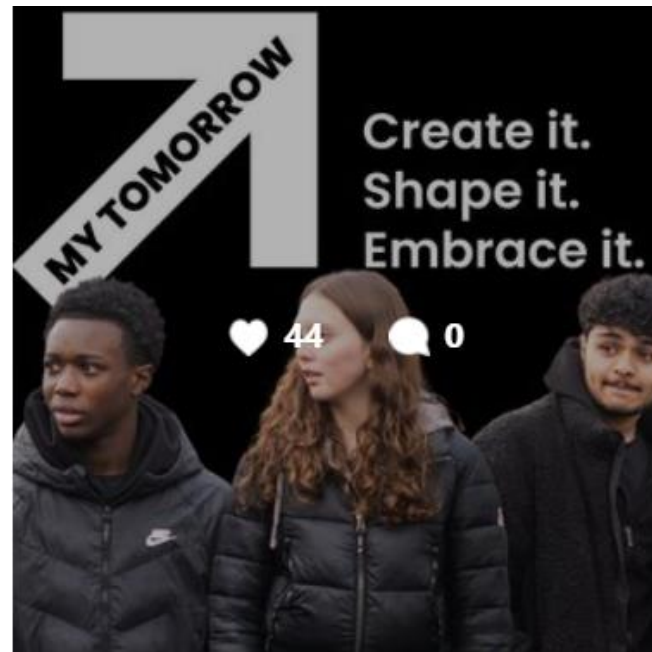
At What Cost? - My Tomorrow short film trailer



Video animation – Various logo layouts



Banner – Strapline logo on digital banner



Social media post – Various logo layouts

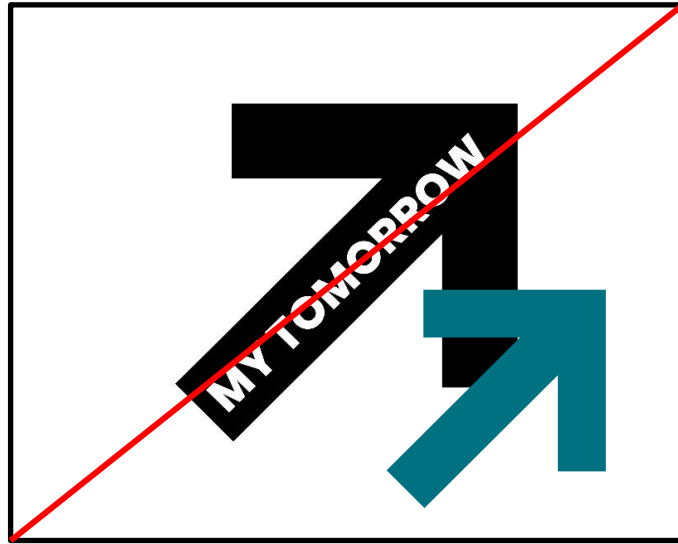


Event materials – Standard logo on event presentation

LOGO DON'TS



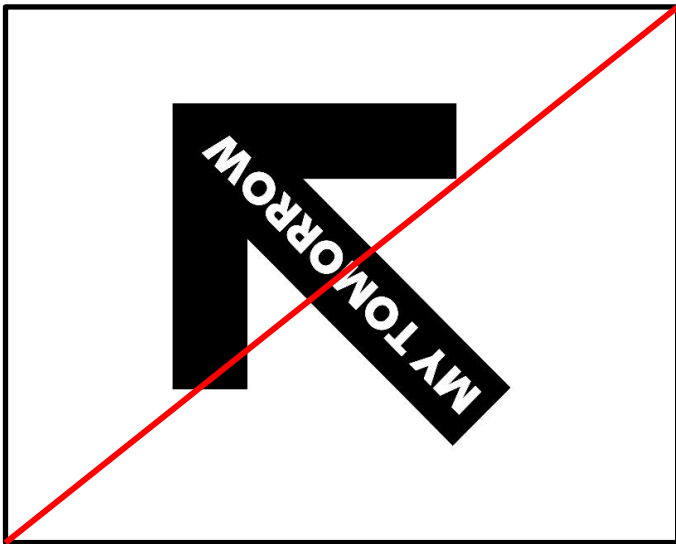
Do not change logo orientation



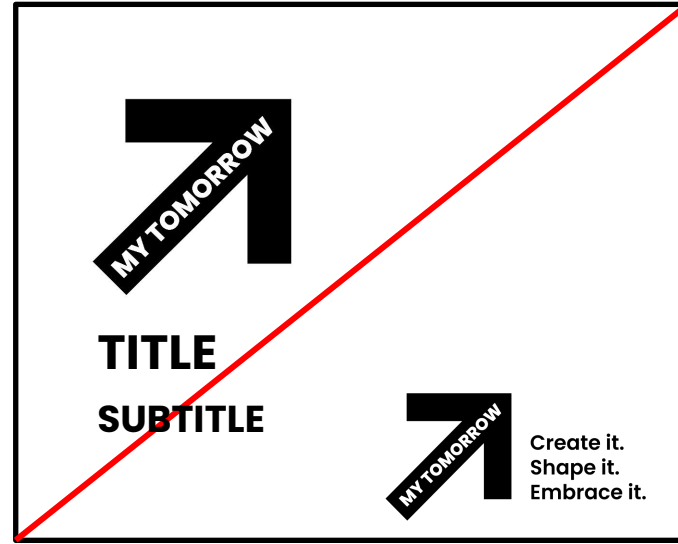
Do not cover/overlap the logo with graphics



Do not cover/overlap the logo with images



Do not flip the logo



Do not use multiple logos on the same page



Do not 'crowd' the logo



03

COLOURS

PRIMARY PALETTE

Black and white are the primary brand colours and should be the most prominent colours in your materials. Your font colours should be predominantly black or white. However, titles and subtitles can be in the secondary colour palette.

Black

#000000

C0 M0 Y0 K100 R0 G0 B0

White

#FFFFFF

C0 M0 Y0 K0 R255 G255 B255

SECONDARY PALETTE

You can choose a single or combination of colours from the secondary palette to enrich your materials. You could use a secondary colour to highlight important information, indicate document sections, or meld the My Tomorrow brand with your project or organisation's brand. Follow the font colours below when overlaying secondary colours with body text. The secondary colours can also be used at 30% and 60% transparency.

Gold

#e6c72a

C12 M17 Y98 K0 R230 G199 B42

Lime

#a8ce52

C39 M1 Y87 K0 R168 G206 B82

Jade

#51b992

C67 M2 Y56 K0 R81 G185 B146

Blue

#4f94e4

C65 M35 Y0 K0 R79 G148 B228

Purple

#5e0980

C89 M42 Y42 K11 R0 G113 B128

Teal

#007180

C89 M42 Y042 K11 R0 G113 B128

Coral

#ff5c4d

C0 M79 Y69 K0 R255 G92 B77

EXAMPLES

Violence Reduction Strategy 2023-2026

MY TOMORROW

A Tomorrow worth fighting for

The views of local children and young people matter and we play an important role in preventing and reducing violence in our communities.

Through the Youth Assembly, we have come together and used our voices to develop our West Midlands Violence Reduction Strategy (2023-2026) which helps professionals and communities to understand the needs of young people and the contribution we can make to ensure our communities are safer.

04

MY COMMUNITY

ACTIVITY 1: WEST MIDLANDS BINGO

As the facilitator, distribute bingo cards to the participants and encourage them to interact with each other by asking questions from the card. When a participant finds someone who answers a question correctly, they fill the bingo square with that person's name.

The first person to shout 'BINGO' with a full bingo card wins. Offering a prize to the winner is optional. Whether you use an area-specific or region-wide bingo card will depend on the areas participants come from. This icebreaker activity is particularly useful to encourage collaboration between participants who have not met before or meet infrequently.

ACTIVITY 2: MY SAFE SPACES

In groups comprising participants from the same area, ask participants to reflect on and collate a list of places and spaces in their local area where they feel safe and part of a community.

Using the materials provided or a digital alternative, ask the groups to create a map highlighting these places and spaces and a quote summarising why they have been chosen. The map does not have to be geographically accurate; instead, it is a creative expression of how young people see their area.

Finally, ask participants to research new places and spaces where 'support' services are available for young people to add to their map.

At the end of the activity, bring participants together to give those young people who wish the opportunity to 'show and tell' their map.

DELIVERY GUIDANCE

During Activities 2, 3 and 4, facilitators can guide young people through the process by:

- Encouraging participants to describe what they have included in their activity outputs and materials to inspire new ideas and discussion.
- Prompting participants to use the internet to research different types of 'support' services available to young people, such as youth groups, volunteering initiatives, and educational support in their local area.
- Prompting participants to use the internet to research different manifesto, campaign, and strategy materials, speeches, and films. You could show examples.
- Prompting participants to incorporate the My Tomorrow branding, such as arrows, into their map and manifesto.

Materials

You will need:

- ➔ Bingo Card printouts (Activity 1)
- ➔ A3 paper or digital alternative e.g. PowerPoint or Canva (see activity example)
- ➔ Collage materials, such as newspapers, magazines, books, flyers, leaflets etc
- ➔ Craft materials, such as markers, paint, crayons, coloured paper, stamps, stickers, glue, scissors etc
- ➔ My Tomorrow branding sheets printouts

Violence Reduction Strategy 2023-2026

MY TOMORROW

OUR 5 PRIORITIES

Priority 1: Preventing violence from happening

We believe that violence can be prevented from happening by:

- ➔ Professionals having a better understanding of the issues that lead to violence and supporting young people to understand the factors that can increase the risk of harm.
- ➔ Providing access to specialist support for young people that have been exposed to violence.
- ➔ Creating safer spaces for children and young people.
- ➔ Reducing the sale and access to weapons that can cause harm.

05

COLLAGE CREATION

ACTIVITY 1: VISION BOARDS

Using the collage materials provided, the facilitator should guide participants to create a vision board that visually reflects who they are. This activity is an independent task for each young person, with the facilitator providing guidance and support as needed.

We recommend printing out a list of prompts to inspire ideas and discussion, which could include:

- What do you do in your free time / what are your interests?
- What are your goals?
- What do you want to champion about yourself?
- What are your hopes & desires now and for the future?
- How do you want to be represented?
- What is your personal style?
- What causes do you care about?
- What would you like to tell the world?
- What are the challenges you face daily, and how do we overcome these barriers?

DELIVERY GUIDANCE

During the activities, facilitators can guide young people through the process by:

- Showing examples of collages (see activity examples).
- Encouraging participants to use a mixed-media approach, mixing text with images so their collages can be interpreted.
- Asking participants to describe what they have included in their collages to inspire new ideas and discussion.
- Encouraging participants not to glue any materials on their collages until they are happy with their selection and have explored all avenues of composition and storytelling within their art.
- Prompting participants to incorporate the My Tomorrow branding, such as arrows, into their collages.

At the end of the activities, facilitators can:

- Bring participants together to give those young people who wish the opportunity to 'show and tell' their collage to inspire discussion about what it means to be a young person today.
- Photograph the completed collages, with or without their creator (it's also advised to capture photos and video throughout the creative process). Ensure all participants have signed a photography and video consent form.
- If you are running the collage activities consecutively, it is advised that participants take a break at the end of each activity.
- Allow participants to take their collages home.

Strategy document – Predominant use of primary colour palette

Activity Pack – Use of secondary colour palette to indicate document sections



04

ARROWS

ARROW COLOURS

You can incorporate single or multiple arrows into your materials, either using the primary or secondary colour palette. Do not use more than seven arrows on a single page to reflect the seven local authority areas in the West Midlands.

You may want to use the arrows in the secondary colour palette to highlight important information, indicate document sections, or meld the My Tomorrow brand with your project or organisation's brand.



Primary colour palette



Secondary colour palette

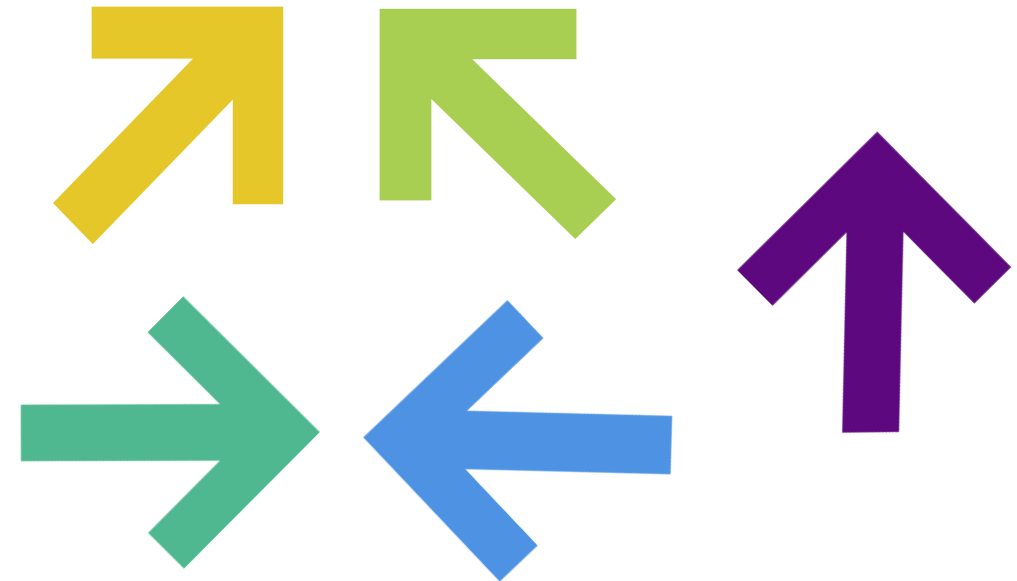
MINIMUM SIZE

For accessibility and legibility reasons, we advise sizing arrows no smaller than 0.5 cm in A4 documents or materials. For different sized materials, proportionally scale the minimum arrow size.



PLACEMENT

There is no specific exclusion zone around an arrow, but ensure there is sufficient space for legibility (e.g., do not overlap content). The orientation and placement of the arrows are flexible. However, do not position arrows facing downwards.




Example arrow placement

SINGLE ARROWS

A single arrow can be adapted into several different design features.

CONTENTS

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 **04**
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 **05**
COLLAGE CREATION

 **06**
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 **07**
CONVERSATION
SPACES

Contents page

WHO IS MY TOMORROW FOR?

Young people have designed and curated every part of this campaign. The following concepts capture what the region's young people want the campaign to inspire and among whom, all centred around the campaign strapline.

CREATE IT Young People

Society needs to listen to and value its young people, giving them credit for their achievements and advocating to remove barriers. They are intelligent and mindful, with the tenacity and resilience to take charge and realise their hopes and desires.

- Creating ideas
- Their dreams
- Their aspirations
- Their hopes
- Their desires
- They are fearless
- No limits

SHAPE IT Professionals

Young people need collaborative relationships with corporate professionals, decision-makers, public services, and youth organisations to develop the skills, knowledge, and capabilities to realise their hopes and desires.

- Creating opportunities
- To understand
- To mentor
- To train
- To listen
- To be a role-model
- Co-create

EMBRACE IT Communities

Young people need a local support system to help them achieve their hopes and desires. Every member of our community is responsible for championing our young people by supporting their ambitions and sharing their skills and knowledge.






- To champion
- To support
- To share
- To believe
- To be patient
- To be positive
- To give guidance

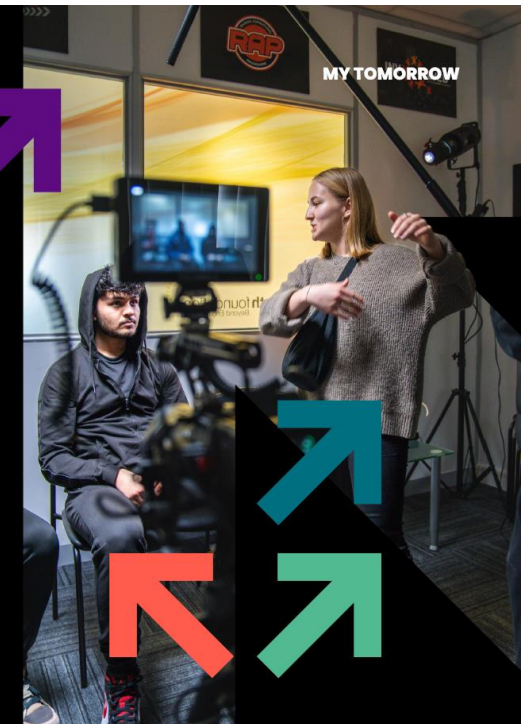
Violence
Reduction
Strategy
2023-2026

OUR 5 PRIORITIES

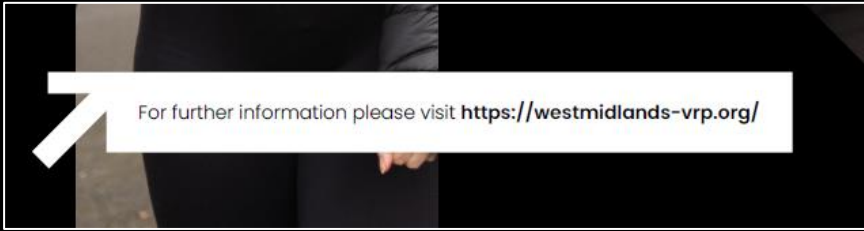
Priority 3: Young people working in partnership with professionals to reduce violence in our region

We have lived experience of the issues that impact young people and should partner with professionals to reduce violence by:

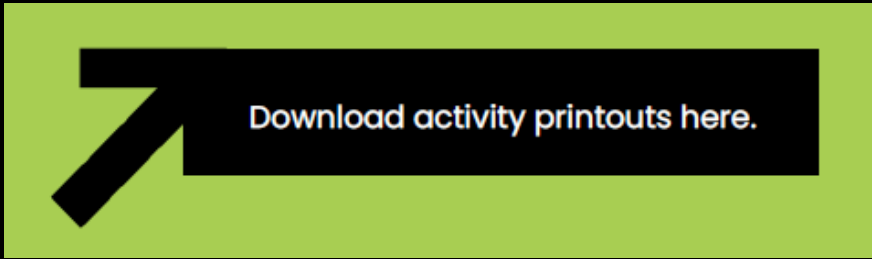
-  Developing better relationships between the police and young people in our communities.
-  Developing better relationships between the police and young people in our communities.
-  Professionals providing spaces to listen to what young people have to say and understand their perspectives.
-  Professionals working with young people who can support them to develop creative and child-friendly solutions to reduce violence.
-  Ensuring that young people from all cultures and communities have the opportunity to engage and work with professionals that understand them, their challenges and lived experiences.



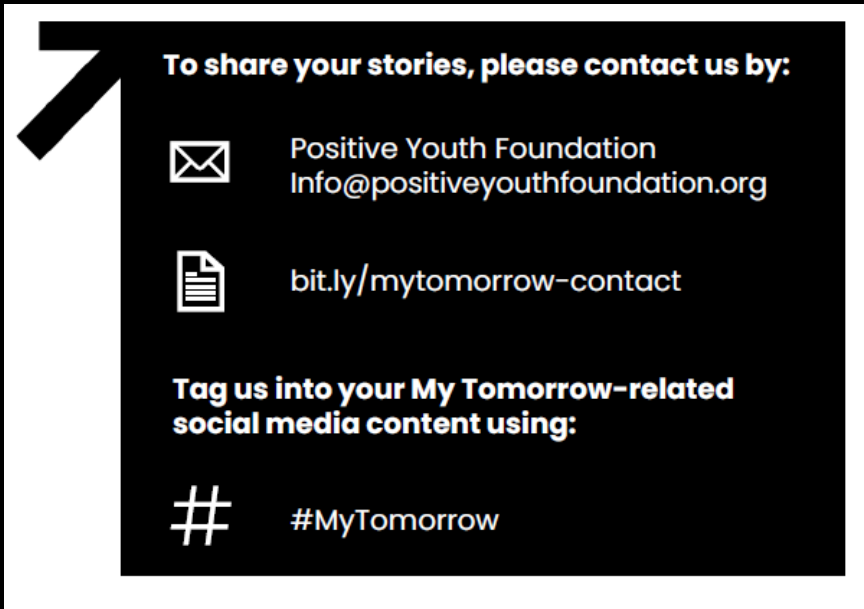
Lists




For further information please visit <https://westmidlands-vrp.org/>




Download activity printouts here.




To share your stories, please contact us by:

 Positive Youth Foundation
Info@positiveyouthfoundation.org

 bit.ly/mytomorrow-contact

Tag us into your My Tomorrow-related social media content using:

 #MyTomorrow

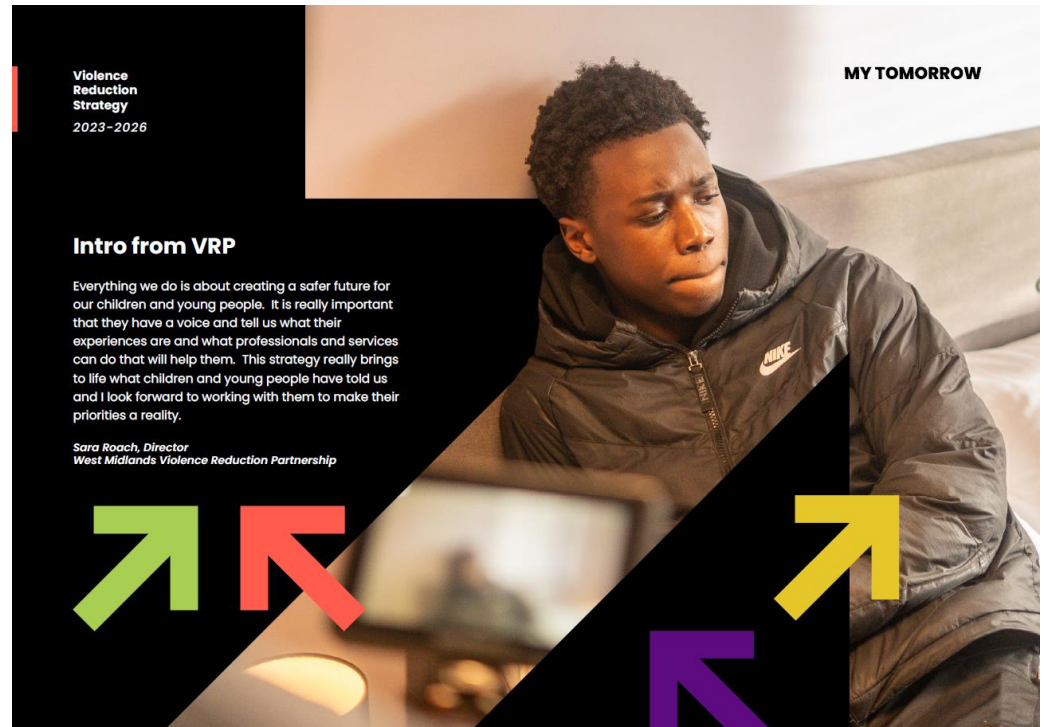
Textboxes



MY TOMORROW

**ACTIVITY
PACK**

YOUTH AND
EDUCATIONAL
ORGANISATIONS



Violence
Reduction
Strategy
2023-2026

MY TOMORROW

Intro from VRP

Everything we do is about creating a safer future for our children and young people. It is really important that they have a voice and tell us what their experiences are and what professionals and services can do that will help them. This strategy really brings to life what children and young people have told us and I look forward to working with them to make their priorities a reality.

*Sara Roach, Director
West Midlands Violence Reduction Partnership*

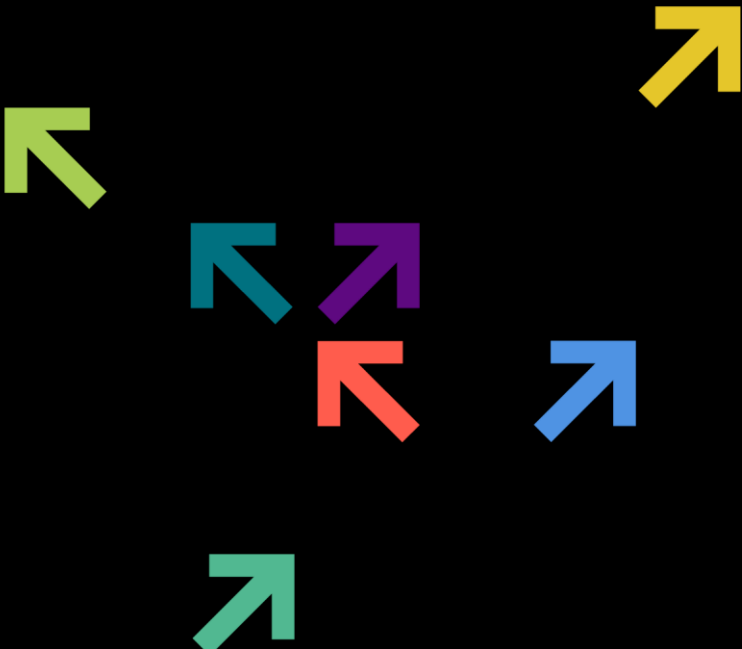
Size combinations

PREPLACED ARROWS

Three preplaced arrow formations have been developed that can be easily incorporated into your materials to reflect the seven local authority areas in the West Midlands. The same placement guidelines apply (see guidance on page 21) as single arrow usage but do not change the orientation of the formations.



Block formation

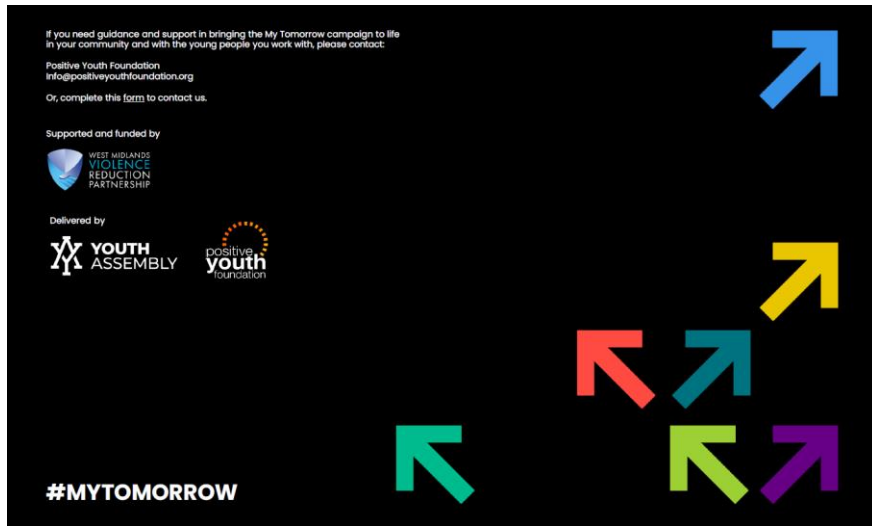


Scattered formation 1

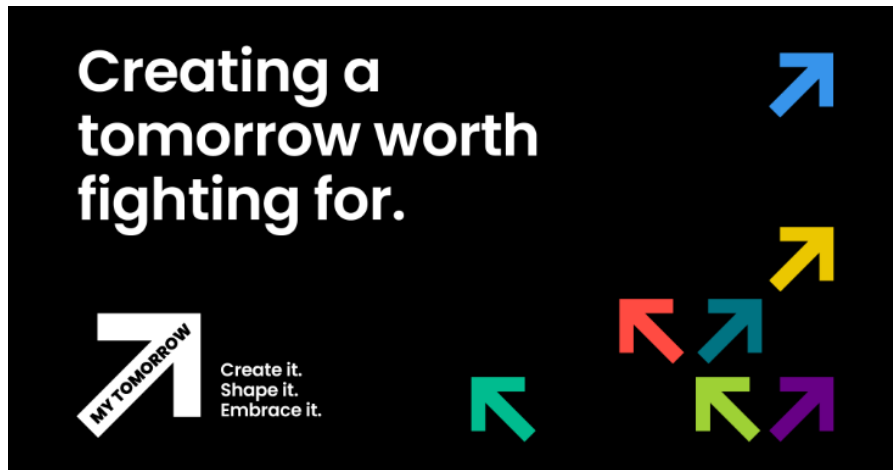


Scattered formation 2

EXAMPLES



PowerPoint template – Preplaced formation layouts for multi-page presentations and documents



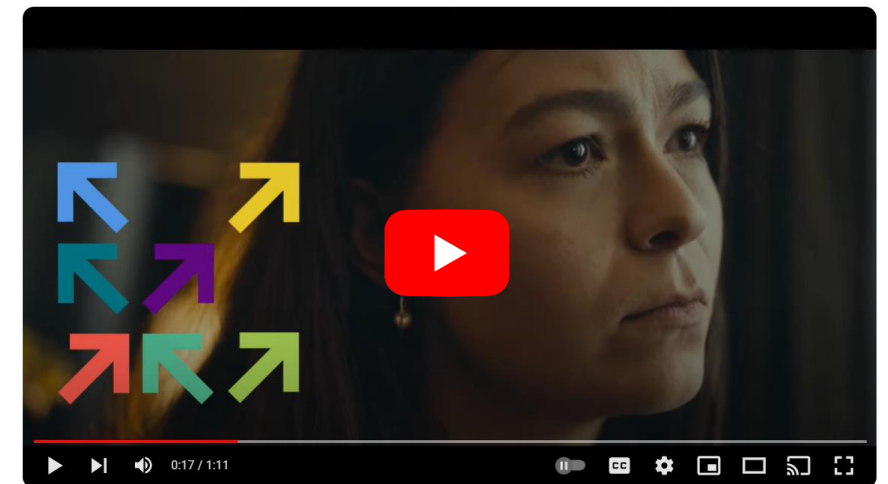
Banner – Scattered formation 1 on digital banner



Social media post – Various preplaced formation layouts



Photo backdrop – Block formation

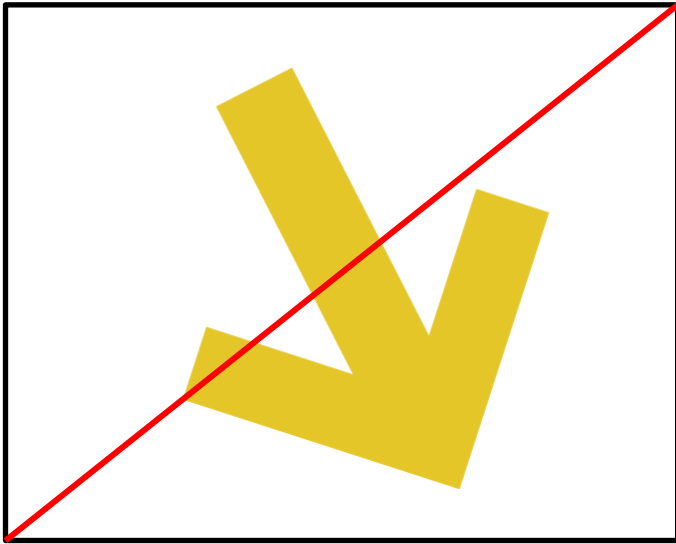


At What Cost? - My Tomorrow short film trailer

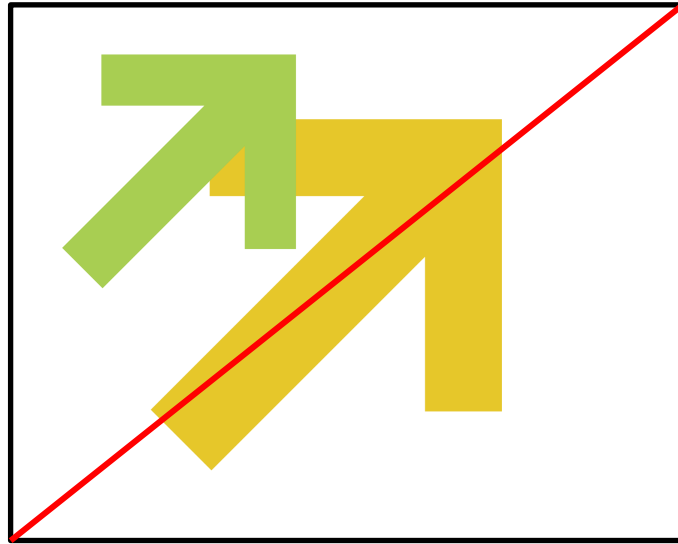


Video animation – Various preplaced formation layouts

ARROW DON'TS



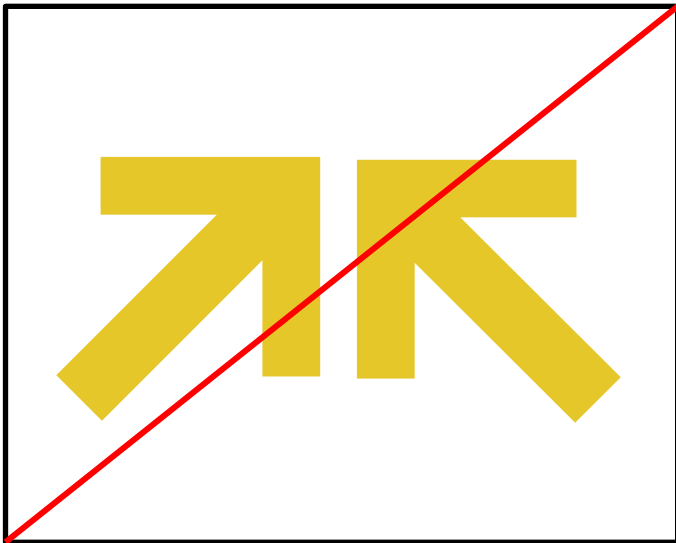
Do not position arrows facing downwards



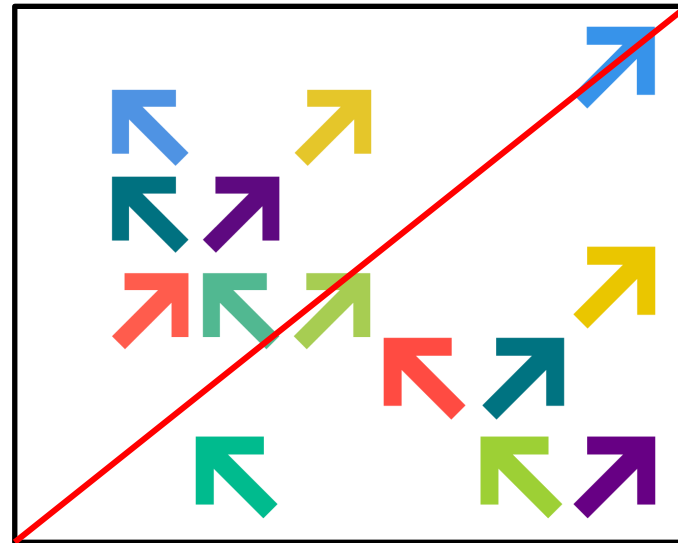
Do not cover/overlap arrows with other arrows or graphics



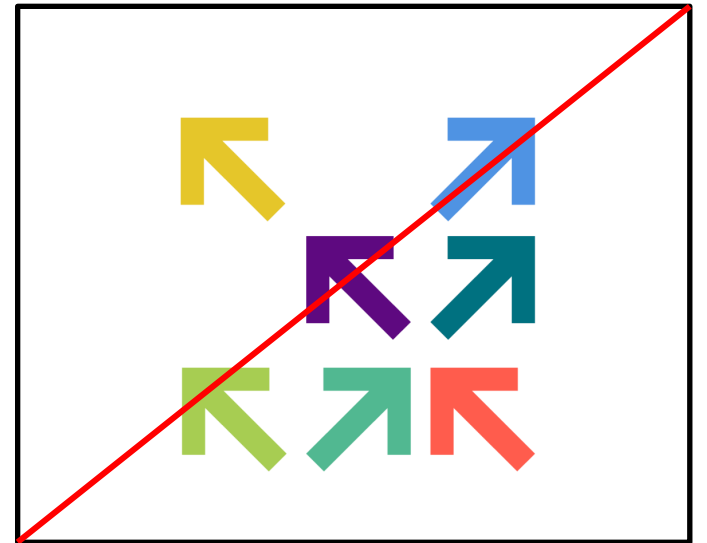
Do not cover/arrows with images



Do not place the same colour arrows in close vicinity



Do not use more than seven arrows on a single page



Do not change the orientation of the preplaced arrows formations



05

FONTS

PRIMARY FONT

The primary font should be used in all materials.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over a lazy dog.

[Adobe download](#)

[Google download](#)



SECONDARY FONT

The secondary font should only be used when the primary font is unavailable.

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

The quick brown fox jumps over a lazy dog.

[Adobe download](#)

[Google download](#)

BB

TEXT HIERARCHY

For accessibility and readability, use the following text hierarchy for A4 documents or materials. For different sized materials, proportionally scale the text size. The same guidelines apply to the secondary font. Alternatively, use your group or organisation's text hierarchy.

Front-page

TITLE

96pt capitals, bold

SUBTITLE

20pt capitals, bold

Introduction page

TITLE

90pt capitals, bold

SUBTITLE

25pt capitals, bold

Heading

14pt bold

Body text

12pt

Main page

TITLE

50pt capitals, bold

SUBTITLE

16pt capitals, bold

Heading

14pt bold

Body text

12pt

Back-page

All text

10pt



06

PARTNERSHIPS

PARTNERSHIP LOGOS

The My Tomorrow campaign is supported and funded by the West Midlands Violence Reduction Partnership and delivered by the Youth Assembly and the Positive Youth Foundation. When the format allows, partnership logos must be incorporated into all materials alongside your group or organisation's logo. Your logo should only be included if necessary.

Supported and funded by



Delivered by



XXX by



Stacked formation

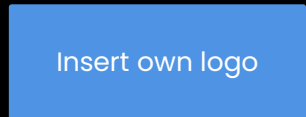
Supported and funded by



Delivered by



XXX by



Horizontal formation

Use the formation that best fits the layout of your material, ensuring that the order always follows as: West Midlands Violence Reduction Partnership, Youth Assembly, the Positive Youth Foundation, and your logo.

Supported and funded by



Delivered by



Delivered by

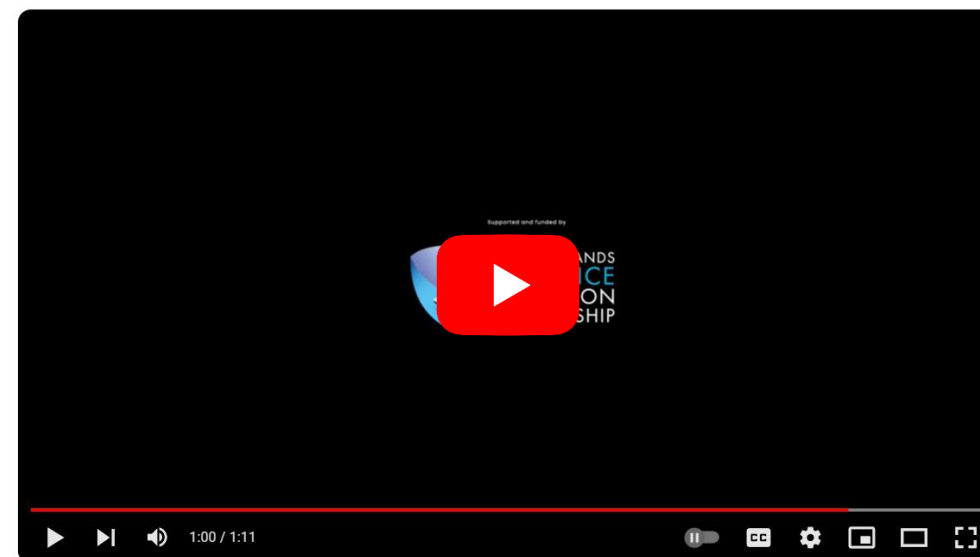


XXX by

Insert own logo

Individual formation

EXAMPLES



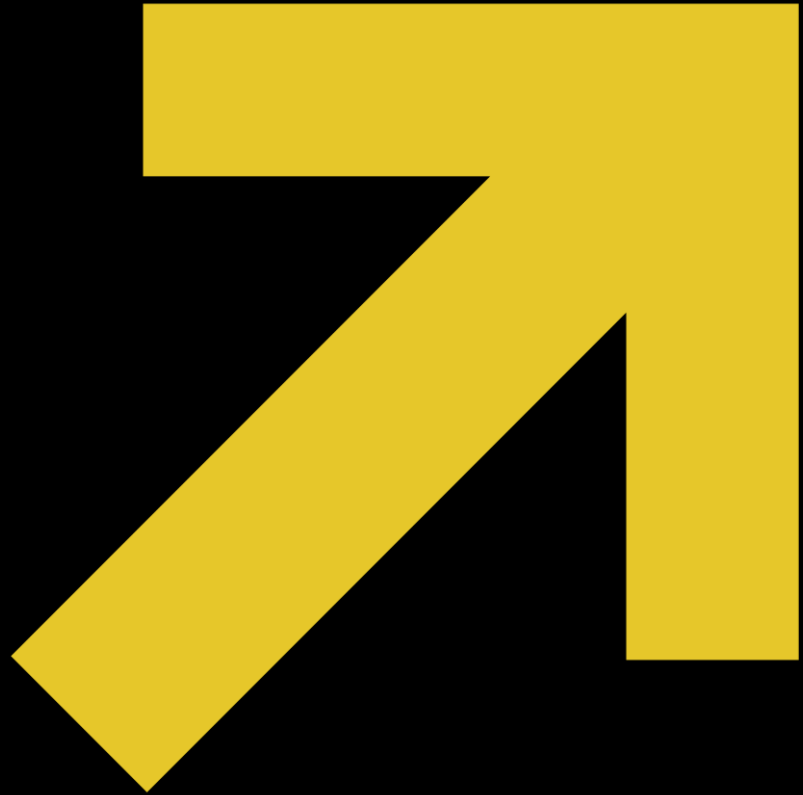
At What Cost? - My Tomorrow short film trailer



Video credits – Individual formation with organisational logo



Photo backdrop – Horizontal formation, partner logos only



07

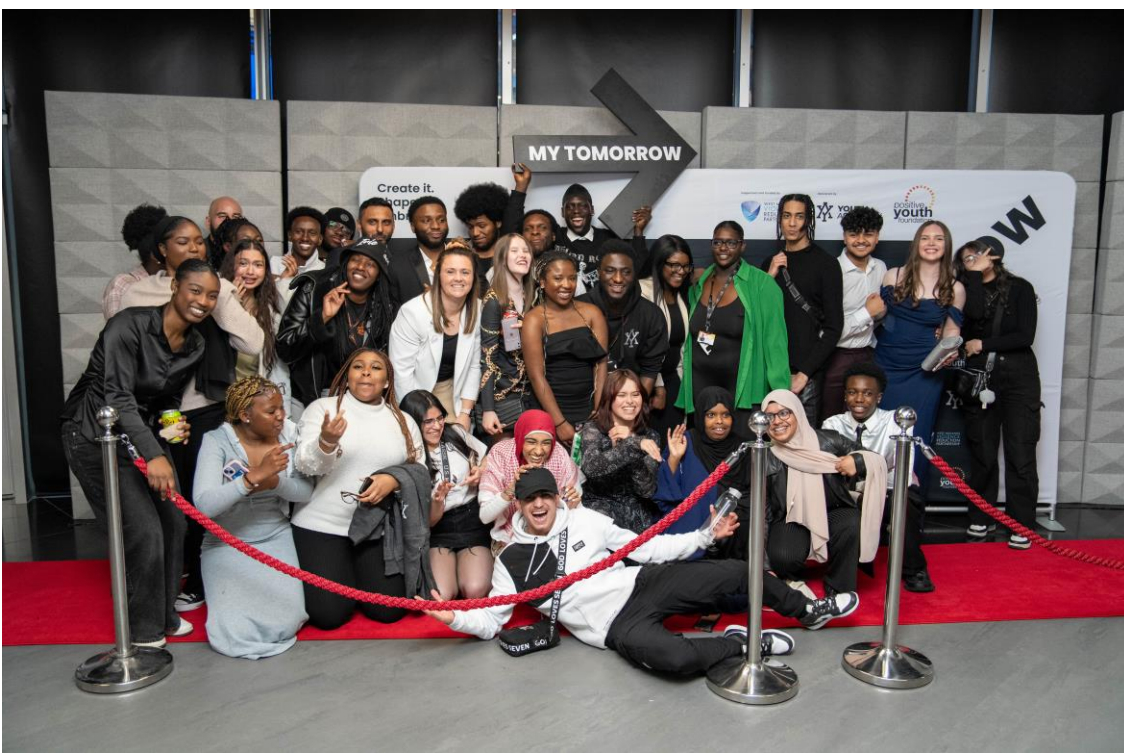
PHOTOGRAPHY

YOUNG PEOPLE

Visual materials should be photography-led where possible. The imagery should embody inclusivity and diversity, featuring dynamic and joyful shots of young people to challenge negative stereotypes.

You can download professional photography from the brand assets folder, which is updated regularly. Please credit the organisation stated on the folder name, e.g., Radman TV. Before capturing and using photographs or footage of young people, you must obtain a consent form signed by the individual and their guardian. Please refer to your organisation's policies.





COLOURING

Using the secondary colour palette, images can be coloured or overlaid at 30% or 60% transparency (see guidance on page 17).



Image colour changed to blue (#4f94e4)



Image overlaid in lime (#a8ce52) at 30% transparency

PHOTOGRAPHY DON'TS



Do not crop images across the face in any direction



Do not 'squash' images



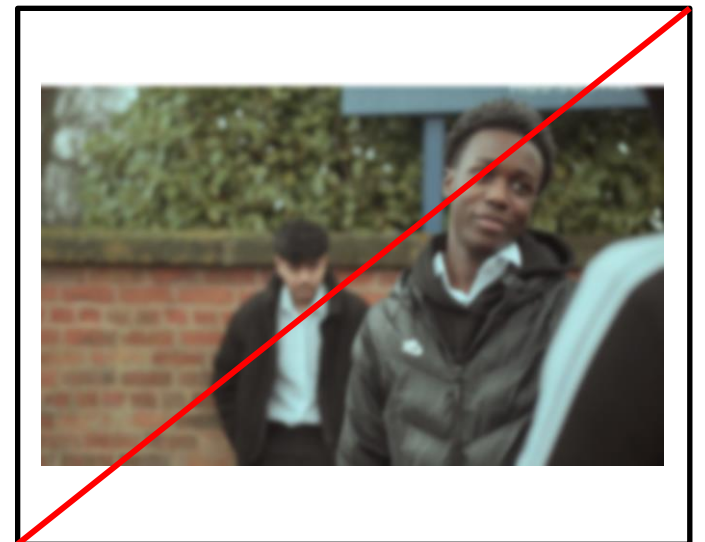
Do not elongate images



Do not angle images



Do not cover/overlap images



Do not use blurry images

If you need guidance and support on how to use the My Tomorrow brand, please contact:

Positive Youth Foundation
Info@positiveyouthfoundation.org

Or, complete this [form](#) to contact us.

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