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DIT Access and Civic Engagement Office

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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.
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Contact Me:
CD

Campaign Strategy

The campaign can be divided into three main sections: strategic, creative, and media. The strategic section outlines the overall goal of the campaign and how it will be achieved. The creative section focuses on the visual and messaging aspects, while the media section details how the campaign will be promoted and distributed. Each section is designed to complement the others and work together to achieve the campaign’s objectives.

Photography

The photographs used in the campaign are intended to capture the essence of the campaign’s message and evoke emotions. They should be visually striking and powerful, conveying the campaign’s core values and themes. The use of high-quality images can help attract attention and make the campaign more memorable.

Campaign Explorations

The campaign’s explorations section is designed to be an open-ended space where creative ideas and concepts can be tested and refined. This section encourages a collaborative and experimental approach, allowing teams to explore different directions and find the most effective strategies for the campaign.
Poster

Here is a sample world of the posters that will be used as a main method of the campaign. The majority of campaign posters will be at a minimum of 5x11 in size. Printed on white paper, the posters of various designs will be printed on a variety of stock. Each poster will be a main component of the campaign. The page is a sample of the design that will be printed on the posters. The page is a sample of the design that will be printed on the posters. The page is a sample of the design that will be printed on the posters.

Billboard

The same world as on the posters is used on the billboard.

Greeting cards/Badges/Galloys

By seeing the importance of having a healthy lifestyle, the GPSC is trying to get a few ideas for it. They propose 3 different ideas: colour, size, and the idea for the GPSC. The idea is for people to work on getting the GPSC involved. It could be in the GPSC, the GPSC, the GPSC, or another group. The idea is for people to work on getting the GPSC involved. It could be in the GPSC, the GPSC, or another group.

Vote by the GPSC:

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Campaign Brand Identity

The logo should be used consistently on all materials and digital platforms. It should appear in its full color and in one size to ensure brand recognition. Suitable sizes are 150 cm x 150 cm for print and 100 cm x 100 cm for digital. The logo should be used in horizontal orientation only.

Using the Brand Identity

The logo should be used consistently in the following ways:

- **Print materials:**
  - Posters
  - Flyers
  - Brochures
  - Business cards

- **Digital media:**
  - Website
  - Social media
  - Email campaigns

It is recommended that the logo be used in a consistent and recognizable manner on all marketing materials. The logo should be used in full color for maximum impact. Suitable sizes are 150 cm x 150 cm for print and 100 cm x 100 cm for digital. The logo should be used in horizontal orientation only.

Contact Info

If you have any questions or need further information, please contact us at either of the following numbers:

**General:**

[Phone number]

**Marketing:**

[Phone number]

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