First Steps (Bath)
Communication & Media Policy

Policy Statement
This policy outlines the guidelines for the branding and presentation of First Steps (Bath) documents and communications to ensure that all communication and media activity reflects First Steps values, protects children and families, and upholds the reputation of the charity. It provides clear expectations for staff, volunteers, trustees and partners to positively raise First Steps profile through using a range of media.

Scope

This policy applies to:

- All internal and external communication
- Digital and print media
- Social media activity
- Photography, filming, and publicity involving children, families, or staff

Creation
Only the Senior Management Team (SMT) is permitted to introduce a new form of media channel or create a new page/link (following agreement with the Chief Executive).

Any new communication channel that is introduced is communicated to trustees and staff.

General
1. All content is appropriate and reflects the ethos of First Steps (Bath).
2. Correct spelling and grammar are used.
3. References always use ‘we’ and not ‘I.’
4. Photographs of children are only used if the parent / carer of the child have given permission for use on social media and on the web site.
5. Confidentiality is maintained.
6. First Steps (Bath) branding guidelines adhere to the Equality act 2010 to ensure accessibility, ensuring that digital content is accessible to as many people as possible, including these with disabilities.
7. Copyright laws are respected e.g. pictures from the internet are not used without permission.

Website & Social Media

1. If any post or content made by a member of the public is inappropriate, a senior manager responds according to the circumstances.
2. The terms and conditions of the social media site are always followed.
3. All links reflect First Steps (Bath) values.
4. Senior Management Team carries out ongoing reviews of content.
5. Senior Management Team reviews the website content on an annual basis.

Correspondence

Letters:
The relevant letterhead is always used
All correspondence should be left adjusted (including date).
All signatures should be followed by the typed name and their post title.

Email

All emails should be set to include a signature in the following format:

Kind Regards

Name
Job Title
Pronouns: She/her/hers

Working Pattern:

First Steps (Bath) Twerton Community & Early Years Centre,
Woodhouse Road, Twerton, Bath, BA2 1SY

Tel: 01225 444791

*Helping Children and their families make their **First Steps** towards a better future through working in partnership to provide quality, family informed services*

First Steps supports a healthy work-life balance, some team members have flexible working patterns. If you receive an e-mail outside 'normal' working hours; please be assured that First Steps does not expect a response outside working hours.

Logos.

The fundraising logo must be used on all fundraising communications, Ofsted, Thrive and Language for Life logos must be included on all letters and emails, and any additional partner logos—such as Bath City Farm—may only be used with the organisation's permission.

Advertising & PR

1. Templates for A5, A4, and A3 posters, leaflets and flyers are used when creating new documents. See 2n Appendix 1 Branding Guidelines
2. The Senior Management Team reviews advertising materials on an annual basis.

Links to other policies

- Code of conduct for staff
- Confidentiality
- Safeguarding & Child Protection Policy
- Inclusion Policy and Procedure

Created by Ann Thurgood and Michelle Payne May 2016

Approved by the Board of Trustees October 2016
Reviewed by SMT May 2017
Reviewed by Trustees May 2018
Reviewed by SMT March 2019
Reviewed by SMT March 2020
Reviewed by SMT March 2021
Reviewed by SMT March 2024
Reviewed by SMT March 2025
Reviewed by SMT March 2026

First Steps (Bath) Branding Guidelines 2n Appendix 1

Introduction
First Steps Bath is a charity dedicated to providing a nurturing environment for children's early development. To effectively communicate our mission and engage with our diverse audience, these brand guidelines have been created to maintain consistency and clarity in all our materials.

Our Target Audience(s)
Our brand serves multiple audiences, and our materials must resonate with them:

1. **Potential Parents:** Those seeking nursery services for their children.
2. **Current users of First Steps services:** to include families whose children attend the nurseries, stay and play sessions and other workshops.
3. **Wider Local Community:** The community in Bath and the surrounding areas.
3. **Potential Supporters:** Including staff, volunteers, and donors.
4. **All Parents:** To raise awareness about our services. Like useful information for parents to parent/educate/care for their child so give them a reason to read

Typography

To ensure readability and accessibility, we recommend using the following typefaces:

Publicity:

- **Heading Font:** Arial Rounded MT Bold
- **Body Font:** Arial
- **Minimum Font Size:** 12 point

Displays:

- **Heading Font:** Arial Rounded MT Bold
- **Minimum Font Size:** 72 point
- **Body Font:** Arial
- **Minimum Font Size:** 12 point

Children:

- **Heading Font:** ***Comic Sans MS* (Bold)**
- **Body Font:** *Comic Sans MS*
- **Minimum Font Size:** 12 point

Colour Palette

		R	G	B	Hex Code
	Blue	51	153	204	#3399CC
	Purple	102	51	153	#663399
	Red	255	51	51	#FF3332
	Yellow	255	204	0	#FFCC00
	Lime	153	206	51	#99CE33
	Dark Green	0	153	102	#009966

Blue: Represents the Bath Outreach Program (BOP).
Purple: Moorlands Nursery.
Red: Twerton Nursery.
Dark Green: Our corporate colour, symbolising our organisation.

Our brand is characterised by its warm and inviting colours. Here are the key colour association.

https://www.rgbtohex.net/

Materials Design

1. **Posters and Leaflets**

- To be produced in Canva
- Bordered using the colour associated with the specific service (purple, red, or blue). If materials encompass multiple services, include the corporate dark green for consistency.
  - Border Style:
  - Box border
  - Width 4.5
- The title should always be placed prominently at the top of the page.
- Each item must prominently feature the First Steps logo on the front page.
- The final page of a flyer should contain contact details, including logos of partner agencies.

2. **Logo Usage**

- The First Steps logo is a vital part of our brand identity and should be used consistently on all materials. Ensure that the logo maintains its proportions and is legible.

3. **Imagery**

- When selecting imagery for our materials, prioritise photos and illustrations that reflect our commitment to early childhood education, diversity, and community engagement.
- Images should be high-resolution and evoke a sense of warmth, care, and inclusivity.
- Images with children must be checked by nursery prior to comms usage to ensure confidentiality and data protection is met.
- Images **must not** be used direct from Google/Bing Images library.
- If in Canva you can uof their elements/images/photos

- Sites that you can use the **FREE** images, *you will need to filter on the site.*
- Pixabay - https://pixabay.com
- Pexels - https://www.pexels.com
- Unsplas - https://unsplash.com
- Stocksnap - https://stocksnap.io
- Burst - https://burst.shopify.com
- Flickr - https://www.flickr.com
- Co pilotCanva AI image generator

4. **Frequency**

- There is research to suggest that the optimum number of times to post per week for a charity is 3 times (minimum – but no more than once a day regularly) – you want to post enough to hold and draw attention however posting to frequently is a common cause of people unfollowing.

5. **Tone of Voice**

- Our communication should be warm, friendly, and informative, aiming to create a sense of trust and belonging with our audience. Avoid jargon and keep language clear and accessible.

6. **Flexibility**

- These guidelines are intended to maintain consistency, but we encourage creativity and flexibility.
- Tailor the design to suit specific communication needs while adhering to the core brand elements.

7. **Approval**

- All leaflets/posters that are to be used need to be checked by a member of Senior management team before going out on public display.