

# COVID-19 PLAYFUL PARENTING EMERGENCY RESPONSE BRANDING GUIDELINES

It is essential that a consistent use of colour and positioning is maintained whenever the COVID-19 Parenting Emergency Response, partners and funders' logos are used. The logos must be reproduced from electronic files supplied by the COVID-19 Parenting Communications Coordinator, Koloina Kremer: [koloina.kremer@gmail.com](mailto:koloina.kremer@gmail.com)

## PRIMARY LOGO



This is to be used on external materials and given equal weighting and similar placement to COVID-19 Parenting logo (i.e. if COVID-19 Parenting logo is at the top of a page, this must also be at the top and not the bottom).

## COVID-19 PARENTING NAME

**Full name:** The COVID-19 Playful Parenting Emergency Response to be used at least once at the beginning of each document or communication piece. Then it can be followed by abbreviated name below.

**Abbreviated name:** The COVID-19 Parenting Emergency Response

## PARTNERS LOGOS (available for download here)



## FUNDERS LOGOS (available for download here)



## ACKNOWLEDGMENTS OF PARTNERS & FUNDERS

Our parenting tip sheets and resources are open-source, adaptive, and can be shared in any method. Some examples of dissemination include through websites, emails, social media, texts, printed flyers and posters, radio broadcasts, webinars, home visits and even announced over loudspeakers in communities.

We only ask that the evidence-informed principles remain the same.

Please note that if partners and/or funders logos are available on the original documents, we also ask that these remain available in the adapted documents.

Please see the examples of adaptations of our parenting resources available in this document, under the section **ARTWORK - ADAPTATIONS OF THE COVID-19 PARENTING MATERIALS**

## ACKNOWLEDGMENTS ON SOCIAL MEDIA

When sharing our COVID-19 Parenting resources on social media, please tag us, and add our COVID-19 Parenting website [www.covid19parenting.com](http://www.covid19parenting.com) to provide further information on our work.

Tag us on your social media posts, stories and highlights. This will allow us to be notified that our COVID-19 Parenting resources are being shared, and it will enable us to amplify your impact and reach by sharing your posts on our COVID-19 Parenting social media channels: **Facebook** @Covid19parenting **Instagram** @covid19parenting **Twitter** @ParentingC19

You can use these hashtags when sharing our COVID-19 Parenting resources: #COVID19parenting #COVID19 #playfulparenting #positiveparenting

**Website:** Parenting resources in over 100 languages [www.covid19parenting.com](http://www.covid19parenting.com)

## TYPEFACE - FOR TIP SHEETS

**HEADINGS**  
**ROBOTO BOLD CONDENSED**  
**SIZE 21 - 40** (on A4 documents) always black

**SUB HEADINGS**  
**ROBOTO BOLD CONDENSED**  
**SIZE 13, LEADING 13** (on A4 documents) Black or yellow

Body copy  
 Roboto Regular size 9, leading 13 on A4 documents

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG** 0 1 2 3 4 5 6 7 8 9 &

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG** 0 1 2 3 4 5 6 7 8 9 &

The quick brown fox jumps over the lazy dog  
 0 1 2 3 4 5 6 7 8 9 &

## TYPEFACE - FOR POWERPOINT

AVENIR NEXT - Avenir Next  
 UNIVERSE CONDENSED - Universe Condensed

## COLOURS



## CREATIVE ELEMENTS & ILLUSTRATIONS

### Research icons

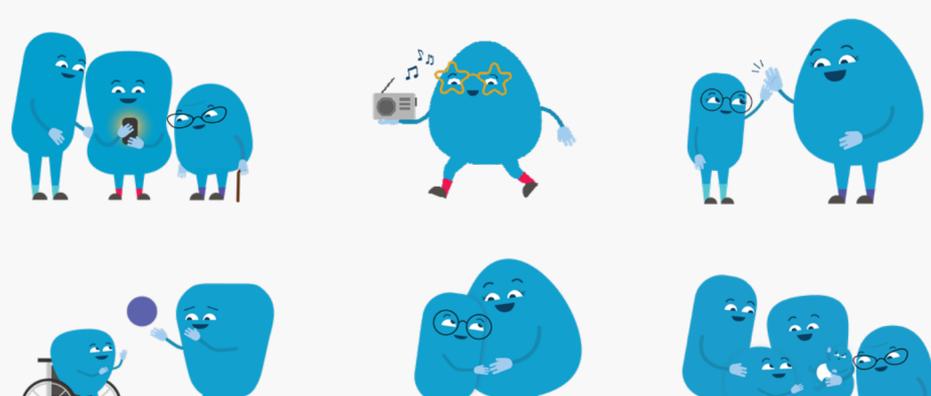


### Blob characters

Our blob characters represent and personify the essence of our COVID-19 Parenting resources. They help give our parenting work and materials a face and personality to help make our content playful, approachable, and memorable to the millions of vulnerable families and younger audience that we aim to help during the COVID-19 pandemic and beyond.

They illustrate a diverse and inclusive community of positive characters committed to openness, respect, equity, playfulness, and empathy.

You can use our blob characters virtually anywhere, and they are available for download here.



## ARTWORK

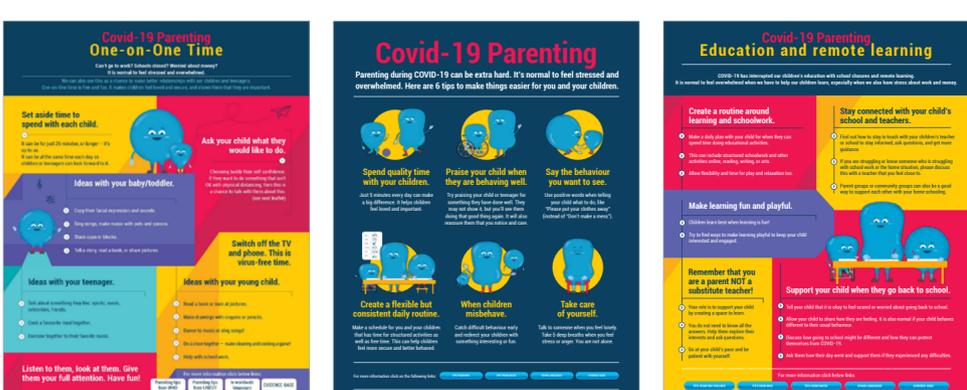
Our parenting tip sheets and resources are open-source, adaptive, and can be shared in any method. Some examples of dissemination include through websites, emails, social media, texts, printed flyers and posters, radio broadcasts, webinars, home visits and even announced over loudspeakers in communities.

We only ask that the evidence-informed principles remain the same.

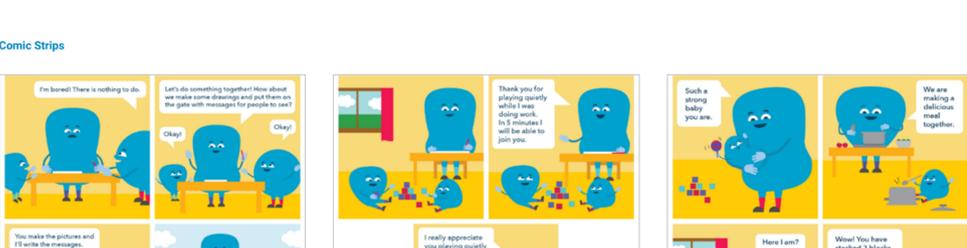
Please note that if partners and/or funders logos are available on the original documents, we also ask that these remain available in the adapted documents.

Please see the examples of adaptations of our parenting resources available in this document, under the section **ARTWORK - ADAPTATIONS OF THE COVID-19 PARENTING MATERIALS**

### Parenting Tip Sheets



### Comic Strips



### Social Media



# COVID-19 PLAYFUL PARENTING EMERGENCY RESPONSE BRANDING GUIDELINES

It is essential that a consistent use of colour and positioning is maintained whenever the COVID-19 Parenting Emergency Response, partners and funders' logos are used. The logos must be reproduced from electronic files supplied by the COVID-19 Parenting Communications Coordinator, Koloina Kremer: [koloina.kremer@gmail.com](mailto:koloina.kremer@gmail.com)

## ARTWORK - ADAPTATIONS OF THE COVID-19 PARENTING MATERIALS

Our parenting tip sheets and resources are open-source, adaptive, and can be shared in any method. Some examples of dissemination include through websites, emails, social media, texts, printed flyers and posters, radio broadcasts, webinars, home visits and even announced over loudspeakers in communities.

We only ask that the evidence-informed principles remain the same.

Please note that if partners and/or funders logos are available on the original documents, we also ask that these remain available in the adapted documents.

Our Partners have been incredibly supportive of the COVID-19 Playful Parenting Emergency Response Project!  
Please see below a selection of adaptations of our parenting resources.

## MONITORING & EVALUATION

As part of our Monitoring & Evaluation (M&E) work, we regularly collect data on the number of beneficiaries who receive the COVID-19 parenting resources. Data on the number of beneficiaries who received the COVID-19 parenting resources is collected using social media metrics, Google Analytics, reports from implementing agencies, surveys with organisations, and direct distribution.

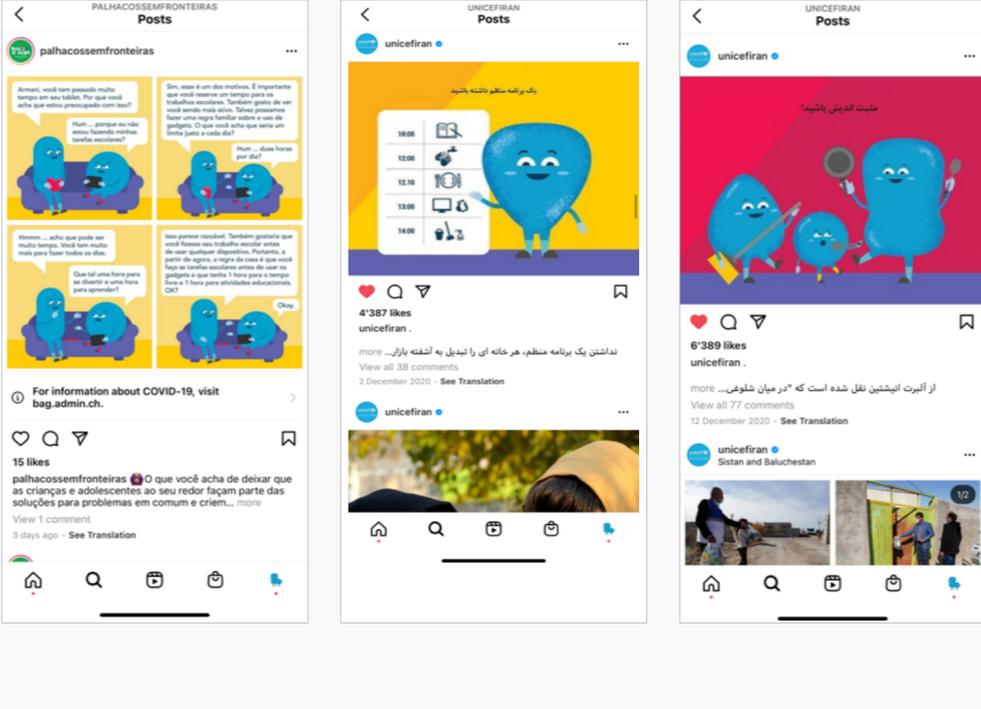
In due course, it would be great to have further information on the number of people you have reached with our resources!  
To share your numbers with our M&E team, please send an email to [research@covid19parenting.com](mailto:research@covid19parenting.com)



Parenting Tip Sheets - available in 100+ languages



Comic Strips - shared on SOCIAL MEDIA



Parenting Tip Sheets - various adaptations



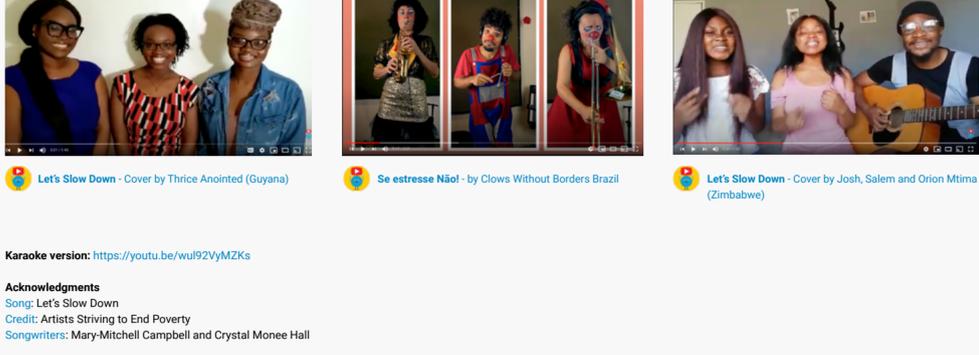
Source: <http://www.soporsor.com/>



Videos adaptations - Cover songs "Let's Slow Down"

Our song "Let's Slow Down", produced with Broadway Musical Director Mary-Mitchell Campbell, captures what parents and caregivers may be feeling during this time of crisis, and aims to inspire them to use the parenting package to stay calm, mitigate stress, and maintain healthy environments for children.

Do you want to record your own cover of "Let's Slow Down"? Send us an email or a version of you singing the song to [contact@covid19parenting.com](mailto:contact@covid19parenting.com) with your name and country from which you are recording!



Karaoke version: <https://youtu.be/wu192VvM2Ks>

Acknowledgments  
Song: Let's Slow Down  
Credit: Artists Striving to End Poverty  
Songwriters: Mary-Mitchell Campbell and Crystal Monee Hall

Videos adaptations - based on COVID-19 Parenting content



Source: <https://www.kbs.kg/>

## THANK YOU FOR YOUR FANTASTIC SUPPORT !

