These guidelines have been produced to help you ensure that design and copy remain consistent in style and tone of voice, across all materials produced to support the “Sex. Worth talking about” campaign.
The ‘Sex. Worth talking about’ campaign forms part of the Sexual Health and Teenage Pregnancy communications activity. ‘Sex. Worth talking about’ has been developed as an umbrella campaign identity. Falling under this will be communication focusing on: Contraception, chlamydia testing, knowledge and understanding of sexual health matters and the ability to communicate and negotiate sexual relations.

At the heart of this campaign is the belief that talking plays an integral role in driving safer sexual attitudes and behaviours. Key to this is creating a culture of open, mature, non prurient and informed discussion about sex and relationships.

The campaign aims to raise the importance of teenage pregnancy and sexual health issues amongst a broader audience than ever before. Consequently, one umbrella teenage pregnancy and sexual health brand has been developed to create consistent authorship and tone across the campaign. The umbrella campaign brand is ‘Sex. Worth talking about’.

Research found ‘Sex. Worth talking about’ to be a strong campaign property that delivered a unifying marque as well as adding gravitas to the message. The everyday, straightforward tone, is viewed as a significant feature of the overall take out:

• You’ll get something out of this communication
• You’ll get something if you talk too

It talks about sex in a positive and open manner which encourages people to be more open and confident and features conversations which people can use themselves. It encourages discussion by adding gravitas to the issue without feeling daunting, or scaring people off.

All campaign activity has been developed out of extensive qualitative research.
The national “Sex. Worth talking about” campaign was launched in November 2009. The NHS and Local Authorities can build on its success by using the assets to help deliver their own local or regional programmes.

When planning locally or regional activity the following needs to be considered. As the campaign is made up of multiple strands and needs to speak to multiple audiences, it is absolutely critical that the work and branding devices are integrated so that we achieve the desired ‘sum of the parts’ effect.

The branding device of two overlapping speech bubbles has talking at the heart of it. There are three core campaign logos which will sign off elements of the campaign. Each strand is clearly signposted and grounded by ‘worth talking about’ which acts as an affirming statement, adding gravitas to the topic/subject of the campaign.

‘Sex. Worth talking about’ forms the umbrella identity which may be used to sign off any broader contextual pieces, non-specific partnership/stakeholder activity and when the task is to show people how to start having conversations about sex and relationships.

The campaign launches with two sub-brands that have been firmly rooted in the umbrella identity, but have been given their own look and feel (their own shape & colour palette) which helps distinguish each specific stand of activity. These strands are signed off by their topic area:

- Contraception. Worth talking about
- Chlamydia. Worth talking about
**Umbrella identity**

Used to sign off against any broad contextual pieces, for example non-specific partnership and PR activity.

**Sub brands**

Firmly rooted in the umbrella identity, but given their own look and feel which helps distinguish each specific strand of activity.

These logos should be used as a sign-off for communications with a specific focus on these subjects.
• **Primary**: Women 16–24yrs

• **Secondary**: Women 25–34yrs

• **Overheard by**: Under 16s, Healthcare Practitioners and parents (the campaign is not specifically targeted at them but they may overhear the messages which should still resonate with them)

• **Primary**: Sexually active men and women under 25yrs

• **Overheard by**: Under 16s, Healthcare Practitioners and parents – as above
Scenarios should be as realistic, down to earth and as natural as possible. Authenticity is key throughout this campaign. In each of the scenarios chosen a focused effort has been made to ensure that they are representative of everyday real-life situations.

All the conversations happen in normal everyday scenarios (out of the heat of the moment) that people find themselves in. We want the conversations to take place naturally between several key audiences: Parent to teenager, young person to young person, partner to partner, healthcare practitioner to patient.
Research has shown that using everyday language and tone to address topics of this nature actively encourages behaviour change. It is important that we do not come across as an instructional voice telling people what to do. Our aim is to encourage action by presenting the facts/information in a peer to peer tone. All language used within the campaign should be:

- Grown-up, matter of fact, honest
- Friendly & inviting
- Conversational
- Understanding & empathetic
- Authentic & naturalistic
- A use of light humour is acceptable
The ‘Sex. Worth talking about’ campaign uses speech bubbles to represent real people and the everyday conversations they’re having about sexual health. The campaign uses three different styles of speech bubble to represent the different voices of the campaign.
The Voice of authority
This style of speech bubble represents the voice of the campaign.
This should be used to sign off the campaign and the text within it replaced by the relevant strap line: i.e. 'Sex. Worth talking about', 'Contraception worth talking about', 'Chlamydia worth talking about' etc...

The Voice of the individual
This style of speech bubble represents the different characters who are having the conversation.
These speech bubbles should only be used when representing two people having a conversation.

The voice of the narrator
This style of bubble is used to represent the voice of the narrator.
These speech bubbles should be used to frame headings or sub-headings in literature or online. It should always use the campaign font.
**Speech bubbles**

**Speech bubbles as individuals that allude to a character’s approximate age, gender and personality**

3 elements inject personality into the speech bubbles:

- The shape
- The texture
- The typography – 1 or 2 emphasis words in different type communicate the sentiment of the conversation and the emotion of the individual

NB: Speech bubbles should always be designed to point towards each other and to mimic a two way conversation.
Text within the speech bubbles
The text within the speech bubbles adds a further dimension to character development. To ensure that messaging resonates, it is vital that the language feels authentic, real and everyday in tone. The characterised speech bubbles must always represent the voices of real people and never be used as placeholders for overt campaign messaging.

Key words within the speech bubbles
When using speech bubbles to represent the individual, key words are selected to highlight. Research has shown that these words often serve as a shortcut for the consumer to the message. As such, care should be taken to ensure that the short-hand take out is not negative. For example, highlighting ‘chlamydia’ in one bubble and ‘good’ in another would not work.

Accessibility:
Care should be taken to ensure that all fonts/designs for lettering within the bubbles are a minimum of point size 12 and that they are clear and can be easily read. Special attention should be given to the colours used insuring there is enough contrast between backgrounds and lettering.
The body copy in the ads should be used to reinforce the messaging within the speech bubbles and give the reader more information.

**Research learnings:**
Research has taught us that when composing body copy we should be careful not to go into too much detail. The information delivered within the body copy should give the basics required for the consumer to fully understand the execution’s intentions, but should not stray into more detailed information which the consumer would expect to get from a healthcare professional. For example: Body copy for the Contraception strand of activity should provide a brief explanation of the contraceptive option being discussed and portray the benefit but should not include detail of how that contraceptive method is fitted (i.e. into the womb...).
We always include a line about condoms as a friendly prompt at the end of the body copy to ensure our audience are always safe and protected.

This line is normally: ‘Remember, condoms are the best way to protect against STIs’.

In the contraception strand, this changes to: ‘Remember, you won’t be protected against STIs without a condom’.

NB: It is important to note that for radio it may not always be appropriate to use the condom line within the contraception strand. For example when there are several key messages to communicate, the inclusion of the condom line may distract from or dilute the key messages. This should be judged on an individual basis. For the chlamydia strand the condom line should always be included without exception.
The pink & blue logo is the master logo.

This will be used when signing off broad campaign pieces of comms e.g.:

- Work which contains multiple strands of messaging
- The consumer website: nhs.uk/worthtalkingabout

The font used in this logo will be consistent across all campaign literature.
Master logos by strand

Different shaped logos are used to sign off each of the strands.

The central colour of the logo represents the colour of the strand and can be used when a flat colour is needed for headlines & block colour in literature.

The secondary colours can be used for sub heads.
A core colour and shape palette across the strands

The core logo for each strand should be used in all instances where it is possible. If there is a reason why this core colourway will not work, you may pick from the other colourways available. The shape of the logo for each strand should never change.
When the strapline is written rather than represented by a logo it should be written in the following way:

- Sex. Worth talking about
- Contraception. Worth talking about
- Chlamydia. Worth talking about

When the strapline is featured as a logo the full stop is not included.
Fonts

The campaign uses three font weights for supporting copy:

**Gotham Book, Medium and Bold**

Body copy should always appear in upper and lower case Gotham Book and be ranged left, with paragraph spacing. On press and poster artwork this should be positioned along the bottom left of the layout next to the particular strand logo. Copy within the paragraph can be emphasised using Gotham Medium.

Sub headings, URLs and other prominent text should be set in Gotham Bold.

It is illegal to supply typefaces. Please purchase them from your usual font supplier. Gotham can be bought online from the foundry, Hoefler & Frere-Jones, at http://typography.com

Gotham Book
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Gotham Medium
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

Gotham Bold
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
Photographic imagery

Wherever possible the size of the image should be full page including bleed.

Selected images should be positioned and cropped to allow maximum legibility of the speech bubbles.

Care should be taken with the use of people in the background. Any extras used should be far enough in the background for it to be very clear that the speech bubbles do not represent their voices.
Layout principles

Copy sizes

Body copy Gotham Book
12pt / 15.5pt leading
with 3mm paragraph spacing.

Body copy should be ranged left on all lines.

Subs, URLs etc. Gotham Bold
15pt / 15pt leading
with 3mm paragraph spacing.

Logo sizes

Width on press executions is 60mm.

Talking to teenagers about contraception doesn’t have to be a big deal. Just let them know that there are lots of options, and that a doctor or nurse can help them find the one that’s right for them. And remind them that they won’t be protected against STIs without a condom.

nhs.uk/worthtalkingabout
**Positioning the NHS/DfE logo**

**NHS logo**

The minimum width of NHS logo is 30mm and it sits in the top right corner of the layout.

Please see NHS guidelines for further information: www.nhsidentity.nhs.uk
Partner logos should be placed to the left of the NHS logo which should always sit in the right hand corner as shown. They should always be in size proportion. The partner logo should be outside of the NHS logo exclusion zone.

Local authorities and NHS organisations are encouraged to make use of the Sex, Contraception or Chlamydia, Worth Talking About logos to link their local work to the campaign as appropriate and should use this layout as a guide as part of our teenage pregnancy and sexual health strategy.
For print the call to action should always be the campaign URL:

nhs.uk/worhtalkingabout

For radio the call to action should be ‘Search online for worthalkingabout’.

For TV the call to action should be the URL as a title held for 5 seconds.

For the Contraception strand, it is advised that the URL be preceded with ‘talk to a doctor or nurse to find the contraception that’s right for you!’.
The Sexual Health line is 0800 567 123

For advice for under 19s, call 0800 28 29 30

Other services and sources of help include:

• Brook: 0808 802 1234 or www.askbrook.org.uk/question.asp

• Family Planning Association: 0845 122 8690 or www.fpa.org.uk/Information/WherecanIgetinformationandadvice/AboutAskWES

• Terrence Higgins Trust: 0845 12 21 200 or www.tht.org.uk/contactus/enquiryform
This example shows a typical page for Sexual Health and teenage pregnancy campaign literature. These type guidelines are to help keep a consistent look throughout all material. When developing any new literature this should be used as a guide template.
When choosing photographic locations for the shots we went for generic town backgrounds so that it looked like the scenarios could be taking place anywhere in the UK. They had to have an everyday feel, to get across the everyday conversations that are taking place about issues surrounding sexual health.

Things like shopping centres, homes, walking in the street, at a bus stop, outside a café. Just everyday places.

Styling wise, the scenarios need to look normal and, in the case of any indoors shot, lived in. Locations should be as inclusive as possible.

The heroes of the shot are the speech bubbles. Composition-wise, they are prominent central within the shot so they are the first thing that grabs the viewer’s eye. The bubbles need to stand out from the background location so colours need to be vibrant and focus needs to be sharp. The bubbles are situated where people usually would appear and the camera angle should be on their level, never looking down or looking up at them.

To avoid the scenarios looking like they are in an unpopulated world, we can use extras in the backgrounds. This adds to the sense of ‘everyday’. However, the extras are incidental and should never be interacting or reacting to the bubbles, they should just be getting on with their day and are not making a big deal about the bubbles being there. They should also never be in a position where it looks as if the speech bubble is coming from them.

On a similar note, the bubbles should never be positioned so they look like their content is coming from an inanimate object.
NB: It is every Stakeholder’s responsibility to ensure they adhere to the usage expiry dates for all creative they wish to utilise. Please refer to the toolkit on the campaign resource page of the Sexual Health Professional website for information on usage for all creative. The toolkit can be accessed by following the link: http://www.nhs.uk/sexualhealthprofessional/Pages/campaign-resources.aspx.
If you are interested in using any of the assets you have seen within the document or would like to create your own material for use within the Sex. Worth talking about campaign, please refer to the toolkit on the campaign resource page of the Sexual Health Professional website for information on usage for all creative. The toolkit can be accessed by following the link: http://www.nhs.uk/sexualhealthprofessional/Pages/campaign-resources.aspx.

- TV:
  - Implant / Injection 30"
  - Implant / IUS 30"
  - Implant / IUD 30"

- Radio: