
Thriving Families

Tool Kit 2021



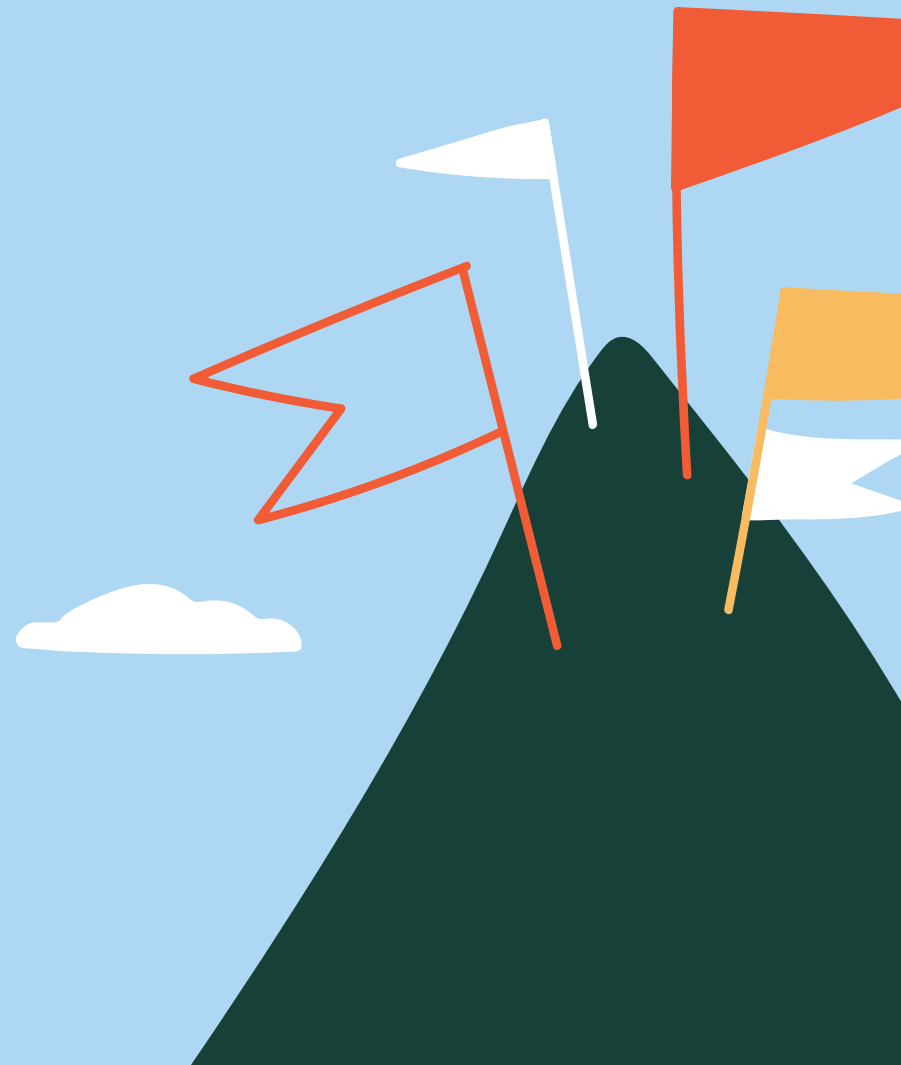
Communities that Care Knox (CTC Knox) have developed a campaign to engage community and parents to shift the conversation away from ‘effective parenting practices’ towards support for positive children’s development.

The Thriving Families steering group comprising of partners within CTC Knox, have guided and informed this project from October 2020 to July 2021.

This toolkit outlines how to roll out the campaign across communication platforms within Knox.

The campaign has been informed by the Parent Research Centre and Frameworks Institute research into Perceptions of Parenting (2016) and their resources Talking about the Science of Parenting and Navigating Waters (2018).

[Download campaign assets here](#)



Campaign Brand Identity



Brandmark

The logo for Thriving Families is displayed in a large, bold, dark blue sans-serif font. The word "Thriving" is on the top line and "Families" is on the bottom line. The dot on the lowercase letter 'i' in "Thriving" is a solid orange circle. The dot on the lowercase letter 'i' in "Families" is a solid red circle. The two dots are positioned at different heights, with the red dot being higher than the orange dot, creating a visual rhythm and movement within the brandmark.

The brand identity has alternative height 'i' letters hinting at family relationships. This change in height also creates rhythm and movement within the logo.

Fonts

If creating additional resources or printed material please use these fonts. They are available for free at:

<https://fonts.google.com/specimen/Montserrat>

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colours

The illustrations are designed to play with the copy lines in the graphics, paired with an engaging style that uses a unique warm colour palette. The illustrations can both support the headlines or contrast them to grab the viewers attention.

Orange RGB: 241, 90, 53 CMYK: 0, 80, 87, 0 Hex: #f05a35	Blue RGB: 153, 205, 239 CMYK: 37, 7, 0, 0 Hex: #99cdef	Green RGB: 23, 65, 56 CMYK: 83, 46, 67, 55 Hex: #174138
Navy RGB: 21, 28, 71 CMYK: 100, 94, 38, 45 Hex: #151c46	Sun Yellow RGB: 250, 168, 41 CMYK: 0, 39, 94, 0 Hex: #faa829	Soft Yellow RGB: 249, 187, 96 CMYK: 1, 29, 72, 0 Hex: #f9bb5f

Campaign Roll-out



Overview



Talking to Disengaged Audiences

01 Content

→

+ 02 Add call to action

Post Visual	Social Post Text
	Australia's children kick more goals when their parents have a good team behind them.
	Strong families are a lifeboat, giving kids the support they need to grow up strong themselves. When you feel like you're in too deep, ask for help.
	Children grow at different speeds, with the right tools, parents can raise kids who truly blossom.

Call to actions
[Schools: Direct your audience to a phone number from one of your recommended support help services]
[Each] Take that first step, we are here with you all the way. Visit each.com.au/services/support-for-families for more information or call 1300 003 224
[Each] Take that first step, we are here with you all the way. Visit each.com.au/services/support-for-families for more information or call 1300 003 224

Text Messages

Text Content
Children never stop learning and neither do parents. A good support crew will help you see how far you've come in your parenting journey. Learn more at our upcoming information workshops and visit [insert link]
When parents feel supported, kids do better. When the going gets tough, a quick coffee break with a friend can help you appreciate how much you've achieved. Learn more at our upcoming information workshops and visit [insert link]

Hashtags Tags

Campaign Hashtags
#thrivingfamilies #thrivingfamiliesknox
Other popular hashtags to boost reach. #parenting #momlife #dadlife #family #kids #children #dailyparenting

Talking to Engaged Audiences

01 Content

Post Visual	Social Post Text
	<p>You need the right tools for the job.</p> <p>Families are built brick by brick, and when parents get the tools they need, Australia's children have strong foundations upon which to stand.</p>
	<p>Strong families climb higher.</p> <p>When we feel like it's an uphill battle, a supportive crew can be our guide, helping families reach the summit, together.</p>
	<p>Helping kids thrive.</p> <p>Kids thrive when their parents do. Friends and family play an important role in ensuring Australia's parents are supported and encouraged.</p>

+ 02 Add call to action

Call to actions
<p>[Schools: Direct your audience to a phone number from one of your recommended support help services or blog content for parents]</p>
<p>[knox info link]</p> <p>There is support out there and we help you find it knoxinfo link.org.au or call 9761 1325</p>
<p>[Each]</p> <p>We have a range of family support services to help you get back on top. Visit each.com.au/services/support-for-families for more information or call 1300 003 224</p>

Text Messages

Text Content
<p>Kids thrive when their parents do. With the right support, parents can raise more confident kids – kids who go further, aim higher, and stand taller.</p> <p>Learn more at our upcoming information workshops [insert link]</p>
<p>Families are built brick by brick, and when parents get the tools they need, Australia's children have strong foundations upon which to stand.</p> <p>Learn more at our upcoming information workshops [insert link]</p>

Hashtags Tags

Campaign Hashtags
<p>#thrivingfamilies #thrivingfamiliesknox</p>
<p>Other popular hashtags to boost reach.</p> <p>#parenting #momlife #dadlife #family #kids #children #dailyparenting</p>

Talking to Highly Engaged Audiences

01 Content

Post Visual	Social Post Text
	<p>Rough seas will pass.</p> <p>Parenting is not always smooth sailing. With a supportive crew, parents can steer their ship with confidence, making it easier for families to weather those rough seas.</p>
	<p>Kids thrive when parents do.</p> <p>With the right tools and support, parents and their kids can shine bright. We can help you to help your children thrive.</p>
	<p>Feeling lost?</p> <p>Raising kids can be like navigating a labyrinth, so it's easy to feel lost sometimes. A supportive team can help parents and kids find their way back to each other.</p>

+ 02 Add call to action

Call to actions
<p>[Schools: Direct your audience to a phone number from one of your recommended support help services or blog content for parents]</p>
<p>[General]</p> <p>If you need a guidance, Each have a range of workshops and support services that can help each.com.au or visit https://raisingchildren.net.au for helpful resources.</p>
<p>[Each]</p> <p>We can help you get back on top. Visit each.com.au/services/support-for-families for more information or call 1300 003 224</p>

Text Messages

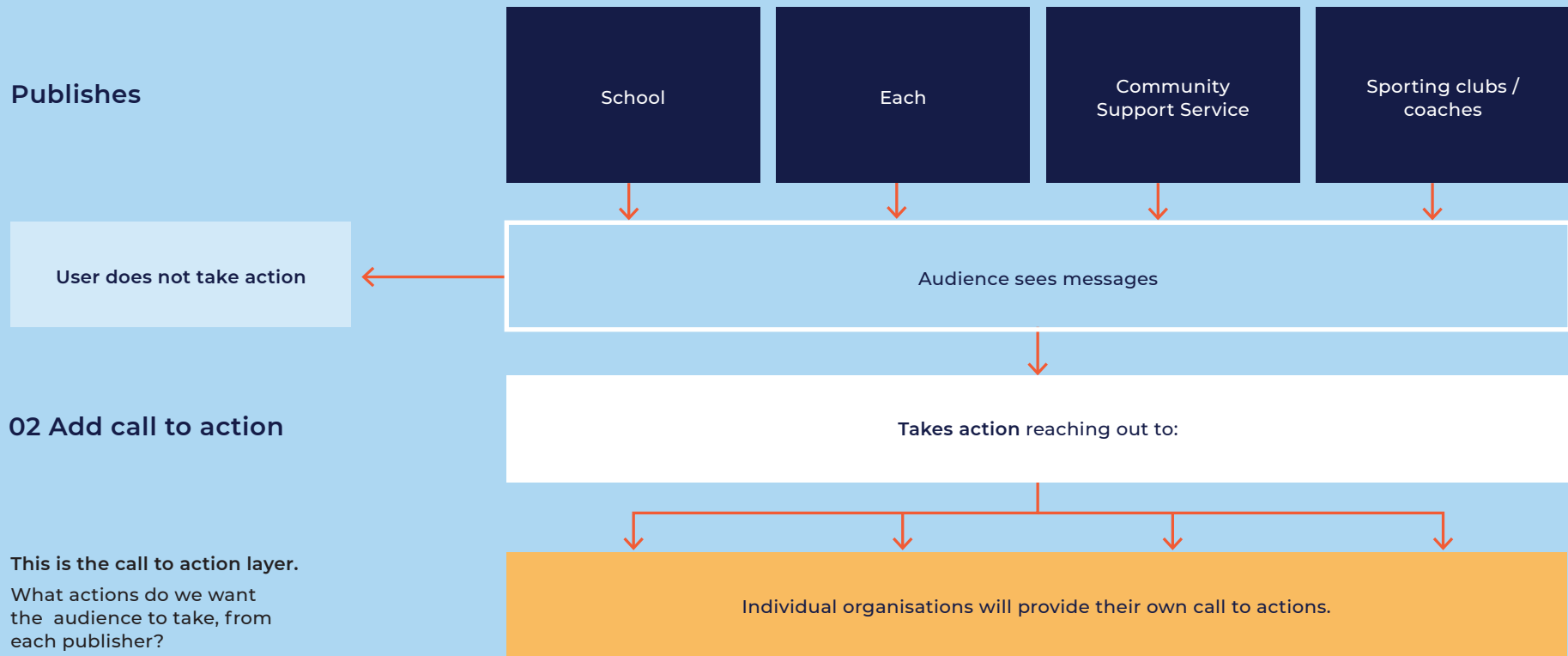
Text Content
<p>Kids thrive when their parents do. With the right support, parents can raise more confident kids – kids who go further, aim higher, and stand taller.</p> <p>Learn more at our upcoming information workshops [insert link]</p>
<p>Families are built brick by brick, and when parents get the tools they need, Australia's children have strong foundations upon which to stand.</p> <p>Learn more at our upcoming information workshops [insert link]</p>

Hashtags Tags

Campaign Hashtags
<p>#thrivingfamilies #thrivingfamiliesknox</p>
<p>Other popular hashtags to boost reach.</p> <p>#parenting #momlife #dadlife #family #kids #children #dailyparenting</p>

Campaign Audiences Journey

Publishes



02 Add call to action

This is the call to action layer.
What actions do we want the audience to take, from each publisher?

Campaign Assets

[Download Brand & Social Assets here](#)

If you have any questions please contact: studio@lightyears.com.au



Social Media Graphics — 1:1

The following social media graphics have been created for general posting in feeds.

Kids kick more goals when their parents have a good team behind them.

Thriving Families

Strong families are a lifeboat, giving kids the support they need to grow.

Thriving Families

With the right tools, parents can raise kids who truly blossom.

Thriving Families

When parents have the tools they need, kids can build strong foundations.

Thriving Families

A supportive crew can help families reach the summit, together.

Thriving Families

Kids thrive when their parents do.

Thriving Families

A supportive crew makes it easier for families to weather those rough seas.

Thriving Families

Helping parents and kids shine bright again.

Thriving Families

Helping kids and parents find their way back to each other.

Thriving Families

Social Media Graphics — 9:16

The following social media graphics have been created for portrait usage in Stories / Rolls.

Kids kick more goals when their parents have a good team behind them.

Thriving Families

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Thriving Families

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Helping parents and kids shine bright again.

Thriving Families

Helping kids and parents find their way back to each other.

Thriving Families

Posters

The following posters have been created.

