

Version 1.2

GLOBAL YOUTH MOBILIZATION

Campaign Partner Toolkit.

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Introduction.

Welcome to the Global Youth Mobilization Campaign Toolkit

The purpose of the Global Youth Mobilization (GYM) Campaign Toolkit is to provide all campaign partners with the brand, messaging and media guidelines to ensure a consistent campaign approach across all our channels, networks and audiences.

Our campaign partners range from UN agencies, the Big 6 Youth Organizations (Big 6), governments, corporate brands, youth development organizations, to youth in over 190 countries over the world.

This is a one-stop-shop for all the guidance needed to coordinate communications throughout the campaign. Guidance is written in English. The core assets (campaign video, sample tweets, social media cards, hashtags) will be translated into Arabic, Russian, French and Spanish as soon as practical.

The starting point for campaign launch is the Global Youth Summit, and a global, virtual press conference taking place in the week preceding it. The toolkit currently includes guidelines and social media content for partner organizations and youth to initiate pre-Summit communications across all networks – driving awareness and participation.

This resource will be continually updated with new content for engagement as it is developed. We also welcome feedback and ideas to improve and broaden the content. You will be made aware of further updates.

For any questions or feedback relating to the Campaign and this toolkit, please contact: sam.williams@intaward.org or hpsaic@scout.org.

Campaign overview.

What we are trying to achieve

Global Youth Mobilization is a youth-led movement for change designed to address the impact of the COVID-19 pandemic on young people and the solutions needed to ensure young people are at the heart of recovery efforts.

The Big 6 Youth Organizations, in partnership with the World Health Organization and United Nations Foundation (Founding partners) and powered by the COVID-19 Solidarity Response Fund, have come together to issue a joint call to action on behalf of the children and young people within their movements – representing more than 250 million young people around the world.

Together, as campaigners, members of youth focused organizations, global health actors, and volunteers from around the world, we are calling for action now.

COVID-19 has disproportionately affected millions of children and young people, impacting approximately 1.2 billion young people across the world. A generation disrupted.

The global response to the pandemic is underutilizing the power of youth, missing key opportunities to engage youth in innovative solutions that could disrupt traditional thinking and addressing global crises.

Global Youth Mobilization is a new movement to ensure young people are viewed, supported, and recognised as critical agents of change.

For more information on Global Youth Mobilization, please visit our website globalyouthmobilization.org

Key dates.

Here are the main campaign milestones where we aim to make the most noise on social media and in global, national and local media.

SAVE THE
DATES!

31 March

Social media launch
(pre-Summit communications)

19 April

- Mainstream media launch
+ youth takeover
- Applications for local solutions
go live

23 – 25 April

Global Youth Summit

w/c 24 May

World Health Assembly

Target audiences.

Young people (14–30 years)

Engaged mobilizers

Young people already engaged/associated with the Big 6 and other partner organizations

Prospective mobilizers

Broader youth audience that are marginalized, and/or are unaware of the role they could play

Critical stakeholders

Decision-makers

Leaders, government stakeholders and policymakers – at the global level and at national/local level

Enablers

Global/national donors, institutions and brands/corporates

Our approach:

Young people.

Inspire, engage and activate young people to play a proactive role in pandemic recovery.

Through powerful positive stories and content which demands attention, and take-overs of platforms that shape global and national policy.

Channelled directly and through youth networks, social media and brands – to raise awareness of the resources available, to inspire them and to enable them to advocate for change.



Our approach:

Critical stakeholders.

Inspire decision-makers, donors and their influencers to mobilize resource, change policy and invest in young people.

Through evidence and real stories that shine a light on the impact of the pandemic on young people and the positive impact of investment in young people as a key part of recovery.

Channelled directly and through media, stakeholders, and partner networks – to change the narrative about young people in the pandemic and the need for sustained action across all sectors to accelerate solutions.



Global Youth Mobilization: Key values

1.

Youth-led.

We are youth-led.
A campaign designed
by youth, for youth.
We make change
happen that is
youth focused.

2.

Evidence and community based.

We are driven by
evidence, real
people and real
lives. Our campaign
brings together the
global picture of the
negative impacts
of the COVID-19
pandemic on young
people, to identify
the policies and
interventions needed
to create change.

3.

Long-term impact and solutions.

We are advocating
for long-term,
systematic change.
We know young
people have the
solutions and we're
ready to act and
shape the post-
COVID recovery.

4.

Together. Inclusive.

We are global yet
local - we are a
united army of young
people, allies and
partners across the
world, keen to share
learnings, ideas
and resources to
strengthen our fight
back to COVID-19.

5.

We are open to
all. Our strength
is our diversity
and inclusivity.

Campaign elements.

This section includes the brand guidelines which provides detailed information on the core creative elements such as colour, getting the best from imagery and how to combine your own logo within the campaign materials.

Key messages – Partners

The campaign's communication will be led by a series of headline messages. We've developed general key messages for campaign partners and then a series specifically for youth, in their words; these can be viewed on the next page and in the 'YOU' toolkit, for youth.

Campaign key messages can be used as a foundation in their external communications on social media, in the media, during interviews, or as part of bi-lateral or multi-lateral engagement. Key messages for organizational partners are listed on the right-hand side.

Subsidiary messages on specific topics, such as education disruption or mental health, or aimed at targeted audiences will also complement headline messages, these include:

- Defining the problem – overview, education disruption, mental health and safety, economic impact, inclusion and inequality
- Key messages for critical stakeholders
- Call to action messaging

HEADLINE MESSAGES

- **Global Youth Mobilization is a new, global campaign to engage youth in solutions to address the negative impacts of COVID-19 on young people. It is led by the Big 6 Youth Organizations, in partnership with the World Health Organization and United Nations Foundation, representing more than 250 million young people around the world.**
- **Education disruption, impact on mental health and well-being, job losses and more have left a generation disrupted. 267 million young people worldwide are estimated to not be in employment, education or training and 1 in 6 young people have become unemployed since the beginning of the crisis. Without long-term investment, young people will disproportionately feel the long-lasting impacts of this pandemic.**
- **Global Youth Mobilization local solutions is the first open funding call since the pandemic began, dedicated to youth to tackle some of the most pressing health and societal challenges resulting from the pandemic.**
- **Sustained commitments are vital – Global Youth Mobilization is calling on governments, brands and policymakers to invest in and scale-up youth-led solutions and youth engagement programs across the world.**
- **The global response to the pandemic is underutilizing the power of youth, missing key opportunities to engage youth in innovative solutions that could disrupt traditional thinking and ways of addressing global crises.**
- **Young people have been at the forefront on the pandemic response. It's time we celebrate young people's contributions and reward them for their efforts.**

Key messages – Youth

The headline messages for use on social media are specifically for youth to use in their external communications on social media, in the media, during interviews, or as part of bi-lateral or multi-lateral engagement.

Subsidiary messages on specific topics, such as education disruption or mental health, or aimed at targeted audiences will also complement headline messages, these include:

- Defining the problem – Overview; Education disruption; Mental health and safety; Economic impact; Inclusion and inequality
- Key messages for critical stakeholders
- Call to action messaging

HEADLINE MESSAGES

- **You are part of the solution and can be at the forefront of COVID-19 recovery programmes and policies that are negatively affecting you and your peers.**
- **Global Youth Mobilization is a movement of young people taking action to improve their futures now and in a post-COVID-19 world.**
- **You can access funding and support to help you start taking action to help yourselves, your families, and your communities.**
- **Be part of the solution and take action today.**
- **We are driving change in communities worldwide.**
- **We shape the policies and decisions impacting on our lives.**
- **We are a key part of the solution and we deserve to be recognized.**

Campaign identity

The identity is created from two elements
– two different coloured 'brushstrokes'.

This captures the collective ambition
of both our partners and the creative
drive of our Youth Generation.



1

'Global Youth brushstroke'

Clean sans-serif typeface appearing
in the top part of the banner. Always
appears in 'Global Youth Blue'

2

'Mobilization brushstroke'

This part of the logo is known
as the 'active' part with the font
created in a 'handwritten style'
and positioned at an angle.

Text mainly appears in 'Generation
Red', with some exceptions.
Throughout the guidelines, there
are examples where this active part
can be altered.

Logo artwork

Artwork is available to use.
The logo artwork should not be
altered in anyway to ensure
accurate and consistent application.

Campaign partner branding

These are the only permitted way of co-branding with the campaign. Please refrain from using the WHO and/or UNF logos.

Follow this principle to ensure a balanced lock-up between your logo and the campaign.



Example with main campaign logo



Example with partner campaign logo

Campaign flexibility

The main campaign identity will need to be adapted for different campaign initiatives.

We have created different logotypes for the **main branding (GYM), Grants Funding** and the **Summit Event**. Each initiatives has its own unique audience and so each has its own appropriate strapline that should be used with it.

Main logotype



Straplines



Grants Funding



Summit Event



Logo artwork

Artwork is available to use.

The logo artwork should not be altered in anyway to ensure accurate and consistent application.

Using colour

The campaign has its own unique colour palette.

The primary palette is made up of two colours '**Connected Blue**' and '**Generation Red**' – these should be used strongly throughout all materials supported by the secondary palette when appropriate to provide accents and highlights only.



Recommended colour
usage proportions

Primary palette



4-Color C90 M50 Y26 K10
RGB R0 G100 B140
Pantone® 382



4-Color C0 M80 Y58 K0
RGB R235 G80 B85
Pantone® 7625

Secondary palette



4-Color C7 M12 Y78 K0
RGB R243 G215 B76
Pantone® 136



4-Color C0 M43 Y15 K0
RGB R247 G172 B184
Pantone® 700



4-Color C28 M0 Y95 K0
RGB R207 G219 B0
Pantone® 381



4-Color C60 M90 Y45 K0
RGB R130 G57 B99
Pantone® 7658



4-Color C34 M33 Y35 K12
RGB R167 G156 B148
Pantone® Warm Grey 6

Typography

The campaign uses two distinct typefaces. One is known as a '**core font**' and the other known as an '**active font**'.

Our core font is **Gilroy**, which is a clean sans serif and should be used for most typesetting from headings through to dense text setting. There is a range of different weights available for different type hierarchy and emphasis.

Our active font is called **Drivkraft** and this can be used to emphasise text such as pull out quotes, facts or larger statements that you wish to have more impact. Use this font to 'grab attention'.

System font

When you are required to use an office-based software programme (e.g. Microsoft), we recommend using the common system font **Arial** as the main typeface.

Font Purchase

Our designated typefaces are commercially available fonts selected for their clarity and visual harmony with our brand. You can purchase these typefaces from myfonts.com. Open Type is preferred because it can be used on both Macintosh and Windows platforms.

Core font

abc&>BIGSIX123!

Gilroy Extra Bold

abc&>BIGSIX123!

Gilroy Semi Bold

abc&>BIGSIX123!

Gilroy Regular

Active font

ABC&>BIGSIX123!

Drivkraft Regular

ABC&>BIGSIX123!

Drivkraft Italic

Which font do I use?

Here we explain when it is appropriate to use the **'core font'** or the **'active font'**.

Core font - Gilroy

This font should always be used in setting and creating documentation, brochures or proposals (see page 23).

formal &
professional

Active font - Drivkraft

This font should be used when you want to grab attention or create emphasis such as pull out quotes, facts or bold statements. Can be used in social media, as part of a brochure design or in large scale formats such as exhibition panels (see page 24).

ACTIVE AND
YOUTHFUL

The brushstroke

A key part of the campaign's distinctive look and feel is the use of the graphic known as 'the brushstroke'. A brushstroke is used to create all of the campaign logotypes but is also available to use as a graphical device in several different shapes.

These can be used to insert imagery into or to help text be easily read over an image or to create interest to a block of colour.

Examples of its use can be seen in the applications section of the toolkit.



Using our imagery

Here is a selection of imagery from our Big 6 organizations.

These images capture the spirit of the Global Youth Mobilization campaign.

Ensure when choosing images they reflect our overall story – the plight of our youth during COVID-19, the recovery initiatives and activities our youth are involved in.

Always consider a balanced selection of images that show diversity, gender, age and a range of broad activities.



Print examples

Here are some examples of literature designs which explores the different applications of colour and the use of the 'Brushstroke' graphic. For formal documents always use the 'core font' throughout.



- ↑ **Brochure example**
Full colour, full bleed image with 'brushstroke' graphic applied to help typography appear more readable



- ↑ **Leaflet example**
'Brushstroke' graphic used more prominently with image inserted inside the shape



- ↑ **Proposal document**
Duo-tone coloured cover using primary colour 'Generation Red' and mono logotype

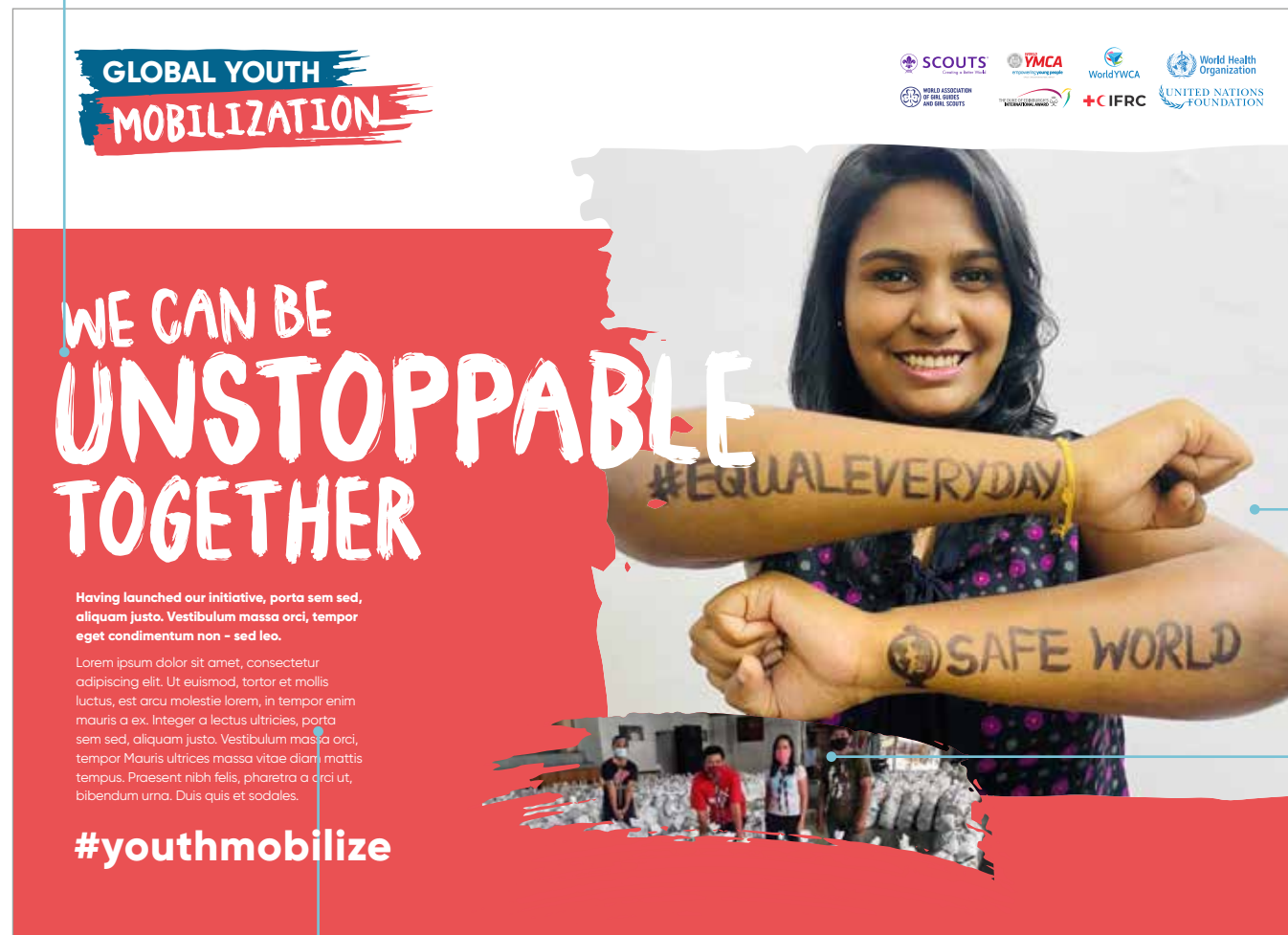
- ← **Landscape format brochure**
Secondary colour palette 'Sand' applied as background with duo-tone image inserted into 'Brushstroke' graphic

Large print examples

Here are some examples of larger scale printed items.

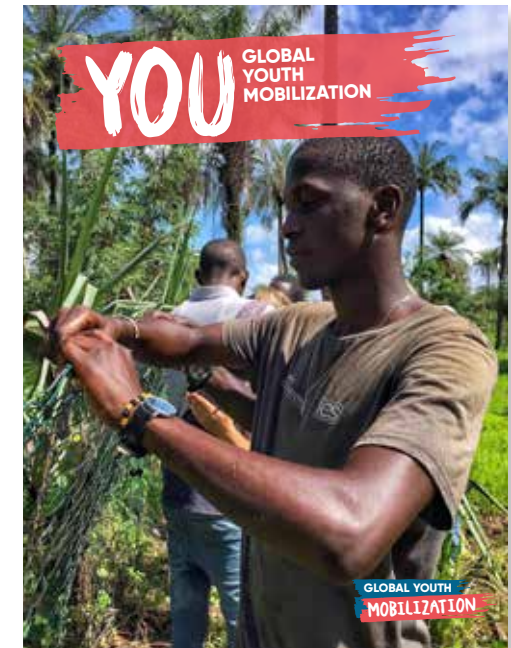
Active Font

Used in headings to be more attention-grabbing and have a more youthful appearance



Core Font

Used to set smaller copy that needs to be clear and legible



Poster example:

Using the 'Youth Adopted' logotype



Exhibition Panel

Images are combined and inset into the brushstroke artwork and offset at the same angle

Social media engagement.

This section looks at our campaign social channel and content strategy.

Channel and content strategy

As part of its social media strategy, the Global Youth Mobilization Initiative will create three social media accounts: Instagram, Twitter and YouTube.

Our social channels are live! Please subscribe to / follow us on Instagram, Twitter and YouTube [@GYMobilization](#).

We also encourage you to tag [@GYMobilization](#) in your social posts – keep us updated on how you're using the campaign and join in the global conversation.



INSTAGRAM

Instagram will be used to build the global youth brand online and give the audiences a place to connect and hear the latest news, directing to the Summit and website. Posts will be at least on a weekly basis, with paid support and stories capturing key information and updates.



TWITTER

Twitter will be used to highlight the advocacy work and key news updates to the audiences, directing to the website. Content will be posted as and when we have news, posted 'immediately' ideally with supporting media (e.g. image or video) as appropriate.



YOUTUBE

YouTube will be used to provide a library of content for the audience, media and partners to be able to understand the work, the program and highlight news and successes. Content will be posted as and when content is developed/available.

Social Media examples

Here are some examples of social design layouts.



- Full colour example
- 2:1 Proportion - Landscape
- 1200px X 628px
- This is suitable for Twitter and Facebook



- Secondary palette duotone version
- 2:1 Proportion - Landscape
- 1200px X 628px
- This is suitable for Twitter and Facebook

Social Media examples continued

Here are some further examples of social designs.



- Full colour example
- 2:1 Proportion - Landscape
- 1200px X 628px
- This is suitable for Twitter and Facebook



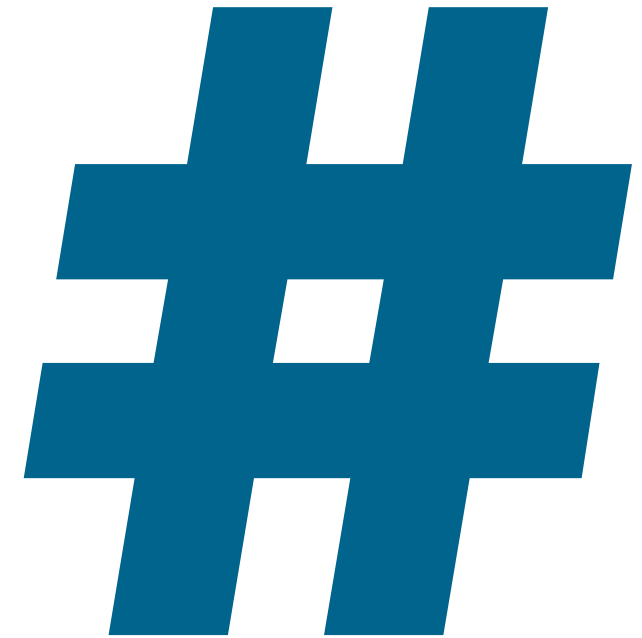
- Secondary palette duotone version
- 2:1 Proportion - Landscape
- 1200px X 628px
- This is suitable for Twitter and Facebook

Campaign hashtag

The campaign hashtag is
#youthmobilize

We recommend all campaign partners to use this hashtag in every social post that you share. This will allow us to track engagement around the campaign on our monitoring tools and help to build the GYM identity.

Please note that the hashtag should be spelt with the American spelling #youthmobilize (as opposed to #youthmobilise). Although, our monitoring tools will be monitoring both spellings to get a full picture of the engagement around the campaign.



#youthmobilize

Additional hashtags

While the main campaign hashtag is #youthmobilize which should be included in every social post, partners may wish to use additional hashtags such as inspiration from the campaign straplines #unstoppabletogether or #drivingchange for diversity.

Country offices, local teams and young people will have the opportunity to translate the straplines in their own languages and adapt them as it suits best for their audiences.

As such, translated and adapted straplines may also be used as additional hashtags.



#togetherforchange



#leadthechange



#unstoppabletogether

Supporting Partner and Influencer endorsement

These are examples of social copy specifically for Supporting partners and influencers to endorse or support the Global Youth Mobilization.

The examples are sample Tweets that are compliant with the 280 Twitter character limit. Please note that copies for Instagram will need to include key messaging in the first 100 characters, otherwise viewers will have to click on “view more” to read the rest of the copy.

Partners are also welcome to produce longer social posts for channels that allow it, like Facebook and LinkedIn.

Please note that the example copies provided only concern the pre-Summit phase. Additional copies for the subsequent phases will be provided in an updated iteration of the Toolkit.



I'm proud to support the Global Youth Mobilization. We need to invest in and prioritise young people to overcome #COVID19 & help communities get back on track @WHO @worldscouting@worldymca @worldywca @wagggsworld @intaward @ifrc @unfoundation. See: [website] **#youthmobilize**

You can use your own statistic here to drive home the impact on a particular campaign theme e.g. mental health



Young people will disproportionately feel the long-lasting impacts of #COVID19. This is why we / I'm supporting the Global Youth Mobilization - #unstoppabletogether [website] **#youthmobilize**

We would encourage partners to tag each other as much as possible and to like and re-tweet partner's post to generate engagement. The full list of partners handles is available in Appendix C (page 38).



We're proud to be working with @GYMobilization to support young people worldwide in post-pandemic recovery. Learn more about funding for young people's solutions and other powerful initiatives [website] **#youthmobilize**

We recommend including links to the website to generate as much traffic as possible ahead of the Global Youth Summit

Contact.

**For more information on
Global Youth Mobilization,
please visit our website:
www.globalyouthmobilization.org**

For any questions or feedback
relating to the Campaign and this
toolkit, please contact either:

**sam.williams@intaward.org or
hpaisic@scout.org**