

# LOOK OUT FOR THE NEW FOREST STYLE GUIDE

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# THE CORE PROPOSITION: WE LOVE THE NEW FOREST

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**We love our forest and so we're joining together to put a stop to litter.**

*Look Out for the New Forest* is a multi-year, multi-faceted initiative, which is bringing together all of New Forest District Council's anti-littering activities under a single co-ordinated umbrella.

Our shared aim: to dramatically reduce the amount of litter in and around the New Forest.

This is a project for the whole community, so we want you to get involved:

- Report any littering incidents using our free text number
- Join your local Look Out Group for cleansing days and help keep our forest beautiful
- Encourage your family and friends that they should NEVER litter.

## Key concepts

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- A flexible framework, allowing a range of interventions over time
- Align with the idea of the Forest as a place of enjoyment and natural beauty
- Underscore the concept of surveillance - eyes - being watched
- Celebrate our community champions
- Enable a shift of moods - good cop / bad cop

## SECONDARY PROPOSITION: GETTING MORE SERIOUS

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### Litter alert!

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New Forest District Council has recently launched *Look Out for the New Forest* - an initiative to increase community surveillance of littering, particularly from vehicles, in the New Forest and surrounding roads and areas.

We take littering extremely seriously and new monitoring activities will be taking place across the area and surrounds. Offenders can be liable to a fine of up to £80.

### Let's catch litterbugs!

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Littering is like a dirty secret. Most people only litter when they think they aren't being watched.

*Look Out for The New Forest* uses the power of community to let litterers know they are being watched - by all of us.

If you see someone tossing litter, report it! Text their vehicle reg to [number].



# LOGO

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## Primary logo



### Logo constraints

The logo can be rotated by  $-10^\circ$  ONLY

**NEVER:** Squish, flatten, distort or re-colour this logo in any way.



## Secondary logos



## Logo under 20mm

Must be accompanied by the owl branding and used no smaller than 10mm wide.



# TYPEFACE

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## Display typeface

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The display typeface used in all communications is Londrina Solid.  
It can be downloaded from <https://www.fontsquirrel.com/fonts/londrina>

Londrina Solid (CAPS ONLY)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Typeface use

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For main title messages the type should be kept to one or two words per line and justified. Each line of text should then be scaled up or down to create a **block** of text.

**LET'S  
CATCH  
LITTER  
BUGS!**



# COLOURS

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## Primary COLOURS

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**Forest grass**  
CMYK 17/5/66/0



**Forest leaf**  
CMYK 69/18/100/3



**Forest berry**  
CMYK 2/80/94/0



**Forest shade**  
CMYK 0/0/0/92

## Secondary COLOURS

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Any secondary green colour can be taken from the background texture.



# EXAMPLES OF APPLICATION

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# SUB-BRANDS

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## THE #CRABBY INTERVENTION

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While the easing of the lockdown in the Spring of 2020 brought relief to many, some of the coastal areas managed by New Forest District Council saw a significant spike in littering.

We worked together to adapt and extend the *Look Out for the New Forest* brand to enable targeted interventions in the coastal context.

The **#Crabby** intervention aimed to reduce littering in seaside areas by using the insights and methods developed for the wider framework. It drew on:

- the community's deeply felt love of the New Forest's natural areas, and also
- the well documented effectiveness of surveillance (and the perception of surveillance) as a means of moderating behaviours.



# THE #CRABBY INTERVENTION

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## Visual elements

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To provide continuity and coherence, several components of the original visual style were retained:

- Illustrations of brand avatars using key wildlife
- A graphic focus on eyes which appear to be 'watching'
- Consistent typography
- Background textures.

But to target our intervention more specifically in the coastal context we adapted:

- The key brand avatar from an illustration of an owl to an illustration of a crab
- The colour palette, which shifted from shades of black and green, to seaside blues and oranges.



# COLOURS

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## Primary COLOURS

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**Crabby**  
CMYK 93/66/45/44



**Sunlight Zone**  
CMYK 93/66/45/44



**Twilight Zone**  
CMYK 75/11/8/5

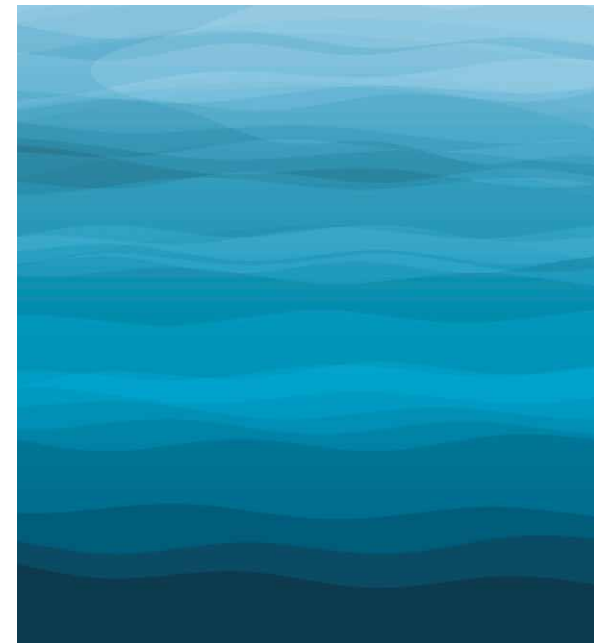


**Midnight Zone**  
CMYK 2/80/94/0

## Background TEXTURE

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Any secondary blue colour can be taken from the background texture.



# THE #CRABBY INTERVENTION

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## Editorial and tone

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While we needed to communicate core intervention messages around surveillance, we were mindful many of the visitors to these coastal sites were families with children, desperate to enjoy some time out of doors at a time of national trauma. So we kept the tone light and gently humorous, while ensuring we got the message across.

This approach to messaging also resonated with the core physical component of the intervention - free rubbish bags, provided on site, to support people with the means to take their litter home.

The copy mentions 'watching' and 'looking' multiple times, specifically drawing attention to the crab's eyes. Positive behaviour, taking litter home, was rewarded on people's return journey to the car park, with a new message on the reverse of the billboard: 'Look at you!' and the chance to take a selfie with our Crabby friend.

At the same time, we extended the 'angry' and tone of the wider 'Look out, litterbug!' messaging into the child-friendly space of cartoon crabs.



MY EYES ARE ON STALKS  
FOR A REASON: I'M WATCHING  
AND LITTERING MAKES ME  
#CRABBY!

GRAB A FREE BAG  
(BEFORE THEY RUN OUT!)  
AND TAKE YOUR  
LITTER HOME.



# PRIMARY APPLICATION: OUTDOOR TRAILER GRAPHICS

MY EYES ARE ON STALKS  
FOR A REASON: I'M WATCHING  
AND LITTERING MAKES ME  
**#CRABBY!**

# LOOK OUT, LITTERBUG!

GRAB A FREE BAG  
(BEFORE THEY RUN OUT!)  
AND TAKE YOUR  
LITTER HOME.

LOOK OUT  
FOR THE  
NEW FOREST

 **New Forest**  
DISTRICT COUNCIL

**#CRABBY**  
TERMS & CONDITIONS AT NEWFOREST.GOV.UK/CRABBY

LITTERING HARMS COASTAL CREATURES AND IS  
A CRIMINAL OFFENCE WITH A SUBSTANTIAL FINE.

# PRIMARY APPLICATION: OUTDOOR TRAILER GRAPHICS

**LOOK AT YOU!**

TAKING YOUR LITTER HOME WITH YOU... I'M SIDWAYS IN LOVE.

TAKE A SELFIE WITH ME. POST ON SOCIAL WITH #CRABBY. THE BEST SELFIE WINS £100!

LOOK OUT FOR THE NEW FOREST

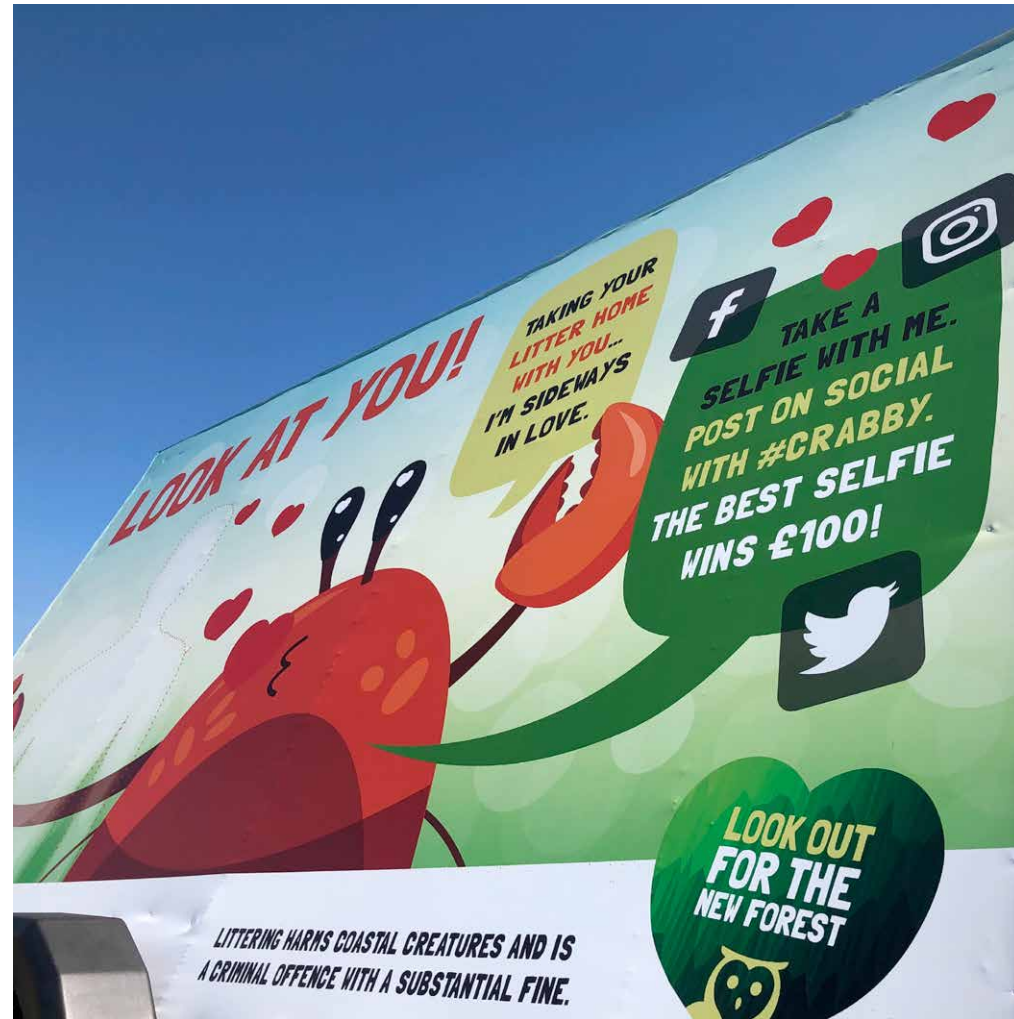
**New Forest**  
DISTRICT COUNCIL

**#CRABBY**  
TERMS & CONDITIONS AT NEWFOREST.GOV.UK/CRABBY

LITTERING HARMS COASTAL CREATURES AND IS A CRIMINAL OFFENCE WITH A SUBSTANTIAL FINE.

The graphic features a central cartoon crab with orange and red tones, holding a red heart. To its left is a dotted white outline of a person. The background is a light green bokeh pattern. Social media icons for Facebook, Instagram, and Twitter are scattered around the crab. A large green speech bubble contains the selfie challenge text. A yellow speech bubble contains the 'I'm sideways in love' text. A heart-shaped icon at the bottom right contains the 'Look out for the New Forest' message. The bottom of the graphic is a white banner with the council logo, hashtag, and fine print.

# PRIMARY APPLICATION: OUTDOOR TRAILER GRAPHICS



# COLLATERAL

## Collateral

The #Crabby campaign image and styling was extended into multiple spaces, increasing 'chances to see'. In addition to the primary outsized outdoor trailer graphics, the core messages were repeated on signage around bag dispensers, on coastal bins, on social media and in the local press.





# SOCIAL MEDIA: #CRABBY

The selfie component extended the idea of looking and seeing into the social media space. Participants could potentially receive affirmation on Facebook, Twitter or Snapchat as a social reward for positive behaviour, while also driving awareness of the intervention and helping to reinforce a positive new social norm.

