

BHF 60th birthday guidelines

Supporting your communications around our 60th year

Edition 1 March 2021



Welcome

We want the way we talk about our 60th year to feel consistent, energetic and future focused. Most importantly, our research should always come to the fore.

You can copy and paste sections of copy from this guide from page 5 onwards, or simply draw inspiration from the examples included. This is not a comprehensive guide to everything we can and should say about our 60th, but please do follow the general principles.

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Our messaging



The spirit of our 60th

60 doesn't mean what it used to.

The kind of research we fund helps people live longer, healthier lives. And since we were founded in 1961, thanks in part to life saving medical research, life expectancy has increased by ten years.

That's ten more years with the people we love.

60 doesn't have to mean slowing down or taking it easy.
60 can be just the start.

New hobbies, new experiences, new ambitions.

As they say, those who keep learning, stay young.

It's a spirit we wholeheartedly embrace at the British Heart Foundation.

In our 60th year and beyond, we have ambitious goals and we don't have time to waste in our mission to beat heartbreak forever.



Our creative idea

To celebrate our 60th year, all of our communications will be driven by the idea '60 years young'. We'll celebrate all that research has achieved for people affected by heart and circulatory diseases, look forward to an even brighter future and of course, say thank you. From staff and volunteers to researchers and supporters, we want to thank everyone who's boundless energy makes our work possible.

This creative idea helps us to...

- Showcase our first 60 years of pioneering research breakthroughs, but in the context of how we can build on those successes in the next 60
- Show that the British Heart Foundation is up for the challenge. Hungry for breakthroughs, and untiring in our efforts to beat heartbreak forever
- Say that whether you're a member of staff, volunteer, researcher or supporter, if you're part of the BHF family, age is irrelevant. Your energy and commitment to the cause is what carries us forward
- Weave in a sense of urgency, when relevant for your audience, by mentioning the impact of the pandemic on our future research funding and all of the things we still have to achieve, but these messages shouldn't open or close a piece of comms
- **We want our 60th comms to be upbeat and energetic, focused on the future**



Shopping list

£6,000

could fund a heart attack research project for one month, including research staff and funds for laboratory materials needed for the project.

Or fund our London based PhD students for around 60 days.

£60,000

could fund all the lab consumables needed for a two year Project grant.

£600,000

could fund new developments and emerging scientists in a heart failure research lab and buy major items of equipment to support their research.

More shopping list items can be found here:
<https://bhfonline.sharepoint.com/aboutus/Health-Intelligence/Pages/Shopping-Lists.aspx>.

Please get in touch with the Research Funds team with any queries.

Our key audiences

The following 60th birthday messaging has been crafted with certain warm audiences in mind.

Please copy & paste the messaging you feel is most in tune with the audience you're communicating with.



Staff

This is a year to look to the future. Our people know better than anyone how much can be achieved by research and hard graft. Ambitions that to some might seem like moonshots, to us, are just stepping stones to beating heartbreak forever.

So whatever your role, however long you've been part of the BHF, don't be daunted by our challenges - be inspired by our ambitions. In 1961, men on the moon seemed more likely than heart transplants. Both happened less than 10 years later.

Our strategy to 2030 is bold, but its goals are in touching distance. A cure for heart failure? Radically improved treatments for stroke? Ways to stop vascular dementia in its tracks? Don't think if, think when. We're 60 years young, and with people like you on board we've got a lot of life in us yet.

Volunteers

This year, we celebrate not only 60 years of life saving research, but all of the people who've supported us along the way. With hours given, knowledge shared, donations collected and friendships made - our volunteers share a deep connection to our cause. Volunteers have helped fuel every breakthrough we've ever made.

So to you, we say THANK YOU, give yourself a round of applause. But, maybe don't put your feet up just yet... because we're only 60 years young, and we have big plans we're going to need you for.

Our goals for 2030 include everything from a cure for heart failure, radically improved treatments for stroke and ways to stop vascular dementia in its tracks. Luckily, just like us, all of our volunteers, whether 26 or 86, are young at heart. We know you'll be as excited about the next chapter as we are.

Thank you for helping us make history, and here's to the next 60!



Team 60: Fundraising for our 60th

A communications structure for our 60th birthday fundraising campaigns

The organising line

One unifying line for both Corporate and Community, to give consistency across channels as well as featuring in other 60th fundraising related communications:

Team 60

Flexible supporting lines

For you to choose from based on your target audience, to work with the organising line:

Join Team 60 to celebrate 60 years of pioneering research and raise money to help us fuel the next 60.

On your marks, get set, go! Raise money to celebrate 60 years of pioneering research and help us fuel the next 60

Celebrate 60 years of scientific breakthroughs for people affected by heart and circulatory diseases. Take on a 60-something challenge and help us keep funding life saving science.

Whether you clock up miles on the bike, biscuits sold, items donated or pounds raised - do it to celebrate 60 years of groundbreaking research. And help us stay on track for the next 60!

Bake, walk, run, swim, sing - but whatever you do, make it involve the number 60! Celebrate 60 years of life saving science with a fundraising challenge of your choice.

The supporting messaging

If you want to give more context to the 60th in your audience communications, please copy and paste the messaging on the following two pages.



Corporates

As one of our closest friends and champions, we want to say thank you. Because friends don't just celebrate with you during the good times, they see you through the tough times. And in our 60th year, we have much to celebrate, but much to overcome.

For us, 60 is barely off the starting blocks. Together, we have been part of breakthroughs like heart transplants and pacemakers, stents and clot busting drugs - but our goals for the decades ahead are more ambitious than ever. Cures for inherited heart diseases, radically improved treatments for stroke, ways to stop vascular dementia in its tracks, and of course, recovering from the brutal blow that is the Covid-19 pandemic.

But as they say, those who keep learning, stay young. And thanks to partners like you, we learn more every day about how to beat heartbreak from heart and circulatory diseases.

So let's raise a glass together, and get back to business. We're 60 years young and we've got no intention of slowing down.

Community

Community is who we are. From workplaces to the clubs you join, from the hobbies you have to your guilty pleasure, join us by fundraising to power the next 60 years of our life saving work. Communities are not just about celebrating together during the good times, they rally together through the tough times. And you're the people who understand our cause better than anyone.

Like our dedicated fundraisers, we are still focused on the future. We want a cure for heart failure, better treatments for stroke, ways to prevent vascular dementia and so much more. Together, we have been part of breakthroughs like heart transplants and pacemakers, stents and clot busting drugs - and our goals for the decades ahead are even more ambitious.

Cures for inherited heart diseases, radically improved treatments for stroke, ways to stop vascular dementia in its tracks, and of course, recovering from the brutal blow that is the Covid-19 pandemic—our work and your support is more vital than ever. So please join us in our 60th year and beyond. Together, we're going to make this a year to remember.



Visuals

How to use our wordmark in different formats

Our wordmark

Our 60 years young visual has flexible formats which can be used with a range of supporting lines

Our wordmark has been created in two formats: stacked and in one line, to make sure it will fit into any layout.

It uses a combination of two of our primary palette reds, dark red and rubine; all in white for use against darker backgrounds; and all in black for single colour materials.

The colours, spacing and formats should not be changed.

It's designed to be used with a choice of supporting lines to give it context. These are interchangeable, so just pick the one that best complements your communication. If you don't need a supporting line, then please use the default version, which simply features our anniversary dates. Never use the wordmark without the dates or a supporting line.

The supporting lines are:

Celebrating 60 years of beating heartbreak

Celebrating 60 years of pioneering research



60
years
young
1961 - 2021

Stacked wordmark, in full colour, default version with our anniversary dates



60 years young
1961 - 2021

Single line wordmark, in full colour, default version with our anniversary dates

Full colour wordmarks with our main supporting line

60 years young

Celebrating 60 years of beating heartbreak

**60
years
young**

Celebrating 60 years
of beating heartbreak

All the versions of our wordmark are available on the Big Beat Hub.
Search for **60th_wordmark** to find and download what you need

Full colour wordmarks with our research-led supporting line. Please use this if it's a better fit for your communication - for example, if you're featuring a researcher

60 years young

Celebrating 60 years of pioneering research

**60
years
young**

Celebrating 60 years
of pioneering research

Full colour wordmarks with our mission-led supporting line. Please use this if it's a better fit for your communication

60 years young

Celebrating 60 years of saving lives

**60
years
young**

Celebrating 60 years
of saving lives

All the versions of our wordmark are available on the Big Beat Hub. Search for **60th_wordmark** to find and download what you need

How to apply this guidance in practice

Leading with our 60th birthday in your communications

This year, some communications, campaigns and products will be created to celebrate our 60th birthday so will lead with our 60th messaging.

If you need to land a certain point that's relevant to an audience - for example, saving lives when featuring a case study - you can call that out in the headline and then use the default wordmark with dates to give it context.

In the example on the right, the horizontal version of the default wordmark worked best with the layout, and the white variation was used as it was placed against a photographic background.

Point-of-sale poster for our shops and stores, to launch the 60th birthday pin badges

How to apply this guidance in practice

Using the 60th birthday as a supporting message

For other campaigns and products over the period, we should use the wordmark and supporting line in the bottom right or bottom left.

Choose the format of the wordmark that works best with the design.

Pick the supporting line that complements your communication to give context to the wordmark. It's best not to use the default version with dates unless there is a reference in the main copy that gives context to the dates.



I'm learning
new skills

Volunteering
changes lives.
Join in-store today.

**60
years
young**
Celebrating 60 years
of beating heartbreak

bhf.org.uk/volunteer

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**Just Walk,
save lives**

60 years young
Celebrating 60 years of beating heartbreak



For more information, contact:
Brand Managers
DLBrandManagers@bhf.org.uk

Please ensure you get all marketing materials signed off by the relevant team via our review and sign off process:
<https://bigbeathub.bhf.org.uk/b/www/c/en-GB/BrandKnowledge/Guideline/4?Page=104>