**SUGAR SMART Communications & Brand Guidelines**

Please read this guide carefully. If you have any questions, please don’t hesitate to contact the SUGAR SMART team on sugar@sugarsmartuk.org.

**For press releases and news**

SUGAR SMART should be written in all caps.

Articles about local campaigns, the national campaign, or news about organisations participating should link back to the SUGAR SMART website, where appropriate. [www.sugarsmartuk.org](http://www.sugarsmartuk.org/)

**Notes to Editors**

SUGAR SMART is a campaign of Jamie Oliver and the charity Sustain. It helps local authorities, organisations, workplaces and individuals to reduce sugar consumption. Anyone can pledge to become SUGAR SMART – from councils and schools to restaurants, hospitals and independent companies. SUGAR SMART is the feature campaign of the UK’s Sustainable Food Cities network until mid-2018.

[www.sugarsmartuk.org](http://www.sugarsmartuk.org/)

[www.sustainablefoodcities.org](http://www.sustainablefoodcities.org/)

**A short version tagline**

[SUGAR SMART](http://www.sugarsmartuk.org/) is run by Sustain and Jamie Oliver, and is the feature campaign of the UK’s [Sustainable Food Cities](http://sustainablefoodcities.org/) network until mid-2018.

**Connecting on social media**

All local campaigns and local participating sectors are encouraged to connect with SUGAR SMART on Twitter and Facebook.

<https://twitter.com/sugarsmartuk>

<https://www.facebook.com/SugarSmartCity/>

Local campaigns are encouraged to use #SUGARSMART and their own local campaign tag (for example, #SugarSmartExeter) or add @sugarsmartuk to their campaign update tweets.

**Use of SUGAR SMART branded materials and assets**

Once you register as a campaign lead or as a participating sector and agree to the Terms & Conditions, you will have access to SUGAR SMART educational materials, case studies and others resources.

If you share these resources with others who have not registered, please ensure you check how these materials are used and ensure their use is in line with the Terms & Conditions.

**Use of Jamie Oliver’s image, name and quotes of support**

The SUGAR SMART team can provide your campaign with an image of Jamie Oliver to use in local media coverage and a quote of support for your campaign launch. Please use these as they are supplied.

Please do not use Jamie Oliver’s name in any promotional activity, beyond press and other media work, without checking with our team first.

**Use of SUGAR SMART Logo**

SUGAR SMART UK can create a unique logo for your local campaign (for example, SUGAR SMART Exeter), provided that you have registered your interest in running a local campaign on our website [www.sugarsmartuk.org](http://www.sugarsmartuk.org/) and are in the process of engaging local participating sectors in taking action on sugar reduction.

Local campaigns are asked to use the logo issued for their area on any publicity items relating to the campaign.

There is no guidance on fonts or brand colours. Local campaign leads and sectors taking action are free to use the existing brand guidelines for their organisation, local authority or business.

**The colour info for SUGAR SMART orange is as follows:**

*For print:*

C: 0 M: 73 Y: 100 K:0

*For digital:*

R: 255 G: 104 B: 1

*Hex:*

#ff6801

*Pantone:*

1505c