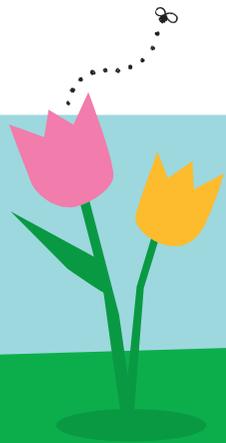


Speak out. Stay safe.

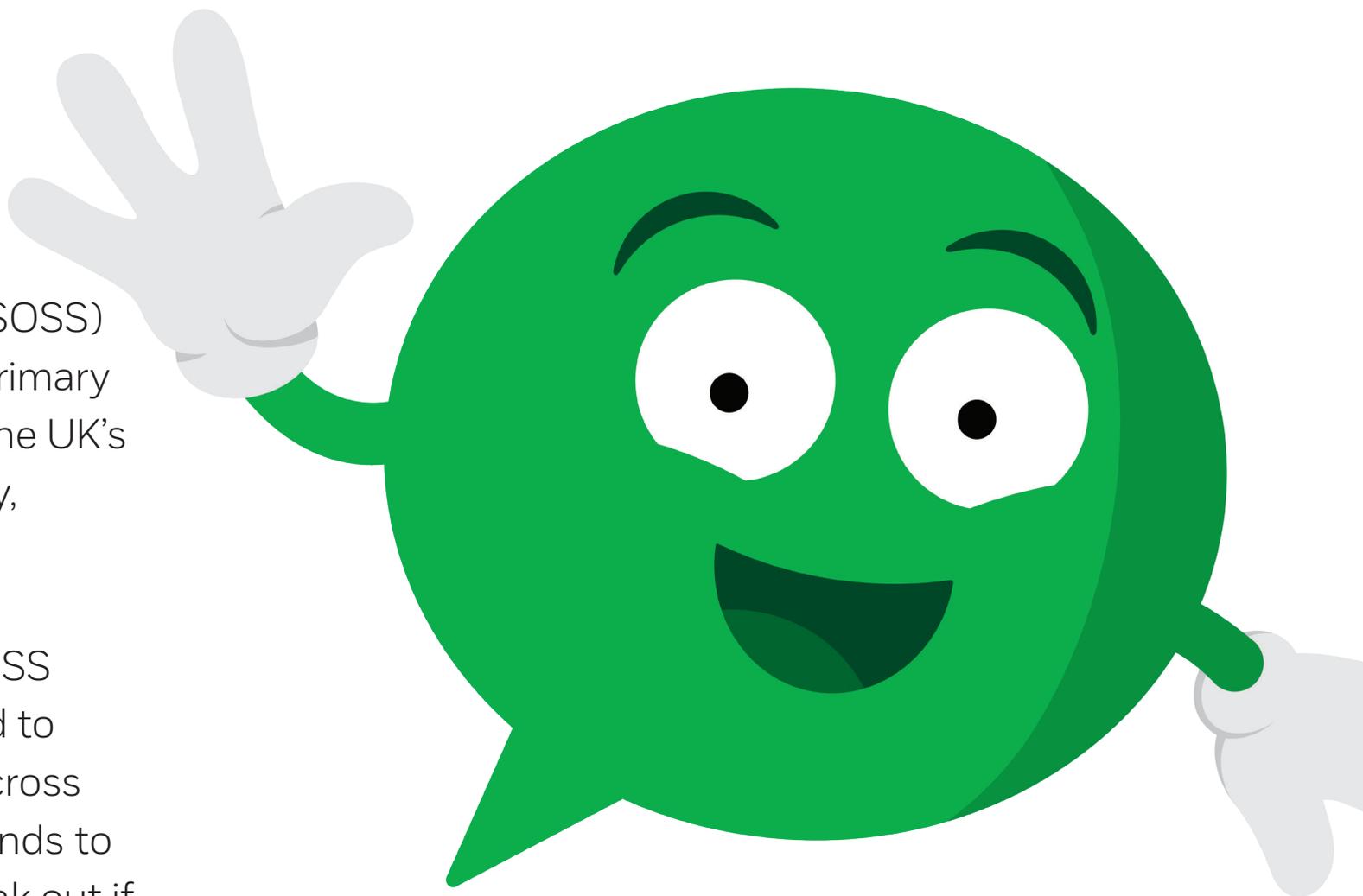
with
Buddy
BRAND GUIDE



Who is Buddy?

Buddy, the bright green 'speech bubble' is the friendly character used to communicate the **Speak out. Stay safe.** (SOSS) campaign provided to primary schools nationwide by the UK's leading children's charity, the NSPCC.

The age-appropriate SOSS assemblies are delivered to children aged 5 to 11 across the UK and Channel Islands to encourage them to speak out if something is worrying them.



Speak out. Stay safe.

The NSPCC's Schools Service created **Speak out. Stay safe.** (SOSS) assemblies in 2011, with **Buddy** as its mascot. SOSS covers topics like bullying and abuse without using any scary words or adult language.

"I liked how it's telling us if that [abuse] ever happens to us, what exactly we should do about it."

Year 5 pupil

"My daughter came home empowered and enlightened because of your assembly and your powerful message. She was singing the helpline number all evening and talking about Buddy. Thank you for taking your important message to the children. It is truly amazing and effective work that you do."

Tosin / parent



In schools

SOSS assemblies and workshops are delivered by trained NSPCC volunteers and staff, and **Buddy** is always a big hit with the children. Pupils are taught in lively, interactive and child-friendly sessions.

It's an effective way to support a school's safeguarding duties and links directly to the curriculum. By the end of the visit, children know how to **Speak out. Stay safe.**



For
Boys + Girls
aged
5-11 years

How it works

Speak out. Stay safe. consists of a 30-minute assembly to all pupils followed by a one hour workshop for older pupils.

Teachers and safeguarding leads attend so that everyone is familiar with what's been discussed and children are properly supported at all times.

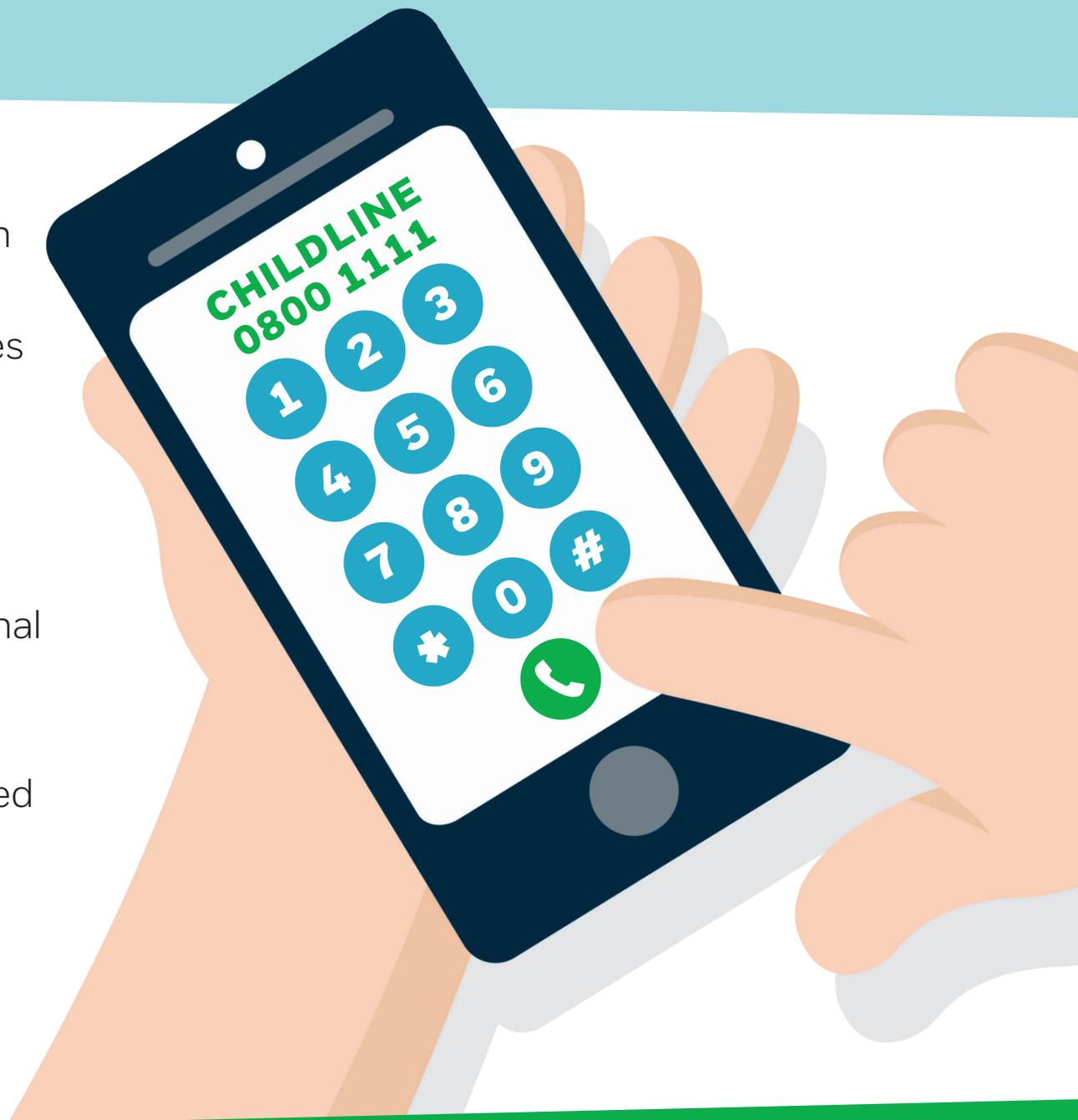


The assembly

SOSS assemblies are given to children from Reception to Year 6, and help them understand about different types of abuse so they can get help if or when they need it.

This includes talking about neglect, physical abuse, sexual abuse, emotional abuse and bullying.

Children are helped to identify a trusted adult they can speak to if they are worried about themselves or a friend. They also learn about Childline and how the service can support them.



The workshop

Older children in years 5 and 6 explore the definitions of abuse in greater depth in SOSS workshops.

They take part in engaging activities and exercises, including looking at different scenarios and deciding whether they are OK or not OK.



Testimonials

From children

“You visited our school last term and it was really fun. I liked Buddy and still remember the number you taught us. It’s nice knowing that Childline is always here for me if I ever need them.”

Girl, age 11



From schools

“The session gave children clear ideas of where they could go for help and advice in a straight forward way. They make it really child friendly.”

Vera Jajechnyk, Head of School
and Safeguarding Lead,
St John’s Catholic School

“The NSPCC came into my school today. It was really good to hear about Childline and to know that I can talk to you about anything. I have been getting bullied at school so I have been feeling quite sad. Knowing that Childline is always here for children really helps.”

Boy, age 11

From parents

“My daughter thought the volunteers were fantastic, really real people, very warm and friendly.”

Consumer awareness

Buddy has been seen in 90% of all primary schools reaching in excess of 1.8 million children per year.

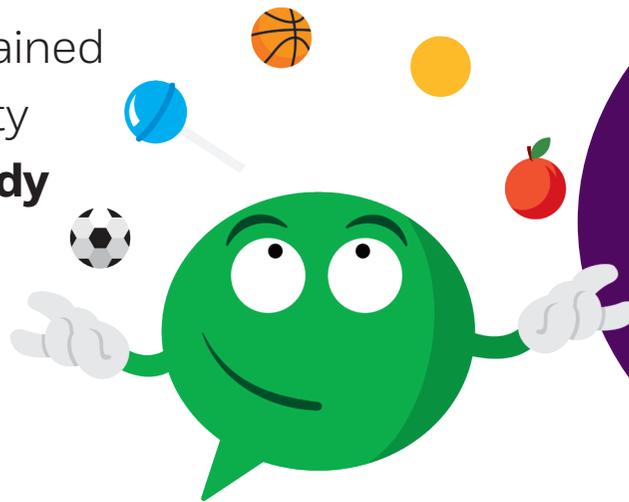
And demand is still growing! In 2019 there were 600 new schools who requested a SOSS assembly for the very first time, an all-time record high.



Promotional activity

Buddy has previously starred on own-label cereal packs in Lidl stores throughout the UK. Six different types of Crownfield branded cereal sold were included, and for each box sold, Lidl donated 10p to the NSPCC, with the overall target being to raise £125,000.

The boxes also contained important child safety messages from **Buddy** along with a range of fun games.



“Having our child safety messages on the cereal boxes enabled us to reach children and parents in their own home, which is a fantastic addition to the service the NSPCC already provides.”



E-commerce

To meet existing demand, the NSPCC online shop will, for the first time, feature an exciting range of **Buddy** products, launching in September of this year, in time for Christmas. Perfect stocking fillers for boys and girls aged 6 - 9 years.

Products created by our licensing partners may also have the option to feature here offering a direct route to the consumer.



Meet Buddy

The children meet **Buddy**, a friendly, green speech bubble who believes that children should be able to speak out to someone if they're worried or unhappy.



Licensing strategy

The licensing strategy for **Buddy** is underpinned by the huge awareness of the **Speak out. Stay safe.** campaign, identifying licensees which share the NSPCC brand values.

Buddy is vital to the delivery of the message and we have identified a high demand for brand products both on and offline from children, schools, staff and volunteers.

Research carried out has demonstrated that Buddy products will support children encouraging them to speak out if something is worrying them.



Brand expansion plan

Key Categories for launch in YEAR 1 & 2 would include:

Publishing

- Story books
- Activity titles
- Children's Magazines
- eBooks

Toys

- Soft plush (designed with a clear face and safe embroidered features)
- Soft plush hand puppet
- Plush bag hangers

Stationery

- Pencil cases
- Notebooks
- Pencils,
- Erasers

Bags

- Backpacks
- Lunch bags
- Coin purses
- Water Bottles

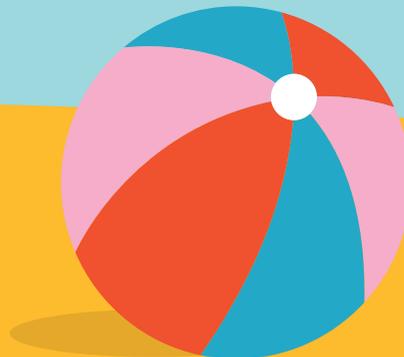
Classroom Supplies

- Aprons
- Table Covers
- Collage & Craft Display Posters
- Drawing - touring pencils

Puzzles & games

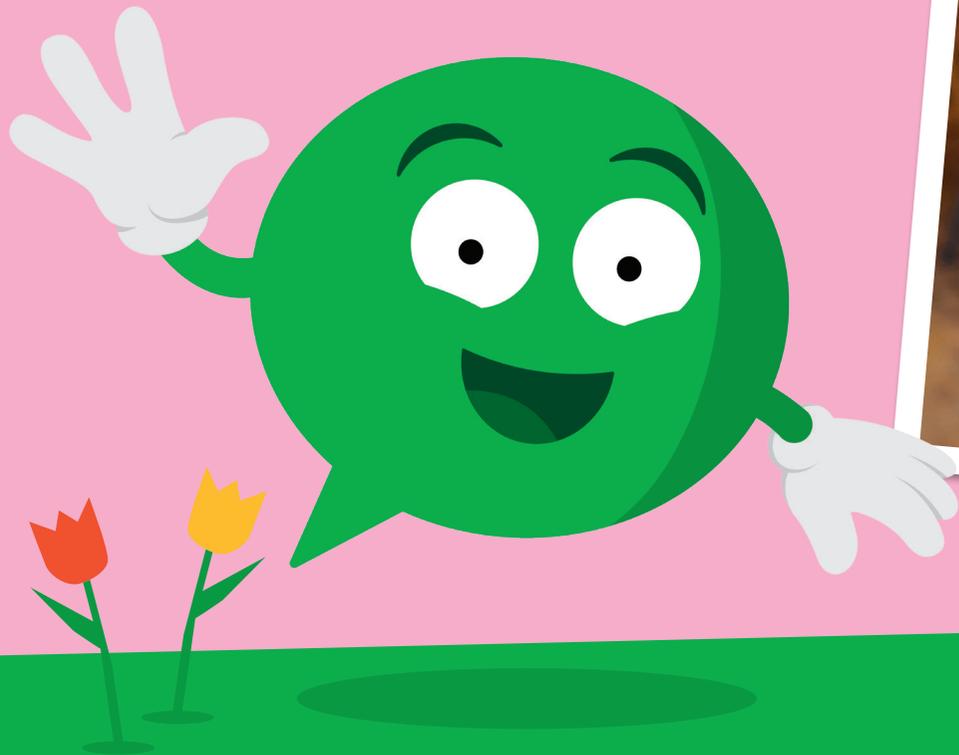
Promotional

- Wrist Bands
- Stickers
- Zip Pulls
- Pencil with Topper



Plush

Super soft and cute **Buddy** plush toys to include keychains for backpacks.



Back to school



Pack up their favourite foods ready for a new day of adventures in our Buddy lunch bag.



Our Buddy backpack will keep everything you need safe and secure. With an oversized hanging loop and adjustable back straps for easy carrying, two-way zip opening and spacious front zip pocket.



Stay hydrated with a bright and bold Buddy drinking bottle, perfect for school lunches and days out.



Keep their pencils, crayons, paint brushes and felt tips safe with our Buddy lined pencil case.



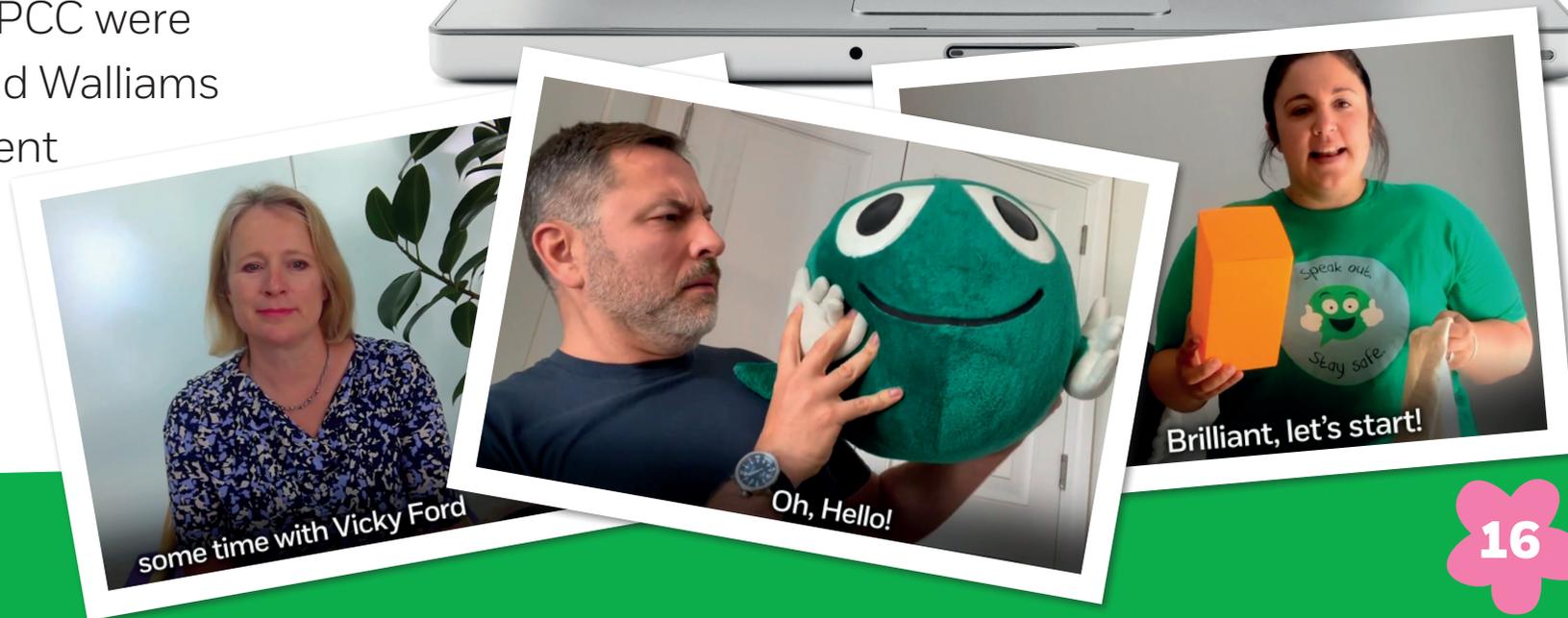
Product concepts are for inspiration only

Extraordinary times

available to watch live youtu.be/qm0kccbZpYY

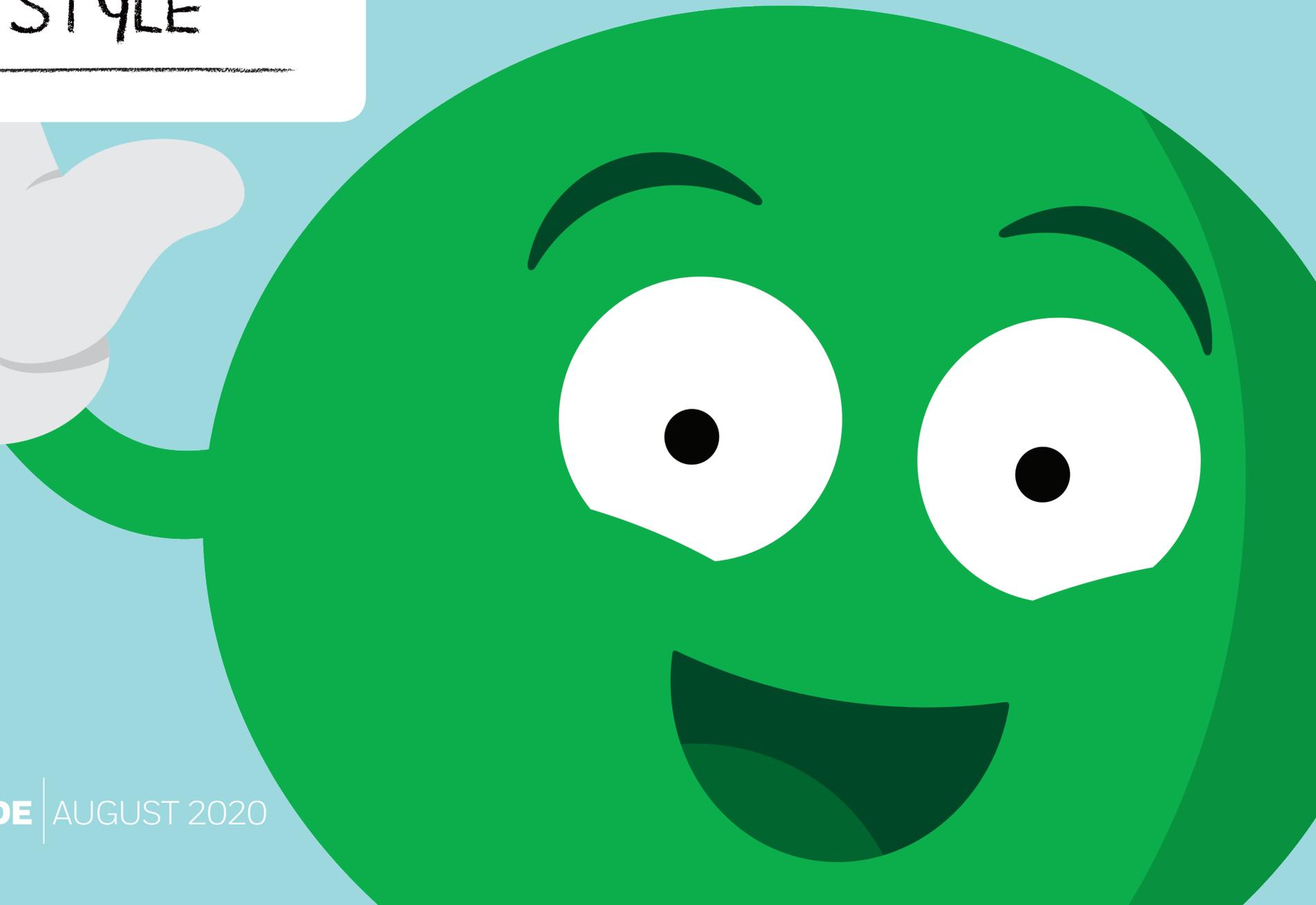
Due to the outbreak of Coronavirus, the NSPCC were unable to visit schools to run **Speak out. Stay safe.** assemblies - so on June 5th 2020 at 9.30 am, they launched a virtual version on Facebook with help from an all-star cast !

Appearing alongside **Buddy** and Sally from the NSPCC were Ant and Dec, David Walliams and the Department for Education's Children and Families Minister, Vicky Ford MP.



Buddy

STYLE



MINI GUIDE | AUGUST 2020

The Buddy message is a key asset and should be included on all Buddy communications.

We have two different versions of the ident:

1. Primary ident
2. Stacked ident

Copyright

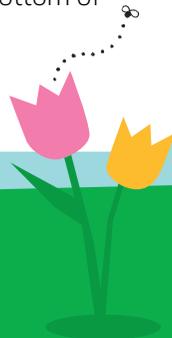
The Buddy name and the Buddy character are registered marks, which means we have to include the following copy in our small print when either the name or character is featured:

Buddy word mark and logo are registered trade marks of NSPCC and ©NSPCC 2020. All rights reserved.

This copy would be added onto our normal small print copy which is:

National Society for the Prevention of Cruelty to Children ©NSPCC 2020. Registered charity England and Wales 216401. Scotland SC037717.

The small print is usually found on the back of materials. It can sit -90 degrees vertical along the outside margin on the right of the page, or horizontal at the bottom of the page.



Speak out. Stay safe.

NSPCC_BUDDY_Speak out. Stay safe_Primary

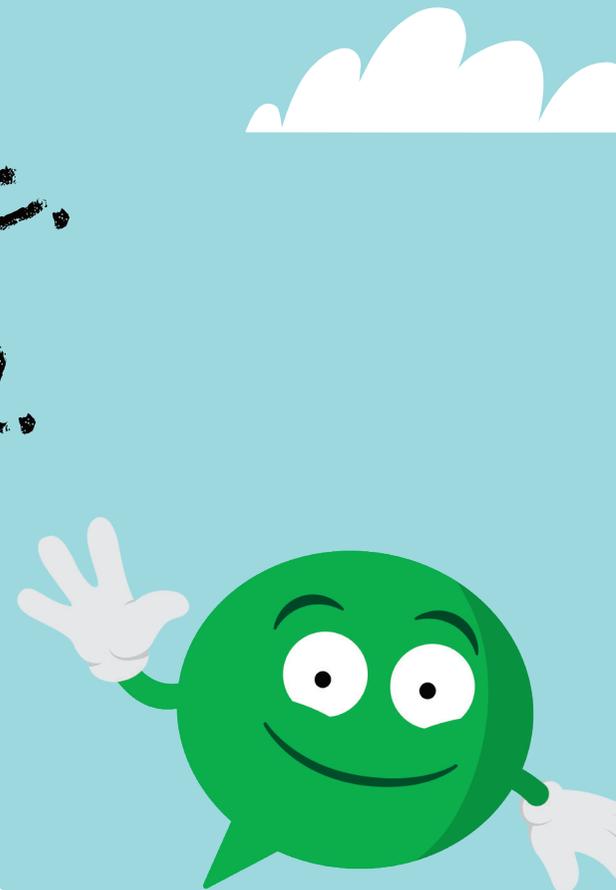
Speak out.
Stay safe.

NSPCC_BUDDY_Speak out. Stay safe_Stacked

Buddy

NSPCC_BUDDY_Logo_White

(A version to go onto a white background is also available in Puddle Blue)



NSPCC Headline to be used for headings

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

NSPCC Bold to be used for text headings

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

NSPCC Light to be used for body copy

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

DK Crayon Crumble to be used for headings

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Type



Black C

C30, M30, Y30, K100
 R19 G16 B13
 HEX#2D2926

Character shadow



Pantone 355

C85, M0, Y100, K20
 R0 G150 B57
 HEX#009639

Sandpit



Pantone 142

C0, M29 Y91, K0
 R252 G198 B54
 HEX#FCC636

Buddy

Body



Pantone 354

C85, M0, Y100, K0
 R18 G165 B62
 HEX#12A53E

Puddle



Pantone 7459

C70, M10, Y13, K5
 R71 G153 B195
 HEX#4799C3

Fire Engine



Pantone 7417

C0, M83, Y90, K0
 R216 G64 B0
 HEX#D84000

Deep Blue



Pantone 634

C95, M0, Y9, K57
 R0 G95 B131
 HEX#006985

Eyebrows/Mouth



Pantone 357

C100, M40, Y95, K50
 R33 G87 B59
 HEX#215732

Sky



Pantone 629

C37, M0, Y13, K0
 R177 G221 B222
 HEX#B1DDDE

Piggybank



Pantone 204

C0, M65, Y4, K0
 R240 G93 B162
 HEX#F05DA2

Grape



Pantone 519

C65, M100, Y0, K40
 R65 G39 B82
 HEX#582752

Tongue



Pantone 356

C100, M0, Y100, K50
 R0 G122 B51
 HEX#007A33

Grass



Pantone 354

C85, M0, Y100, K0
 R18 G165 B62
 HEX#12A53E

Candyfloss



Pantone 217

C0, M40, Y2, K0
 R245 G185 B210
 HEX#F5B9D2

Parma Violets



Pantone 2635

C21, M27, Y0, K0
 R216 G204 B240
 HEX#D8CCF0

Body Shadow



Pantone 355

C85, M0, Y100, K20
 R0 G150 B57
 HEX#009639

Colours shown throughout the guide are not intended to match the PANTONE® colour standards. Whatever printing process or material you use, please match your colours to Pantone numbers for coated stock. PANTONE® is a registered trademark of Pantone, Inc.



Hand



Pantone 663

C0, M0, Y0, K10
 R237 G237 B237
 HEX#E5E1E6

Hand Detail



Cool Grey 2

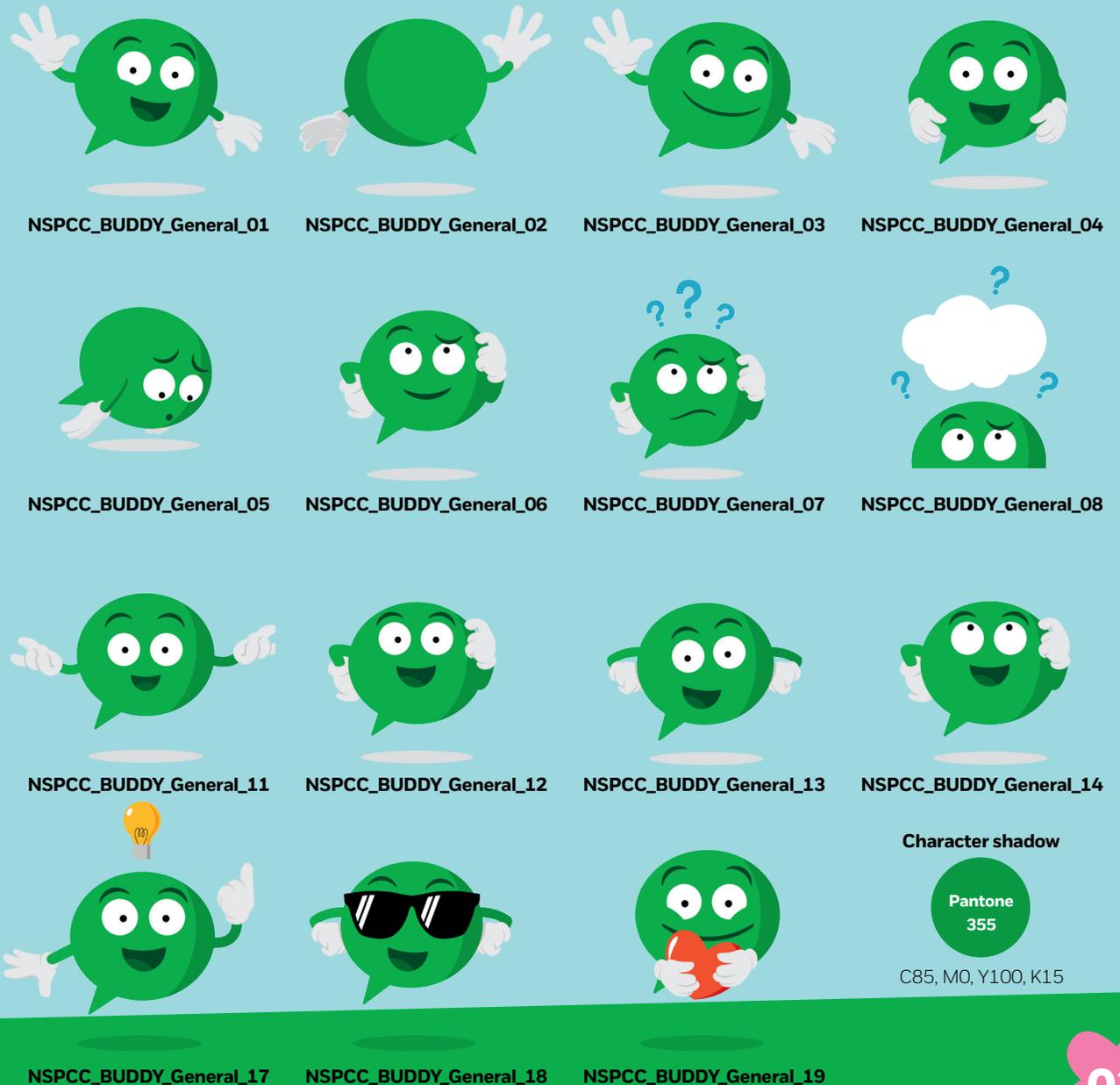
C0, M0, Y0, K25
 R208 G208 B208
 HEX#CACAC8

Buddy Shadow

Buddy is supplied with a grey shadow as shown for reference purposes only. Please change the colour of the shadow according to the background colour he is placed on. The grey shadow can be cropped out so you can draw your own colour oval.

When on the grass, characters like Buddy and the flowers need a shadow. Create one by drawing a solid oval in the character shadow colour, and placing it underneath them. Note, Buddy should never be placed directly on top of the grass but hovering just above it.

You can also crop Buddy off the bottom of the page, so there is no need for the grass and shadow.





NSPCC_BUDDY_Activity_01



NSPCC_BUDDY_Activity_02



NSPCC_BUDDY_Activity_03



NSPCC_BUDDY_Activity_04



NSPCC_BUDDY_Activity_05



NSPCC_BUDDY_Activity_06



NSPCC_BUDDY_Activity_07



NSPCC_BUDDY_Activity_08



NSPCC_BUDDY_Activity_09



NSPCC_BUDDY_Activity_10



NSPCC_BUDDY_Activity_11



NSPCC_BUDDY_Activity_12



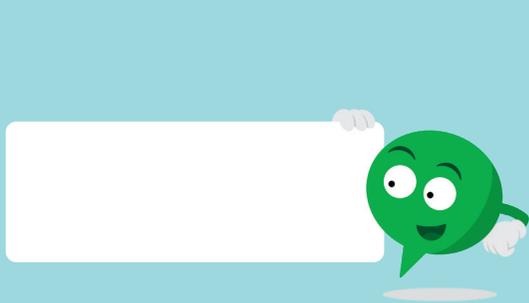
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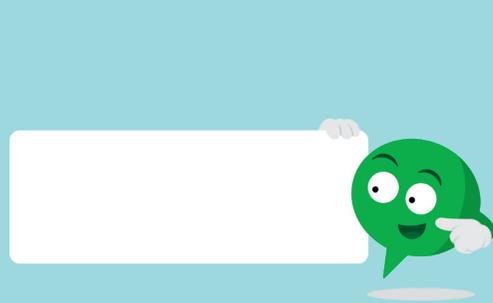
NSPCC_BUDDY_Activity_14



NSPCC_BUDDY_Activity_15



NSPCC_BUDDY_Messages_01



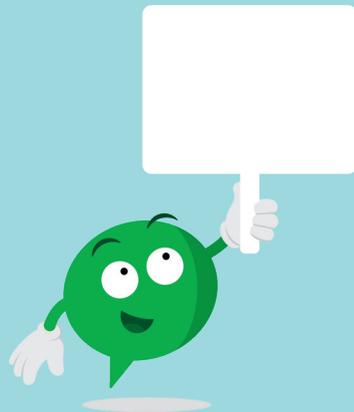
NSPCC_BUDDY_Messages_02



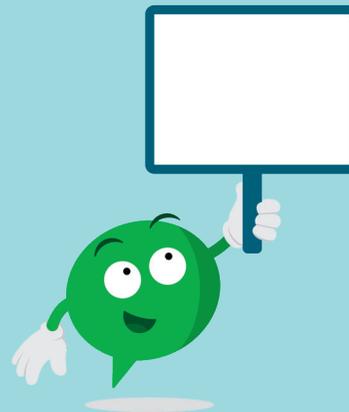
NSPCC_BUDDY_Messages_03



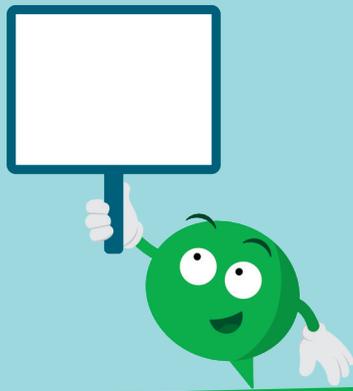
NSPCC_BUDDY_Messages_04



NSPCC_BUDDY_Messages_05



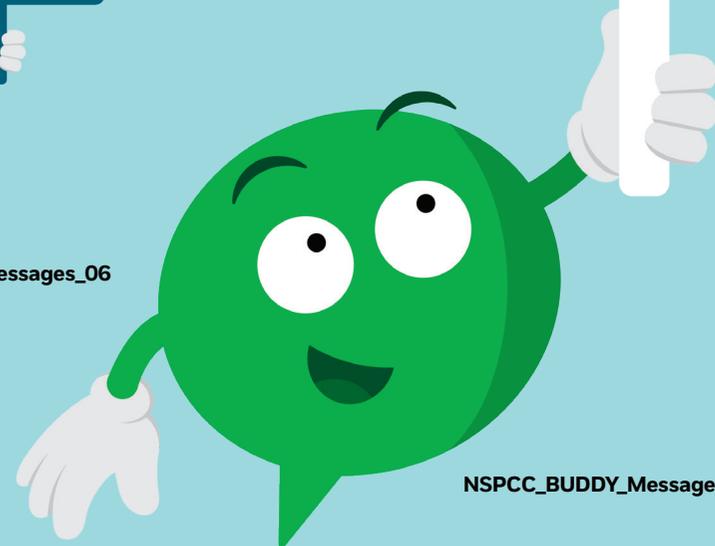
NSPCC_BUDDY_Messages_06



NSPCC_BUDDY_Messages_07



NSPCC_BUDDY_Messages_08

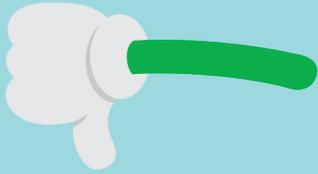


NSPCC_BUDDY_Messages_09

Messages to be written in Font DK Crayon Crumble

CHARACTER ART

Buddy character art can be adapted using the various assembly parts provided.



NSPCC_BUDDY_Assembly_01



NSPCC_BUDDY_Assembly_02



NSPCC_BUDDY_Assembly_03



NSPCC_BUDDY_Assembly_04



NSPCC_BUDDY_Assembly_05



NSPCC_BUDDY_Assembly_06



NSPCC_BUDDY_Assembly_07



NSPCC_BUDDY_Assembly_08



NSPCC_BUDDY_Assembly_09



NSPCC_BUDDY_Assembly_10



NSPCC_BUDDY_Assembly_11



NSPCC_BUDDY_Assembly_12



NSPCC_BUDDY_Assembly_13



NSPCC_BUDDY_Assembly_14



NSPCC_BUDDY_Assembly_15



NSPCC_BUDDY_Children_01



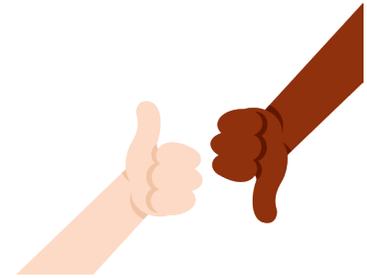
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NSPCC_BUDDY_Children_03



NSPCC_BUDDY_Children_04



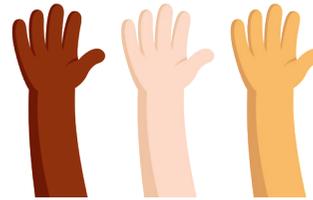
NSPCC_BUDDY_Children_05



NSPCC_BUDDY_Children_06



NSPCC_BUDDY_Children_07



NSPCC_BUDDY_Children_08



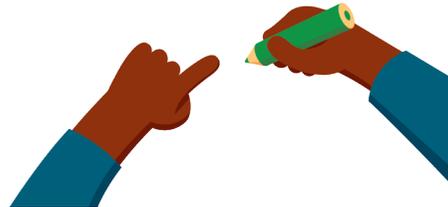
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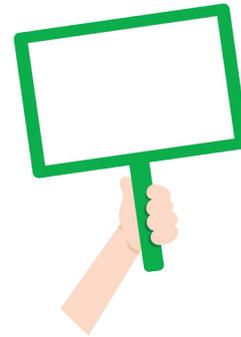
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NSPCC_BUDDY_Children_11



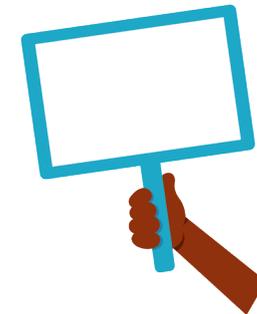
NSPCC_BUDDY_Children_12



NSPCC_BUDDY_Children_13



NSPCC_BUDDY_Children_14



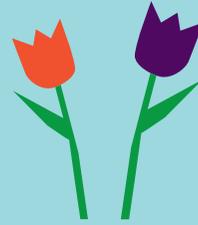
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NSPCC_BUDDY_Props_01



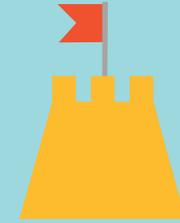
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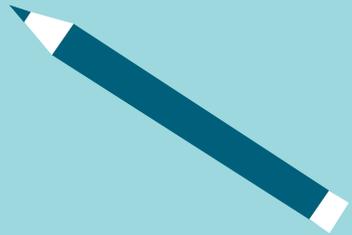
NSPCC_BUDDY_Props_03



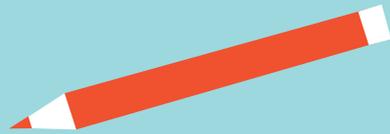
NSPCC_BUDDY_Props_04



NSPCC_BUDDY_Props_05



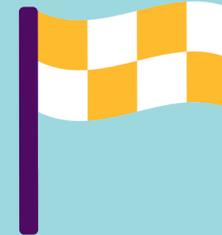
NSPCC_BUDDY_Props_06



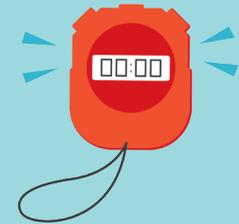
NSPCC_BUDDY_Props_07



NSPCC_BUDDY_Props_08



NSPCC_BUDDY_Props_09



NSPCC_BUDDY_Props_10



NSPCC_BUDDY_Props_11



NSPCC_BUDDY_Props_12



NSPCC_BUDDY_Props_13



NSPCC_BUDDY_Props_14



NSPCC_BUDDY_Props_15



NSPCC_BUDDY_Props_16



NSPCC_BUDDY_Props_17



NSPCC_BUDDY_Props_18



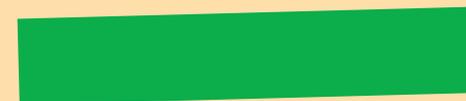
NSPCC_BUDDY_Props_19



NSPCC_BUDDY_Props_20



NSPCC_BUDDY_Graphic Device_01



NSPCC_BUDDY_Graphic Device_05

NSPCC_BUDDY_Graphic Device_02



NSPCC_BUDDY_Graphic Device_03

Message

Used to call out key messages. Message to be written in font DK Crayon Crumble



NSPCC_BUDDY_Graphic Device_04

Text Panels

A white panel can be used to hold text. The top edge to bleed off page while the bottom corners have a radius of 5mm. Panel size can be altered as required.

Subhead Panels

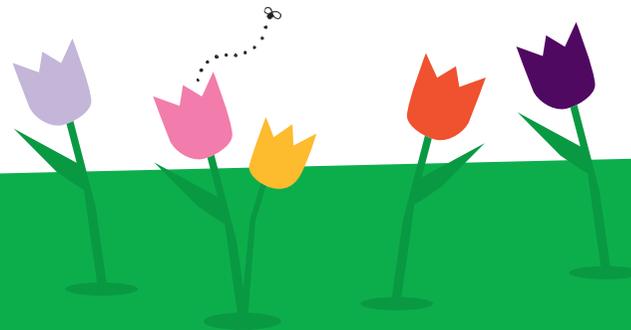
Coloured panels can be used to hold sub headings. Panels are vectors and can be changed to required width and depth.



Open window box front



Open window box back

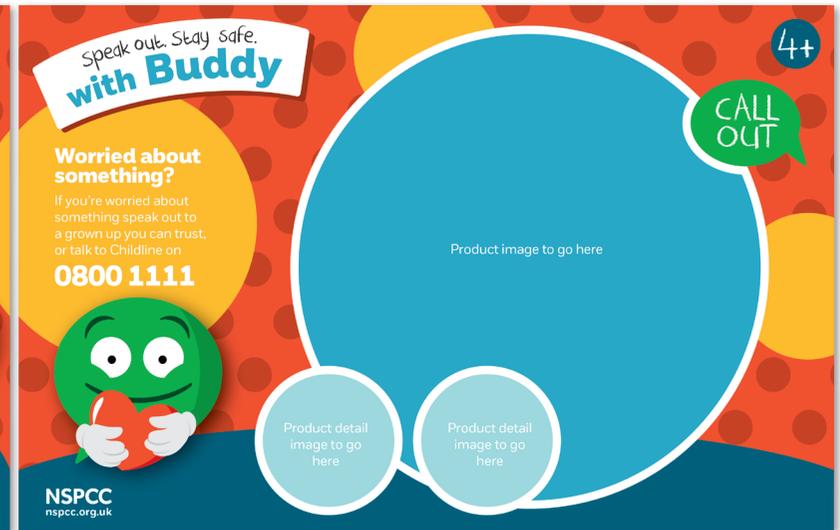


Side circles can hold character art or product photography



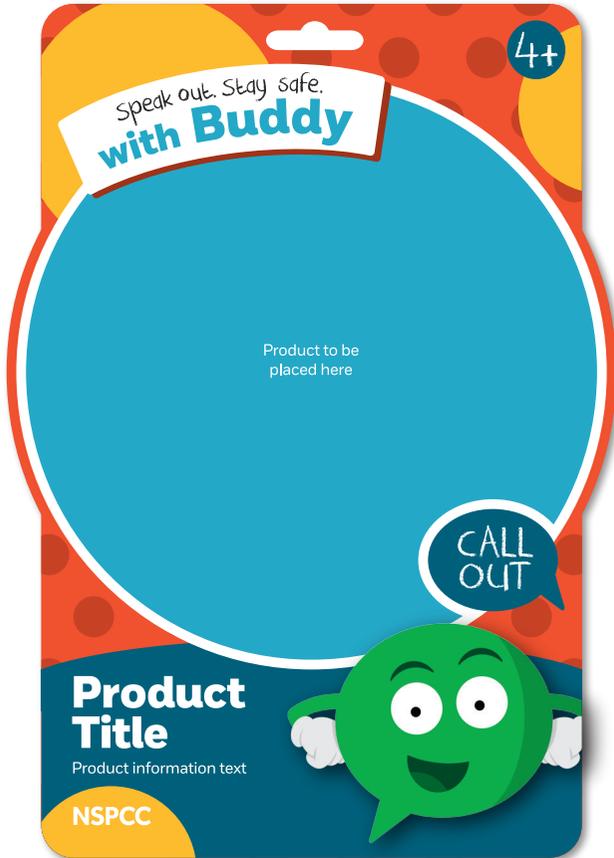
BUDDY message to be shown on back of box

Speech bubble can be used for call out or product feature text



Open window box front

Open window box back



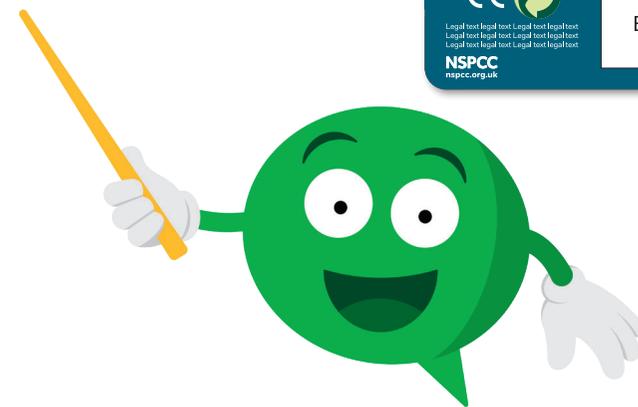
Blister front



Blister back



Swing tag front & back



Together we can protect children at risk

But this is only possible with your support, every minute of your time, every pound we raise will help make sure we can fight for every childhood so thank you for considering this opportunity.

For further information on how to partner with us for
Buddy please get in touch -

Denise Deane
Edutainment Licensing
denise@edutainmentlicensing.com

