2013

CREATED
FOUND
DETECTED
ENGAGED

EXPLORE YOUR ARCHIVE
CAMPAIGN TOOLKIT

EXPLORED
UNEARTHED
LEARNT
DISCOVERED
CELEBRATED
CONNECTED
IMAGINED
UNLOCKED
REVEALED

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The Archives and Records Association (UK and Ireland) and The National Archives have come together to create a new campaign to raise awareness of archives, their value to society and the impact they have, every day, on individual lives. Continuing the work of the Archives Awareness Campaign, this new campaign will reaffirm the need for people to understand the role of archives, recognise their importance and celebrate the wonderful things held in archives.

We want more people to understand and value local, university, business, specialist, private and national archives. We also want to reach a more diverse audience and to strengthen our relationships with current archive users. Many people indirectly benefit from archives without realising. As archivists, you have a pivotal role in making all this happen and we want to help people make this connection.

We have spent the last few months speaking to archivists and users to understand how to organise the campaign to make it as easy as possible for archives to get involved. We know from our research that archivists want a campaign they can use to showcase their unique collections in a way that is appropriate to their collections.

Everyone is busy and some archives are very small, so we're suggesting different levels of engagement. This toolkit has been created to provide you with the tools, ideas and guidance to make it easy to get involved with the campaign and to allow you to take part in a way that fits easily with your archive.

Saturday 16 November 2013 marks the start of the week to inspire people to explore archives. If we tell our stories well, we will be able to achieve national and local media coverage in that week – and beyond – to ensure that more people than ever are introduced to some of the hidden treasures within archives, the vital work undertaken and the skill and expertise of all who work within the sector.

Martin Taylor

Chair
Archives and Records Association (UK & Ireland)

Oliver Morley

Chief Executive and Keeper
The National Archives

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Explore Your Archive

'Exploration' and 'discovery' are themes that are synonymous with archives. People who use archives are 'discovering' and 'exploring' all the time and the words evoke a feeling of adventure, of a journey, of being inspired. People will not get instant gratification from archives – exploring involves an investment of time and interest.

Archives enable people to bring stories to life. We want people to be inspired by the untold stories in archives and to make the connection between archives and the stories that have already been brought to life.

We want people to be surprised by what's inside archives, amazed by what they could uncover and inspired to find out more.

This is why Explore Your Archive is the message sitting at the heart of our campaign.

Key messages

We have developed a series of key messages to use across all content, whether that's press releases, posters or when you need to describe the campaign to someone.

There are messages that are relevant for everyone, and ones that are specifically for people who are already engaged with archives.

The messages can be tailored and used in copy when communicating to people about the campaign. You can use a selection of these – whichever are most relevant to you.

For everyone:

- Visiting an archive can take you on an adventure – you may end up discovering much more than you imagined
- Archives enable all of us to discover the stories, the facts, the places and the people that are at the heart of our communities
- Archives are full of fascinating content to read, touch and explore. And most of it isn't available from Google. Take time to explore archives – you'll be amazed to find what lies within
- Whether you're interested in fashion, sport, food or UFOs, there will be something to inspire you in archives. Visit www.exploreyourarchive.org to find out more
- While only a small percentage of material held in archives is available online, there is now the ability to sit in your home and do basic searching – particularly of 'births, marriages and deaths'
- Even if you choose not to visit an archive, you can take pride and comfort that archives hold unique and vital records which underpin education, heritage, business and identity
- Archives are amazing because without them we wouldn't know if this summer is the 'hottest on record', we wouldn't have such historically rich novels and films, we wouldn't know about the lives of our significant artists, and we wouldn't be able to revisit controversial and compelling legal cases from years gone by *[These are just examples – you can create your own examples that are relevant to your archive]*
- To find out more about archives, and how you can start your own adventure visit www.exploreyourarchive.org

For people already engaged with archives:

- Help inspire people to discover the amazing stories hidden within archives
- Sharing your stories of discovery will help others to understand the importance of archives to all of us
- Bring archives alive by helping us inspire others to discover more

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We know that many of you don't have much resource and time, so here are different ways that you can get involved.

We're really hoping to focus all public facing activity in the weeks leading up to 16 November 2013 and the week following this. It would be great if you could coordinate with the timings above, and keep the campaign under wraps during the preparation phase. Whatever your level of involvement, you may wish to consider using ambassadors (see page 14).

Easy level

- You could use your existing channels to let people know about the campaign e.g. include something on your website, in a newsletter or on social media, about the Explore Your Archive campaign in the run up to the week
- You could use key messages and a template press release to draft a press release to issue to your local media to let them know about the Explore Your Archive campaign

Medium level

- You could create a 'Story Box' – more on this on the following pages – and spread the word about this through your existing channels and through local media
- You could use your existing channels to let people know about the campaign e.g. include something on your website, in a newsletter or on social media about the Explore Your Archive campaign in the run up to the week
- You could use key messages and template press release to draft a press release to issue to your local media to let them know about the Explore Your Archive campaign

Highest level

- You could create a 'Story Box' – more on this on the following pages – and spread the word about this through your existing channels and through local media
- You could use your existing channels to let people know about the campaign e.g. include something on your website, in a newsletter or on social media about the Explore Your Archive campaign in the run up to the week
- You could use key messages and template press release to draft a press release to issue to your local media to let them know about the Explore Your Archive campaign
- You could engage with local groups, organisations and charities, asking them to let people know about the campaign through their newsletters, groups etc and potentially taking your 'Story Box' to one of their gatherings if possible
- You could hold an event about your 'Story Box'

This toolkit will go on to explain more about how you can do each of these, what we mean by 'Story Boxes' and guidance on how to go about some of the things we have suggested.

We've also created some handy downloadable resources to help, including a template press release, ready-to-use posters and a suggested timeline.

You can download resources from The National Archives website.

www.nationalarchives.gov.uk/yourtoolkit

General campaign timeline

Month	Potential Activity
June — Early September	• Get internal buy in from other staff members and relevant teams • For those with medium to high level involvement, you may want to start pulling together materials for your 'Story Box' (more on this later) and engaging with local ambassadors
August — September	• Draft a press release and liaise with your press team to get this written and approved. If you do not have a press team, you can contact Angela Owusu for support at exploreyourarchive@nationalarchives.gov.uk • For those getting involved at a higher level, start engagement with local groups, organisations and charities about the campaign and what you're doing
October — November	• Issue your press release to local/specialist media • Create/print posters or leaflets and use existing channels to raise awareness of the campaign and, if you are doing one, your event • Hold an event during week commencing 16 November

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You may need buy in and support internally or from a partner organisation. This could be a senior member of staff who says whether or not something can go ahead. It could also be a press, digital or events team within your council, museum, university or business.

This may not be something that you need advice or help on, but here are a few pointers for getting people on board to help and for successful collaborative working.

Time

Make sure to allow plenty of time – people are more likely to say 'no' if they feel that the timing is too tight or that it clashes with something else that's already going on. Contact the relevant person or team with as much notice as feasibly possible to outline the Explore Your Archive campaign. You will need to explain what you would like to do, why it is worthwhile for you and them, and (if applicable) how they can help you.

When it comes to press, digital or events teams, the sooner you can get something into their planning calendar, the better. This will allow them to plan other communications around this campaign or even weave it in to something they're already doing. Similarly, some media outlets work quite far in advance and so media teams/press officers will want to be able to allow for long lead times and plan accordingly.

Make a strong case

It's worth giving some thought to how you might justify being involved in the campaign and why it is important to you and to them. It may be that you can demonstrate how being involved can help them with other internal priorities around visitor numbers or raising awareness within your sector or local community.

For a press team, it may be that the campaign can be aligned to some existing communication objectives and therefore support the work that they are doing. Work with them collaboratively on the idea and the tone as much as possible (while keeping in mind our overarching campaign key messages).

Essentially you want to make it as easy as possible for them to say 'yes', so if you can align it to one of their specific goals or desires, then that will help your case. Enthusiasm goes a long way, too.

Keep people in the loop

Try to avoid any surprises – keep people informed along the way as to the idea, what the plans are and how they're shaping up.

It may be that you're very much on your own, and so instead of needing help getting support, you need some tips on how to do it yourself. We've included some thoughts later in this toolkit about how to go about contacting local/specialist media should this be something that you would pick up (see page 18 for more).

We're here too, if you need advice or want to talk things through with someone.

Contact:

exploreyourarchive@nationalarchives.gov.uk

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We haven't narrowed the campaign to a single theme; hopefully that gives you the flexibility to get involved in whatever way you want to. If you feel you have a story to share, you might like to create a 'Story Box' This can be physical as well as virtual, but the premise remains the same.

We chose 'Story Boxes' because it allows you the flexibility to make the campaign work for your archive, while keeping consistency across the country so that everyone is involved in the same campaign. We also know that new audiences need a tangible trigger for inspiration to show them the potential of archives – 'Story Boxes' are a way of introducing people to what they could find.

To focus activity and so that we can ramp up anticipation around a particular time, we would like you to create your box for week commencing 16 November 2013 at the same time as other archives across the country.

Your 'Story Box' can be filled with documents, journals, objects and curios all connected to a theme, story, place or person e.g. a local scandal, a famous person, travel, sport, a film set in the area, fashion, music, conflict, buildings, unsolved mysteries, etc – the choice is yours.

We want people to go on their own voyage of discovery; we want to inspire a sense of adventure.

This idea also allows us to highlight, on a national level, the goldmine of information and untold stories within archives. It allows us to show the broad variety of content, so we can appeal to diverse audiences.

How to choose content for a 'Story Box'

The topic is completely up to you. It should allow you to show off something unique about your archive but it doesn't have to be something obvious.

Ideally, if you can bear in mind something that might appeal to a more diverse audience and to highlight the fact that we have rich, multicultural content in our archives, that would be helpful.

You know your archive better than anyone else so we hope that you'll have plenty of choice when it comes to choosing something to inspire people.

Key things to consider when choosing what to put in your 'Story Box' are:

- Will this appeal to someone who doesn't know archives well?
- Do I have anything that is representative of diverse cultures?
- Will the local media be interested in this?
- Is this unique to my archive?

Here is some inspiration for things to think about for your box:

- A theme – e.g. transport, royalty, sport, food, conflict or fashion
- A story – e.g. scandals, romance, invention, unsolved mysteries
- A place – e.g. buildings, landmarks, place that inspired writers/artists, industry
- A person – e.g. a famous person, an inventor, communities/ immigration, religion, a pioneer

In terms of what content to include, this could be:

- Journals
- Drawings
- Records
- Photographs
- Audio
- Newspaper cuttings
- Objects

All the contents should be somehow connected to your central theme, story, place or person. Ideally, the contents should allow people to build a story or a picture in their minds and it should evoke the sense of 'journey' that many archive users reference as one of the joys of archives.

In the case of an unsolved mystery, or a story waiting to be told, it may be that extra guidance material is needed to help people show how they can join the dots between the materials.

The 'Story Box' in practice

Archives are full of boxes. We suggest you use one of your own boxes, suitable for the type of material you will include. To tie in with the Explore Your Archive theme, we will provide a digital template for stickers with the campaign artwork for you to stick to your box. Sticker templates will be available from The National Archives website.

www.nationalarchives.gov.uk/yourtoolkit

If it's easier, you could make use of a non-archival box that is particularly relevant for your collection (a trunk or suitcase, a biscuit tin) or connected to your theme in some way.

Either way, gather all your contents and collate them in your 'Story Box'.

Share your box idea with us if you think it's particularly good. We're looking to do two things with the 'Story Boxes':

- Create a series of national 'Story Boxes' online – we're looking to select some of the 'Story Boxes' from across the country that demonstrate the sheer variety of content in archives to create an interactive 'map' of boxes online – for this, we'd simply need scans or pictures that are relevant to your box so that we can pull everything together
- Replicate a selection of the 'Story Boxes' to send to relevant journalists as teasers (e.g. technology correspondents, royal reporters, food writers, fashion journalists etc)

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There are two levels of potential ambassadors. One is anyone who is already engaged with archives and uses your archive regularly. The other is someone of note who has either discovered something significant in your archive, or is more well-known for their connection to your archive.

Making the most of current archive enthusiasts

People who use archives genuinely treasure them – make the most of your network of keen archive users where possible. You could invite people to get involved in helping you pull together the contents of the box. If you're low on resource and time, this could be a great way to engage others in the campaign.

Higher level ambassadors

Has someone used your archive to discover something particularly interesting? We're looking for people who can be a 'voice' to support archives and how important they are.

How you go about approaching this individual will depend on whether you've had contact before. As a general rule, we would recommend contacting the individual with a clear and succinct summary of the campaign, what we're trying to do, why we'd like them to be involved, and how they can help.

In terms of how ambassadors can help, you might want to consider asking them to do one or more of the following:

- Provide a quote of support – why archives are important and what they discovered in your archive
- If they're on Twitter, tweet an agreed message of support during the week commencing 16 November 2013
- Take part in media activity – undertake interviews with journalists to talk about their connection to archives (you, your press team or The National Archives press team would arrange these, depending on if the ambassador is of wider interest beyond local or specialist media)
- Make an audio recording of a short extract from your archive that is connected to your 'Story Box' theme or topic (perhaps a pertinent verse or an extract from a journal). You could also see if the ambassador is prepared to do public readings in your archive or in the local area
- Be filmed for a short video clip for your website or for The National Archives' website, explaining why archives are so valuable and what they've discovered in your archive

National ambassadors

On a national level, we're going to recruit ambassadors who have used archives and can talk about the benefits of archives from a particular viewpoint (e.g. novelists, costume designers, food historians or scientists). We'll be trying to place these people, their stories and why they support the campaign in relevant national and consumer media.

If you have good connections with people who you think might be relevant for national media, or know if someone famous has used your archive, please let us know so that we can work with you and factor that in to our national media activity.

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Hopefully, you are interested in making a 'Story Box' and have a great idea up your sleeve. Here are some of the ways that you can shout about your 'Story Box', as well as some tips.

If you're not able to get involved with the 'Story Box', you can still use these channels to raise awareness of the Explore Your Archive campaign.

You may already know a lot of this, but we've included our thoughts, just in case it's helpful.

Making use of your channels of communication

Make use of what you already have. This will help to spread the word, but it may not necessarily help you to reach new audiences, so be aware of who you are talking to – for example, you may want to use key messages for 'people who are already aware of archives' in your newsletter, but broaden the messaging when it comes to the website or any posters.

Your website, newsletter etc

It's likely that you'll want to drive people to your website to give them more information. Here are some things that you could do:

- Create a special page within your site
- Sign-post people to a blog post
- Include some info as a 'news item' on the home page
- Send out some information in your newsletter in the build up – it might be worth doing one piece a few months in advance to invite keen archive users to help with ideas for an upcoming campaign and then another a week or two in advance of the campaign to say more about the 'Story Box', what's in it and to invite people to come and explore it (either randomly or at an event – more on the latter, below)

Social media

If you have Twitter and Facebook, here are some suggestions on what to do and timings. It may be that most of this is second nature to you, but we've included some pointers for reference.

Twitter:

- Start tweeting about the launch a month before to spark interest in your followers and let them know it's coming. Perhaps at first you could only give away hints or clues about your campaign to sustain interest and suspense
- Over the next few weeks, let your followers know what is happening, and how they can be involved. Adding scanned pictures or documents to your tweets will help bring them to life and will act as a teaser of what can be found in the archives
- Engage with your followers, either by asking questions or replying to their posts. If someone is interested in a particular subject, let them know what you have in your archive and how they can find out more
- If you have good contacts with influential people on Twitter, such as local MPs, journalists or community leaders, why not ask them to tweet about the launch, or to re-tweet one of your posts. This means that the message will also reach their followers
- If you're holding an event (more about this below) in the week leading up to the launch, tweet on a daily basis to remind your followers that the event is happening. Where possible include practical details such as timings and location, or direct people to your website for more information
- Remember to use the hashtag #explorearchives in your tweets where possible, as this will tie them into activities taking place in other archives, as well as the national campaign
- Invite people to share their experiences and what they've discovered in your archive and retweet what people say

Facebook:

- The nature of Facebook means you can engage with your audience in a more interactive way than on Twitter. A month before the launch, start asking your users about their engagement with your archive:
  – What have they discovered?
  – How often do they explore archives?
  This will help generate a conversation about the value of archives
- Begin adding photos and scans of documents to illustrate what people can find in your archive. Try to use as many 'hidden gems' as possible - the more shocking or surprising an artefact, the more engaging. Posting links to news articles where the research behind the story would not have been possible without the archives is also a good idea
- Two weeks before the launch, announce your theme on Facebook, and use the same teasers as on Twitter to spark interest. Engage your audience by asking questions about their personal experience with your theme, for example – Do you think the outfits on Downton Abbey are authentic? Did you have a relative who served during WWI?
- If you're holding an event, create an event on Facebook and invite all your followers to attend. As the launch approaches, this will remind them that the activity is taking place, and will allow them to share the event details with their friends or family
- Remember, your followers on Facebook are already likely to be users of your archive, and so this is a great way to recruit volunteers or local ambassadors. Post regular updates on how people can get involved

Online forums:

- There are lots of specialist online forums out there that might be interested in the contents of your 'Story Box'. If you do engage with these do be transparent about who you are and don't 'hard sell' – just share information about what you're doing as part of the campaign, why they might be interested and invite people to find out more

Posters and leaflets

We have created brand guidelines for the campaign (in the tools and templates section of this document) – if you want to create your own posters or leaflets, please follow this in order to create a sense of cohesion around the campaign. If you have any questions, contact:

exploreyourarchive@nationalarchives.gov.uk

We've also created some generic posters for the campaign, which can be printed. These can be downloaded from The National Archives website.

www.nationalarchives.gov.uk/yourtoolkit

You can print these onto A3 or A4 paper. If you're not doing a 'Story Box', it would be great if you could simply raise awareness of the Explore Your Archive campaign by putting these up in relevant places.

If you do print some posters, please do work within your wider organisation, or building within which you sit, to put these up in places outside of your usual space and use them as widely as possible.

Engaging with your media

This is one of the best ways of reaching a new audience and we strongly encourage you to talk to journalists about the campaign, your involvement in it, and your 'Story Box'.

Depending on what kind of archive you are, you will have different 'core' media targets. Local, county and borough archives will want to be talking to local media, university archives will probably want to talk to education media as well as local media, business archives may want to approach business media as well as media local to the archive, and so on.

The kinds of things you might want to communicate with your relevant media could be:

- A news release about the campaign and your involvement (see template press release as a guide in the tools and templates section)
- Interviews with your ambassador - if you've secured the involvement of an ambassador who can talk about what they've discovered in your archive and why they're valuable, arrange for a journalist to interview them (bear in mind any media lead times here – if a local magazine works three months in advance, you'll want to pitch the idea to the journalist in plenty of time)
- Photo stories – if you hold an event and can share a photograph of people engaging with your 'Story Box', that can also work well
- Success story – issue a news release towards the end of the week letting people know how the event went, if you ran one, and how many people visited your archive

The latter two points are more relevant for local media than specialist media – it is likely that specialist media will only cover a story once and would combine a news story with an interview. Local media, on the other hand, might be more interested in update stories.

Throughout all news releases and pitching to journalists, please try to weave in some of our key messages as listed on page 6 – this will help the campaign to have coherence and a greater impact.

As outlined in the section about 'getting buy in and support', it may be that you're doing this on your own, or you may have support from press teams.

Events

We know that, as a general rule, events work well to draw in new audiences and to create a buzz.

If you already hold regular events and don't want the burden of extra organisation, it may be that your 'Story Box' fits neatly into something else you're already doing and you can weave in some messaging about the campaign.

Ideally, we would love it if you could hold an Explore Your Archive event during the week of 16 November 2013 to invite people to discover the story/information contained within the box. A staff member or a keen archive user could do a short talk on the contents of the box, why it was chosen, why it's interesting, what they can find, and also talk more widely about the journey that you can go on when you explore archives.

You may also want to think about arranging a school-based 'Story Box' event in order to reach parents and/or grand parents.

If you do hold an event, mention it as widely as you can – use your existing channels as suggested above, put up posters, but also engage other relevant community or specialist groups and talk to your local media (more about this below).

It might be that you are able to hold an event but don't have the time to do the 'Story Box' itself – if this is the case, perhaps you could do a themed night where people who haven't visited the archive can be invited to an Explore Your Archive open day event where someone can talk through how to use archives, the kinds of things that you can find etc.

If you go all out and decide to take the 'Story Box' out of your archive and to relevant community events or take it to a local pub, park, gallery etc, it may be that you need to consider the possibility of creating replica content, depending on the nature of the materials.

Separate from an event, the 'Story Box' could also be made available to anyone who asks to see it that week.

Engaging local groups, organisations, charities

This is a great way of reaching new audiences who might be interested in your archive. Local groups or organisations will have clusters of people interested in a particular topic or with a stronger tendency to be interested in community, history and discovering archives.

The kinds of organisations or groups that might be relevant include (these will vary in relevance depending on what kind of archive you run):

- Special interest groups or clubs e.g. history, archaeology, gardening, cars, textiles, books, cookery
- Further education e.g. U3A, COURSERA, Open College of the Arts
- Local cultural institutes e.g. cinemas, theatres, book shops, libraries or museums
- Community groups
- Local charities (volunteering section)

The ideal scenario is for an organiser or leader of these groups to distribute and share information about the campaign (and your 'Story Box'/event, if applicable).

They can do this a number of ways, for example:

- Email newsletters
- Distributing leaflets
- Putting up posters
- Mentioning information at a session or meeting
- Mentioning the campaign on their website

You may already have good connections with local/special interest groups, but just in case you don't, here are some helpful tips on approaching them:

- Draw up a list of potential special interest or local organisations or groups that could be relevant to your archive (don't be afraid to cast a wide net here)
- Find out who runs the group or, if it's a bigger group, who coordinates communication to members
- Make initial contact with a phone call or an email - simply outline the campaign, what you have to offer (e.g. an event, or the ability to come and explore the 'Story Box'), why you're contacting them ('we thought it might be of interest to your group') and a brief summary how they can help if they would like to (by sharing information through their channels)

Internal audiences

Alongside these groups, it might be an opportunity to talk within your wider organisations about the campaign e.g. get the Council leader or portfolio holder, or business CEO, or the Vice-Chancellor of a university, on board.

Sharing with the archive network

We want to work with as many archives as possible on this campaign – the more of you who take part, the more of a noise we can make about how important and amazing archives are.

We'd like you to share your progress on The National Archives' online community. Tell us your ideas, and share hints and tips with other archives.

http://community.nationalarchives.gov.uk/

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COLOUR USAGE
IMAGE USAGE
LANGUAGE
TYPOGRAPHY
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Campaign name

Explore Your Archive

Campaign website - launching Autumn 2013

www.exploreyourarchive.org

Campaign identity

ARCHI'VE EXPLORED

Clear space

To ensure the campaign identity is given enough space, use the height of the 'I' in **ARCHIVE** to create an invisible boundary as shown above.

The campaign identity has been designed to connect archives to those who might be exploring them and reveal the potential archives have to offer.

The campaign identity has been designed as a fixed object and should be only be used as supplied.

Consideration must be taken when using the identity to ensure it is reproduced correctly.

If you are creating content for other activities, which coincide with the Explore Your Archive campaign, it would be good if you could use the campaign identity on your printed materials or online/digital content.

For additional messages within your materials (e.g. call to action/ contact information/event details, etc), and how to format them, refer to guidance on page 29.

Campaign identity

The campaign identity is available in the following file formats and will be available to download.

Formats

EPS — print materials

PNG— online/digital content

Partner logos

Please refer to guidance on page 38 on how to use partner logos on campaign materials.

Colour is an important part of our campaign, which visually brings the variety that archives have to offer to life.

These colours have been chosen because of their vibrancy, richness and complimentary properties.

Each swatch has a complimentary pairing and should always be used correspondingly.

Colour pairings must not be mixed with others.

Black pairing	Purple pairing	Orange pairing	Green pairing	Blue pairing
CMYK 0/0/0/15 **RGB** 227/227/227	**CMYK** 0/99/0/0 **RGB** 197/50/127	**CMYK** 0/48/100/0 **RGB** 222/155/26	**CMYK** 57/0/100/0 **RGB** 148/183/51	**CMYK** 85/24/0/0 **RGB** 60/144/209
CMYK 0/0/0/90 **RGB** 60/60/59	**CMYK** 37/100/0/26 **RGB** 119/35/103	**CMYK** 0/68/100/0 **RGB** 210/116/30	**CMYK** 68/0/100/24 **RGB** 102/143/47	**CMYK** 100/57/0/2 **RGB** 19/94/168

Colour:

The colour swatches are representative and may not be accurate, please use the **CMYK** or **RGB** references provided.

Do not alter or change these colours in any way.

Choosing colours

Choose the most dominant colours from the image to use.

Match these colours with swatches from the campaign colour palette

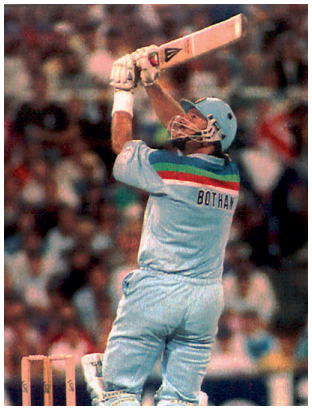
For example purposes only

When using colour in your own materials it is important to ensure that a relationship is created between the text and image or photographic elements.

To maximise the impact of colour used in secondary materials, text should be coloured using swatches from the colour palette that closely reference colours found in an image.

Colours must be used in colour pairings, this is to ensure a visual consistency across all materials is maintained.

When colouring text, the darker swatch from the campaign palette always precede the lighter swatch.



These images are for illustrative purposes only and should not be reproduced.

When creating tailored campaign materials, using images from your archive collections will help bring stories to life.

The types of images you decide to use can be as varied as the content that your archive contains, but it is important that you consider what the image is communicating prior to its selection.

Colour within images is another important factor to consider. Try to select images that have a dominant colour, this will make it easy to identify the most appropriate campaign swatch to use for campaign messages.

Selecting image colours:
For colour guidance when selecting images please refer to the colour swatches available to use on page 23.

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Primary typeface

IMAGINE
INSPIRE
DISCOVER

Franklin Gothic Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
12345678910

Franklin Gothic Roman is our primary typeface, which is used in all primary campaign messaging.

Primary campaign messages will be provided in a ready-to-use downloadable formats.

Beyond the guidance that has been provided, if you wanted to use a verb that isn't in the ready-to-use list supplied, you can purchase the typeface necessary to create it.

It can be purchased from Linotype for **£29.75 incl. VAT**

www.linotype.com/44986/franklingothicstdno2roman-product.html

However you can simply make use of the campaign identity, the ready-to-use campaign verbs or the poster templates available for download.

If you need to add new copy to the secondary messaging – see the next page for the secondary typeface – this is a different font and is freely available on Macs and PCs.

Available file formats:
The primary campaign messages are available for download in the following file formats.

EPS — suitable for print
PNG — suitable for online content

Georgia is our secondary typeface, which is used for all secondary campaign messages, calls to action and body copy, it is available to use in bold, regular and italic weights.

Georgia is a standard typeface and will be available for general use on both Mac and PC computers.

Secondary typeface

open
explore
reveal

Georgia Regular

abcdefghijklmn
opqrstuvwxyz
12345678910

The campaign language has been written to surprise, inspire and amaze potential visitors to archives, through their participation. Archives will be provided with the opportunity to download the primary campaign poster and the option to personalise campaign materials to your archive.

Primary campaign message

Primary level message

ARCHI'VE
EXPLORED
DISCOVERED
FOUND
DETECTED
CONNECTED
ENGAGED
UNEARTHED
LEARNT
IMAGINED
CREATED
UNLOCKED
OPENED
REVEALED
CELEBRATED

Call to action

You'll be amazed what you might uncover.
Explore Your Archive.

Find out more visit **exploreyourarchive.org**

Primary campaign message

Primary level message consists of the full list of verbs available as a ready-to-use element only.

Call to action is the campaign point of contact, which will direct our audiences to the campaign website or to your own website.

Refer to page 32 for examples of the campaign messages in use.

Personal campaign message

Primary message – example

ARCHI'VE
EXPLORED

Personalised message – example

My final collection was based on designs I found in my archive. They had real samples as well as images, so I could really get up close to some great craftsmanship.

Sarah Jones
Coventry Art College Fashion Course

Call to action

You'll be amazed what you might uncover.
Explore Your Archive.

Find out more visit **exploreyourarchive.org**

Personal campaign message

Primary message consists of a single verb, selected from the list of ready-to-use elements.

Personalised message provides an individual view from someone who has benefited from archives.

The core content of these messages can be personalised to work with content from your archive, bringing it to life and enhancing the connection between your archive and the campaign.

Call to action is the campaign call to action and point of contact, which will direct our audiences to the campaign website or to your own website.

Refer to page 32 for examples of the campaign messages in use.

Refer to the Story Boxes section on page 12 for ideas on the kind of content you could use in these messages

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This is our primary campaign poster and can be used to market the campaign.

Example primary campaign poster

Available file formats:

The primary campaign materials are available for download in the following file formats.

PDF — suitable for print

PNG — suitable for online content

Example personalised campaign posters

Here are a couple of examples of personalised campaign posters.

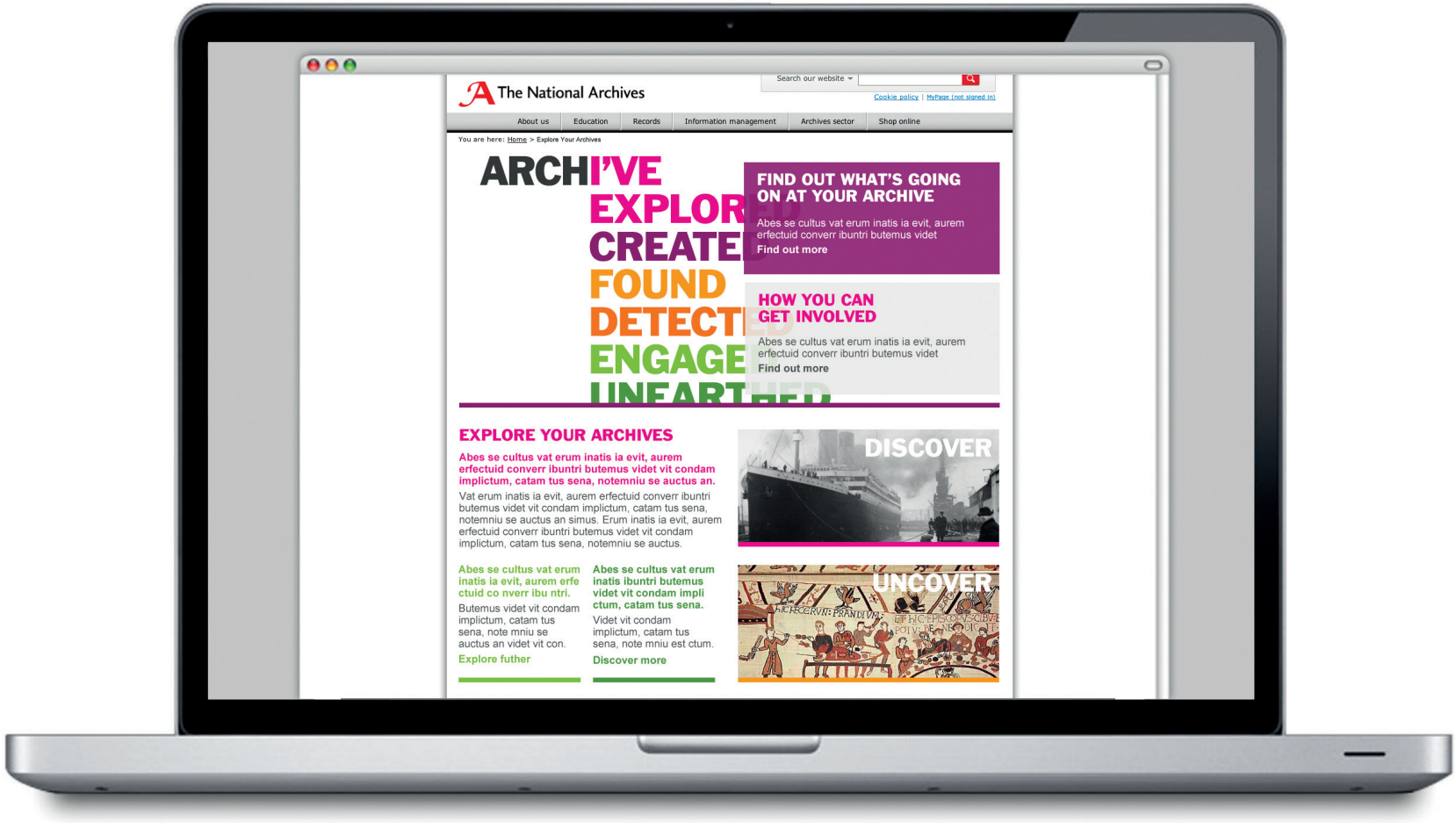
Personalised campaign posters have been designed for each type of archive, for you to download.

Additional materials can be designed and customised by archives, tailored to content, events or resources available.

You can use any of the campaign verbs illustrated on the previous page. These are available individually to download to create personalised campaign posters.

Creating campaign posters:
Please refer to guidance on page 35 to create campaign posters.

Example campaign page



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Partner logos 38

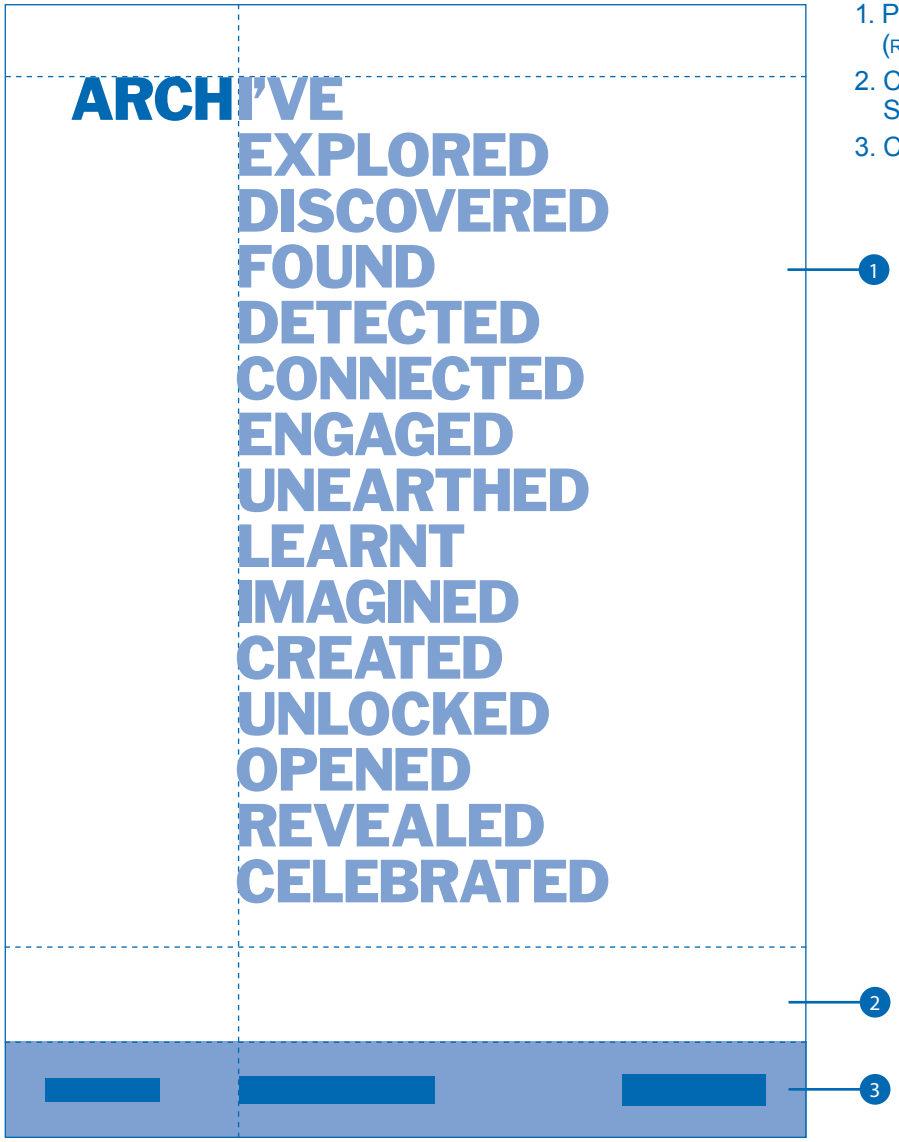
This template guide indicates how primary materials should be structured. It combines a ready-to-use campaign message with a secondary level message.

This structure helps create a consistent visual style within a given format. This template guide can be used to help you create additional campaign materials, including, flyers, information booklet and to inform digital usage.

Any secondary or personalised campaign messages should be formatted using Georgia, our secondary typeface.

Georgia is a standard typeface and will be available for general use on both Mac and PC computers.

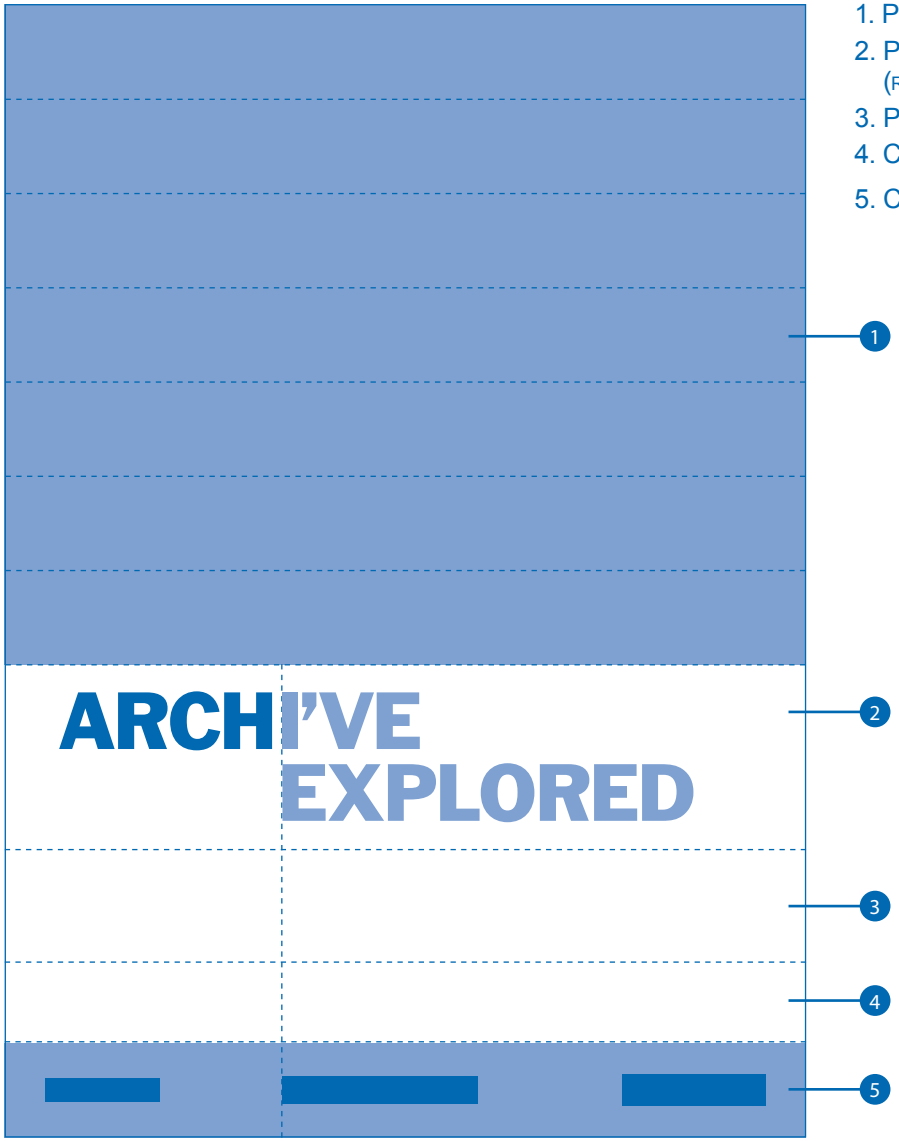
Primary template guide



Partner logo alignment

1. Primary level message
   (Ready-to-use element)
2. Call to action
   Secondary message
3. Campaign partnership logos

Personal template guide



Partner logo alignment

1. Primary image area
2. Primary level message
   (Ready-to-use element)
3. Personalised level message
4. Call to action
5. Campaign partnership logos

This template guide indicates how personalised campaign materials should be structured. A set place for images and messaging creates a consistent visual style within a given format.

This structure helps create a consistent visual style within a given format. This template guide can be used to help you create additional campaign materials, including, flyers, information booklets and to inform digital usage.

Any secondary or personalised campaign messages should be formatted using Georgia, our secondary typeface.

Georgia is a standard typeface and will be available for general use on both Mac and PC's

Primary partner logos

Archives & Records Association (UK and Ireland)

Archives & Records Association UK & Ireland

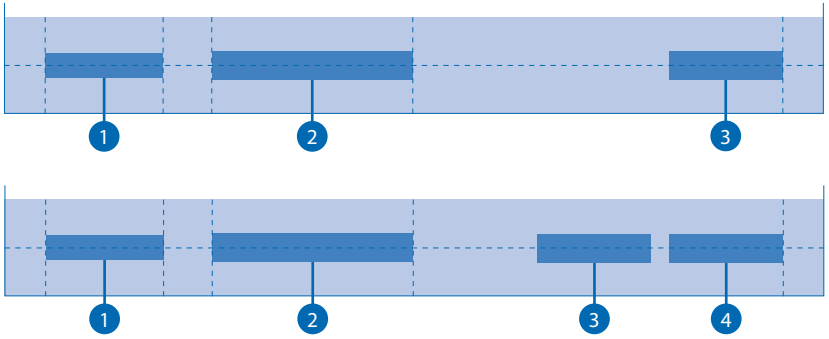
The National Archives

The National Archives

Partner logo alignment

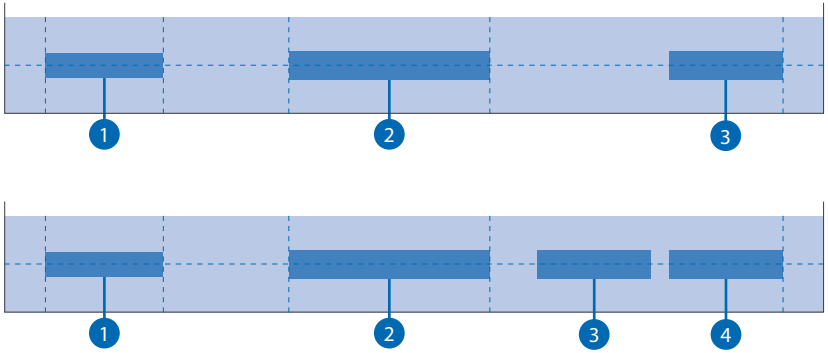
1. Archives & Records Association (UK and Ireland)
2. The National Archives
3. Partner logo
4. Additional partner logo (if applicable)

Primary template guide



Based on the primary template

Personal template guide



Based on the personalised template

The campaign is being delivered in partnership with The Archives & Records Association (UK and Ireland), The National Archives and local, business, university and private archives. It is important that these partnerships are displayed clearly and correctly on all communications.

When producing campaign materials, our primary partner logos must be displayed clearly and in the following structure.

The primary partner logos must always precede any additional partner logos. The **Archives & Records Association (UK and Ireland)** logo must appear first, followed by **The National Archives** logo.

The alignment of these logos varies depending on the material being produced. The two templates provided here give advice on how to position additional partner logos.

Unless it is absolutely necessary to use an additional partner logo please keep the number of partner logos to a total of 3, including the primary partner logos.

Too many logos will clutter campaign materials and may confuse your audience.

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We hope that the campaign will be a success, but we won't have a proper picture of this unless you help us.

Evaluating the campaign is a crucial element – you can help us by doing some of the following:

- Let us know anecdotally how you get on – have you noticed more people engaging with your archive during the week? Have people been saying that they 'didn't realise' what was in the archive etc?
- Keep a record of numbers of people visiting your archive in the week before the campaign, the week of the campaign and the week after the campaign
- You can capture people's views through exit interviews – before people leave your archive during the week, you could ask them to complete a short questionnaire that asks about their views (we've provided a template exit questionnaire which you can use)
- If relevant for you, let us know if you see a change in your Public Services Quality Group Survey results – more diverse audience/more people?
- If you monitor your website traffic, have you seen an increase in web visits?
- Share your media coverage with us
- Let us know if you were able to recruit an ambassador for your archive

We've created a short evaluation form for you to fill out, which covers most of the above – if you do take part in the Explore Your Archive campaign.

You can download the form from The National Archives website.

www.nationalarchives.gov.uk/yourtoolkit

Please do complete this form and send it back to:

exploreyourarchive@nationalarchives.gov.uk

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We hope you're keen to take part and are already having some ideas.

This is an opportunity to rally the archives community round and to highlight the astounding variety and diversity of content that is stored in archives.

Be part of our campaign to inspire people to explore the amazing things that we have worked hard to collect and keep safe over the years, and to help people understand the value of archives.

For further information relating to any of the content supplied in this campaign toolkit or if you require any of the materials referenced, please get in touch with:

exploreyourarchive@nationalarchives.gov.uk