Brand and Communication Guidelines

For Alliance Members

Key principles

- Plain English
- What help is available
- How to access it
- Single strapline
- Consistent hashtags
- Socials and Print media
- People/community focused imagery

Key messages

- Community
- Partnership (alliance)
- Shared front-door
- Low income
- Crisis support
- Wraparound support
- Wellbeing / financial resilience

Straplines

Support available (headline)

"**Last month things were fine. This month they're not. We can help."**

Promoting Alliance membership (strapline)

"**We're a Somerset Crisis and Resilience Alliance partner**"

CRF Alliance brand colours & Resources

Colours

Dark blue	Aqua	Warm pink	Dark grey
#19233E	#41B29F	#DA4E64	#545454

URLs

Somerset crisis and resilience webpage

Short URL https://tinyurl.com/CRFSom

Full URL https://citizensadvicesomerset.org.uk/crisis-resilience-fund/

Better off benefit calculator

URL https://tinyurl.com/CRFBetterOff

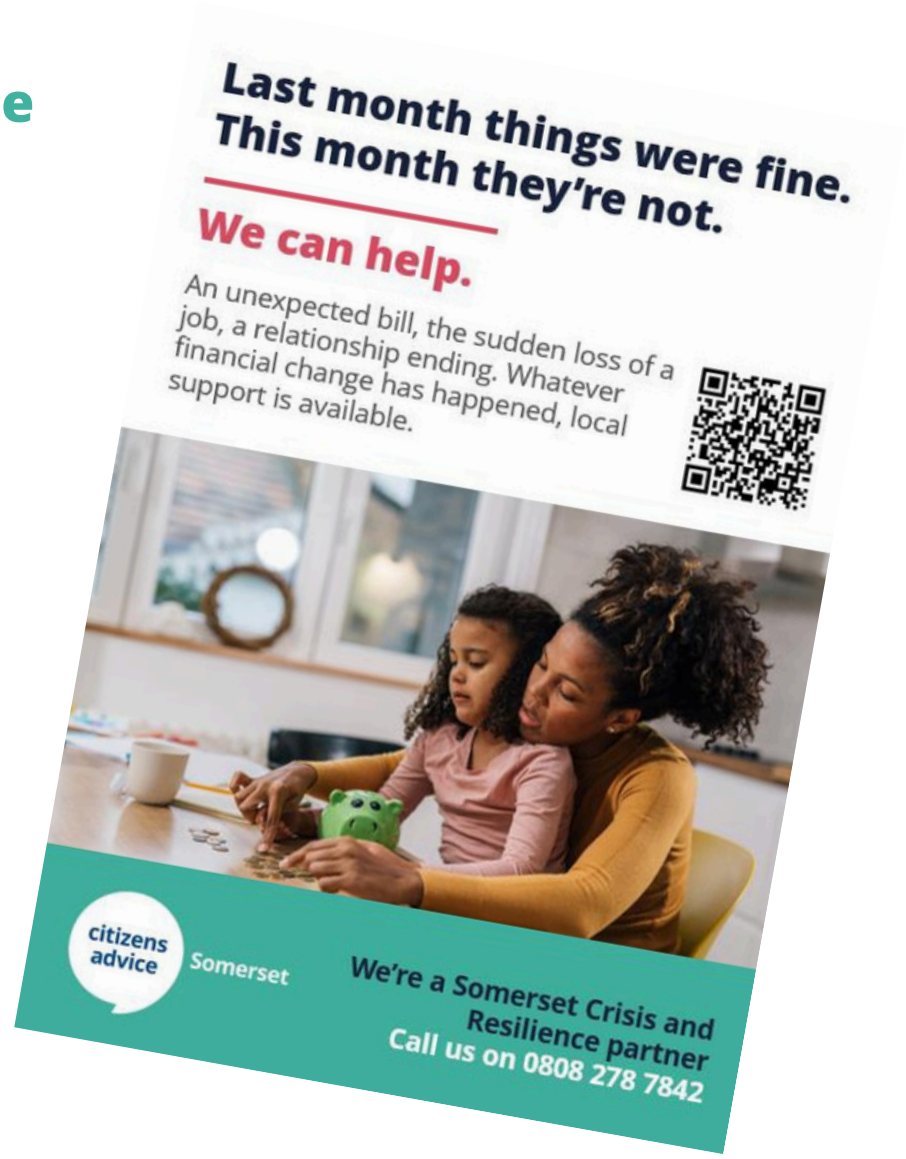
Social medial character limits

- Facebook - 63,206
- X / Twitter - 280 characters (more for premium)
- Instagram - 2,200(truncatedafter125characters)
- LinkedIn - 3,000 (truncated after 210 characters)

CRF QR code

Print media – A4 poster

Example



Editable poster templates

Social media - short form

Examples

Facing a sudden drop in income or an unexpected bill? Support is closer than you think. Get in touch for local help > https://tinyurl.com/CRFSom

Free · confidential · no referral needed

#LocalSupport #CrisisAndResilienceFund

Are you struggling to afford heating oil? You might be eligible for a crisis payment. Find out here > https://tinyurl.com/CRFSom

#HeatingOilHelp #CrisisAndResilienceFund



Example hashtags

#LocalSupport

#CrisisHelp

#FinancialResilience

#CrisisAndResilienceFund

#HeatingOilHelp

Social media - long form

Examples

Last month things were fine. This month they're not. We can help.
A redundancy, an unexpected bill, a relationship ending? Whatever has changed, local support is available. You don't need to know what you need, just get in touch. Talk to someone local [e.g. The Balsam Centre; 01666 000000; balsamcentre.org.uk] o
#LocalSupport #CrisisAndResilienceFund

If you are struggling to afford heating oil help may be available. Support is available for low-income households in Somerset.
Check if you are eligible and how to apply > somersetcrisisandresilience.org.uk
#HeatingOilHelp #CrisisAndResilienceFund



Example hashtags

#LocalSupport
#CrisisHelp
#FinancialResilience
#CrisisAndResilienceFund
#HeatingOilHelp

A great example – client impact

Thrive

Emma was paying far too much for bills while struggling to afford food. Working together, we helped her cut costs, switch to lower cost tariffs, and access emergency support.

The impact was immediate: her phone plan became free for a year, bills dropped, and that same day she could buy food for the first time in weeks. Small changes, big difference - Emma now feels secure and hopeful.

This life-changing support is made possible by Somerset Council through the Crisis and Resilience Fund. It allows our Crisis Resilience Village Agents to deliver vital help to those who need it most.

Emma was supported through a partnership between **Citizens Advice Somerset**, **Burnham & Weston Energy CIC** and **Somerset Council**. When you come through one door, the others open. We're working together to ensure everyone in Somerset has access to the right support at the right time, helping to build financially resilient communities.

Find out more: somersetcrisisandresilience.org.uk

#CostOfLiving #Somerset
#LocalSupport
#AdviceChangesLives
#TeamTuesday
#CrisisResilienceVillageAgents
#WorkingTogether #Collaboration
#FinancialHelp #CrisisSupport
#CommunitySupport #FoodSecurity
#LocalHelp #ResilienceFund

