



LETCHWORTH GARDEN CITY

PARTNER GUIDELINES 2025

SECTION ONE

INTRODUCTION

A GREAT PLACE
TO *Grow up*

INTRODUCTION

In 2028, Letchworth Garden City will mark 125 years since it was officially designated the **WORLD’S FIRST GARDEN CITY**.

The ‘**A Great Place to Grow Up**’ campaign forms part of Letchworth Garden City Heritage Foundation’s 2028 strategy, which highlights its mission to care for the future of the estate and support the local community, providing access to health services, green spaces and a range of culture, heritage, learning and leisure facilities.

As part of the Great Place to Grow Up campaign, Letchworth Garden City Heritage Foundation (LGCHF) has identified six project pillars, all of which link to organisations and

local services that exist in order to create better outcomes for children, young people and their families in Letchworth.

Liaising closely with partner organisations, LGCHF seeks to bring together all of these services to promote the benefits of growing up in Letchworth Garden City to funders, the local community and all other project partners.



WHY IS THE HERITAGE FOUNDATION CREATING AND PROMOTING LETCHWORTH GARDEN CITY AS A ‘GREAT PLACE TO GROW UP’?

-  To work with local children, young people and families to understand their shared vision for the future.
-  To create better opportunities for children and young people who are progressively impacted by external factors.
-  To bring the 2024 version of Ebenezer Howard’s vision to life; ensuring open access to quality education and skills development beyond school.
-  To enable better access to and use of local green spaces and nature.
-  To achieve a brighter future for the local community and its young people.



COLLABORATION

This collaborative campaign provides an opportunity for the cross-promotion of key activities, events and services, run by venues and organisations for the benefit of children’s health, prosperity, learning, leisure, culture and nature.

The objective of ‘A Great Place to Grow Up’ is to reach new and existing audiences and to raise awareness of Letchworth Garden City’s full offering of services within the target groups of ‘partners’ ‘funders’ and ‘the local community’.

Partner collaboration will be essential in order to deliver the long-term vision, ensuring that **EVERYONE** benefits.



SECTION TWO

CREATIVE CONCEPT

CREATIVE CONCEPT

To support LGCHF’s ‘A Great Place to Grow Up’ campaign, we’ve created a seed packet theme to represent each pillar, with every theme having its own distinctive flat packet design and its own combination of the main brands colours, with room for interchangeable imagery and text.

These will be placed on town-like ground textures, so that the designs visually convey growth from the earth, reinforcing the campaign’s message of growth for the youth within the community. In the future, these may even expand to real-life seed packets as a memorable giveaway.

We’ve created a Canva Brand Kit to make it as easy as possible for all partners to access ‘**A Great Place to Grow Up**’ campaign logos and assets.

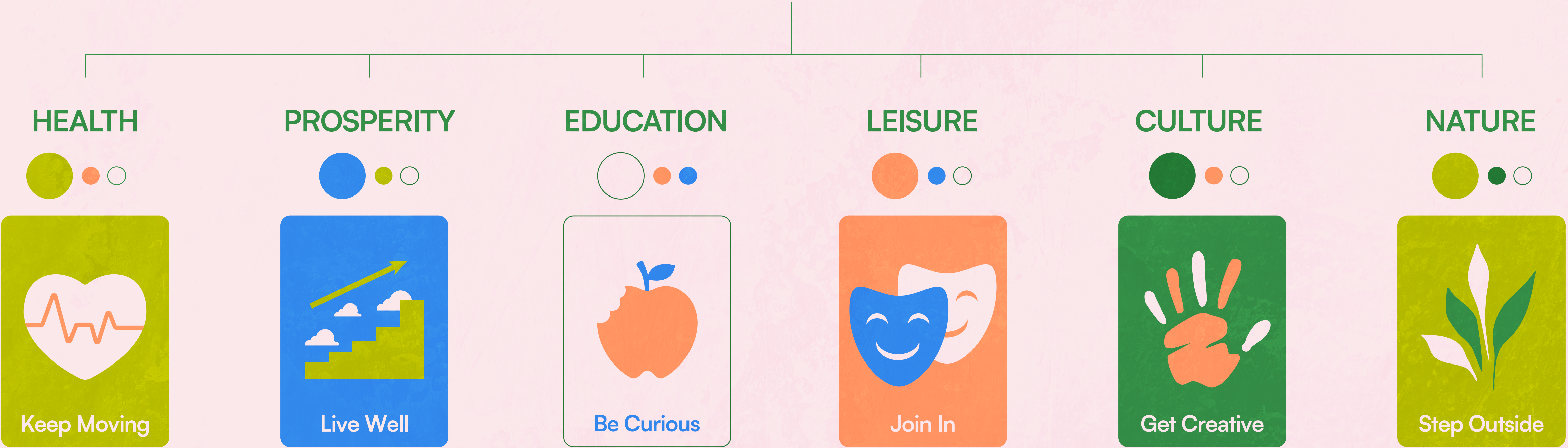
Following the concept of seeds and growth, each pillar includes a selected colour combination from the city’s main brand to resemble all related assets, alongside a bespoke graphical stamp.

We’ve created enough space to house imagery, messaging and logos which will be fully editable in Canva to ensure enough flexibility for partners to create their own assets, as and when required.



A GREAT PLACE TO GROW UP

This highlights what colour combinations will be used per pillar and what assigned graphic will be used.



Our colour palette heroes our Forest Green, in honour of our Garden City status, this is teamed with a complimentary Bloom Pink which gives a contrasting warmth.

Our secondary palette is vibrant and bold, with a wide colour range from a zingy Moss Green to striking Cobalt Blue. These can be extended with new colours if necessary.

FOREST

#268741
CMYK (84, 24, 100, 9)
RGB (38, 135, 65)
PANTONE 6173 C

BLOOM

#F5D9DF
CMYK (2, 16, 5, 0)
RGB (245, 217, 223)
PANTONE 705 C

MOSS

#A8AD00
CMYK (37, 18, 100, 1)
RGB (173, 177, 0)
PANTONE 383 C

PEACH

#FF8B5D
CMYK (0, 56, 65, 0)
RGB (255, 139, 93)
PANTONE 2023 C

COBALT

#3080E2
CMYK (76, 48, 0, 0)
RGB (48, 128, 226)
PANTONE 2727 C

SOCIAL MEDIA ASSET

This social media asset will be used by Letchworth Garden City Heritage Foundation to promote **‘A Great Place to Grow Up’** and the overall pillars, themes and messaging around the campaign.



WEBSITE LOGOS

These website logos can be downloaded via the Canva Brand Kit and used on partner websites, along with the following copy:

In 2028, Letchworth Garden City will mark 125 years since it was officially designated the **WORLD’S FIRST GARDEN CITY**.

The ‘**A Great Place to Grow Up**’ campaign forms part of Letchworth Garden City Heritage Foundation’s 2028 strategy, which highlights its mission to care for the future of the estate and support the local community, providing access to health services, green spaces and a range of culture, heritage, learning and leisure facilities.

As part of the Great Place to Grow Up campaign, Letchworth Garden City Heritage Foundation (LGCHF) has identified six project pillars, all of which link to organisations and local services that exist in order to create better outcomes for children, young people and their families in Letchworth.

We are proud to partner with LGCHF to collaborate and promote the benefits of growing up in Letchworth Garden City.



EMAIL FOOTER

The email footer can be downloaded from the Canva Brand Kit and used on partner emails.



POST DESIGNS FOR ALL PILLARS

Here are the post designs for each pillar to demonstrate how the colour combinations, backgrounds and stamp designs work together — creating eye-catching but diverse social posts of the ‘A Great Place to Grow Up’ conceptual seed packets. For now we’ve used place holder imagery and text, but these are fully editable within Canva:



SECTION THREE

HEALTH

HEALTH
TOUCH POINTS

HEALTHY
EATING

MENTORING,
COACHING AND
PROFESSIONAL
SUPPORT

SUPPORT
NETWORKS FOR
LOCAL FAMILIES

ACTIVE
LIFESTYLE

LETCWORTH GARDEN CITY IS A GREAT PLACE TO GROW UP

We believe every child deserves a balanced diet, helping to fuel brain development, growth and **IMPROVE OVERALL HEALTH.**

Lifelong healthy habits start from day one, setting children and young people on the right path to **PHYSICAL AND MENTAL WELLBEING.**

Support networks for families provide emotional, practical, social and **HEALTH BENEFITS** to children and young people.

Professional mentoring and coaching has a **POSITIVE IMPACT** on local children and their families.

When updating within Canva, the template is divided into three key areas:

- ① **Main image:** This area will house the image that is associated to the post.
- ② **Post text:** The editable text box where you can update messaging while keeping the design aligned.
- ③ **Partner logo:** The designated space to add or swap logos as needed.



COMMUNITY COOK ALONG ASSET (EXTENDED CAROUSEL)

Below you can see how we've used a carousel to highlight the partners involved in a project, allowing space to have large logos and descriptive text underneath. Both text and logos will be editable within Canva.



SECTION FOUR

PROSPERITY

PROSPERITY
TOUCH POINTS

FREE
ACTIVITIES

FOOD
BANKS

FAMILY
EVENTS

FINANCIAL
SUPPORT

FUNDING
OPPORTUNITIES

LETCWORTH GARDEN CITY IS A GREAT PLACE TO GROW UP

Opportunities for family fun are available to everyone, providing financial relief, improving wellbeing and **STRENGTHENING COMMUNITIES**.

Essential food supplies and resources are available to families in need, providing immediate **FINANCIAL RELIEF** and ongoing support.

ALL FAMILIES are invited to take part in local community events and experiences aimed at children and young people.

Financial support and funding promotes social equity, increases access to education and improves **QUALITY OF LIFE**.

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SECTION FIVE

LEARNING

LEARNING
TOUCH POINTS

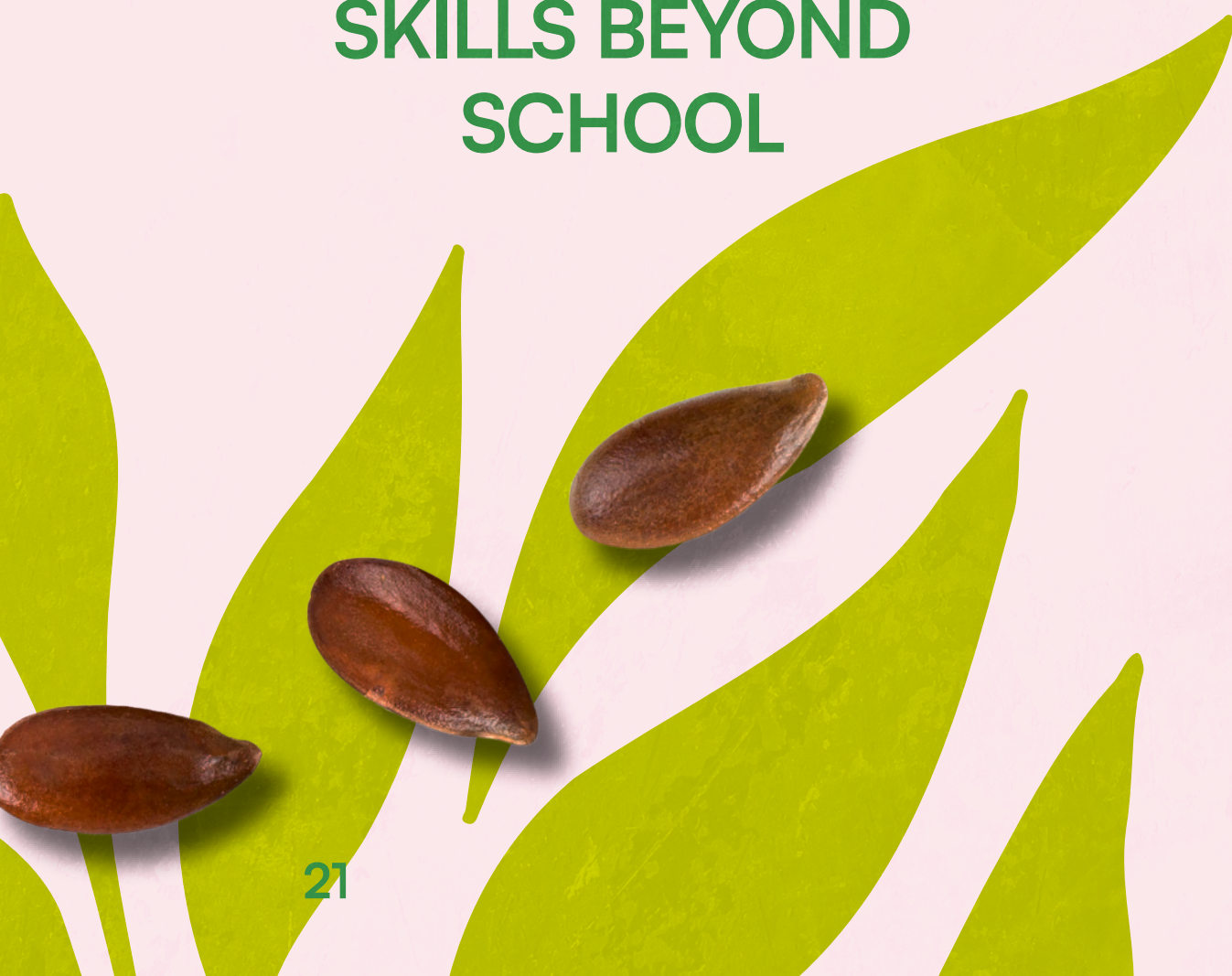


TRAINING AND
SKILLS BEYOND
SCHOOL

BRIDGING THE
GAP BETWEEN
EDUCATION
AND WORK

EDUCATING AND
EMPOWERING
PEOPLE TO MAKE
CHANGE HAPPEN,
THEMSELVES

FAMILY
LEARNING



LETCWORTH GARDEN CITY IS A GREAT PLACE TO GROW UP

We believe learning **NEW SKILLS** and increasing knowledge goes beyond school.

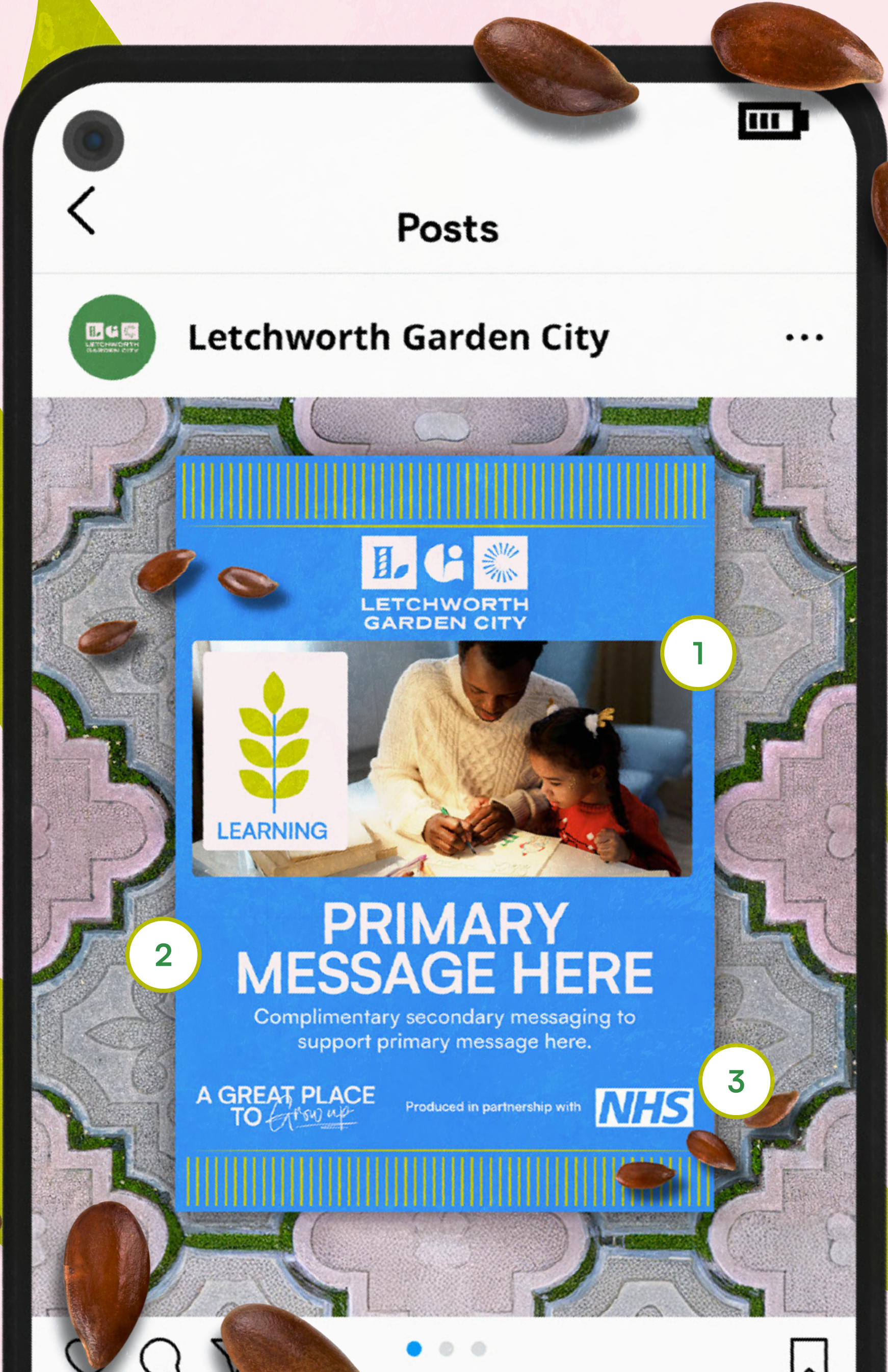
Employer-led training helps improve children and young people’s **CAREER PROSPECTS** and increases earning potential.

Learning as a family boosts confidence,increases motivation and creates a **POSITIVE LEARNING ENVIRONMENT**.

Educating and empowering children and young people is an **INVESTMENT IN THE FUTURE**.

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SECTION SIX

CULTURE

CULTURE
TOUCH POINTS

125 YEARS AS
THE WORLD'S FIRST
GARDEN CITY

ARTS, CULTURE
AND HERITAGE

BROADWAY CINEMA
AND THEATRE

BROADWAY
GALLERY

LETCWORTH GARDEN CITY IS A GREAT PLACE TO GROW UP

2028 marks 125 years since it was officially designated the **WORLD'S FIRST GARDEN CITY**, and where today it remains a great place for children and young people to grow up.

Letchworth Garden City Heritage Foundation's **CULTURAL LEARNING PROGRAMME** is proud to offer a range of activities for schools, families and young people. Broadway Cinema & Theatre and Broadway Studio & Gallery provide a vibrant **ARTS AND CULTURE** programme for children, young people and families.

Letchworth Garden City Heritage Foundation supports and develops exhibitions, events and educational activities that **INSPIRE** schools, families and young people in our community.

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SECTION SEVEN

NATURE

NATURE
TOUCH POINTS

SUSTAINABILITY

MAINTAINING
THE GARDEN CITY
ESTATE AND LOCAL
ENVIRONMENT

GARDEN CITY
GREENWAY

PLAY AREAS

LETCWORTH GARDEN CITY IS A GREAT PLACE TO GROW UP

The 13.6 mile circular Garden City Greenway covers local **WILDLIFE AND NATURE** spots for children, young people and families to enjoy.

Routes around the town are well maintained, and **ACCESSIBLE** to walkers, joggers, cyclists and children on scooters.

Leisure and recreation spots include play and picnic areas to encourage children, young people and families to **PLAY OUTSIDE**, all year round.

We believe that by working together to achieve our **SUSTAINABILITY** commitments, we will inspire and benefit future generations.

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SECTION EIGHT

WHAT DOES SUCCESS LOOK LIKE?

WHAT DOES SUCCESS LOOK LIKE?

A cross-partner campaign, with engagement and promotion from each organisation involved is essential to the success of this campaign.

Tapping into your audiences through your social media channels and marketing platforms will enable Letchworth Garden City Heritage Foundation to maximise the reach and provide mutual benefit to all involved, with the overall shared objective to make Letchworth Garden City ‘A Great Place to Grow Up’.

We encourage you to maintain ongoing communication with LGCHF throughout the campaign, and to provide results from your social media and other promotional activities, so that the team can gain a true understanding of the impact and results of our collaborative efforts.





LETCHWORTH GARDEN CITY

If you have any questions or need more information about these partner guidelines,
please get in touch with **charlotte.turner@letchworth.com**