

FACTS

Stakeholder Toolkit

2nd December 2020

Stopping the spread starts with all of us.

#WeAreScotland
gov.scot/coronavirus

FACTS Campaign



The FACTS campaign will run from 27th Nov - 20th Dec. The campaign will appear:

- Radio from 27th November
- Social Channels from 27th November
- TV from 30th November
- Outdoor/Digital from 30th November
- Press from 2nd November

New FACTS Icons have also been developed as part of the campaign work and these, alongside other assets, are available to download.

FACTS Icons



**FACE
COVERINGS**



**AVOID
CROWDS**



**CLEAN
HANDS**



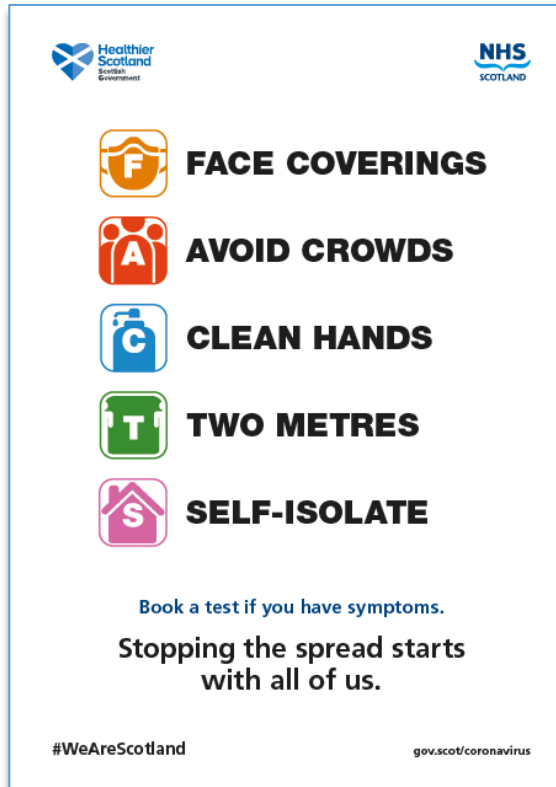
**TWO
METRES**



**SELF-
ISOLATE**

[Download all FACTS Icons and Campaign Assets Here](#)

FACTS Print Assets



A4 Poster



Sample Press Ad



Email Signature

FACTS Full List of Assets



YouTube

- [30 second TV ad](#)
- British Sign Language Version to follow

Digital Assets

- Digital carousel (30") – 3 formats

FACTS Icons

- Icons

Signature

- FACTS Signature

Poster

- Poster



For more information:

Lee-Anne Chapman
E: leeanne.chapman@gov.scot

Victoria Lopez
E: victoria.lopez@gov.scot

Stopping the spread starts with all of us.

#WeAreScotland
gov.scot/coronavirus