



joinmyjourney

Promotional toolkit for participating organisations

This toolkit is for the use of organisations signed up to joinmyjourney. The content of this pack is intended to help to supplement existing communications around sustainable transport and support organisations in encouraging journey sharing.

Information is provided as a starting point for organisations to adapt as required to suit their individual needs.

This toolkit is a live document and will be updated as new functionality or information becomes available. Suggestions for improving or adding to the toolkit or examples of activities and events run by your organisation are welcome.

Contents

1. Press release template	3
2. Email / website / newsletter copy	4
3. joinmyjourney logos.....	5
4. Colours and fonts.....	7
5. Promotional materials	7
6. Key messages and quotes from Joinmyjourney users you may wish to use in your campaigns.....	8
7. Social Media.....	8
8. Joinmyjourney contacts	8

1. Press release template

[COMPANY/ORGANISATION] is now part of joinmyjourney

From [Date] [COMPANY/ORGANISATION] is proud to join other local organisations to reduce congestion and encourage active forms of travel by signing up to joinmyjourney. joinmyjourney is a free-to-use site enabling commuters travelling by car, bicycle or on foot to find others to share compatible journeys to work or study, either regularly, or as a one off.

joinmyjourney has been created thanks to funding from South Gloucestershire Council's, development and funding by resource efficiency specialist ecosurety, and support from North Bristol SusCom

Quote from ecosurety – optional

James Piper, commercial director at ecosurety, says, "ecosurety wholeheartedly supports sustainability. Our decision to invest significant amounts of time, money and resources underlines our commitment to our local business environment and community, as well as to our core value of striving to continuously eradicate all forms of unnecessary waste."

Quote from South Gloucestershire representing JMJ

Verity Heal, Sustainable Transport project manager at South Gloucestershire Council, says, "joinmyjourney is a great example of how we are working with the business community to help resolve shared challenges. This is one of many schemes that we are delivering across the area to help take cars off the road."

Insert quote from someone in your own organisation

Quote from Suscom – optional

Ann O'Driscoll, from North Bristol SusCom, a group of employers that promotes sustainable transport to 40,000 employees and 30,000 students, says, *“Travelling more sustainably can have a dramatic impact on congestion levels, commuting costs, emissions and parking problems. Joining forces with somebody else who wants to walk or cycle can also be very empowering, especially in the winter when it's dark before and after work. Using more active forms of transport can also improve fitness and reduce stress.”*

Local organisations who would like to find out more can register their interest at joinmyjourney.com

-Ends-

Notes to editors

About Join my journey

joinmyjourney.com is a free-to-use site enabling commuters travelling by car, bicycle or on foot to find others to share compatible journeys to work or study, either regularly, or as a one off.

joinmyjourney has been created thanks to funding from South Gloucestershire Council, development and funding by resource efficiency specialist ecosurety, and support from North Bristol SusCom.

Insert standard boilerplate information for your own organisation.

2. Email / website / newsletter copy

Staff invited to find a travel buddy with joinmyjourney

or

More staff finding a travel buddy with joinmyjourney

All staff [and students] now have the opportunity to register on the free to use site joinmyjourney.com Whether you are travelling by car, bicycle or on foot you are invited to find others to share compatible journeys to work [or study], either regularly, or as a one off to suit you.

Name of organisation is committed to reducing congestion on local roads and encouraging active travel. (Paragraph could be inserted here about any site specific issue joinmyjourney could help address or any specific benefit the organisation offers e.g. access to car share parking space)

Register now

Staff can register their interest at joinmyjourney.com or download the joinmyjourney app freely available through iOS, playstore or windows.

All staff [or students] registering before xx/xx/xx will be entered into a free prize draw for xx

Or alternative

Every week for the next four weeks we will be randomly picking newly registered users to receive a prize and optionally feature in a future newsletter.

Provide link to supporting information on organisations website, referencing financial benefits of car sharing or active travel, or alternately XX staff have already signed up and you can read about their experience here (provide link to internal case study) or link externally to the 'About' page on Joinmyjourney.

Note: We are hoping to add case study examples to joinmyjourney in future. If you have journey sharers who would like to feature in a case study, contact: Richard Drew on Richard.Drew@southglos.gov.uk or 07824 081060

3. joinmyjourney logos

The following Joinmyjourney logos are free to use for any communications you may send relating to joinmyjourney campaigns. Please note that the logos placed in this document are set at a low resolution.

Contact: Richard Drew

Email: Richard.Drew@southglos.gov.uk

or tel: 07824 081060



Generic logo

Usage:

Online, for long lasting physical elements that will be used for any destination, items too small for the full logo or viewed from far away. Examples: website, twitter, apps (iOS, Android, Windows), clothing, car stickers, blimp



Specific destination logo

Usage:

For destination specific communications. Examples: flyers, posters, targeted e-newsletters. Aztec West is shown as an example. The name of your organisation should be substituted here.



'Where to find us' logo

Usage:

For long lasting physical elements that could be used for future destinations. Examples: roadside banners, blimps, exhibition banners, car wraps.

Partner logos

- South Gloucestershire Council and ecosurety logos appear on the website and promotional flyers.



- North Bristol SusCom logo to appear only on marketing materials and website portals specific to North Bristol.



4. Colours and fonts

Colour references

Primary colour

Pantone : 266

CMYK: 60 / 90 / 0 /

RGB: 116 56 138



Accent colour

Pantone:

CMYK: **15 22 0 3**

RGB: 220 205 226



Font

Century Gothic : joinmyjourney

joinmyjourney uses Century Gothic as body and heading copy in all communications. This is a universally available typeface. This applies to business documents, correspondence, promotional materials, displays, email newsletters, signs, web pages, apps and other media.

joinmyjourney is always lowercase, never 'Joinmyjourney'.

5. Promotional materials

The following promotional materials are available to support organisations with campaign publicity. Examples can be found in Appendix A

- A8 information card
- A5 double sided flyer
- A4 poster
- A3 poster
- A1 poster
- Plasma screen slide
- Thumbnail image for use on intranet/internet
- A short [Video](#) explaining how joinmyjourney works.

For a limited period the following promotional merchandise and support will be freely available.

On site roadshow (including a joinmyjourney branded car and purple space hoppers!)

Meeting(s) with a joinmyjourney representative to provide guidance and help plan your campaign

Merchandise list:

- JMJ branded USB car charger
- JMJ powerbank
- JMJ car freshener
- JMJ (purple) Ice scrapers
- JMJ (purple) Folding umbrellas

To order promotional items or book a roadshow.

Contact: Richard Drew

Email: Richard.Drew@southglos.gov.uk

or tel: 07824 081060

6. Key messages and quotes from joinmyjourney users you may wish to use in your campaigns

Quotes from existing joinmyjourney users:

- *Simple to use*
- *Safe – you will only be visible to colleagues in the same workplace*
- *You can set your own preferences – such as gender, non-smoking & food*

7. Social Media

Twitter

If you are mentioning joinmyjourney on twitter, please include @journeyjoiner in your message.

8. joinmyjourney contacts

For further information, communication guidance and questions contact:

Richard Drew

Email: Richard.Drew@southglos.gov.uk

or tel: 07824 081060

Version Date: June 2017

Appendix A – Examples of promotional materials



Side 1 of A8 information card.
Also available as a plasma screen slide and power point slide.



Side 2 of A8 information card.
Also available as a plasma screen slide and power point slide.



joinmyjourney

Fed up of traffic congestion, parking problems and commuting costs?

You need to **joinmyjourney**

By working together we can take significant steps towards reducing all these problems, not to mention our environmental impact.

How? It's as simple as 1-2-3!

- 📍 Visit **joinmyjourney.org** and get registered
- 📍 Enter your starting postcode.
Select your destination.
Registered destinations can be selected from a drop down list.
- 📍 Discover and contact other commuters on your route to share journeys with by car, bicycle or on foot.

Quotes from existing users

Simple to use”

“Safe – you will only be visible to colleagues in the same workplace”

“You can set your own preferences – such as gender, non-smoking & food”

Use joinmyjourney now!

- 📍 Free to join
- 📍 Easy to use
- 📍 Save money

Visit joinmyjourney.org to register or download iOS, Android or Windows app

Supported by:

