



Families for Life x Partners

Marketing Toolkit | National Family Festival Edition



Let's co-brand together! Inside you'll find:

- About National Family Festival
- Logo Pack
- Colour Palette, Elements
- National Family Festival Key Messages, CTA, Hashtags
- Social Media Template
- Website Banner
- More info on National Family Festival



About National Family Festival

The **National Family Festival**, rebranded from National Family Week, is an annual event to celebrate family ties and encourage families to engage in meaningful and fun-filled activities to strengthen family bonds. Held from **25 May to 23 June 2024**, the National Family Festival is led by the Families for Life (FFL) Council and its partners across the people, public and private sectors. With an exciting line-up of events, programmes and promotions specially curated to cater to families of different archetypes, there is something for every family at the National Family Festival.

For more information, please visit www.go.gov.sg/familyfestsg-2024.



Logo Pack

For individuals to be immersed into the NFF festivities, no matter which partner's event they are supporting.

BROUGHT TO YOU BY

Partner's
logo

IN PARTNERSHIP WITH



IN SUPPORT OF



e.g. This event is brought to you by xxx, in partnership with Families for Life, in support of the National Family Festival.

Download the logos over [here](#).

Note: Logo size is to be legible. Breathing space: Top-Left 40px.

Colour Palette & Elements

The NFF colour palette is a mix of pastel colours that are in the shades of FFL's brand colours.



Note: Colours can be darkened or lightened when visual clarity is needed.

Social Media Post - Text

Standardised CTA and hashtags to be used accompanying your content on NFF.

Standardised CTA

“Let’s all say “Yes” to Family Time at the National Family Festival 2024!

Together, we can build a Singapore Made for Families. For more information, visit: go.gov.sg/familyfestsg-2024-join-us.

Standardised Hashtags

#FamilyFestSG #FamiliesforLife



Social Media Post – Frame Template

Social media frame can be used when sharing content on NFF.

Standardised border with cohesive look and feel

Download the design border template over [here](#).



National Family Festival Website Banner

Website banner for use on event listings, articles etc.

Download the website banner over [here](#).



The banner features a central illustration of a family enjoying various activities. A large blue speech bubble in the center contains the text "NATIONAL FAMILY FESTIVAL 2024" and "YES TO FAMILY TIME ANYWHERE, ANYTIME". Surrounding this are scenes of people playing sports, reading, and working. Callouts include "FREE SPORTS TRIOUTS!", "BECKY BUNNY Families for Life mascot", "HOME", "EXCITING GAMES, PRIZES AND MORE AWARDS!", "PLAY", "ADMISSION IS FREE!", "FUN FOR ALL AGES!", and "WORK".

Brought to you by

Co-organisers

In support of

FAMILIE LIFE **MSF** **MINISTRY OF SOCIAL AND FAMILY DEVELOPMENT** **NYC** **NATIONAL YOUTH COUNCIL** **People's Association** **Sport SINGAPORE** **SG made for famoves** **Celebrating @ Volunteers**

**Celebrate
family
with us.**

25 May - 23 June
www.familiesforlife.sg



More info on National Family Festival

Overarching Narratives

- Family gives us meaning and strength. Time with our loved ones is worth prioritising.
- All of us have a part to play in nurturing and building strong, resilient families at **Home, Work and Play**.
- FFL partners corporates, community and individuals to play an active role in supporting families across different life stages.
- Families can readily access FFL's programmes and resources to help them navigate challenges and milestones in life.
- Together, we can create a Singapore Made for Families where families can thrive and flourish.



More info on National Family Festival

Key Campaign Messages

- **Family gives us meaning and strength. Time with our loved ones is worth prioritising.**
- **Strengthening Bonds at Home, Work and Play.**
 - At **Home**, individuals can be empowered and equipped with resources to strengthen marriages and build family resilience.
 - At **Work**, employers can champion and adopt family-friendly practices.
 - Recognising the importance of **Play** in strengthening family ties with a variety of fun-filled experiences for families to create meaningful and lasting memories.
- **NFF has something for all families to partake in.**
- **All of us can play our part to strengthen families.**





**Thank you for being a
part of NFF 2024!**

