



## Guidance for Using the Rosettes as Social Media Assets – Communities Vision Campaign



The **Communities Vision Rosettes** are a key visual asset designed to celebrate and highlight community contributions, milestones, and engagement in our **borough-wide campaign**. To ensure they are used effectively and consistently across social media, please follow these guidelines.

### 1. Purpose of the Rosettes

The Rosettes symbolise:

**Recognition** – Celebrating individuals, groups, and initiatives making a difference

**Community Pride** – Showcasing the strength and unity of our borough

**Engagement** – Encouraging participation and involvement in the campaign

### 2. How to Use the Rosettes in Social Media Assets

**Recognition Posts:** Use the Rosettes to highlight key contributors, local heroes, and outstanding initiatives

**Milestone Celebrations:** Mark important achievements in the Communities Vision journey (e.g., events, pledges made, community impact)

**Call-to-Action Posts:** Encourage people to get involved by using Rosettes as a symbol of progress and support