

Introducing:

The programme name idea and visuals



Hello

We are launching an exciting new programme to help people across Manchester live, work and travel in ways that are good for us, our city and the environment.

To bring this to life we're giving it a name which will be shared far and wide and creating designs to support community projects, share tips and celebrate local people doing brilliant things in their day-to-day lives to tackle climate change.

We want to know what you think! Please have a look over and share your views on the webpage.

Our aims and values

The design and messaging will be...



**Making it
easier
to take
action**

**People
focused**

**Down to
earth**

Positive

**Celebrating
success**

Accessible

**Shared
across
the city**

**About on
everyday
actions**

**Action
based**

**Led by the
community**

**Taking
pride in the
city**

Collaborative

Playful

Relevant

Fun



The proposed name

In Our Nature
@InOurNatureMCR



**We'd love to hear you
thoughts. Please share
your views on the
webpage.**



Supporting messaging ideas

The solutions to climate change are

In Our Nature

Why Manchester?

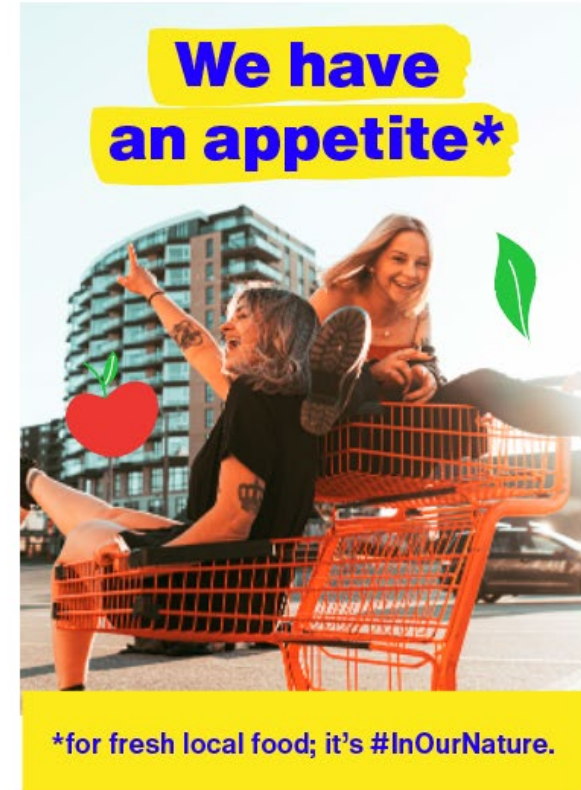
Being changemakers, trendsetters, trailblazers is #InOurNature.

So it's only natural that we're going to come together and lead the way in tackling the climate emergency.

- Households and communities have the skills, knowledge and power to respond to the climate emergency – whether it's by making savvy lifestyle choices, voting with their wallet, or pushing elected leaders to do more.
- Spending time in nature is good for us – for our health and wellbeing, and for our communities. Green spaces in our cities help soak up carbon, reduce urban heating and prevent flash flooding. Green spaces provide habitat and food for wildlife, who in return help plants thrive.
- Nature is good for our economy and has the potential to create millions of good, green jobs.

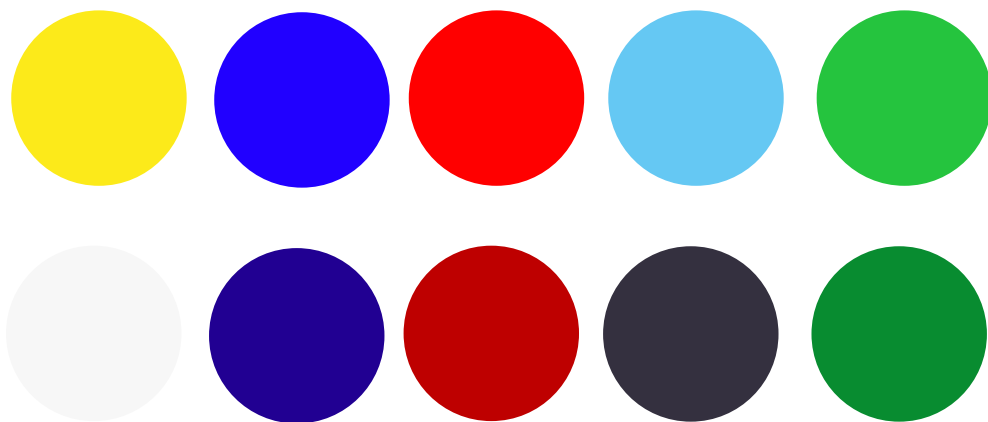


Supporting messaging ideas



Bringing the programme to life

Colours



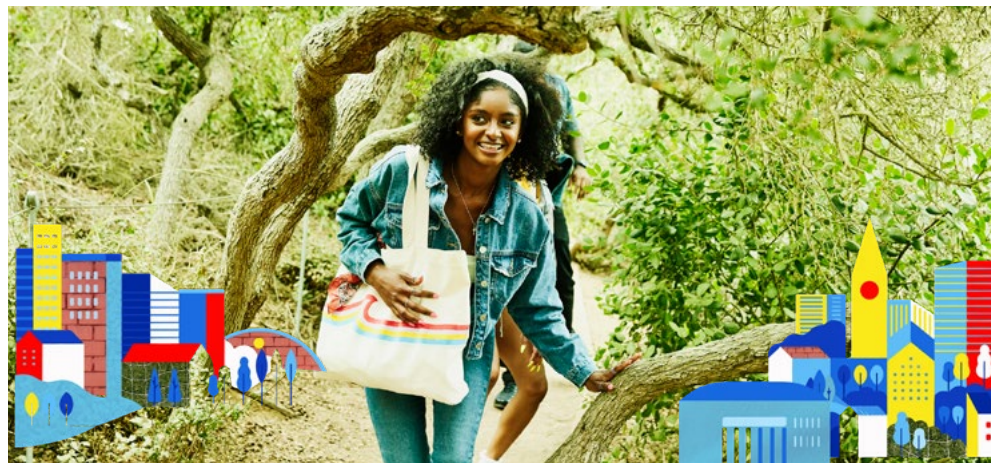
Icons



Illustrations



Photography



Templates and personalised assets

- Tips cards
- Poster
- Sign
- Recipe cards
- Window stickers
- Social media assets
- Bank of photography and illustrations



Template poster, flyer, signage backgrounds can be created for to personalise with messaging.

Customisable logo →

Our community is taking action, it's

In Our Nature

Signs and stickers →

**Proud to be part of
In Our Nature**



Thank you

We'd love to hear your thoughts
and suggestions as the programme develops

