# Neon®

### Action for Children National Children's Hour



#### 'When the big hand reaches for the little hand.'

Leaing UK charity Action for Children were to launch a new campaign aimed raising awareness of the huge value to children of having a least an hour a day of play and interaction with their parents or guardians.

They needed an identity to promote the campaign, and to really strike a chord with parents and guardians about the importance of this hour to children. Our approach was to create a typographic mark, incorporating a clockface that indicated the one hour a day – with the hands subtly suggesting a grown-up with a small child, peeking out from behind.

To add a further emotive element, we combined the mark with a warm and playful line, 'When the big hand reaches for the little hand' – underlining the importance of the connection between parent and child.

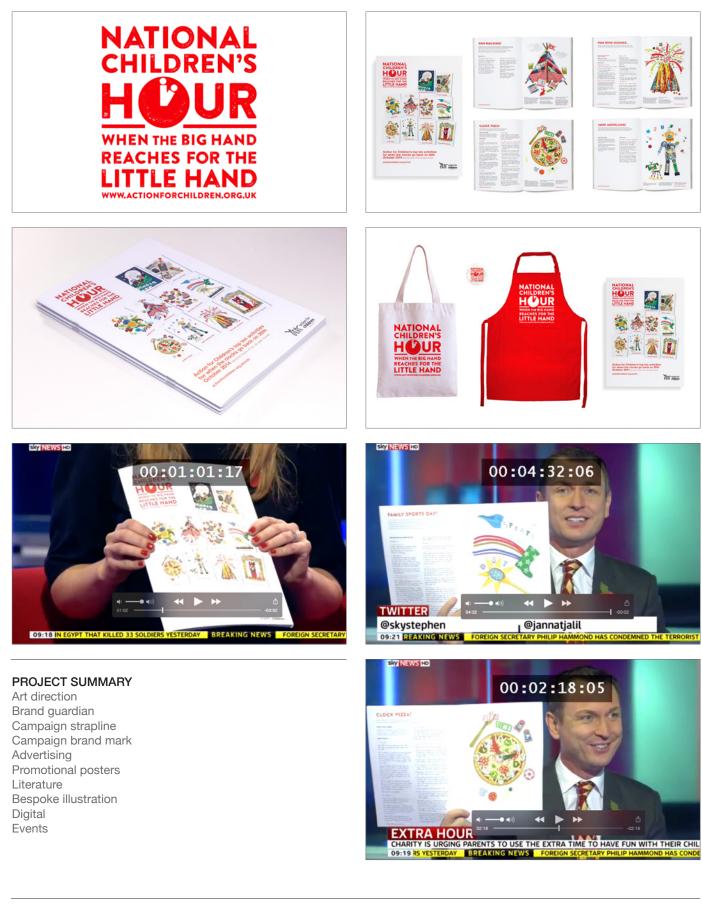
#### Kind words...

"Action for Children appointed Neon in 2014 to create a powerful creative idea and identity for National Children's Hour. Neon delivered this in spades, presenting us with a campaign where early signs indicate that the public will be active and enthusiastic participants. Working with Neon, you can expect strategic thinking combined with beautifully crafted creativity to bring a vision to life. As Head of Brand and Marketing, I not only appreciate the single-mindedness of their approach and attention to detail, but also the easy working relationship and genuine partnership they bring to the table."

SHEONA MICHIE Head of Brand and Marketing Action for Children

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If you'd like to know more about Neon, or if you have a project/pitch/ roster review you'd like to discuss with us, we'd be absolutely delighted to hear from you. Please call Dana Robertson on the number below, or drop him an email info@neon-creative.com or call +44 (0)20 3289 1733

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