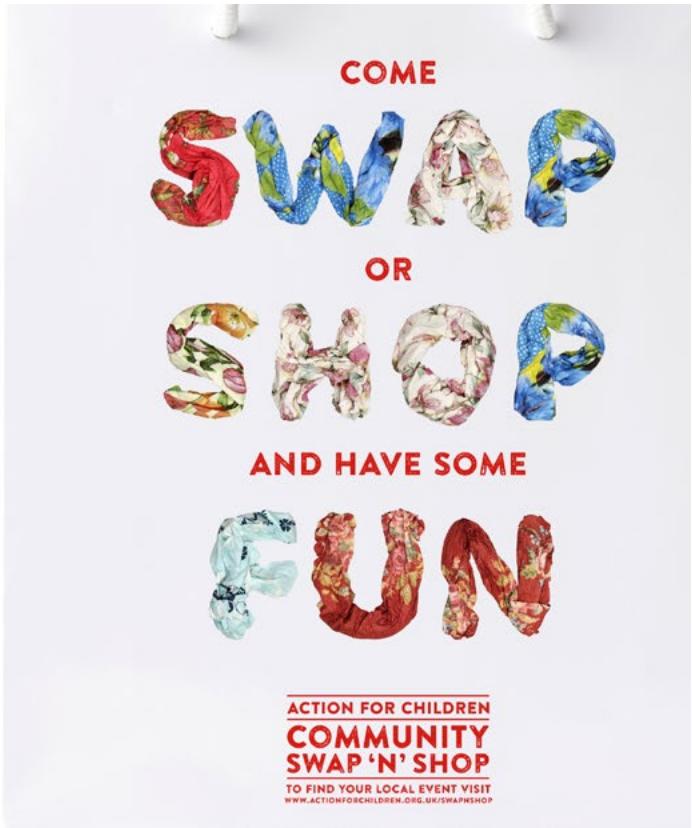


## Action for Children 'Community Swap 'n' Shop'



### Giving the humble jumble sale a make-over

A lovely brief from long-time client Action for Children, who asked us to create a strongly distinctive and warmly inviting look for their latest initiative for fund-raising at a local level called 'Community Swap 'n' Shop'.

They wanted to elevate the humble jumble sale into something more enticing; a real community event, aimed at bringing people together and giving them a chance to enjoy a chat, and get to know each other.

The flexible visual style we created was based around a specially designed typeface made out of clothes - which we used to spell out a series of friendly and enticing messages about the pleasures of shopping and swapping, while also helping to give disadvantaged children a better start in life.

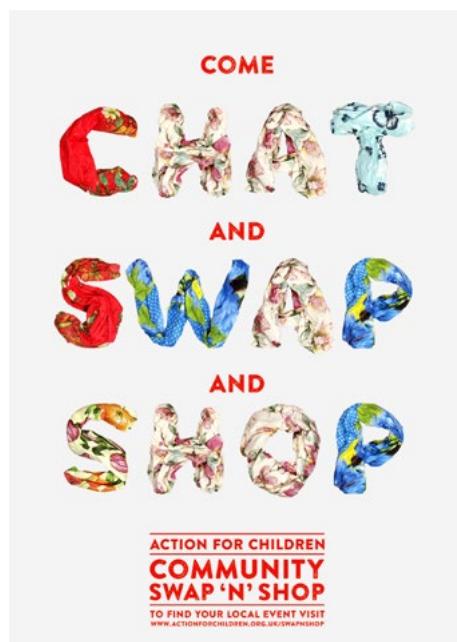
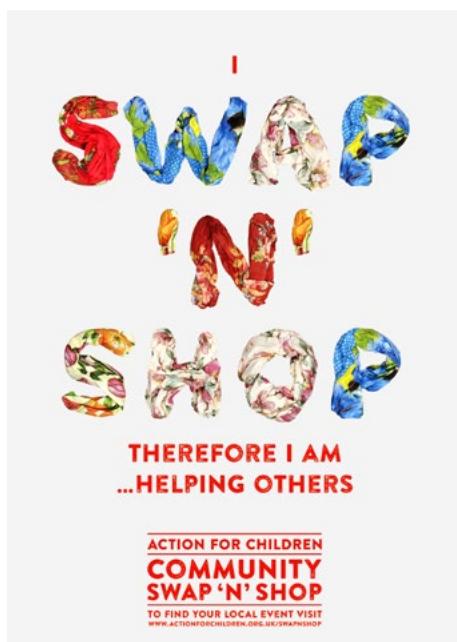
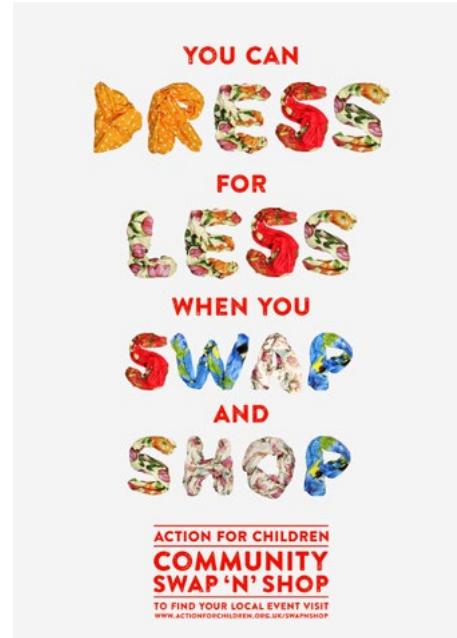
Please do have a peak at our other recent work for Action for Children including "I'm an Activist for Action for Children" and "National Children's Hour" all designed to aid Action for Children in their tireless work to help children in the UK get a better start in life. To find out more please do visit their website or their YouTube channel.

### Kind words...

*"A clever idea that makes things simple, fun and flexible for our local teams to stand out and help bring families together – as well as raising money for the local branches via Community Swap 'n' Shop events."*

**SHEONA MICHIE**  
Brand Manager  
Action for Children

## Action for Children 'Community Swap 'n' Shop'



### PROJECT SUMMARY

Art direction  
Copywriting  
Promotional posters  
Literature  
Bespoke illustration  
Digital assets