

BURNY TOOLKIT

London Wood Burning Project
Creative Campaign
2023



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CAMPAIGN OVERVIEW

Introduction

THE 'LONDON WOOD BURNING PROJECT' CAMPAIGN, JOINTLY LED BY THE LONDON BOROUGH OF CAMDEN AND THE LONDON BOROUGH OF ISLINGTON, HAS BEEN CREATED TO RAISE PUBLIC AWARENESS OF THE HEALTH RISKS AND IMPACT ON AIR QUALITY, ASSOCIATED WITH BURNING SOLID FUELS.

Introduction

MEET BURNY

Burny, our campaign mascot, was brought to life by the talented illustrator Euan Roberts.

A striking and memorable visualisation of the air pollution resulting from burning solid fuels, Burny brings to life the hidden dangers associated with burning wood, which often escape public notice. The campaign's primary goal is to prompt individuals to re-evaluate their positive perception of burning wood by vividly showcasing the negative consequences, personified by Burny.

Please note: Burny is licensed for 3 year usage, ending October 2026.



CAMPAIGN ASSETS

Hero/Green campaign creative guidelines

Burny

Landscape and portrait version available

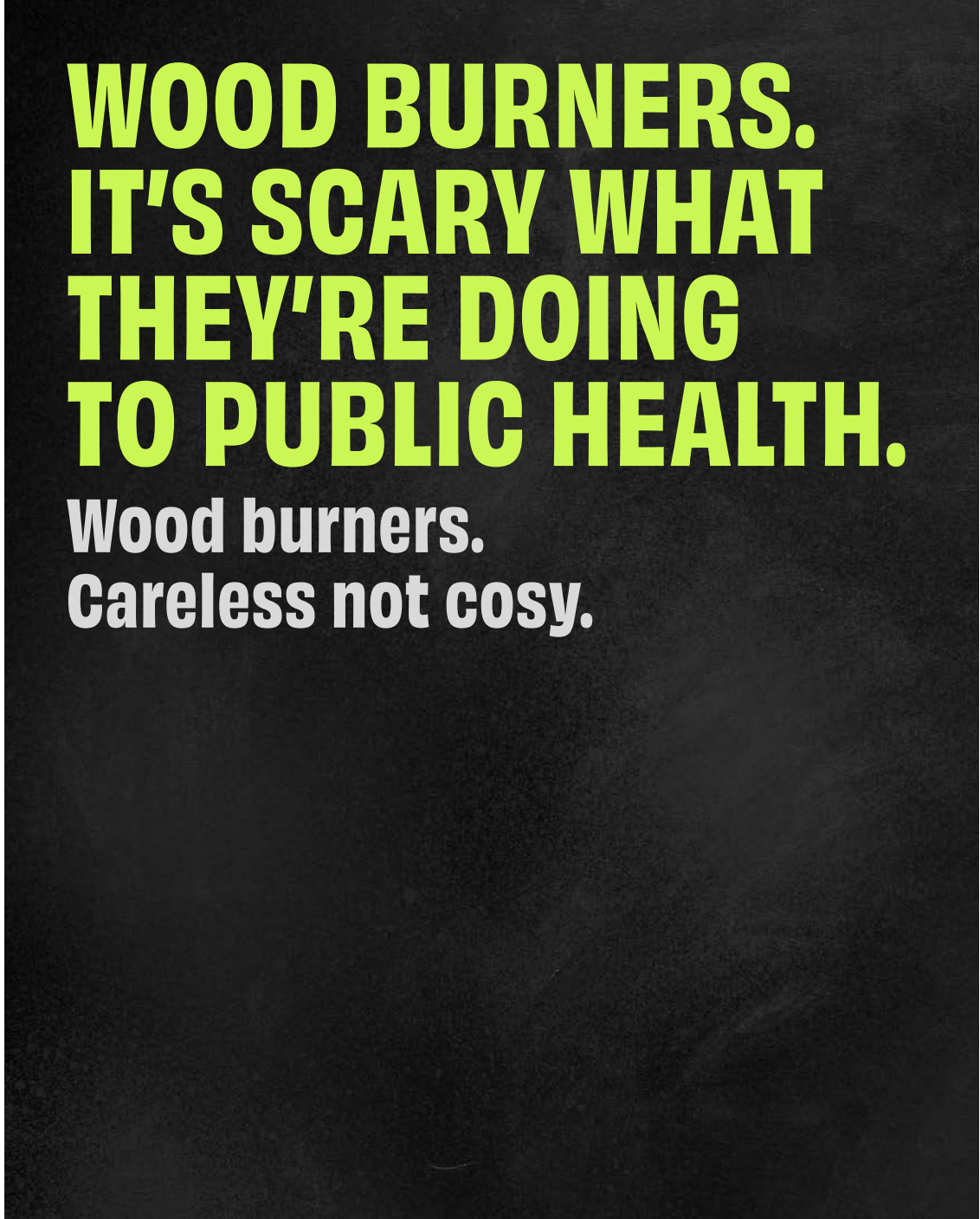


Burny's facial features should not change. Our bespoke smoke texture should always be used to fill Burny's body.



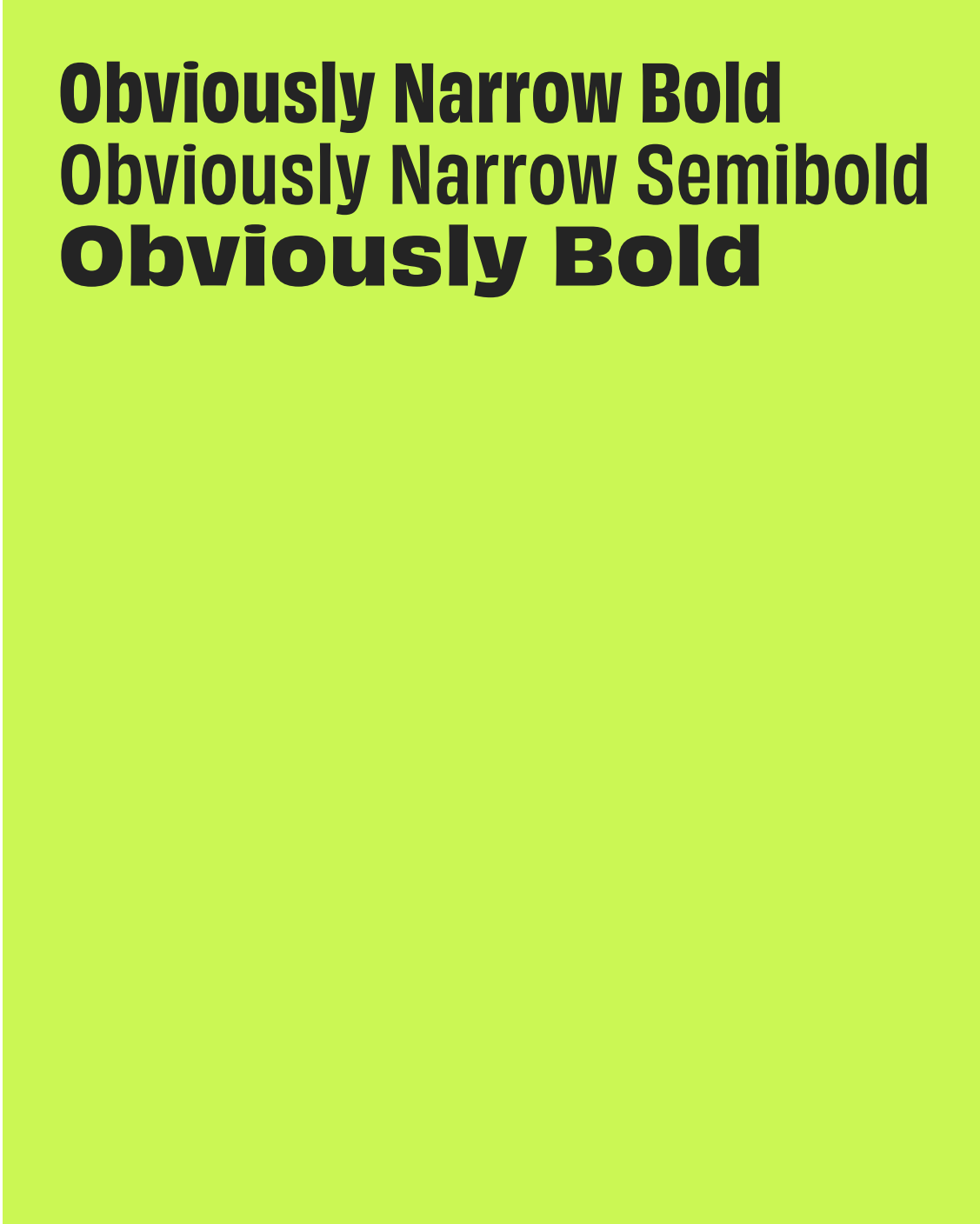
Messaging

Our core campaign message



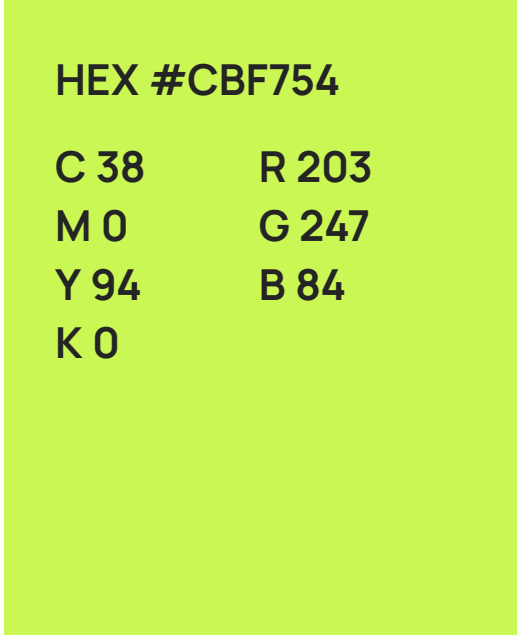
Typeface

Campaign typeface - Obviously

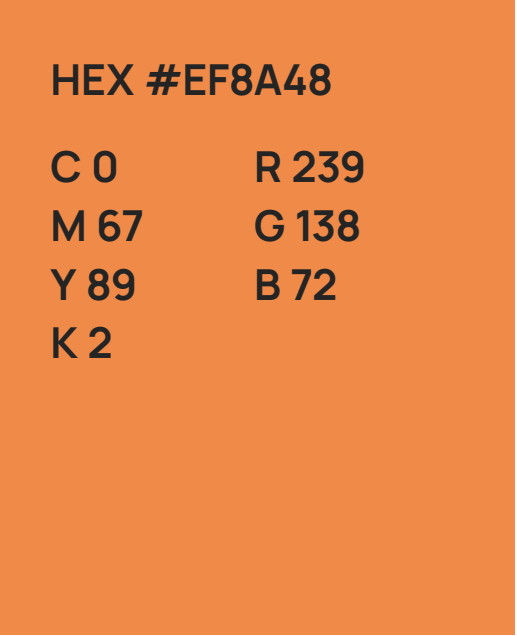


Colours

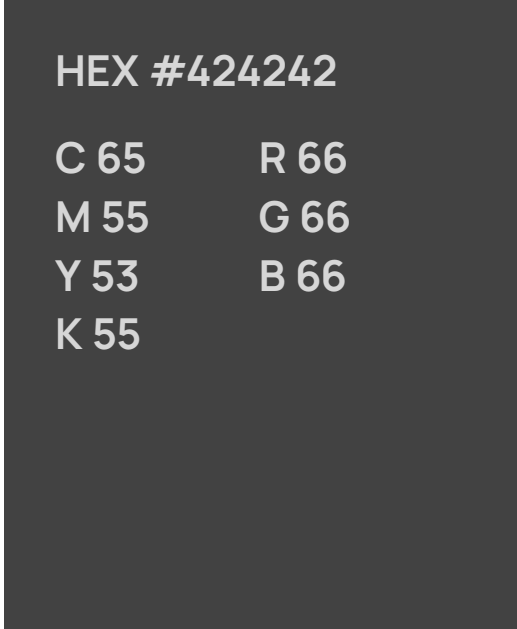
Green



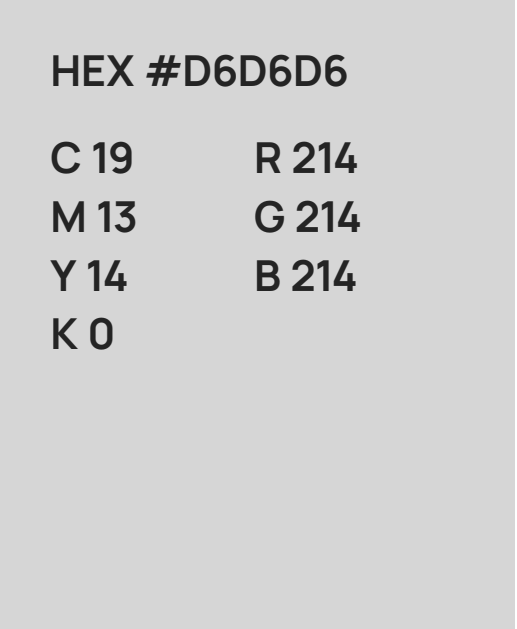
Orange



Dark Grey



Off-White



Peach campaign creative guidelines

Burny

Landscape and portrait version available

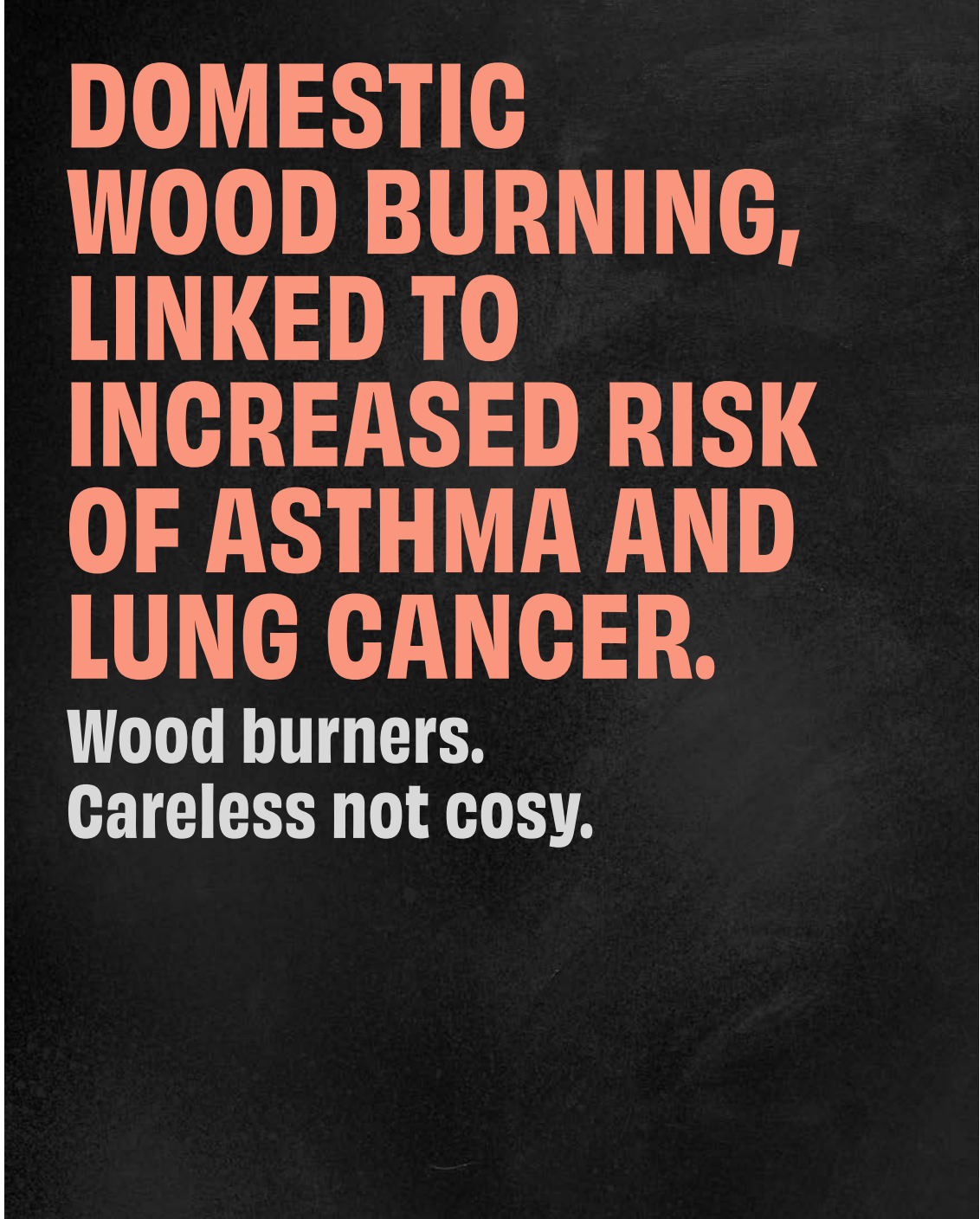


Burny's facial features should not change. Our bespoke smoke texture should always be used to fill Burny's body.



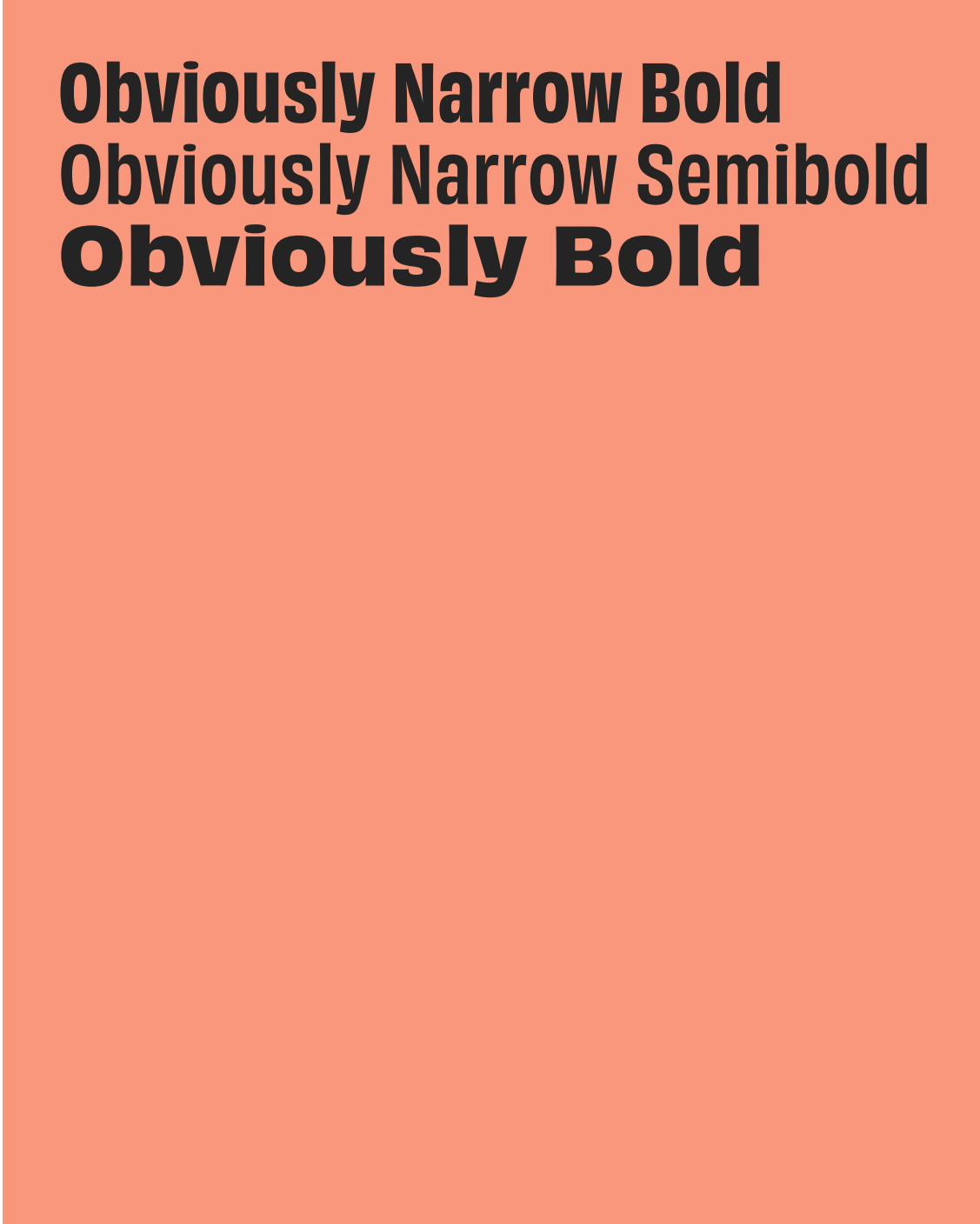
Messaging

Our core campaign message



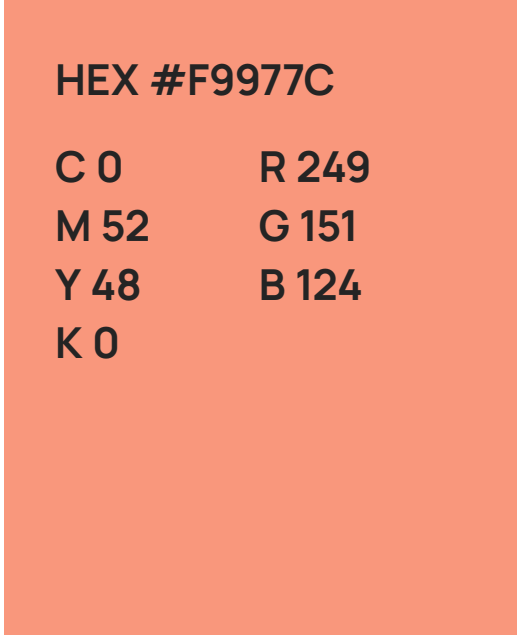
Typeface

Campaign typeface - Obviously

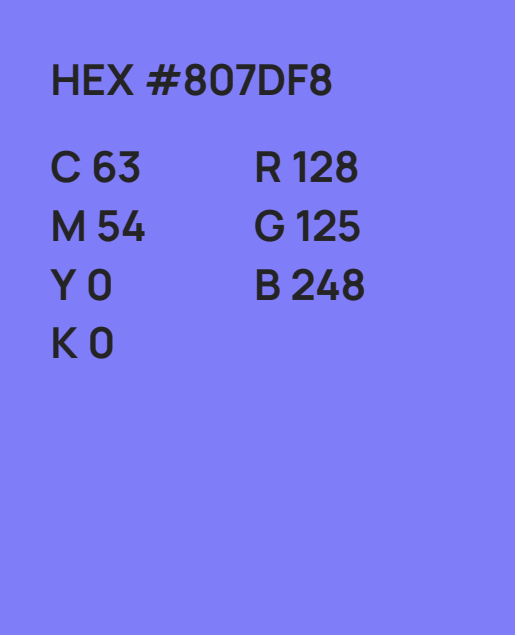


Colours

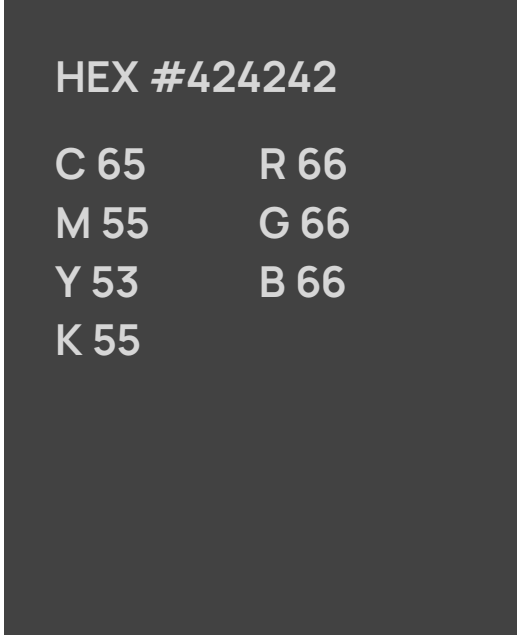
Peach



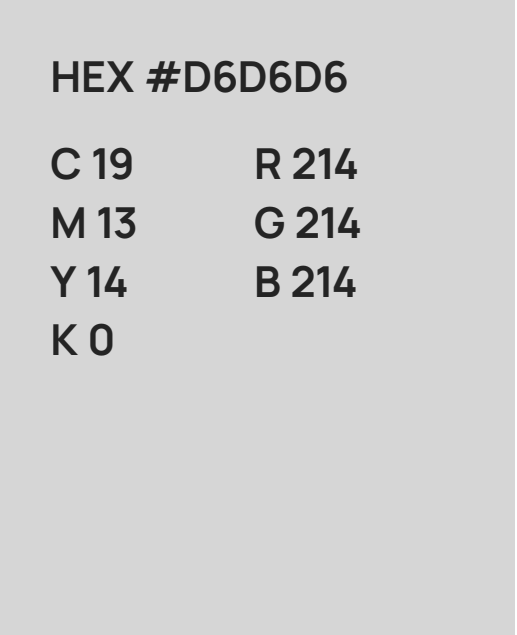
Powder Blue



Dark Grey



Off-White



Yellow campaign creative guidelines

Burny

Landscape and portrait version available

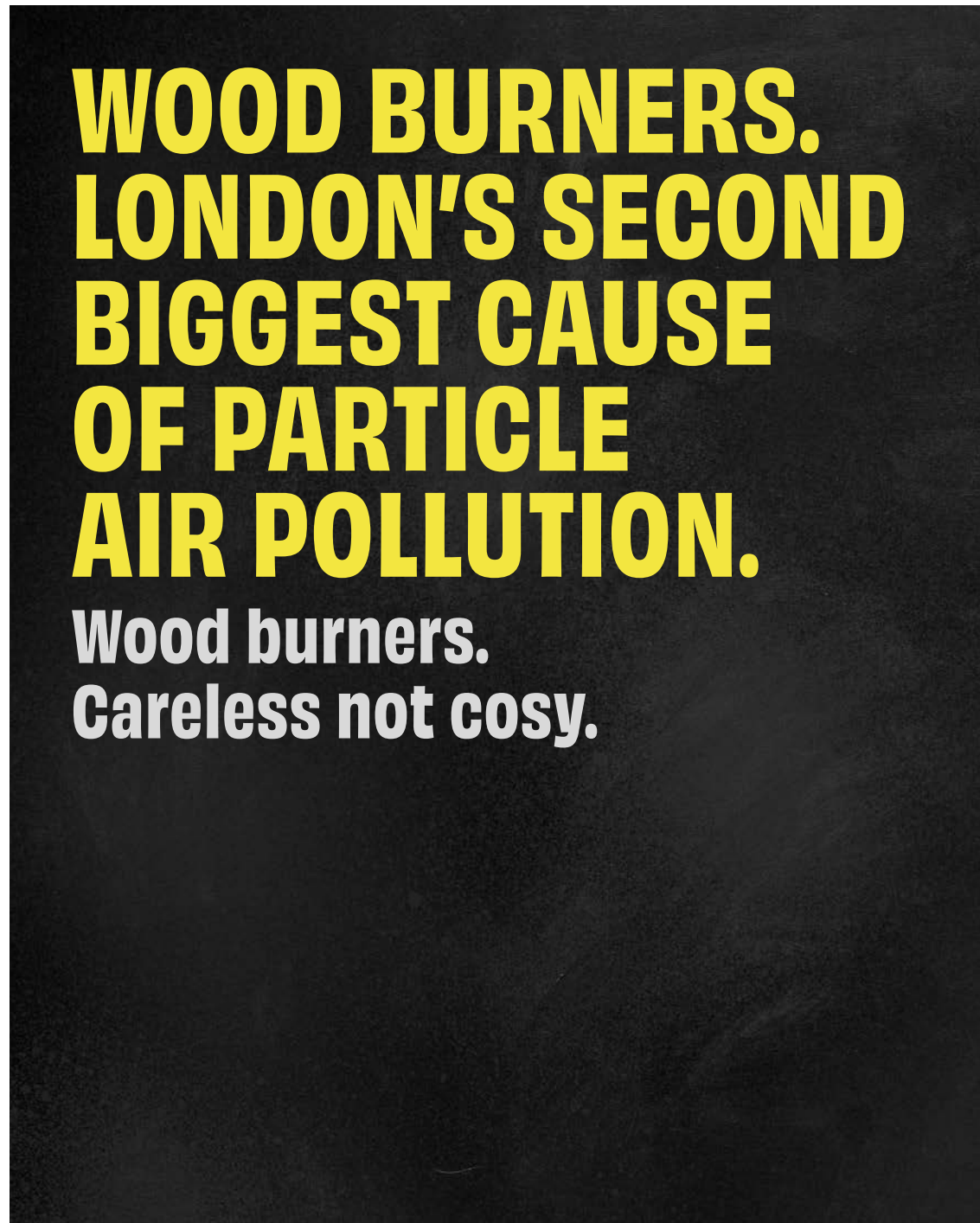


Burny's facial features should not change. Our bespoke smoke texture should always be used to fill Burny's body.



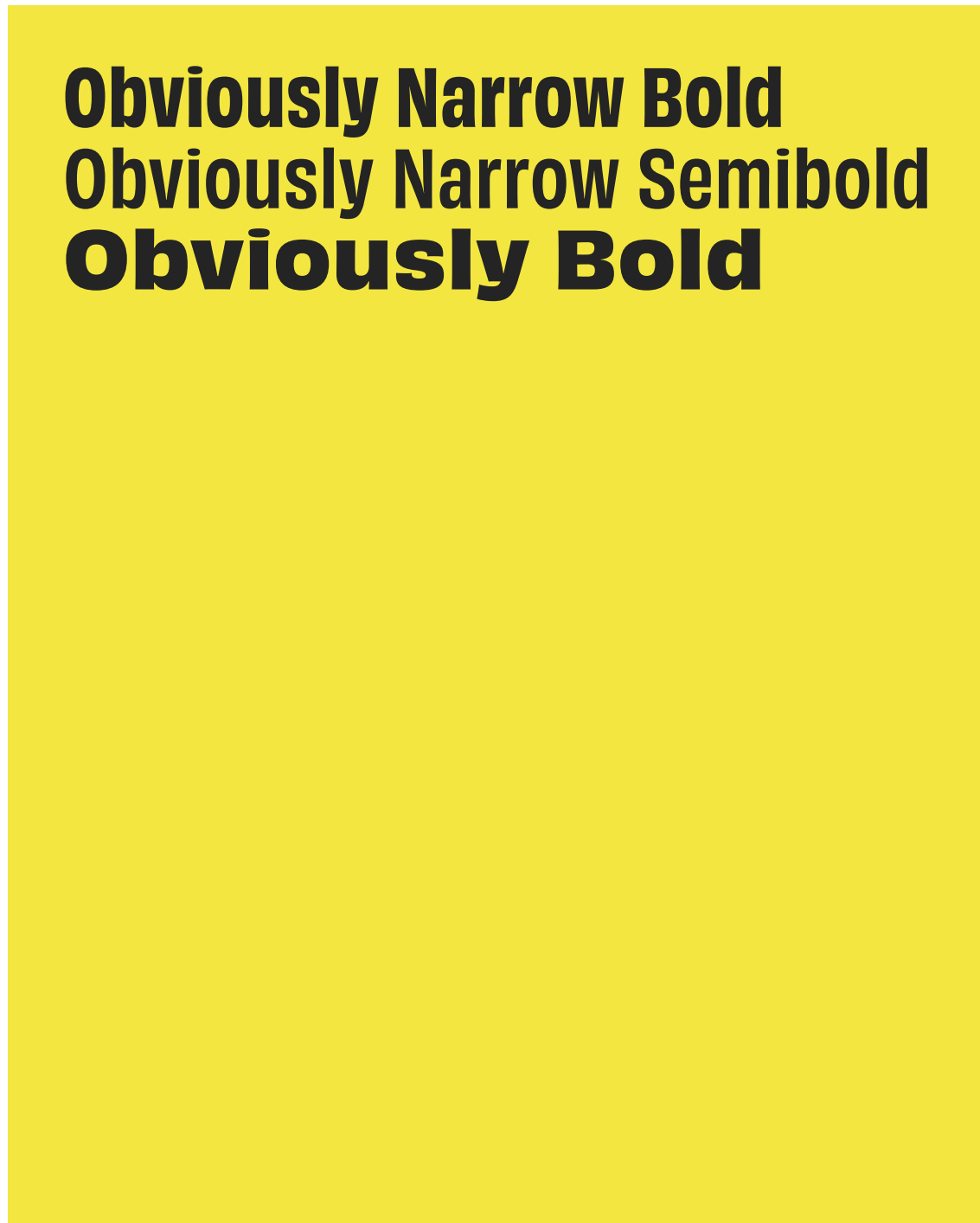
Messaging

Our core campaign message



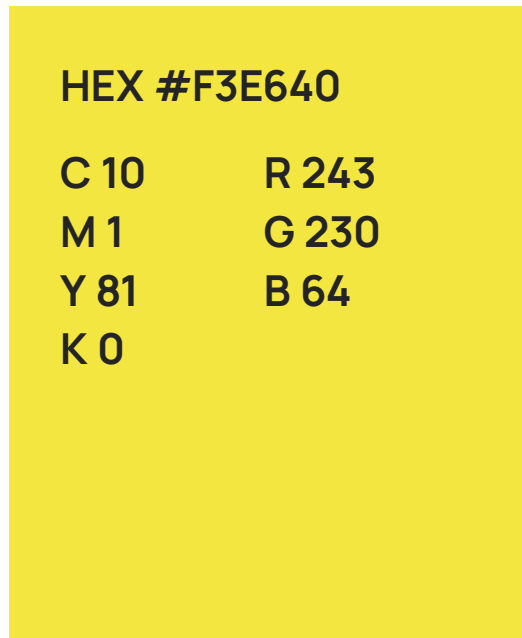
Typeface

Campaign typeface - Obviously

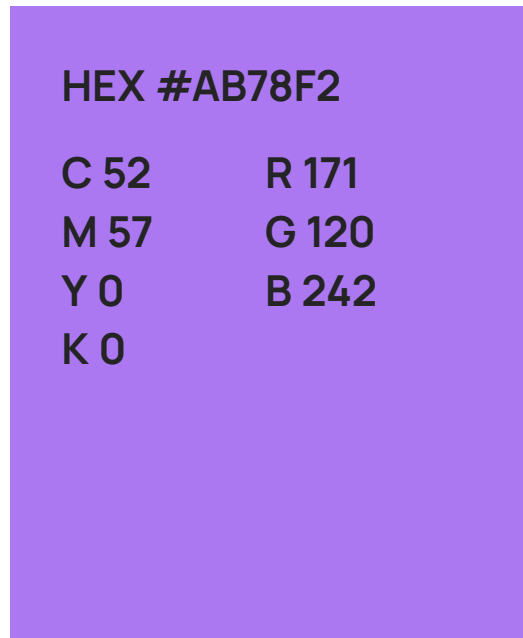


Colours

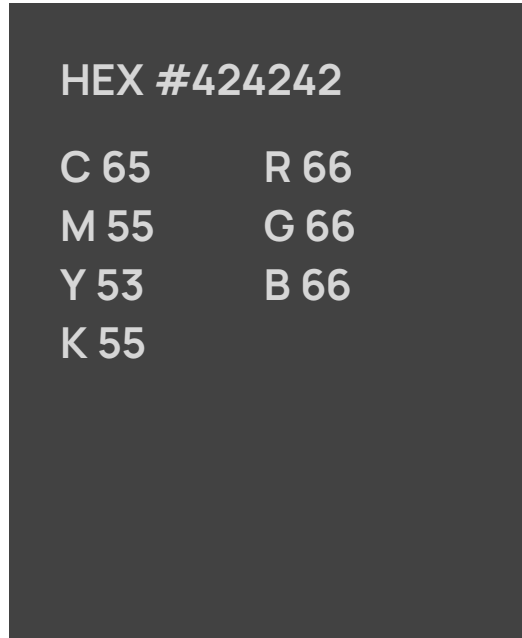
Yellow



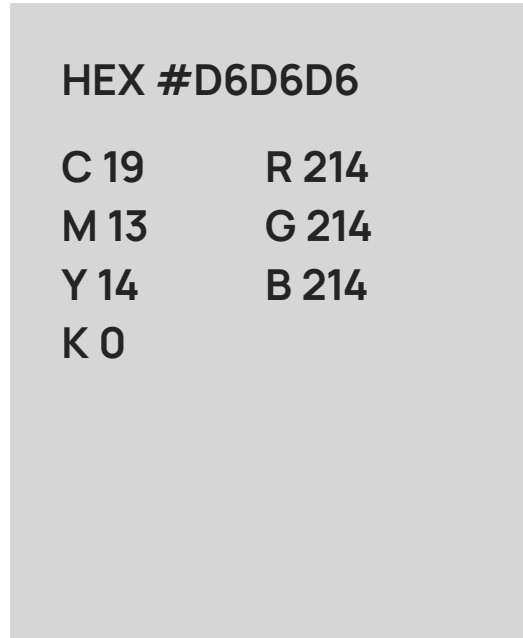
Purple



Dark Grey



Off-White



Hero key visual portrait

Headline
Obviously Narrow Bold
Tracking - 20
Uppercase
Colour - Green

Subheading
Obviously Narrow Bold
Tracking - 20
Lowercase
Colour - Off-white

Burny
Facial features should not be changed

Smoke fade
Radial gradient set at 50% opacity of background color

House
Simple one colour illustration

Wood Burner
Cut out photography

Texture
The bespoke paint brush and spray paint texture should always be used in Burny's shape

Background
Colour - Green

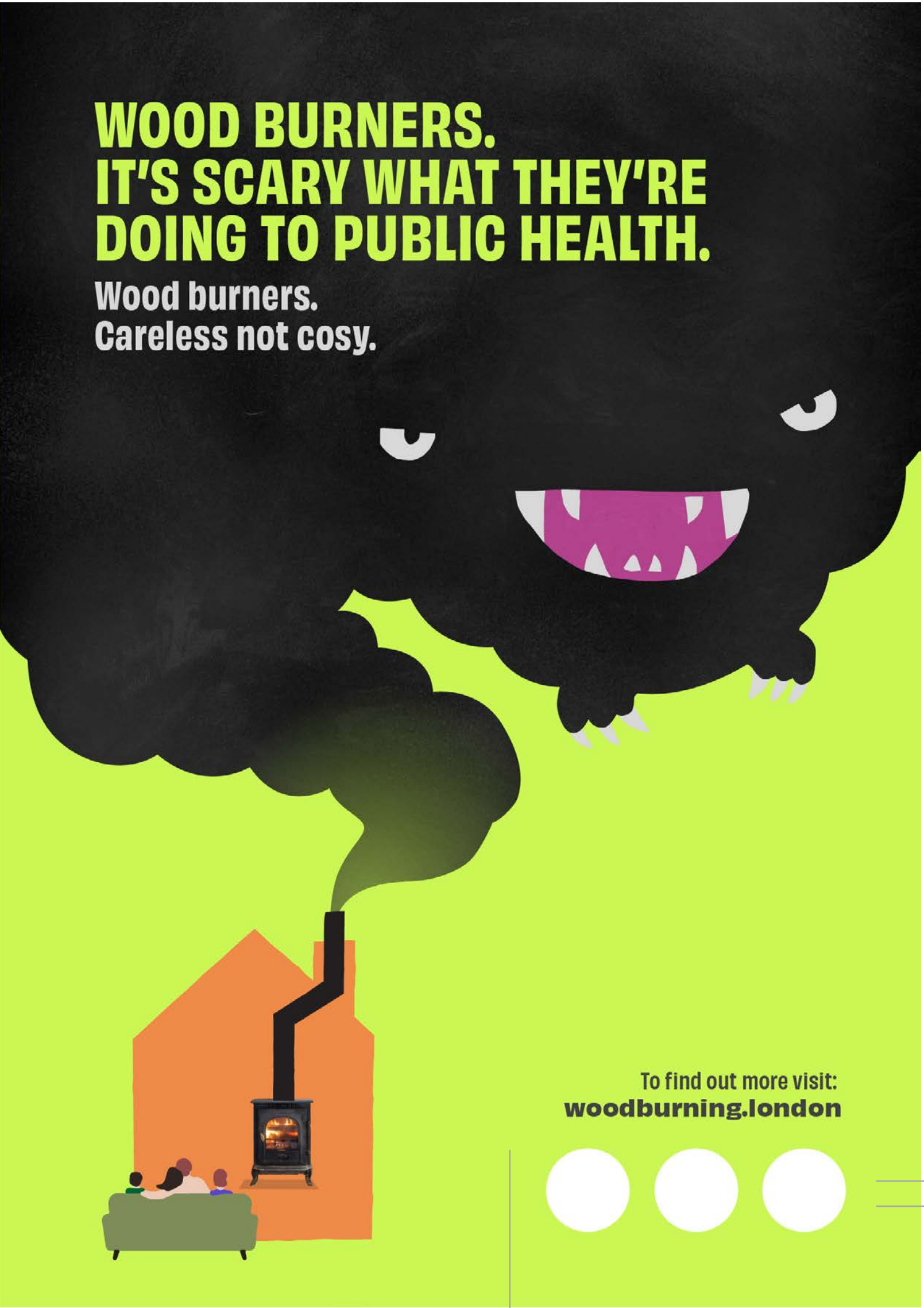
Call to action
Action set in - Obviously Narrow Semibold
Web address set in - Obviously Bold

**WOOD BURNERS.
IT'S SCARY WHAT THEY'RE
DOING TO PUBLIC HEALTH.**

**Wood burners.
Careless not cosy.**

To find out more visit:
woodburning.london

Hero key visual portrait with borough logos



QR code

If required a QR code can be used in this space alongside a single borough logo. If multiple borough logos are being used the QR code must direct to woodburning.london no more than one QR code should be used

Borough logos

Space for boroughs to place their logo, a maximum of three borough logos to be used. Please note the circles are shown for placement purposes only, please replace with logos

Borough logos should not go beyond this line

Hero key visual landscape



Note: If you require custom sizes, please reach out to Catch a Fire for support and guidance.

Hero key visual landscape with borough logos



To find out more visit: woodburning.london



Borough logos
Space for boroughs to place their logo, a maximum of three borough logos to be used. Please note the circles are shown for placement purposes only, please replace with logos

QR code
If required a QR code can be used in this space alongside a single borough logo. If multiple borough logos are being used the QR code must direct to woodburning.london no more than one QR code should be used

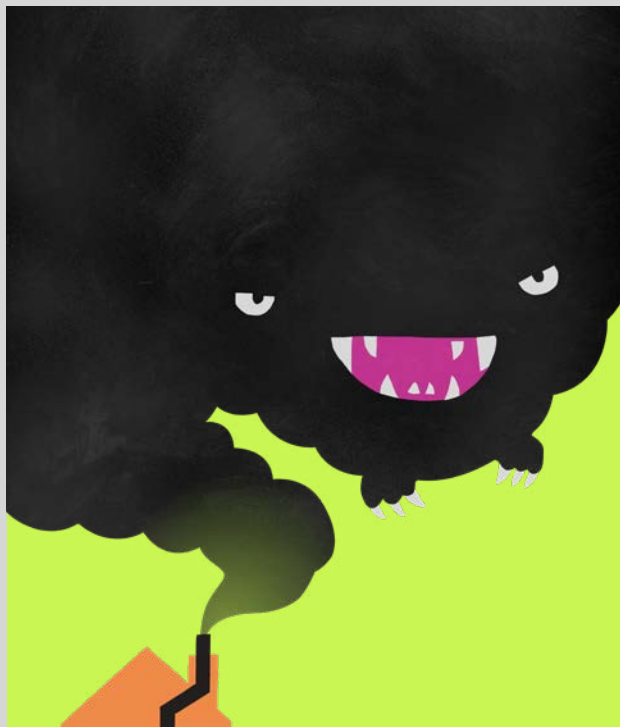
Note: If you require custom sizes, please reach out to Catch a Fire for support and guidance.

Adapting Burny

Two versions of Burny have been created, optimised for portrait and lanscape formats.

The portrait option Burny appears out of the chimney and fills the top of the layout. In the lanscape option Burny appears out of the chimney and sweeps to the right filling the layout.

Portrait



Landscape



How to extend

1. Select the portrait or lanscape option
2. Position the house
3. Extend Burny to fill the format

Example extension



Do's and Don'ts

- 1 Smoke fade should come out of chimney at 50% as a radial gradient
- 2 Ensure there is enough space for the headline
- 3 Burny should fill the format - and cropped off at least two sides
- 4 Do not change Burny's facial expressions
- 5 Check the background texture fills the entire shape
- 6 Burny should always be accompanied by the full house set, including the fireplace, sofa, and people.

Asset list

PRINT

3x A3 Portrait KVs
3 x colours (Hero/Green, Peach, Yellow)

3x A3 Landscape KVs
3 x colours (Hero/Green, Peach, Yellow)

OOH

2x 48 Sheet Outdoor
Hero/Green

2x Bus Rears
Hero/Green

SOCIAL

3x 9:16 Animations for Stories & Reels
3 x colours (Hero/Green, Peach, Yellow)

3x 1:1 Statics for Posts
3 x colours (Hero/Green, Peach, Yellow)

DIGITAL DISPLAY STATIC (GOOGLE DISPLAY NETWORK)

3x Square 250 x 250px
3 x colours (Hero/Green, Peach, Yellow)

3x In-line Rectangle 300 x 250px
3 x colours (Hero/Green, Peach, Yellow)

3x Large Rectangle 336 x 280px
3 x colours (Hero/Green, Peach, Yellow)

3x Large Mobile Banner 320 x 100px
3 x colours (Hero/Green, Peach, Yellow)

DIGITAL DISPLAY MOTION (GOOGLE DISPLAY NETWORK)

3x Square 250 x 250px
3 x colours (Hero/Green, Peach, Yellow)

3x In-line Rectangle 300 x 250px
3 x colours (Hero/Green, Peach, Yellow)

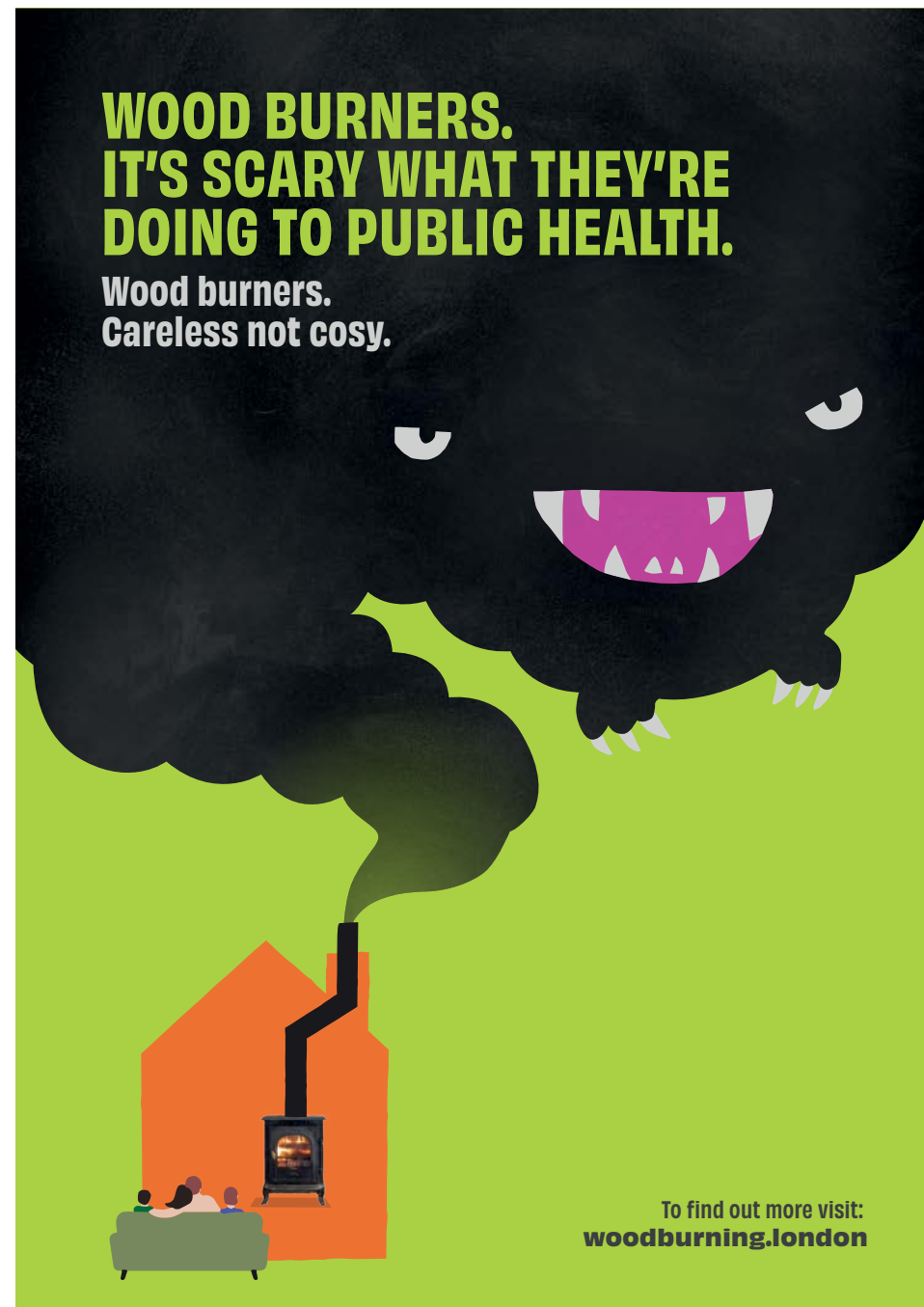
3x Large Rectangle 336 x 280px
3 x colours (Hero/Green, Peach, Yellow)

3x Large Mobile Banner 320 x 100px
3 x colours (Hero/Green, Peach, Yellow)

Print

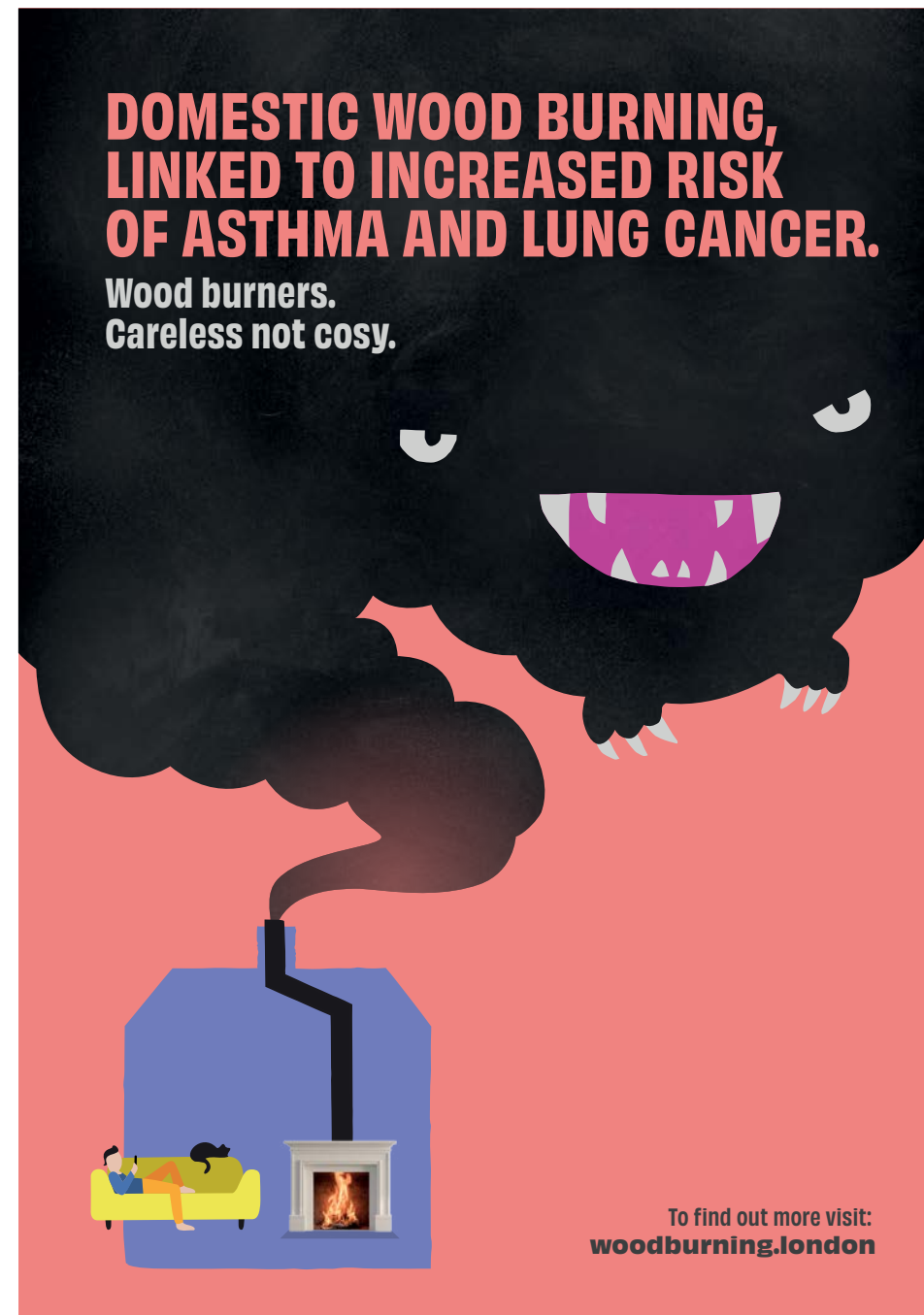
Hero/Green

A3 Portrait Poster
297 x 420 mm



Peach

A3 Portrait Poster
297 x 420 mm



Yellow

A3 Portrait Poster
297 x 420 mm



Open files: You can access the packaged files for download on SharePoint, and please feel free to reach out to londonwoodburning@gmail.com for any questions or enquiries.

Print

Hero/Green

A3 Landscape Poster
420 x 297 mm



Peach

A3 Landscape Poster
420 x 297 mm



Yellow

A3 Landscape Poster
420 x 297 mm



Open files: You can access the packaged files for download on SharePoint, and please feel free to reach out to londonwoodburning@gmail.com for any questions or enquiries.

OOH

Hero/Green

48 Sheet
6.096 x 3.048 mm

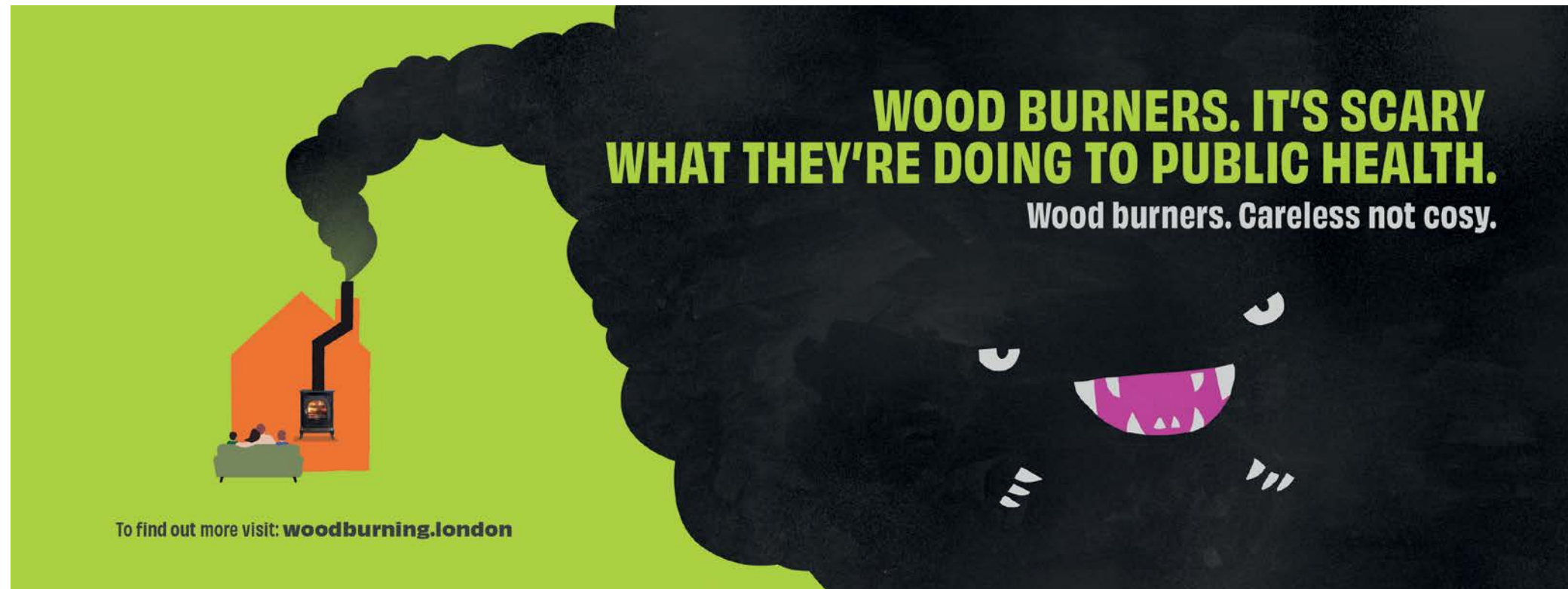


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OOH

Bus Rears

Standard Rears
1.217 x 455 mm



Super Rears
1.524 x 508 mm

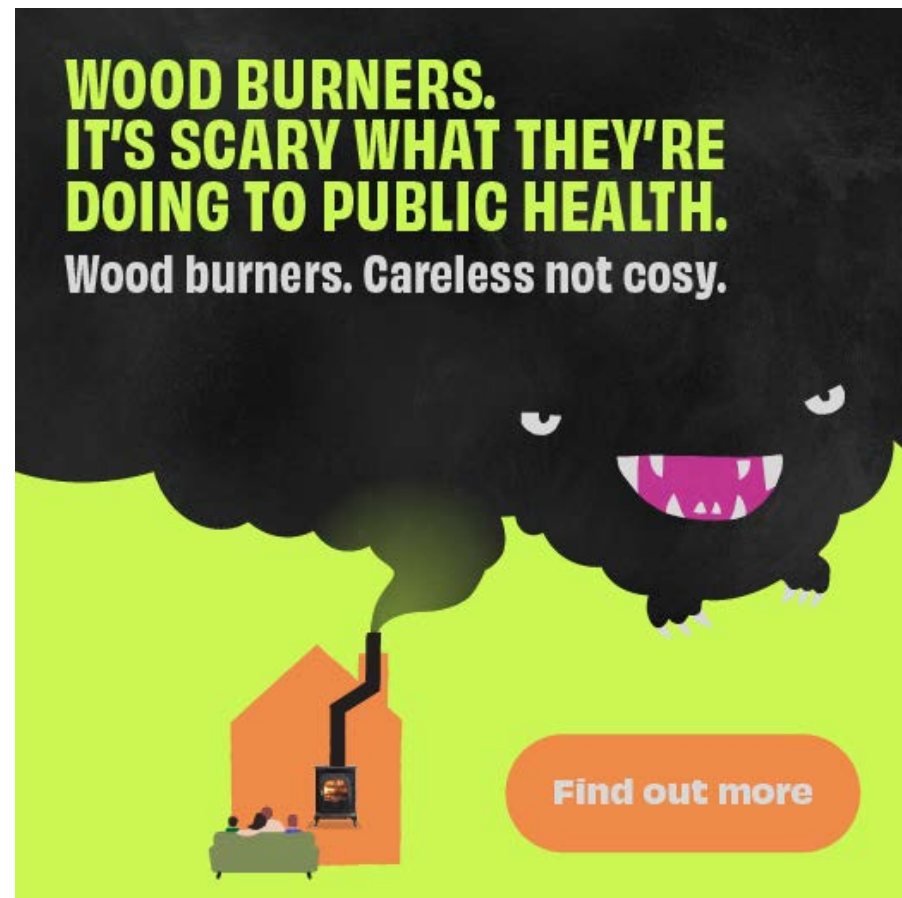


Open files: You can access the packaged files for download on SharePoint, and please feel free to reach out to londonwoodburning@gmail.com for any questions or enquiries.

Digital display

Google Display Network Assets – Static & Motion

Square
250 x 250 px



In-line Rectangle
300 x 250 px



Large Rectangle
336 x 280 px



Large Mobile Banner
320 x 100 px

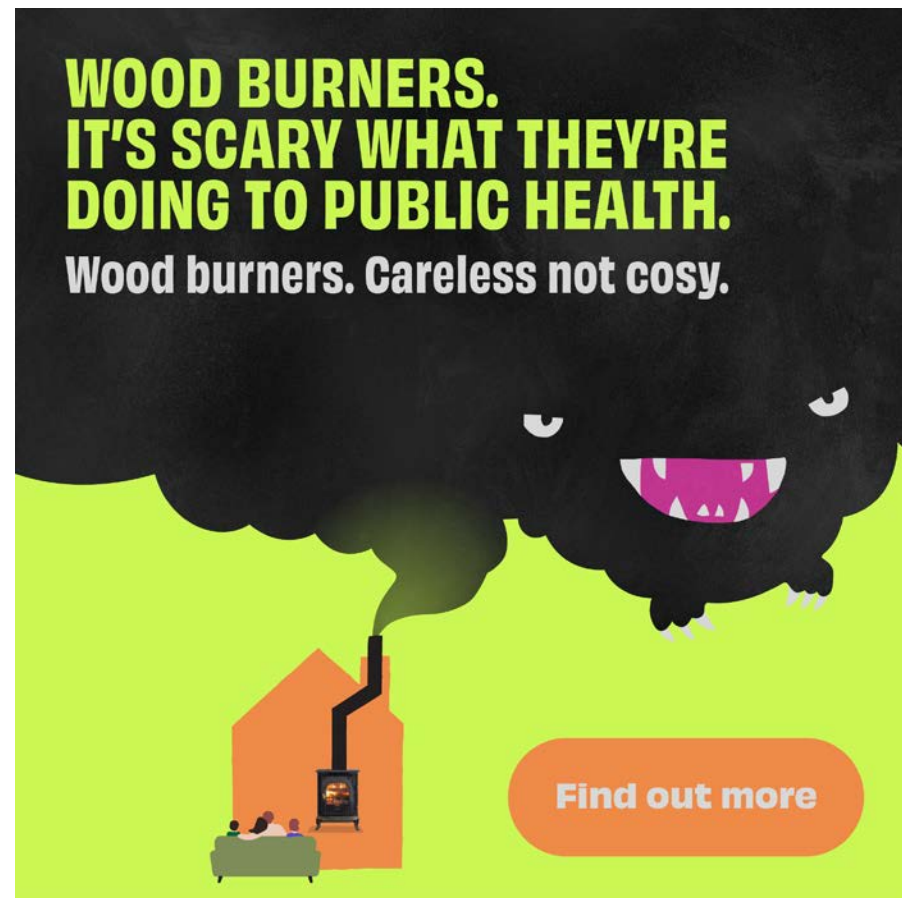


Open files: You can access the packaged files for download on SharePoint, and please feel free to reach out to londonwoodburning@gmail.com for any questions or enquiries.

Social

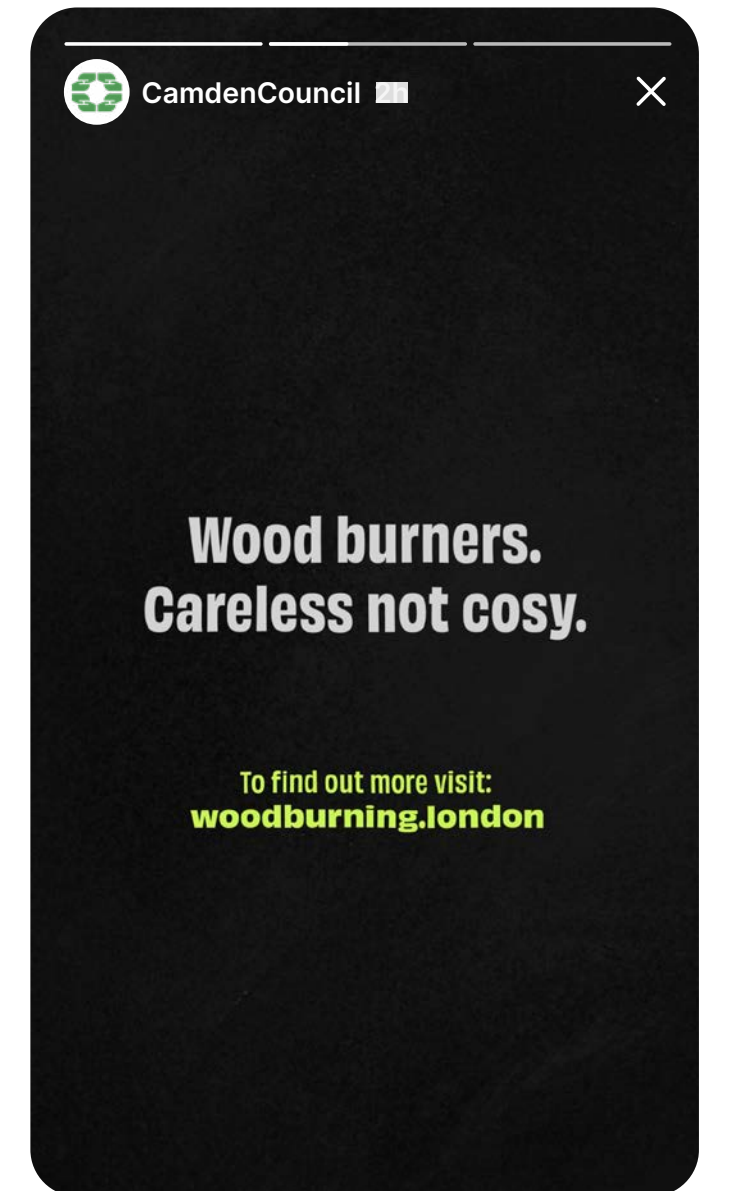
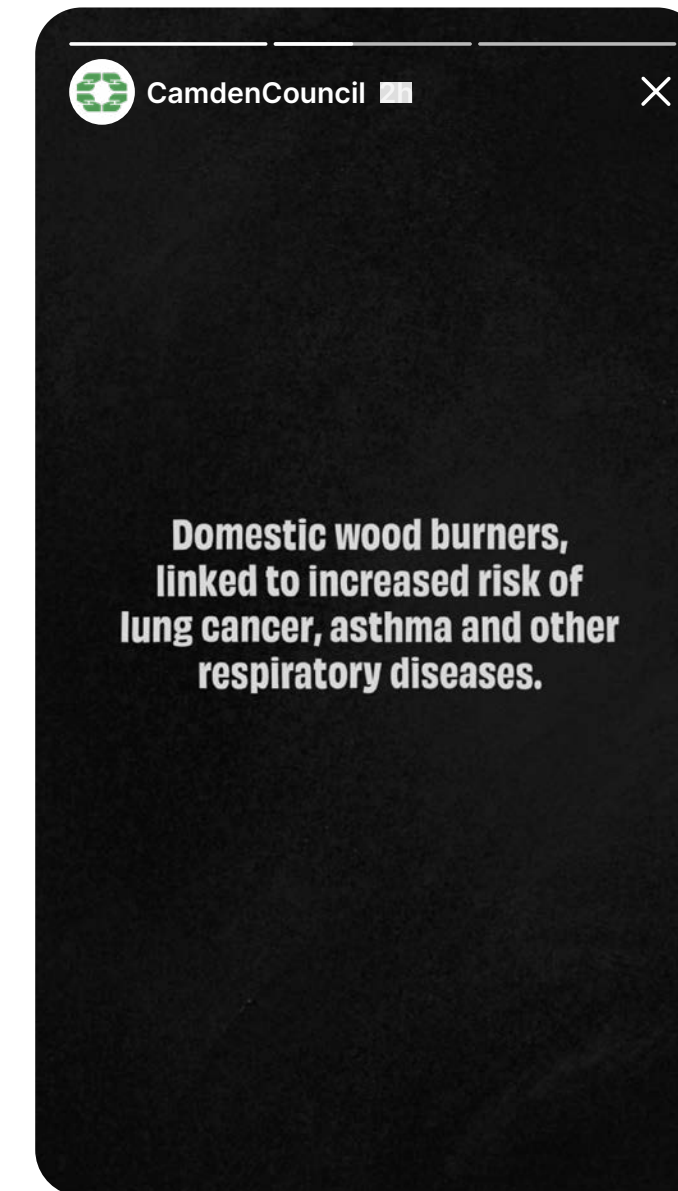
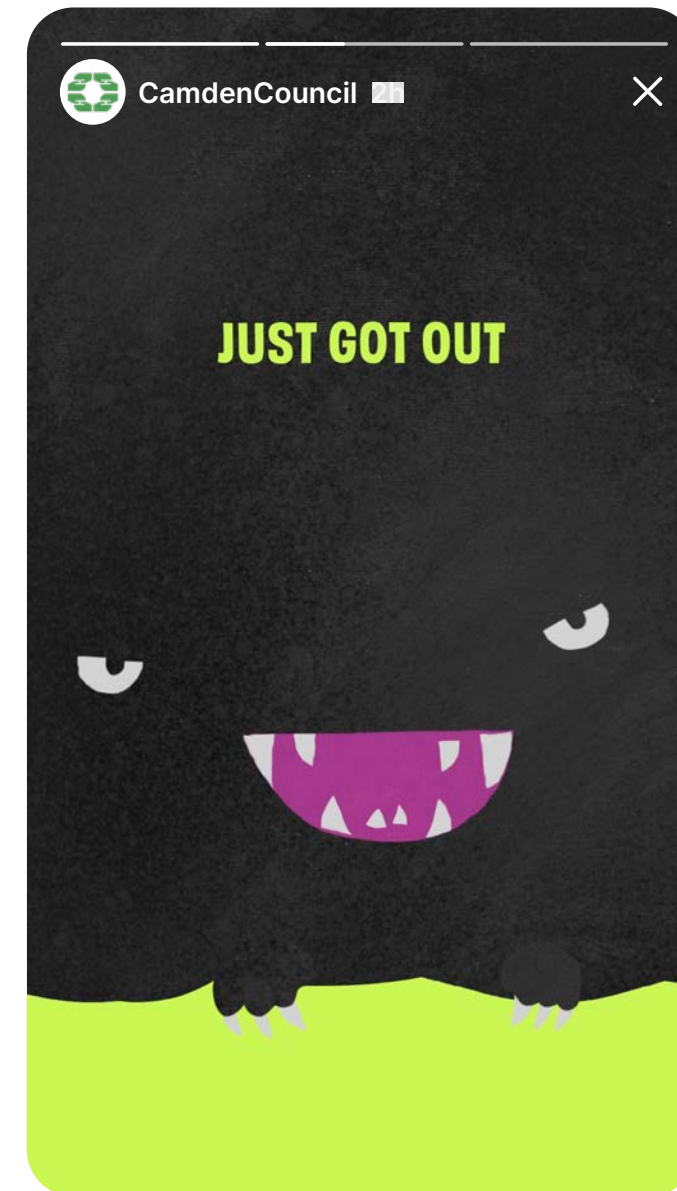
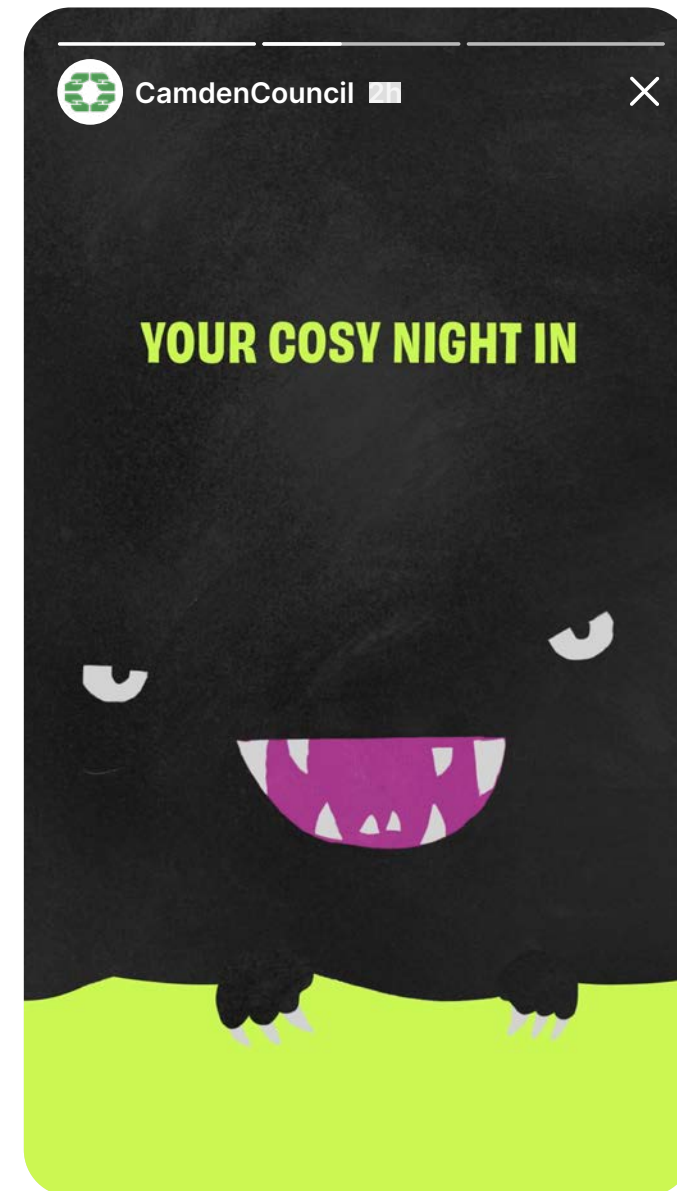
Static

Square
1:1



Animation

Instagram & Facebook Reel
9:16 20sec



Open files: You can access the packaged files for download on SharePoint, and please feel free to reach out to londonwoodburning@gmail.com for any questions or enquiries.

Radio script – 30 seconds

Once upon a time there was a monster.

It lingered around streets stealing people's breath and choking their lungs.

Every time a fire was lit to take away the chill, it climbed the chimney, filled the air and wreaked its havoc.

But this monster isn't a fairy-tale, It's the invisible fumes released into our streets and homes every time a wood burner is lit.

Open fires and wood burners are a significant cause of particle air pollution in London today.

Put an end to woodburning and an end to the monster, find out more at woodburning.london



Open files: You can access the packaged files for download on SharePoint, and please feel free to reach out to londonwoodburning@gmail.com for any questions or enquiries.

Licensing information

Illustration 'Burny'

- Covering OOH (Out of Home), print, social media, and digital display
- 3 years usage
- Ending October 2026

Radio licensing

- Talent (Richard Vaughan)
- 1 year usage
- Ending November 2024

SFX audio

- Covering radio and social media
- 1 year usage
- Ending November 2024

CAMPAIGN EXTENSION IDEAS

Contact Catch A Fire if you're interested in exploring and bringing these creative ideas to life.

Bus t-sides



Underground posters



Painted mural



Interactive digital screen



KEY CONTACTS

Agency partner:

Catch A Fire

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Campaign team:

London Wood Burning Project

londonwoodburning@gmail.com



How can we help?
www.catchafireagency.com