

Brand Recap: Key elements

- *Name:*
National Garden Scheme (not NGS)
- *Fonts:*
Headlines NGS 2017
Text: Georgia
- *Colours:* Black/white/yellow
- *Logo:*



Resource Centre: Brand Hub



Brand Hub

Download the brand guidelines, messaging guidelines, logos, fonts and anything brand related

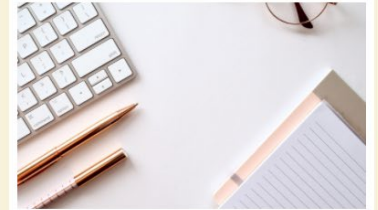
[Click here](#)



Presentations and talks

Download our sample presentations and speaker notes here

[Click here](#)









Training videos


Here you will find training videos for setting up an NGS email account, using Create and accepting cashless payments

[Watch now](#)

Logos

| Type | File | Date | Size |
|---|---|-----------------|--------|
|  | NGS_LOGO | 24th June, 2019 | 4 MB |
|  | NGS_LOGO | 24th June, 2019 | 2 MB |
|  | SOCIAL MEDIA PROFILE PIC | 24th June, 2019 | 440 KB |
|  | logo-cmyk_yellow wash- print only | 24th June, 2019 | 5 MB |
|  | logo-rgb_yellow wash web use only | 24th June, 2019 | 3 MB |
|  | logo-rgb_yellow wash transparent-background | 24th June, 2019 | 4 MB |

Fonts

| Type | File | Date | Size |
|---|--------------------|-----------------|------|
|  | download the fonts | 24th June, 2019 | 1 MB |



The Great British Garden Party



Great British Garden Party 2020

- Over 500 signed up
- Only 14% were GOs/CTMs
- Raised over £41,000

Feedback survey (120 respondents)

- 61% did not hold a party due to restrictions
- 84% said interested in hosting in 2021
- 58% hosted during the designated week
- 88% 55yrs+



Great British Garden Party 2021

KEY DATES

January

- Landing page live: ngs.org.uk/gardenparty

June 1st

- Press launch / Press pack distributed

Sat 4th / Sun 12th September

- Great British Garden Party event



Improving processes

- Streamline registrations to record:
 - GO or general public
 - Date of planned party
- Automated communications triggered by date
- Streamline donations

We need your support

- Raise awareness / encourage sign-ups
- Host a party
- Inspire with stories from parties held locally