

blue  
goose

# Think Privacy Consortium Portfolio

For Founder Members' reference

**NOT FOR DISTRIBUTION**

November 2010

blue goose  
118 - 120 Great Titchfield Street  
London W1W 6SS

Contact: Matt Pepper  
T 020 7299 1670

E [mattp@bluegoose.co.uk](mailto:mattp@bluegoose.co.uk)  
[www.bluegoose.co.uk](http://www.bluegoose.co.uk)

11

## Data Privacy Portfolio

---



### Using this portfolio

In 2008, Barclays launched a programme to help employees understand the importance of protecting customer and employee information. Think Privacy was created to ensure employees always think about their behaviours when working with personal data.

This portfolio has been developed to show you all the materials produced to date by members of the Think Privacy Consortium.

There are a number a few important things you need to consider at the start of your communication programme so you get the best use out of the materials.

### The messages

The copy was written for Barclays and may need to be altered to fit your organisation and the challenges you face.

### Your visual identity

The Barclays brand guidelines were followed to create the concepts and campaign materials. Further development may be required to fit your organisation's visual identity. At a very basic level, you'll need to consider how and where your logo will be used.

### Production

We've provided the dimensions and where possible stock recommendations for all items.

### Picture royalties

Images have been sourced and licensed for Barclays. We'll have to negotiate rates for future use, see guide prices on relevant campaigns.

### Other concepts

There are four other concepts waiting to be developed.

blue  
goose

## Data Privacy Portfolio

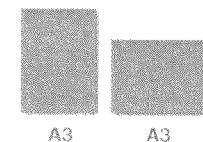
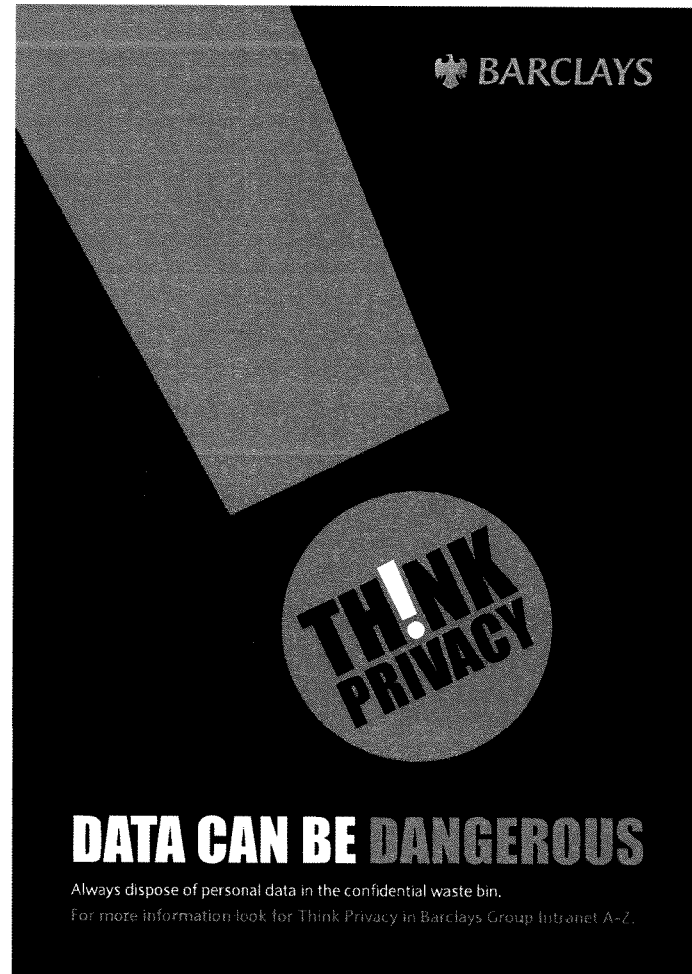


### Generic

Generic communications should be used for long-term messages about data privacy. Barclays core messages were applied to a range of materials, for example on confidential waste bins and clear desk policy notices. Please see the next few pages for all materials produced.

#### 1 Poster

This poster was designed to use the generic branding to remind employees of how to dispose of confidential waste. The poster was also used on confidential waste bins, set up as A3 landscape sticker. The artwork can be supplied as a high res pdf.



#### 1 Posters

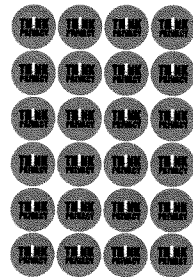
blue  
goose

## Data Privacy Portfolio



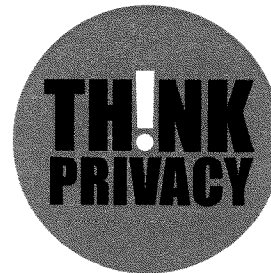
### 2 Think Privacy Stickers

This is an A4 sheet of 24 round stickers.



### 3 Think Privacy Wobbler

This is a fun giveaway that can be placed on employees' PCs and a constant reminder of Think Privacy campaign.



### 4 Opaque plastic wallets

This is a practical giveaway. It's an A4 opaque folder that keeps documents confidential and a relevant way to reinforce the message to always protect sensitive or confidential data.

### 2 Think Privacy Stickers



### 3 Think Privacy Wobbler



**PERSONAL DATA IS VALUABLE.  
KEEP IT SAFE.**

For more information look for Privacy on Barclays Group Intranet A-Z.

### 4 Opaque Plastic Wallet

blue  
goose

# Data Privacy Portfolio



## 5 Stickers of Shame

These are postcards not stickers – two designs – used as a deskdrop. The security team at Barclays conducted late night sweeps to spot laptops being left out over night and other security breaches.

### SOMETHING MISSING?

Your device has been removed by security in line with the requirement to operate a clear desk policy. This policy is in place to ensure that company assets are protected, but it is the personal data they hold that is of most value to criminals. The repercussions of any loss of personal data could be very serious for our business, our reputation and for you. Think privacy.

For more information look for Think Privacy in Barclays Group Intranet A-Z.



## 5 Stickers of Shame

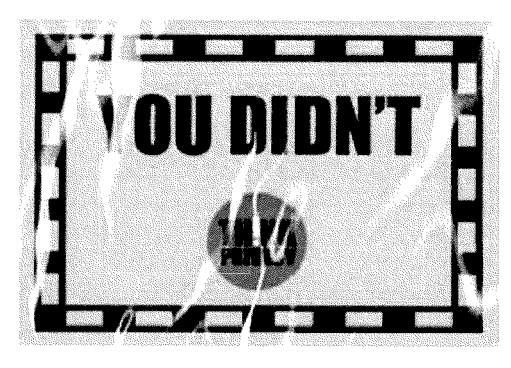


### YOU DIDN'T

You must always keep personal information secure. this means:

- locking your desk drawers
- keeping your desk clear of personal data
- locking your computer screen
- disposing of personal data in the confidential waste bins.

For more information look for Think Privacy in Barclays Group Intranet A-Z.



blue  
goose

## Data Privacy Portfolio



### Generic (cont.)

**6 Pull-up banner**

The confidential waste poster was also created as a pull-up banner. Dimensions are 2000 x 800mm.

**7 T-shirts**

Great to wear when running roadshows or promotions. The artwork is set-up to be used on a black t-shirt.

**8 Security tags**

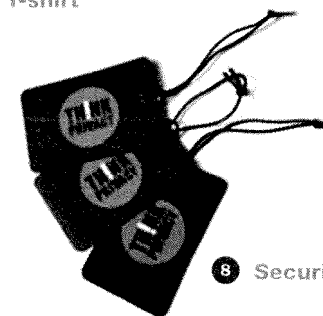
Stations were set-up to target employees leaving the office to help them better understand the risks of taking data off-site. The tags are credit card size.



**6 Pull-up banner**



**7 T-shirt**



**8 Security tags**



blue  
goose

# Data Privacy Portfolio



## Generic (cont.)

**9 PC mirror**

This is a functional giveaway to help people see who's approaching their computers.



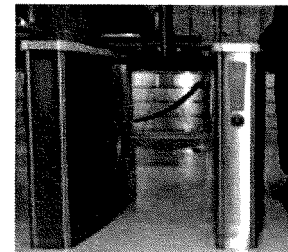
**9 PC mirror**

**10 Lift sticker**

This ambient media is another way to reinforce your message in a different way. The artwork was set-up as A2. The stickers would require professional installation.



**10 Lift sticker**



**11 Security barrier sticker**

**11 Security barrier sticker**

This was to help reinforce the message about taking sensitive data off-site. This was used in conjunction with the security tags. See item 7.

**12 Confidential waste bin sticker**

This was used to remind employees of the importance of disposing of sensitive data in the correct way. The sticker was produced in A3 landscape.



**12 Confidential waste bin sticker**

**18 Toilet sticker**

This ambient media is another to reinforce your message in a different way. The artwork was set-up as A2. The stickers would require professional installation.



**18 Toilet sticker**

**14 Mouse mat**

A useful giveaway for employees to be reminded of Think Privacy on a daily basis.



**14 Mouse mat**



# Data Privacy Portfolio



## Generic (cont.)

### 15 Intranet site

The generic design was applied to the Barclays Intranet template.

### 16 Animated intranet banner

This is an animated gif banner. Dimensions are 180 x 90. The animation focuses on the 'data is dangerous' words that relate to the hazard campaign.



### 16 Animated intranet banner

### 15 Intranet site

blue  
goose



## Data Privacy Portfolio



### UK Retail Banking generic communications

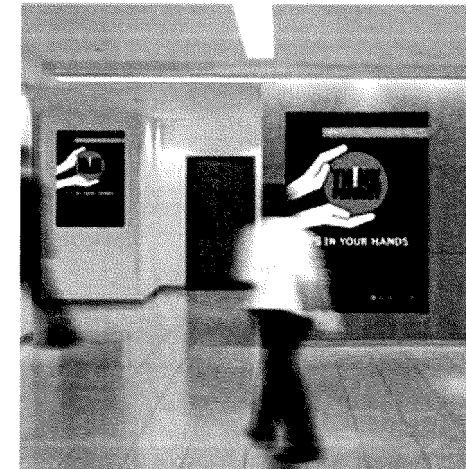
UK Retail Bank created a campaign for branch employees. The focus was about data privacy being their responsibility, using an illustration style (to fit with the brand guidelines) combining the generic messaging.

#### 1 Posters

This poster was produced in A3.



#### 1 Posters



A3

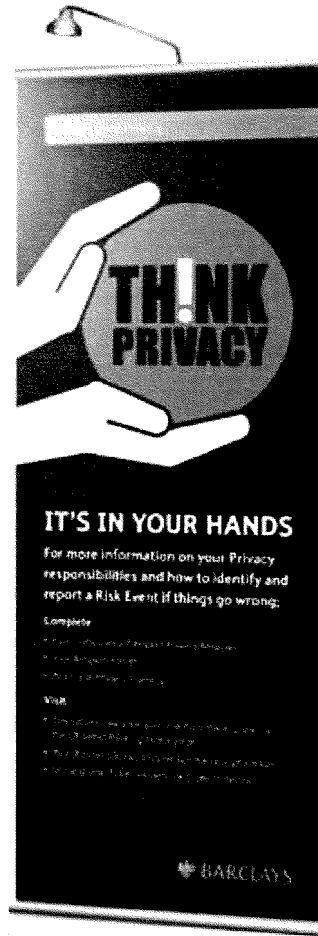
blue  
goose

# Data Privacy Portfolio



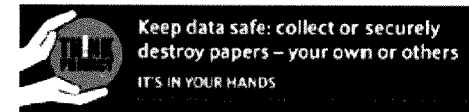
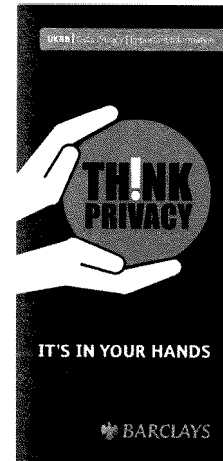
## UK Retail Banking generic communications (cont.)

- 2 Pull up banner**  
 The poster was created as pull-up banner, 2150 x 850mm.
- 3 Leaflet**  
 This DL leaflet was given to all branch employees to provide a guide on how to handling data.
- 4 Printer sticker**  
 These stickers were for all printers. Dimensions were 194x45.
- 5 Static intranet banner**  
 A static gif banner, 180 x 90 pixels.



2 Pull up banner

3 Leaflet



4 Printer sticker



5 Static intranet banner



# Data Privacy Portfolio



## Serco

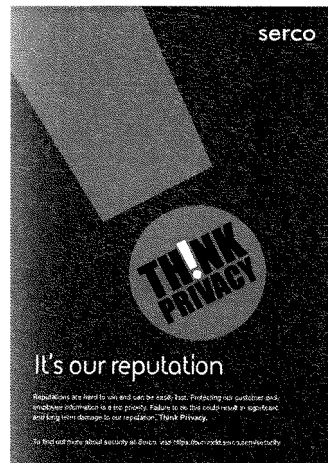
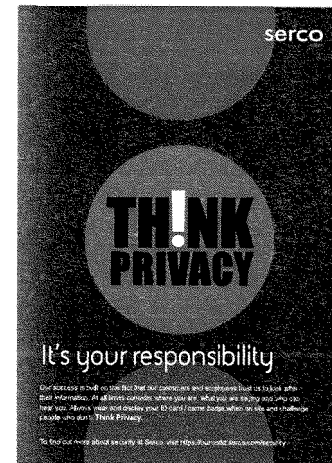
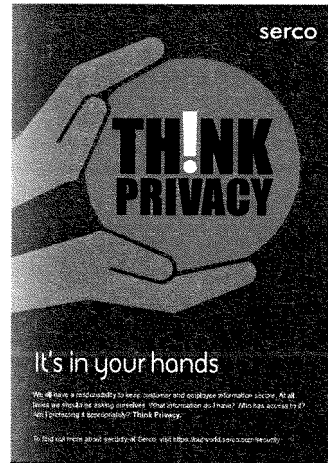
### 1 Posters

These posters were produced in A3.

### 2 Pull up banner

The poster was created as pull-up banner, 2000 x 800mm.

### 1 Posters



### 2 Pull up banner



# Data Privacy Portfolio



## Serco

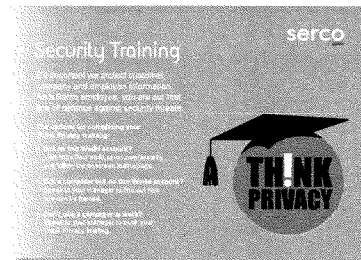
### 3 Training card

This postcard was produced in A6.

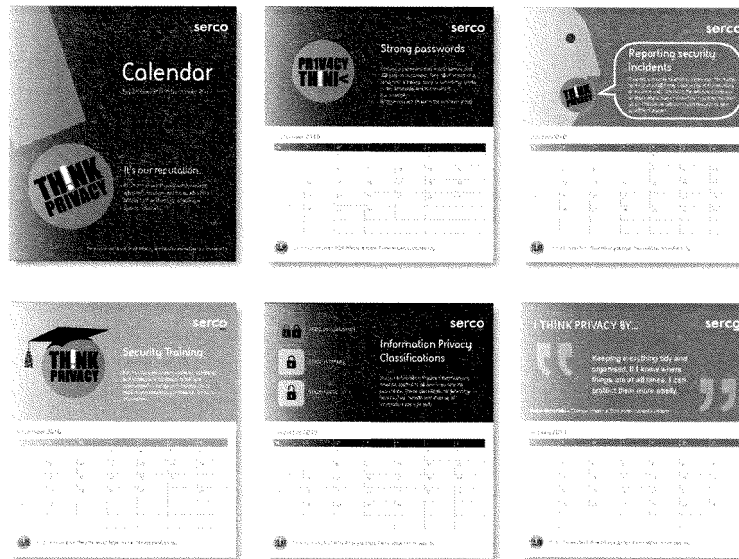
### 4 Calendar

This was calendar was produced at 135mm x 150mm. The calendar runs from September through to December of the following year.

### 3 Training card



### 4 Calendar



blue  
goose

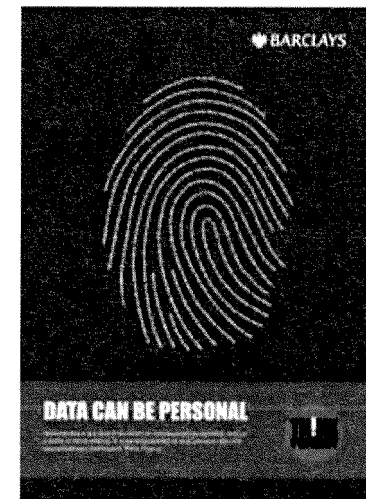
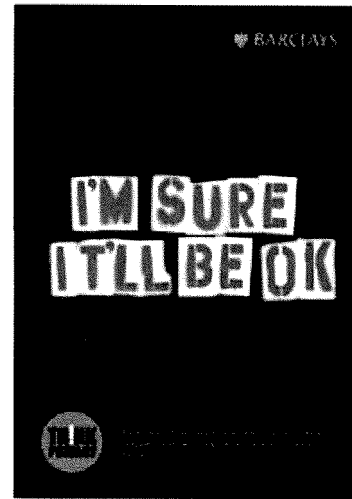
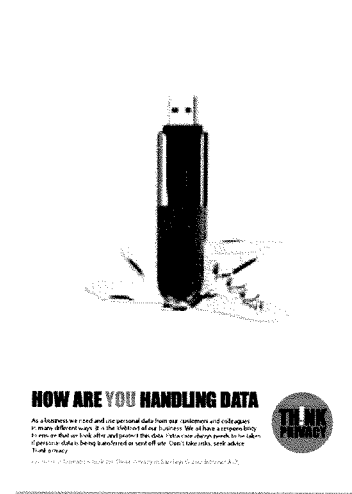
# Data Privacy Portfolio



## Campaign materials and concepts

Campaign communications change over time, and suit specific short-term tactical issues and address evolving stages of behaviour. A range of different concepts have been developed to allow flexibility in tone of voice, personality and messages.

Please note: Barclays have developed the concepts to suit their brand, messages and audiences. The Think Privacy logo is always used on campaign material to act as an endorsement.



blue  
goose

# Data Privacy Portfolio



## Hazard campaign

This is a bold campaign using strong imagery and emotive messages to stimulate a stronger response. There were three designs created to talk about safe data transfer and handling of data. We paired up dangerous items with images associated with data transfer such as usb stick etc.

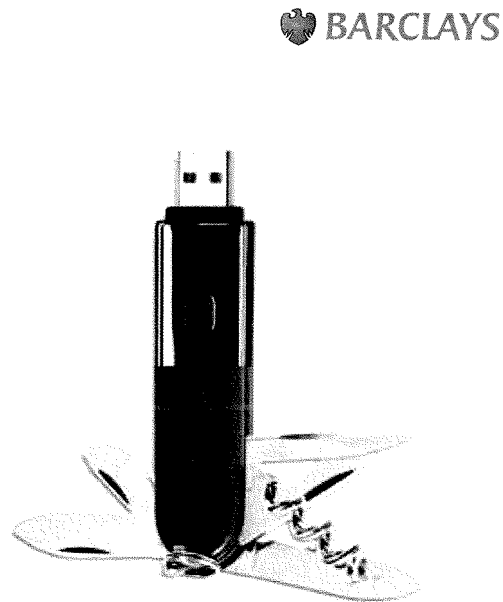
### 1 Posters

The three designs were we created as A2 artwork. The images are being reshot and will be available for the consortium to use as part of the membership. However, your messages may differ from Barclays.

### 2 Corner decal

This was created using solid card that is fixed to a corner of a wall. Professional installation would be required.

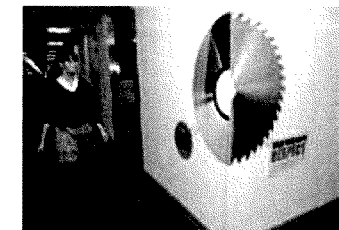
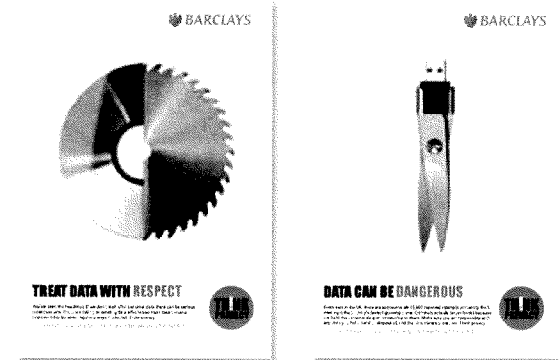
**Image rights:** Images belong to Barclays. As members of the consortium, you'll have access to these images.



## HOW ARE YOU HANDLING DATA

As a business we need and use personal data from our customers and colleagues in many different ways. It is the lifeblood of our business. We all have a responsibility to ensure that we look after and protect this data. Extra care always needs to be taken if personal data is being transferred or sent off site. Don't take risks, seek advice. Think privacy.

For more information look for Think Privacy in Barclays Group Intranet A-Z.



2 Corner decal



A2

1 Posters

blue  
goose

# Data Privacy Portfolio



## Hazard campaign (cont.)

### 3 Pull-up banners

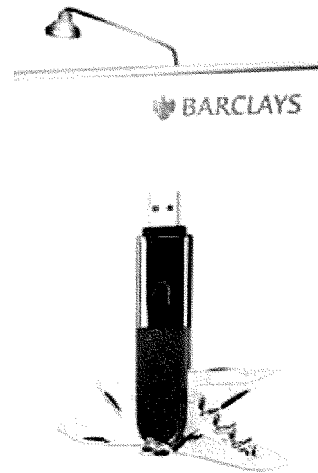
All three poster designs were produced as pull-up banners, 2000 x 800mm

### 4 Intranet pop-up banner

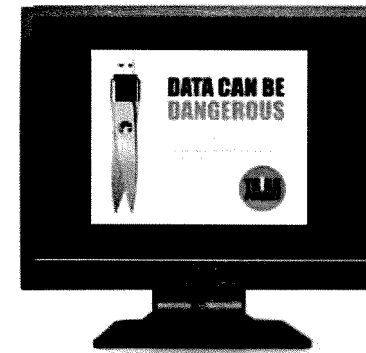
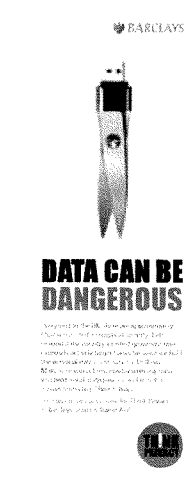
This is an intranet pop-up banner, designed to Barclays intranet dimensions.

### 5 Kitchen sticker

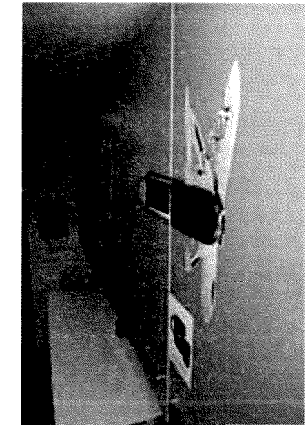
This is a kitchen sticker with a transparent backing accompanied the Hazard swiss knife image. Only produced as an A3 poster. This will require professional installation.



3 Pull up banner



4 Intranet pop-up banner



5 Kitchen sticker

blue  
goose

## Data Privacy Portfolio

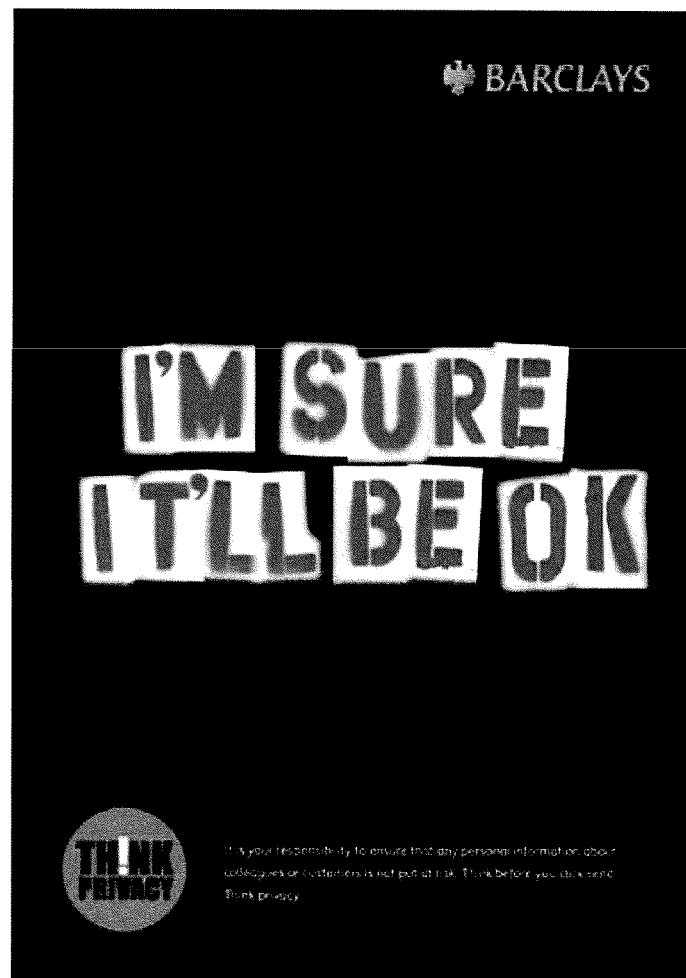


### Edgy Type

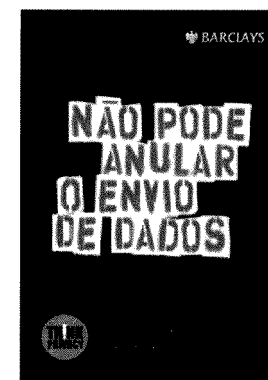
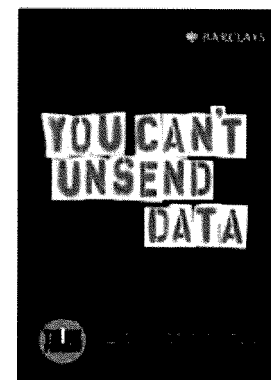
Edgy Type has a slightly sinister 'hidden voice'. It has an 'edge' and is suited to more shocking revelations.

#### 1 Posters

There were two posters designs produced in Portuguese in A2 only. UK versions are still waiting to be developed.



#### 1 Posters



A2

blue  
goose



# Data Privacy Portfolio



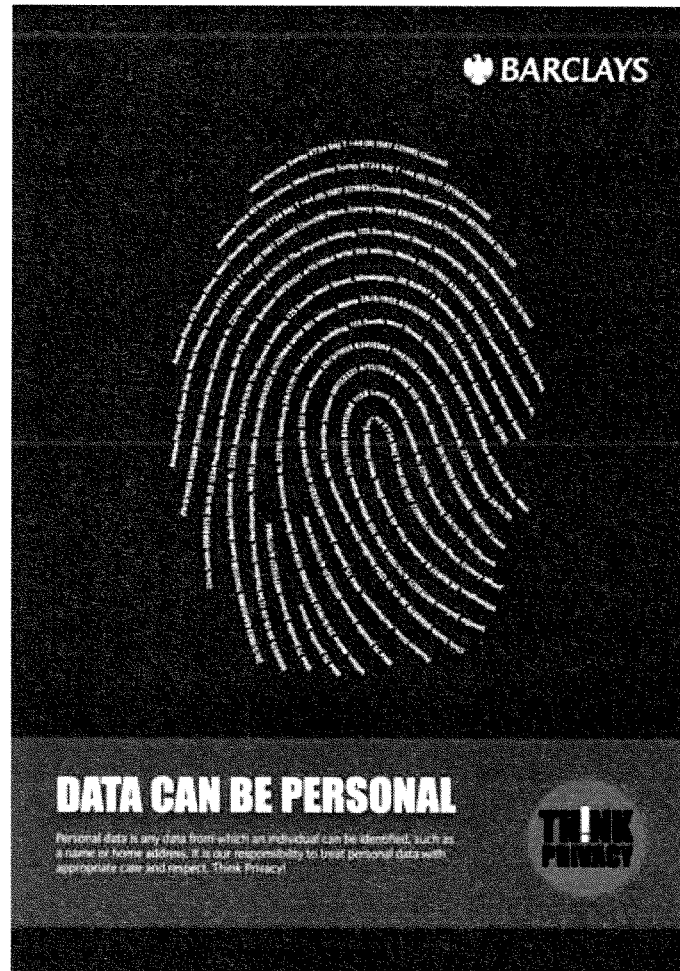
## Barclaycard data line

This design is based around using customer data to show how all the bits of data can create a big picture. The images represent data risks.

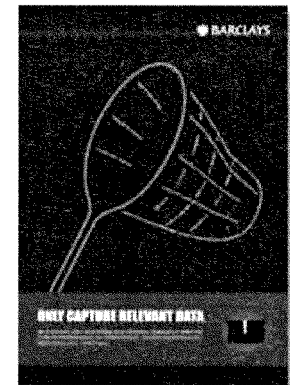
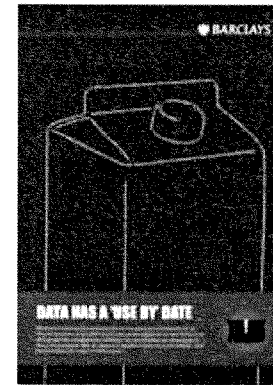
### 1 Posters

Three designs produced as A1 posters.

**Image rights:** Images belong to Barclays. As members of the consortium, you'll have access to these images.



1 Posters



A1



# Data Privacy Portfolio



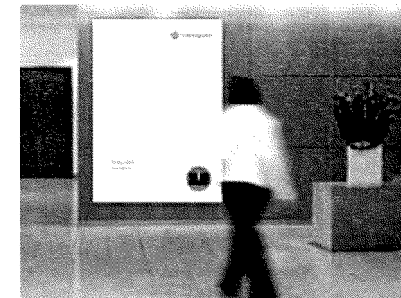
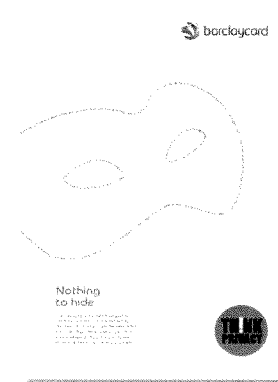
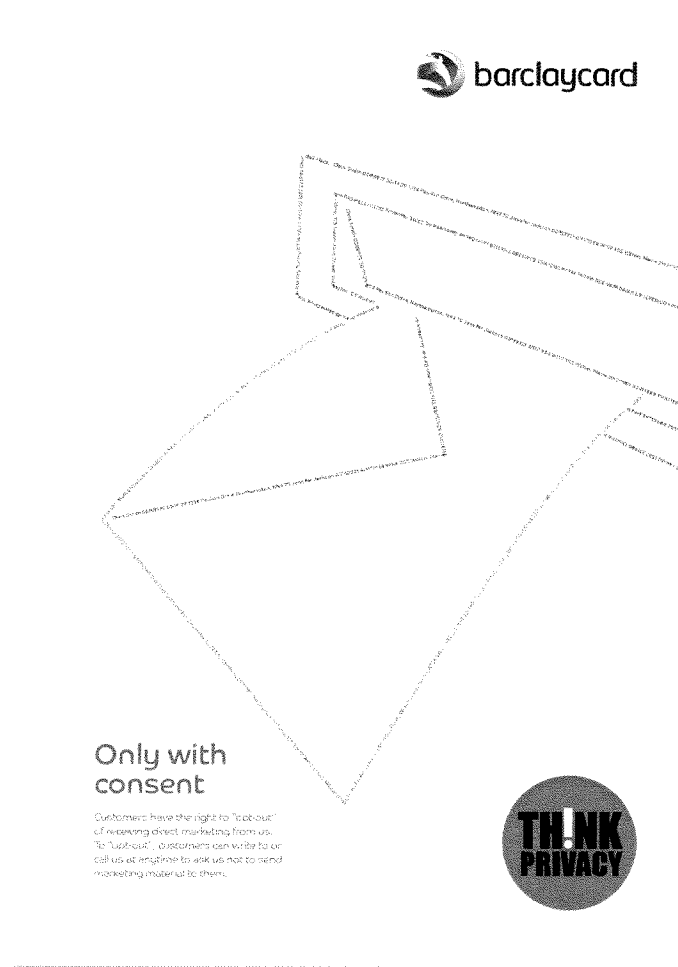
## Barclaycard phase 3

Barclaycard revised their 'data line' campaign to be more in line with the evolving Barclaycard visual identity.

### 1 Posters

Three designs produced as A1 posters.

**Image rights:** Images belong to Barclays. As members of the consortium, you'll have access to these images.



A1

### 1 Posters

blue  
goose

# Data Privacy Portfolio



## Barclaycard phase 4

Following the new Barclaycard brand guidelines, the challenge was to find 'positive' and 'uplifting' full bleed images to represent risks for data privacy. The strong imagery works well with the headlines.

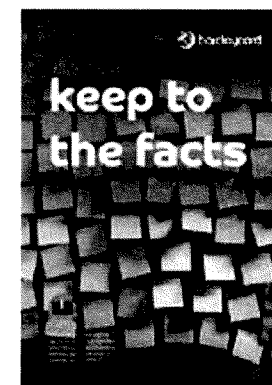
### 1 Posters

Set up in A1.

**Image rights:** Images belong to Barclays. As members of the consortium, you'll have access to these images.



1 Posters



A1

blue  
goose

# Data Privacy Portfolio



## Group Data privacy campaign

To fit with the Barclays Group brand guidelines, we designed these posters around the message in context concept. We tell the story by incorporating the headline in the image. This style helps to reinforce the risks and provides a platform for the message about importance of being careful with data.

### 1 Posters

There were three designs produced in A1, A2, A3 and A4.

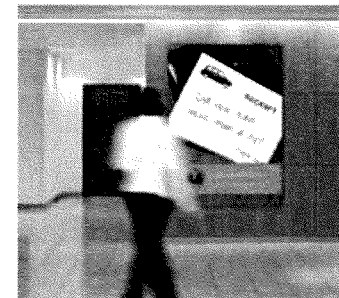
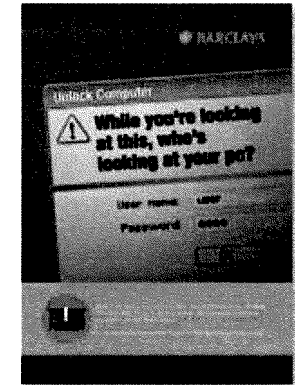
### 2 Pull up banner

'Did you leave more than a tip' poster was created as a pull-up banner, 2200 x 850 mm.

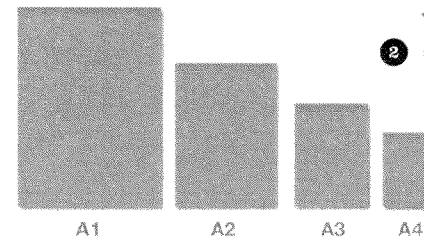
**Image rights:** Images belong to Barclays. As members of the consortium, you'll have access to these images.



1 Posters



2 Pull up banner



blue  
goose

## Data Privacy Portfolio



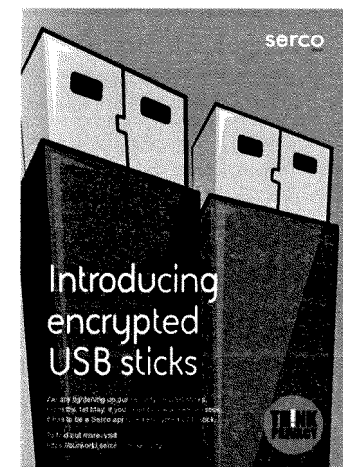
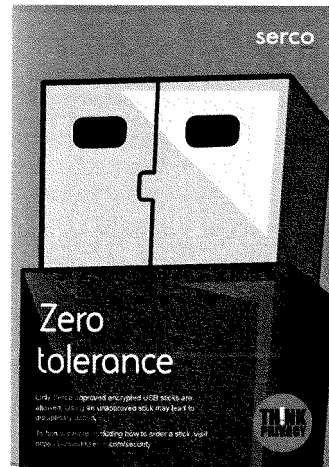
### Serco introducing encrypted USB sticks campaign

laquaescit que doluptiatus. At fuga, Totatures nonsequo plabo. Nam lab in porpore perspitionet quuntium era pres dolostatis dolibus dience conomquam exnellibus. Finitaque vollauidam.

#### 1 Posters

There were three designs produced in A3.

#### 1 Posters



# Data Privacy Portfolio



## Serco Data Classification and Incident Reporting campaign

lquaescit, que doluptatus. Al fuga. Totaturos nonsoque plaba. Nam lab in porpore perspinnent quantum era pres dolestatis delibus dilense conemquam excellitibus Ebitaque vollaudam.

### 1 Wallchart

This wallchart was produced in A1.

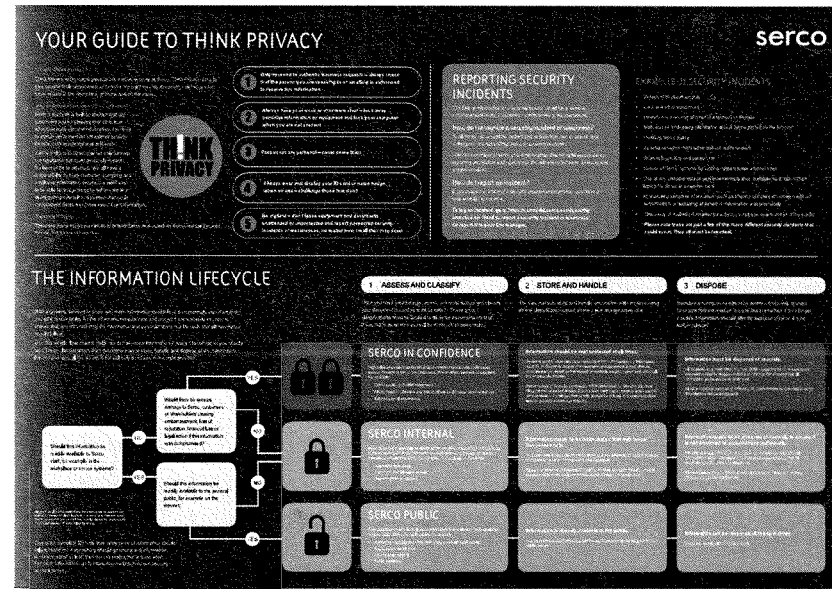
### 2 Poster

This poster was produced in A4.

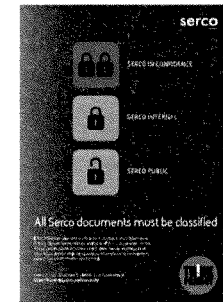
### 3 Zcard

16 panel Zcard, folds down to credit card size

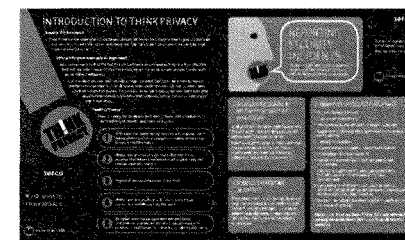
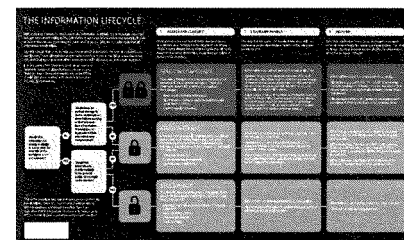
### 1 Wallchart



### 2 Poster



### 3 Zcard



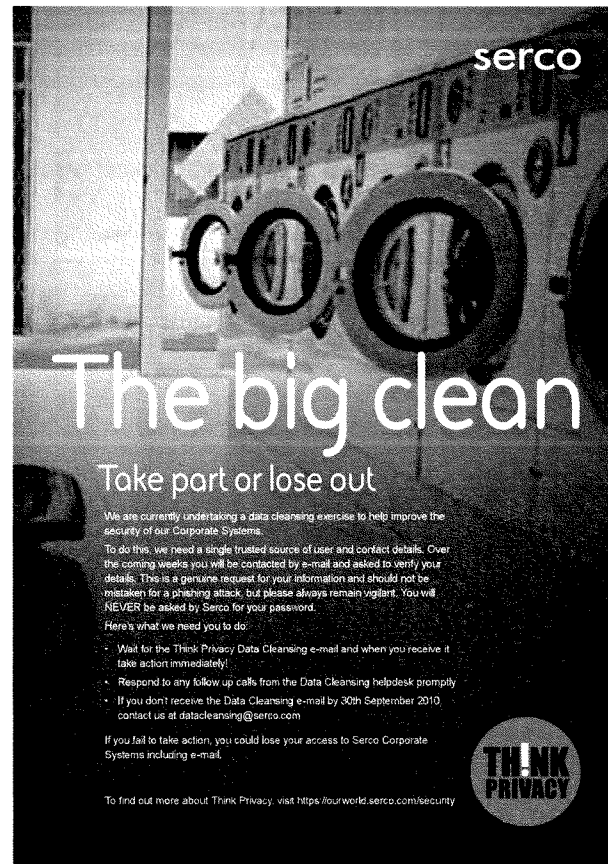
## Serco Data Cleansing campaign

lquaescit, que doluptiatus. At fuga, Totatures nonsequo plabo. Nam lab in porpore persollonet cuunilium era pres dolostatis dolibus dionso conomquam expellitibus Fhitaqua vulla idam.

### 1 Posters

Set up in A3.

Image rights: Image is licensed to Serco.



### 1 Posters



blue  
goose

## Data Privacy Portfolio

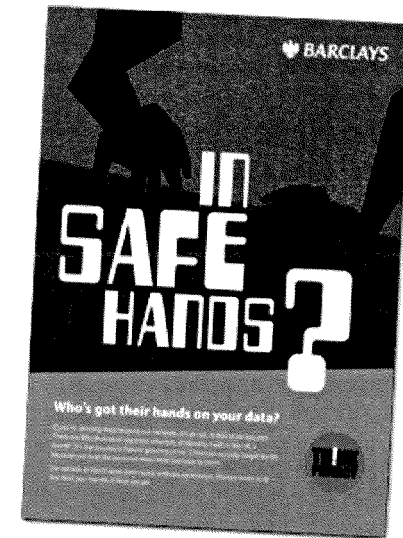
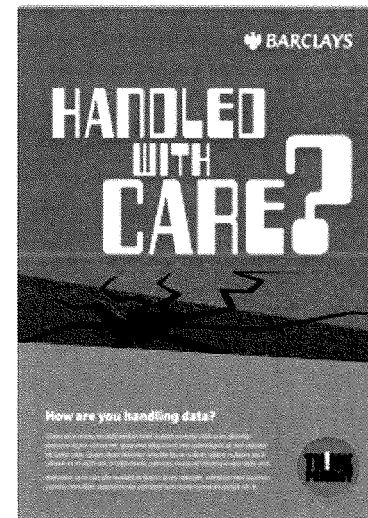
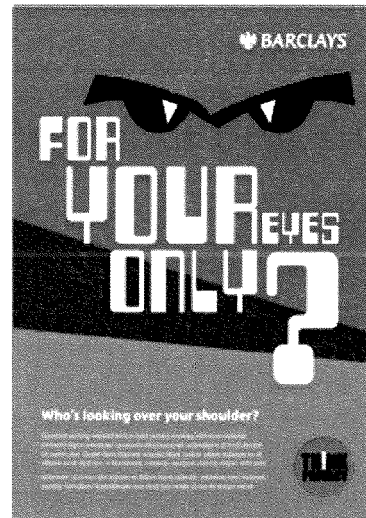


### Other concepts

There are four concepts created for Barclays waiting to be developed into campaigns.

#### Stylised

Rather reminiscent of cinematic posters of the 60's thrillers, with its "slightly sinister but safe" tone of voice. This route offers a recognisable style to distinguish communications.



blue  
goose



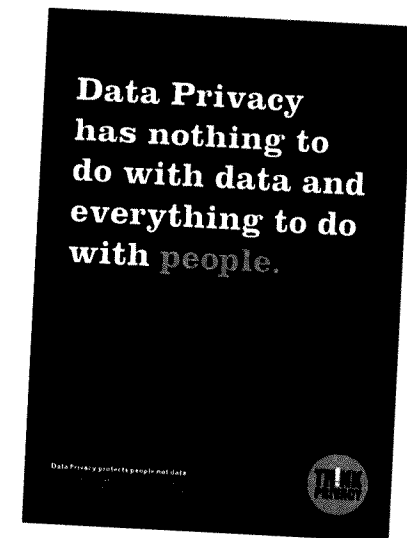
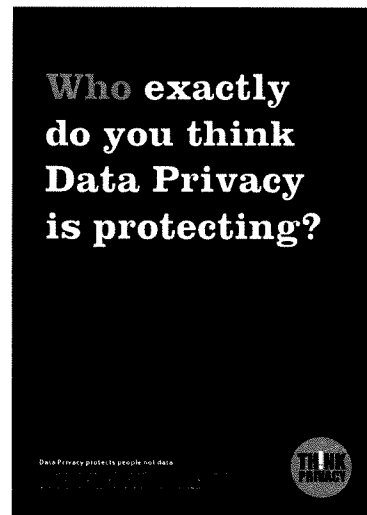
## Data Privacy Portfolio



### Other concepts (cont.)

#### Just type

No imagery, just words, which means ease of application locally, and high flexibility with the opportunity to use everything from quotes, anecdotes, instructions and even individual symbols.



blue  
goose

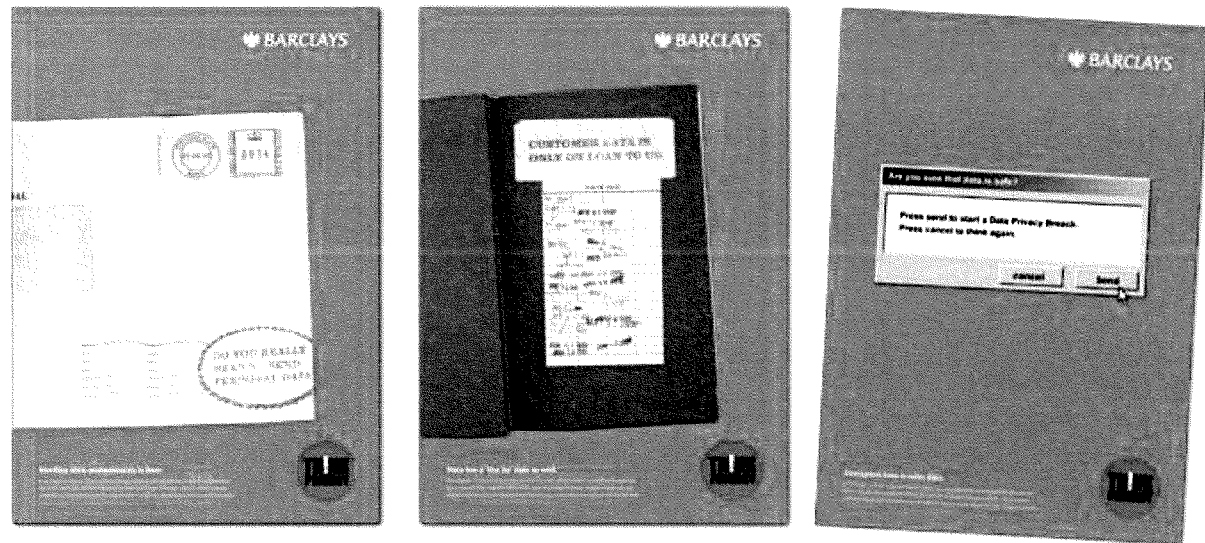
# Data Privacy Portfolio



## Other concepts (cont.)

### Message in context

A witty approach that does what it says on the tin – it puts the message in context.



blue  
goose

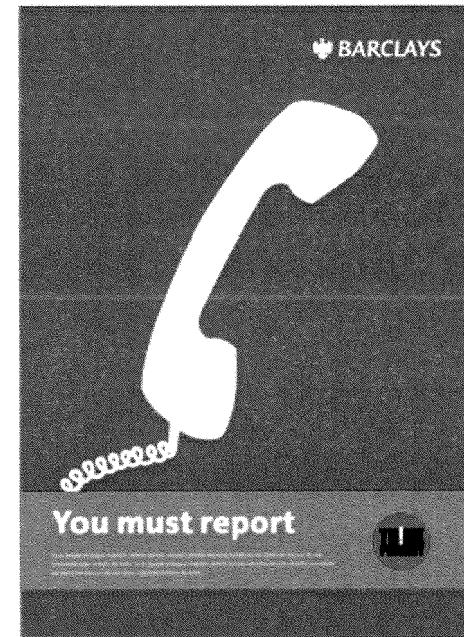
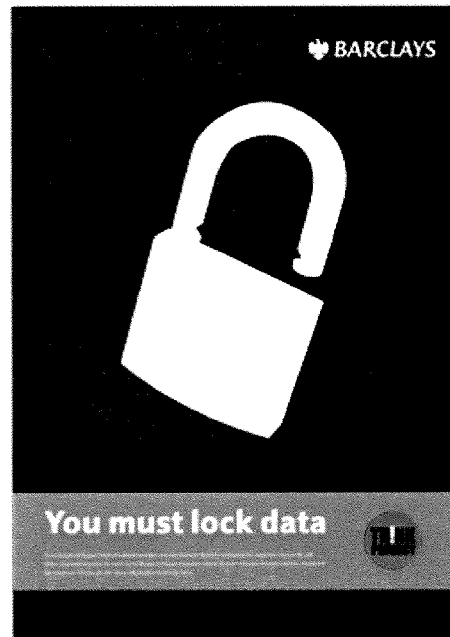
## Data Privacy Portfolio



### Other concepts (cont.)

#### Silhouette

This campaign sets out to keep all communications simple, straightforward and distinctive. And yet it can still deliver powerful messages to make audiences think. The limited block colour and basic visual style makes it relatively easy to deliver.



blue  
goose