

**WE ARE
UNDEFEATABLE**

MOVE YOUR

WAY

CAMPAIGN

GUIDELINES



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CAMPAIGN

OVERVIEW

No one prepares you for life with a long-term health condition.
Some days can feel heavy. Some days feel lighter. And most days sit
somewhere in between.

We get it, everyone faces their own challenges.
And sometimes exercise can feel out of reach.

This summer, every move counts.

Even the small, joyful, unexpected ones.

Like dancing in the kitchen to your favourite song.

Or colour walks with the kids.

Because moving doesn't have to look like typical 'exercise'.

So however you feel like moving. Do it your way.

Go on, Move Your Way.

SUMMER 2026

**SHORT HAND
PROPOSITION**

This Summer, #MoveYourWay.

Moving doesn't have to look like exercise to count.

So however you feel like moving. Do it your way.

We're here to help you find ways to be active that
can work for you and your health condition.

Campaign snapshot

This summer, we're reframing what movement looks like by reminding people living with long-term health conditions that getting active doesn't have to look like typical exercise to count.

The Campaign

Our #MoveYourWay campaign encourages our audience to embrace moves that work for them and their condition. This involves summer activities they're already doing which might not look like typical exercise.

It's about showing how everyday summer moments, paired with seasonal objects provide fun yet gentle, accessible ways to move at home, outdoors, or on the go.

By focusing on relatable and achievable moments, we're making it easier for people to find opportunities to build movement into their everyday life. For example:

- A watering can is a simple way to build strength while tending plants.
- Building a sandcastle masterpiece can turn into a full body activity.
- Mowing the lawn is an energetic way to boost step count.

Role for partners

The campaign helps your organisation reframe what movement can look like this summer - connecting everyday activity to your services and guidance, so you can support people living with long-term health conditions.

This could be highlighting the park benches in your area to enable scheduled rest when getting active outdoors, or promoting your timetable with quiet hours or accessible features to providing taster sessions to beginner groups or team activities.

By lowering the barriers to move more, we're inspiring people to think differently about getting active and encouraging them to join in.

The campaign can be moulded to fit your comms. For example, it can be adjusted to *MoveYourWay* with Diabetes or or *MoveYourWay* with X County Council.

Extra ways to get involved

Embed links to We Are Undefeatable across your digital resources to connect people with ways to move that work for them.

Inspire your audience by showing real examples of people living with long term health conditions and how they get moving.

Use your local business to promote physical activity. For example, show how seated movement can be done in a cafe.

Tie *Move Your Way* into family friendly activities hosted at your leisure centre or community space (even the bouncy castle counts!)

VISUAL

IDENTITY

COLOUR PALETTE

Our campaign uses two colour pairings taken from the We Are Undefeatable Brand World.

On any one asset, we use no more than one colour pairing.

COLOUR PAIRING 1

C100 M100 Y14 K14 R26 G6 B127	Aa	Aa
C56 M00 Y100 K00 R125 G194 B66		

COLOUR PAIRING 2

C24 M100 Y100 K23 R158 G0 B0	Aa	Aa
C7 M33 Y9 K0 R230 G181 B196		

TYPOGRAPHY

Our campaign uses the same fonts as the We Are Undefeatable Brand World.

The primary headline font is Futura Bold and the primary body copy font is Futura Medium. These fonts are the default fonts of the We Are Undefeatable brand world, and should be used on all designed assets including any assets for social media.

Alternatively, for a free font, you can use Tw Cent MT.

Wherever the headline font is used it should always be in capital letters.

Headline: FUTURA BOLD

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789()!@£\$%^&*

Body Copy: FUTURA MEDIUM

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789()!@£\$%^&*

Here is our campaign lockup for 'Move Your Way'.

Our hero colour way is the dark blue and green version, but the pink and red alternative colour way can also be used to provide variation across all assets.



HERO LOGO



ALTERNATIVE COLOUR VARIATION

ANIMATED LOGO

This logo can be used if you are developing motion assets featuring lived experience storytellers. The tagline flips from 'Move Your Way' to 'Move My Way'.



EXCLUSION ZONES

In order to ensure our campaign lockup has maximum standout, we created a safety area all around the logo which all other elements within the layout must not encroach upon.



SAFE ZONE AROUND LOGO

PARTNER LOGOS

Example logo included here of how you can use the Move Your Way logo with the Proudly Supporting We Are Undefeatable logo.

Proudly supporting

**WE ARE
UNDEFEATABLE**

**MOVE
YOUR WAY**

Proudly supporting

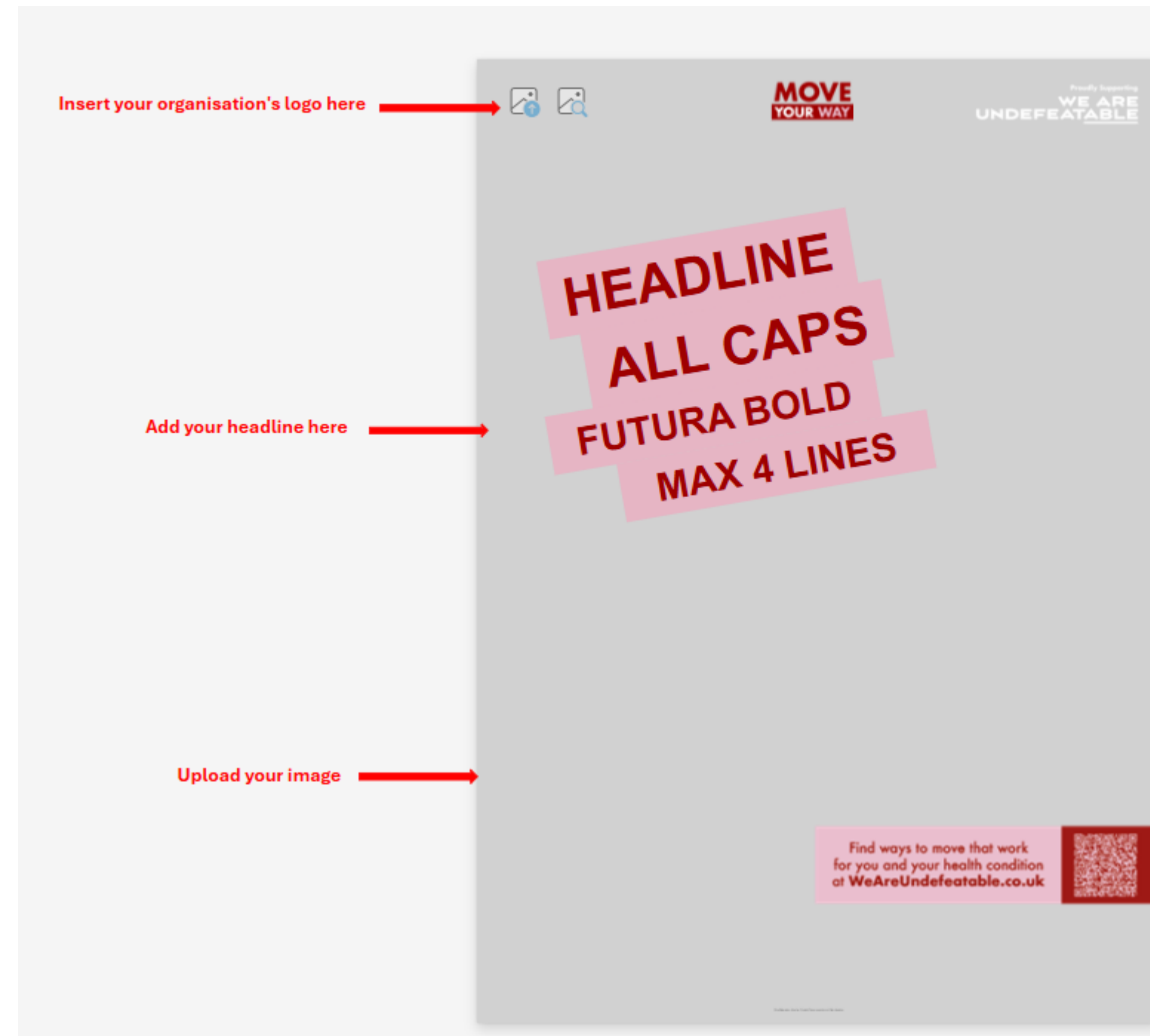
**WE ARE
UNDEFEATABLE**

**MOVE
YOUR WAY**

VISUAL IDENTITY

PARTNER POSTER TEMPLATE

Download accompanying PowerPoint
template to use.



Powerpoint template

- Active spaces for your logo and background image.
- Changeable WAU logo colour, please use colour palette slide 9 or white.
Do not resize logo.
- Locked up area for QR code.
Do not resize.

**WE ARE
UNDEFEATABLE**

APPLICATION

SUMMER 2026

SOCIAL MEDIA ASSETS

Examples of some of the assets you can download on the Campaign Hub. Or use images of your own lived experience storytellers to create your own!



KEY

MESSAGING

B2C

**EXAMPLE DRAFT
COMMUNICATIONS
BY CHANNEL**

We have developed example communications for a range of channels on the following slides. These are suggested comms only to support you in getting involved with the Move Your Way campaign, so please tailor the copy to your audience, channels and organisational strategies as required.

Social Media

Channels:

- Facebook: @weareundefeatable
- Instagram: @we.are.undefeatable
- TikTok: @weareundefeatable
- LinkedIn @we-are-undefeatable

Suggested hashtags:









#WeAreUndefeatable #MoveYourWay #ActiveWithHealthConditions #healthconditions #physicalactivity #physicalactivityandhealth

TRACKABLE LINK

We have created a trackable link to use across all your communications. Please shorten this using Bitly or equivalent if required

https://weareundefeatable.co.uk/move-your-way/?utm_source=Social&utm_medium=supporter&utm_campaign=weareundefeatable&utm_term=organic&utm_content=movemyway2026

**KEY MESSAGING –
SOCIAL MEDIA**

Channel	Copy
<p>Facebook & Instagram</p>	<p>Living with the ups and downs of a health condition can make it feel difficult to get moving </p> <p> That's why this summer we're supporting We Are Undefeatable to encourage you to #MoveYourWay! Because every movement counts, even the small, unexpected ones. Like dancing in the kitchen to your favourite song or building a sandcastle masterpiece with the kids!</p> <p> Find your way to get moving this summer, visit https://weareundefeatable.co.uk/move-your-way/</p> <hr/> <p>Each day with a health condition is different </p> <p>That's why it's important to find movement that's right for you. This might look different from day-to-day and that's okay!</p> <p> This summer, every move counts. Stretching on the sofa, chasing after your pup... it all adds up </p> <p>#MoveYourWay</p> <p>Find ideas: https://weareundefeatable.co.uk/move-your-way/</p>
<p>Twitter/X</p>	<p>Each day with a health condition can look different. But every move counts - even the small moments too! </p> <p>Dancing in the kitchen? Playing hide and seek? That's movement too </p> <p>This summer, #MoveYourWay with We Are Undefeatable.</p> <p>Start here: https://weareundefeatable.co.uk/move-your-way/</p>

KEY MESSAGING – EMAIL

Channel	Copy
<p>Email/newsletter short copy (approx. 90 – 115 words)</p>	<p>Move Your Way this summer with We Are Undefeatable!</p> <p>We know that living with a long-term health condition can be unpredictable. Some days feel heavy, others lighter, and most are somewhere in between. This summer, we're here to help you reframe what getting active can look like and enjoy small, feel-good ways to move.</p> <p>All moves count - even the ones that don't look like traditional exercise. From gardening, to joining a community litter pick, to building a sandcastle masterpiece, it all adds up!</p> <p>Visit We Are Undefeatable to try their free quiz and find hints, tips, and ideas to help you get started.</p> <p>So come on and Move Your Way; https://weareundefeatable.co.uk/move-your-way/</p>
<p>Email/newsletter long copy (approx. 150 – 200 words)</p>	<p>Move Your Way this summer with We Are Undefeatable!</p> <p>We know that living with a long-term health condition can be unpredictable. Some days feel heavy, others lighter, and most are somewhere in between. This summer, we're here to help you reframe what getting active can look like and enjoy small, feel-good ways to move.</p> <p>All moves count - even the ones that don't look like traditional exercise. From gardening, to joining a community litter pick, to building a sandcastle masterpiece, it all adds up!</p> <p>Where do I start?</p> <p>Start with the We Are Undefeatable Free Online Quiz! Knowing where to start can be the most difficult part. By answering simple, quickfire questions, our quiz provides tailored suggestions for activities that may suit your health condition and lifestyle.</p> <p>Try the Free We Are Undefeatable App!</p> <p>Living with a health condition can mean no two days feel the same. Try the free We Are Undefeatable app that allows you to find a workout that is flexible based on how you're feeling that day.</p> <p>Visit We Are Undefeatable to find hints, tips, and ideas to help you get started at your own pace.</p> <p>So come on and Move Your Way; https://weareundefeatable.co.uk/move-your-way/</p>

KEY MESSAGING – WEBSITE

Channel	Copy
Website	<p>This summer is all about finding ways to Move Your Way!</p> <p>Living with the ups and downs of a health condition can make it feel difficult to get moving. Some days feel heavy, others lighter, and most are somewhere in between.</p> <p>This summer, we're here to help you reframe what getting active can look like and enjoy small, feel-good ways to move.</p> <p>All moves count - even the ones that don't look like traditional exercise. From gardening, to joining a community litter pick, to building a sandcastle masterpiece, it all adds up!</p> <p>Visit We Are Undefeatable to try their free quiz and find hints, tips, and ideas to help you get started.</p> <p>So come on and Move Your Way; https://weareundefeatable.co.uk/move-your-way/</p> <p>Looking for some quick ideas to get started?</p> <p>It can be easy to overlook the things you do that bring movement into your day, or quick ways you can get your body moving that can make you feel boosted!</p> <ul style="list-style-type: none"> •doing a mini dance break while cooking dinner •playing fetch with your dog •turning a trip to the postbox into a quick-paced stride or mental health walk •having a spring clean and carrying donations to a local charity shop •Skipping stones at the beach for a sneaky arm workout <p>Ways you can get involved locally</p> <p>We've got lots of ways you can get your body moving this summer. And best of all they're right on your doorstep!</p> <p>[Add in the local ideas, events, and opportunities to share with people with LTCs to join in]</p>

B2B

KEY MESSAGING – SOCIAL MEDIA

Channel	Copy
LinkedIn	<p>Living with a long term health condition can be unpredictable</p> <p>This summer, we're proud to support We Are Undefeatable in encouraging people to #MoveYourWay, because every move counts, even the small, unexpected moments too.</p> <p>The Move Your Way campaign shows how everyday summer moments can become low-pressure, adaptable ways to move that suit each person and their health condition. By focusing on the small things we can do this summer, we want to make it easier for people to build movement into daily life.</p> <p>Moving Your Way means that:</p> <ul style="list-style-type: none"> ✓ A watering can can help build strength while tending plants. ✓ Mowing the lawn can boost your step count without even thinking about it. ✓ Doing the dishes can turn into a dance party to your favourite song. <p>👉 If you're looking for ideas or inspiration, find your way to get moving this summer: https://weareundefeatable.co.uk/move-your-way/</p>

EMAIL – NATIONAL BODIES TO MEMBERS

To share before campaign launch:

Channel	Copy
<p>Email/newsletter short copy (approx. 90 – 115 words)</p> <p>From 2nd June</p>	<p>Move Your Way this summer with We Are Undefeatable!</p> <p>This summer We Are Undefeatable is launching Move Your Way - encouraging people with health conditions to reframe what getting active looks like and to enjoy small, feel-good ways to move this summer. From gardening to a community litter pick to building a sandcastle masterpiece, every movement counts.</p> <p>Help spread the message by linking Move Your Way to your local offer, whether that's highlighting local park benches as rest points, promoting accessible sessions or timetables, offering taster sessions, or creating fun family friendly trails.</p> <p>Find the comms pack for more ideas and promotional materials: weareundefeatable.co.uk/campaign-hub/move-your-way</p>
<p>Email/newsletter long copy (approx. 150 – 200 words)</p> <p>From 2nd June</p>	<p>Get ready to Move Your Way this summer with We Are Undefeatable!</p> <p>From 15th June We Are Undefeatable launches Move Your Way to encourage people living with long term health conditions to reframe what exercise looks like and embrace the small summer moments that make movement feel good. Whether it's turning a watering can into a kettlebell while tending the garden, joining a local community litter pick, or a full-body workout by building a sandcastle masterpiece, every movement counts.</p> <p>This summer, help us share the message that every move makes a difference by linking Move Your Way to what you're offering locally to support people with health conditions. This could include:</p> <ul style="list-style-type: none"> •Highlighting local park benches to support planned rest stops for outdoor activity •Promoting quiet hours or accessible features in your timetable •Offering taster sessions for beginners, community groups or team activities •Creating maps or trails for family friendly colour walks •Sharing #MoveYourWay ready-made social assets across your social channels •Use local storytellers to share how they get moving using the #MoveMyWay animated logo <p>Join us in spreading the message that getting active doesn't have to look like exercise to count and help lower the barriers to getting involved this summer.</p> <p>A full comms pack, logo and promotional materials is available now: weareundefeatable.co.uk/campaign-hub/move-your-way</p>

EMAIL – NATIONAL BODIES TO MEMBERS

To share after campaign launch:

Channel	Copy
<p>Email/newsletter short copy (approx. 90 – 115 words)</p>	<p>Move Your Way this summer with We Are Undefeatable!</p> <p>We Are Undefeatable launches Move Your Way today!</p> <p>This summer We Are Undefeatable wants to encourage people with long-term health conditions to reframe what getting active looks like and to enjoy small, feel-good ways to move. From gardening to a community litter pick to building a sandcastle masterpiece, every movement counts.</p> <p>Help spread the message by throughout June and July by linking Move Your Way to your local offer, whether that's highlighting local park benches as rest points, promoting accessible sessions or timetables, offering taster sessions, or creating fun family friendly trails.</p> <p>Find the comms pack for more ideas and promotional materials: weareundefeatable.co.uk/campaign-hub/move-your-way</p>
<p>Email/newsletter long copy (approx. 150 – 200 words)</p>	<p>Get Involved: Move Your Way this summer with We Are Undefeatable!</p> <p>Today We Are Undefeatable launches Move Your Way to encourage people living with health conditions to reframe what exercise looks like and embrace the small summer moments that make movement feel good. Whether it's turning a watering can into a kettlebell while tending the garden, joining a local community litter pick, or a full-body workout by building a sandcastle masterpiece, every movement counts.</p> <p>Throughout June and July, help us share the message that every move makes a difference by linking Move Your Way to what you're offering locally to support people with health conditions. This could include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Highlighting local park benches to support planned rest stops for outdoor activity <input type="checkbox"/> Promoting quiet hours or accessible features in your timetable <input type="checkbox"/> Offering taster sessions for beginners, community groups or team activities <input type="checkbox"/> Creating maps or trails for family-friendly colour walks <input type="checkbox"/> Sharing #MoveYourWay ready-made social assets across your social channels <input type="checkbox"/> Use local storytellers to share how they get moving using the #MoveMyWay animated logo <p>Join us in spreading the message that getting active doesn't have to look like exercise to count and help lower the barriers to getting involved this summer.</p> <p>Find the full comms pack, logo and promotional materials here: weareundefeatable.co.uk/campaign-hub/move-your-way</p>

EMAIL – LEISURE OPERATORS

To share before campaign launch:

Channel	Copy
<p>Email/newsletter short copy (approx. 90 – 115 words)</p> <p>From 2nd June</p>	<p>Move Your Way this summer with We Are Undefeatable!</p> <p>From 15th June, We Are Undefeatable launches Move Your Way to inspire people with long term health conditions to reframe what exercise looks like and enjoy summer moments that make movement feel good. Whether it's lifting a watering can, joining a community litter pick, or exploring with the family, every movement counts.</p> <p>How to get involved?</p> <p>Help us show more ways to get active by linking Move Your Way to what you offer locally, from promoting quiet hours and accessible features, to running beginner taster sessions, encouraging activity “snacking” in café spaces, or tying into family events at your leisure centre.</p> <p>Full comms pack available now: weareundefeatable.co.uk/campaign-hub/move-your-way</p>
<p>Email/newsletter long copy (approx. 150 – 200 words)</p> <p>From 2nd June</p>	<p>Get ready to Move Your Way this summer with We Are Undefeatable!</p> <p>From 15th June We Are Undefeatable launches Move Your Way to encourage people living with health conditions to reframe what exercise looks like and embrace the small summer moments that make movement feel good. Whether it's turning a watering can into a kettlebell while tending the plants, joining a local community litter pick, or a summer day exploring with the family, every movement counts.</p> <p>How to get involved?</p> <p>This summer, help us show more ways to reframe what getting active can look like and spread the joy it brings by linking Move Your Way to what you're offering locally to support people with health conditions. This could include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Promoting quiet hours or accessible features in your leisure centre timetable <input type="checkbox"/> Offering taster sessions for beginners, group classes, or teams throughout June and July <input type="checkbox"/> Using your cafe areas to promote physical activity snacking and promote seated movement they can do on the spot! <input type="checkbox"/> Tying Move Your Way into family friendly activities hosted at your leisure centre (even the bouncy castle counts!) <input type="checkbox"/> Sharing #MoveYourWay ready-made social assets across your social channels <input type="checkbox"/> Use local storytellers to share how they get moving using the #MoveMyWay animated logo <p>Join us in sharing the message that getting active doesn't have to look like exercise to count and help lower the barriers to getting involved this summer.</p> <p>A full comms pack, logo and promotional materials available now: weareundefeatable.co.uk/campaign-hub/move-your-way</p>

EMAIL – LEISURE OPERATORS

To share after campaign launch:

Channel	Copy
<p>Email/newsletter short copy (approx. 90 – 115 words)</p>	<p>Move Your Way Today! Today We Are Undeatable celebrates the launch of Move Your Way!</p> <p>The campaign aims to inspire people with health conditions to reframe what exercise looks like and enjoy summer moments that make movement feel good. Whether it's lifting a watering can, joining a community litter pick, or exploring with the family, every movement counts.</p> <p>How to get involved?</p> <p>This June and July, share more ways to get active by linking Move Your Way to what you offer locally, from promoting quiet hours and accessible features, to running beginner taster sessions, encouraging activity “snacking” in café spaces, or tying into family events at your leisure centre.</p> <p>Full comms pack available now: weareundefeatable.co.uk/campaign-hub/move-your-way</p>
<p>Email/newsletter long copy (approx. 150 – 200 words)</p>	<p>Get Involved: Move Your Way this summer with We Are Undeatable!</p> <p>We Are Undeatable launches Move Your Way today!</p> <p>This summer we want to encourage people living with long term health conditions to reframe what exercise looks like and embrace the small summer moments that make movement feel good. Whether it's turning a watering can into a kettlebell while tending the plants, joining a local community litter-pick, or a summer day exploring with the family, every movement counts.</p> <p>How to get involved?</p> <p>This June and July, help us show more ways to reframe what getting active can look like and share the message that every move makes a difference by linking Move Your Way to what you're offering locally to support people with health conditions. This could include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Promoting quiet hours or accessible features in your leisure centre timetable <input type="checkbox"/> Offering taster sessions for beginners, group classes, or teams throughout June and July <input type="checkbox"/> Using your cafe areas to promote physical activity snacking, and promote seated movement they can do on the spot! <input type="checkbox"/> Tying Move Your Way into family friendly activities hosted at your leisure centre (even the bouncy castle counts!) <input type="checkbox"/> Sharing #MoveYourWay ready-made social assets across your social channels <input type="checkbox"/> Use local storytellers to share how they get moving using the #MoveMyWay animated logo <p>Join us in sharing the message that getting active doesn't have to look like exercise to count and help lower the barriers to getting involved this summer.</p> <p>A full comms pack, logo and promotional materials are available to download and use now! weareundefeatable.co.uk/campaign-hub/move-your-way</p>

**WE ARE
UNDEFEATABLE**

THANK

YOU

