

MAKE
NOISE FOR
UKRAINE

Make Noise For Ukraine

Introduction

The UK Government and our partners in NATO are leading an international campaign to Make Noise For Ukraine on Ukrainian Independence Day. On 24 August, we'd like you to make as much noise as possible to voice our loud and defiant support for the people of Ukraine and celebrate the way of life that they are fighting to defend.

We invite government departments, external organisations and members of the public to join us in making a noise for Ukrainian culture, tradition, language and enduring statehood.

Make Noise For Ukraine on 24 August 2024 and post your tribute online.

Slava Ukraini!

Show your support: Individuals

Show your support for Ukrainian Independence Day by making some noise like playing an instrument, singing a song, chanting, clapping, stomping your feet, honking your car horn, or another fun innovative way to show your support!

- Post a video of yourself or your friends making noise for Ukraine and cheering the message ‘Slava Ukraini’ or ‘Glory to Ukraine’ on social media with the hashtag **#MakeNoiseForUkraine**.
- Share Ukrainian Independence Day content posted on the Ministry of Defence Facebook, X, Instagram and LinkedIn channels, and on the HM Armed Forces Facebook channel.



..... Campaign branding

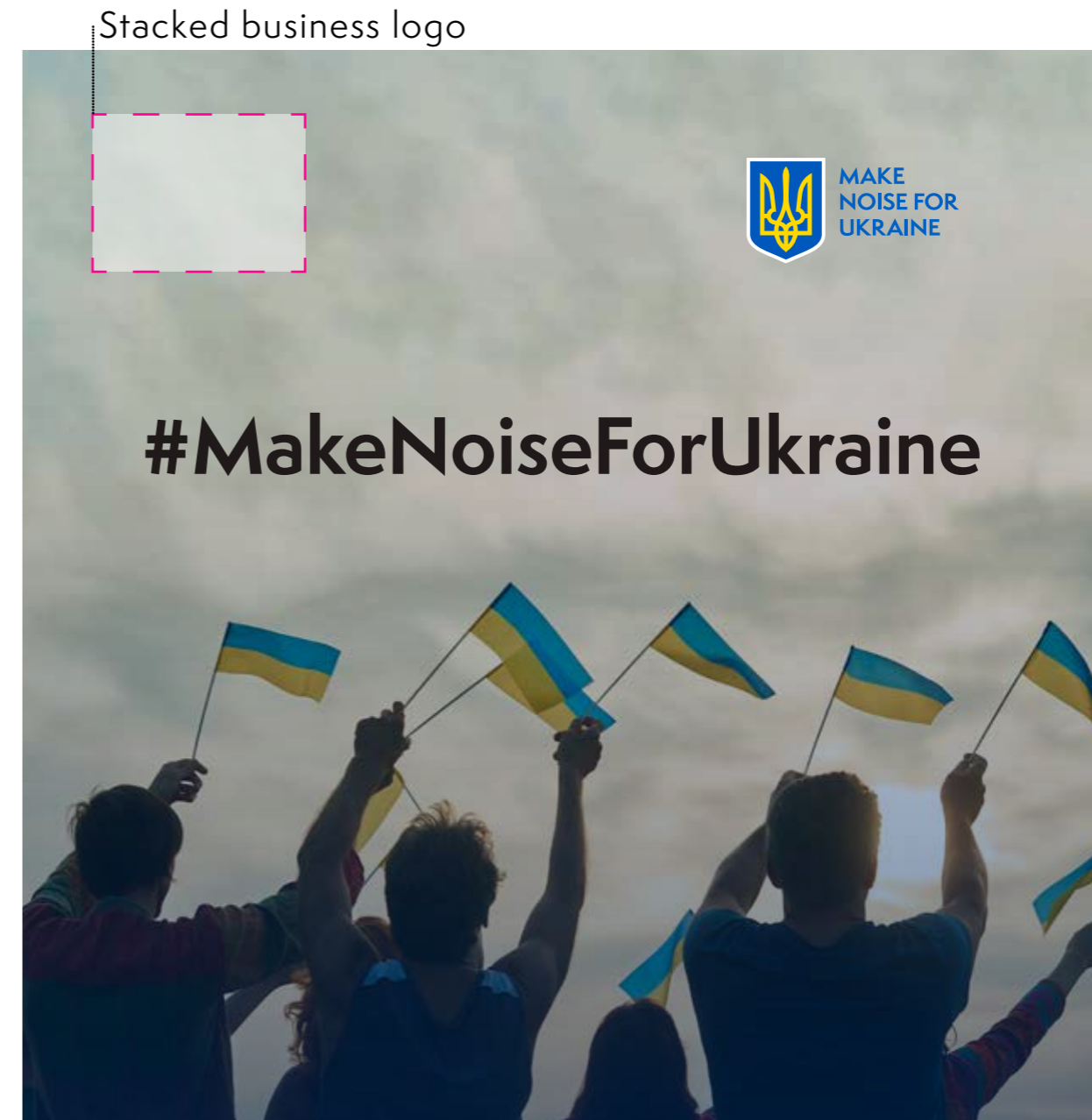
..... Campaign GIF asset

Comes in Ukrainian
'Slava Ukraini'
and English
'Glory to Ukraine'

Show your support: Organisations

We want to show that nations and communities across the world support the global effort to stand with Ukraine. Think about how your organisation could make a bold, defiant statement in support of Ukraine using the resources available.

- Sports teams could show fans cheering and waving Ukraine flags.
- Police and ambulance services could sound their sirens
- You could use music from a local military band or community choir.



Sample Graphics

Examples of what the content could look like:



Square
1:1 - 1080x1080



Vertical
9:16 - 1080x1920

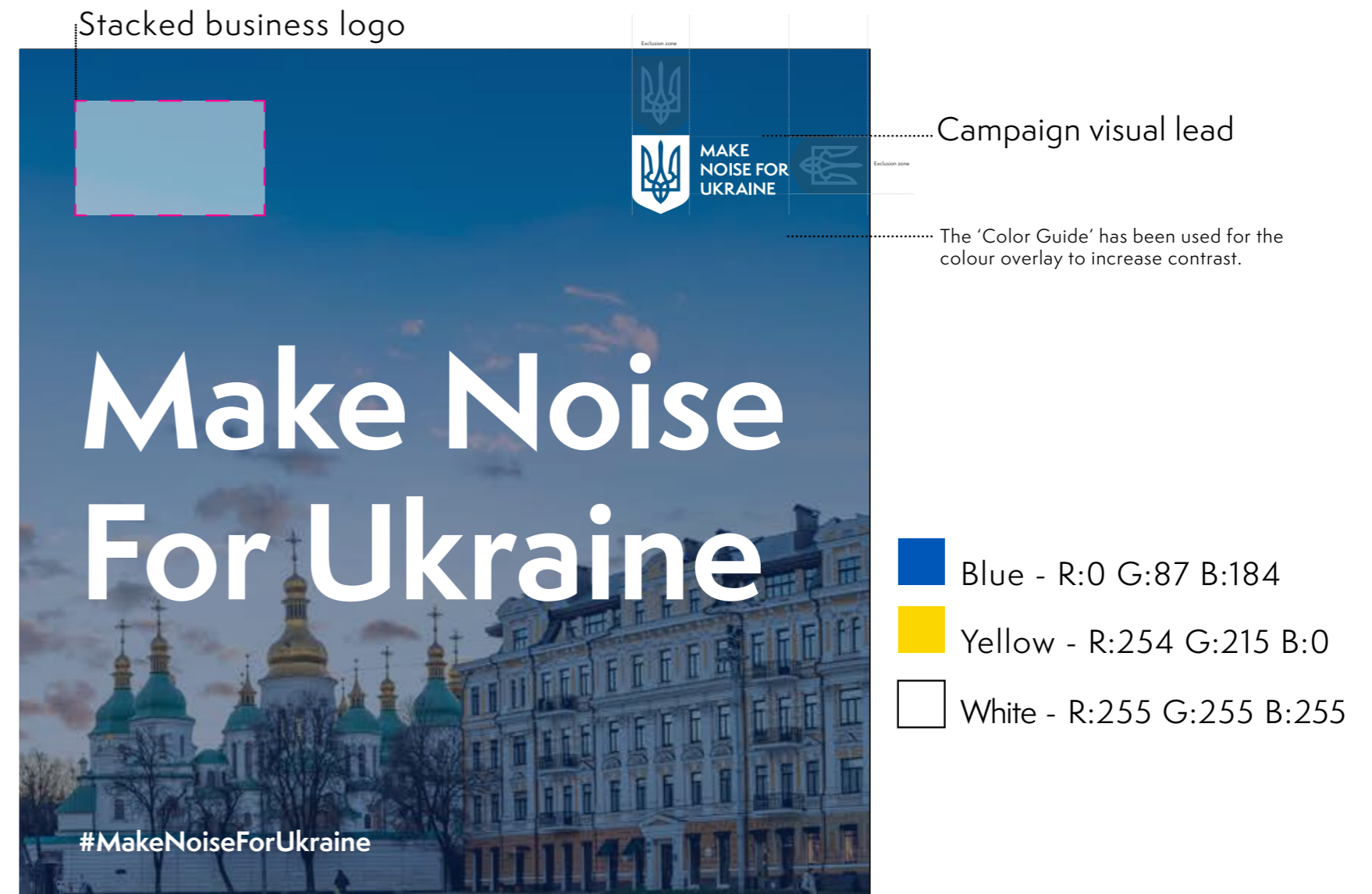


Landscape
16:9 - 1920x1080

Sample social media graphics

You are free to use these posts on your personal and corporate accounts.

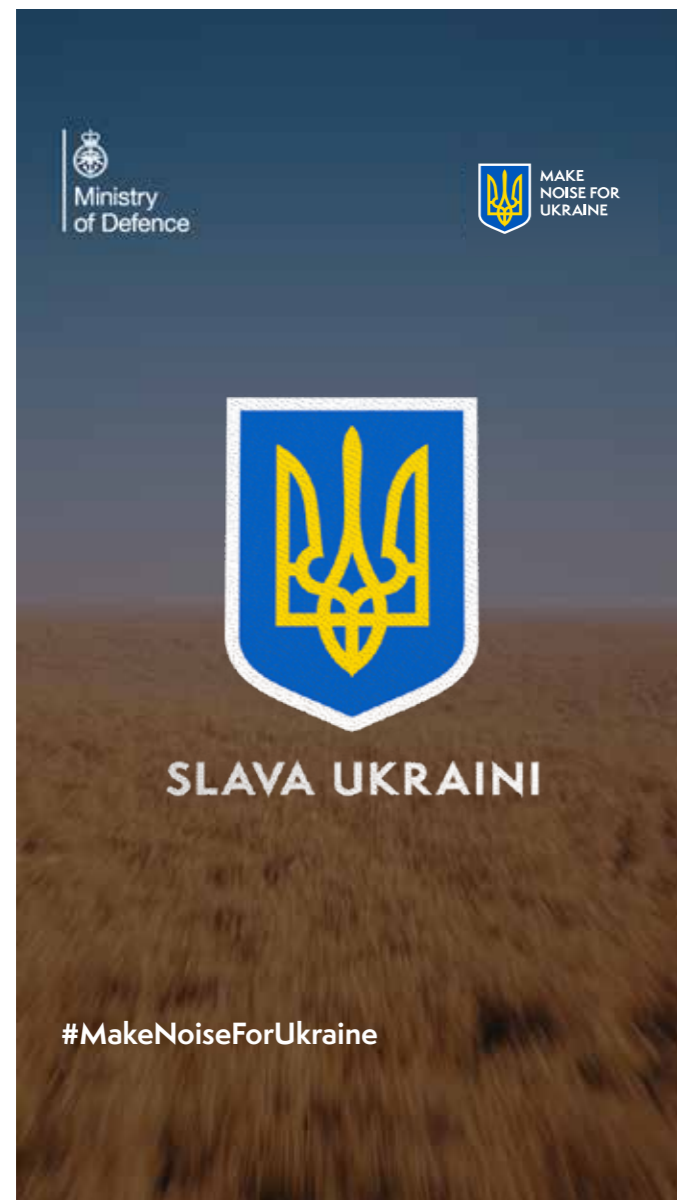
- **#MakeNoiseForUkraine**. On Ukrainian Independence Day we celebrate everything Ukraine is fighting to defend: democracy, sovereignty and the Ukrainian way of life.
- I stand with Ukraine's fight for democracy, sovereignty and the rule of law. This Ukrainian Independence Day, we must not be silent and allow evil to triumph.
#MakeNoiseForUkraine



Further social examples

Vertical

9:16 - 1080x1920



Landscape

16:9 - 1920x1080



Square

1:1 - 1080x1080



Download and use our [Make Noise For Ukraine](#) graphics and logos in your social media videos to show your support.

Campaign visual elements

Leading Graphic



Colours



UKR Blue
RGB: 0 87 184
CMYK: 98 64 0 0
#0057b8



UKR Yellow
RGB: 545 215 0
CMYK: 0 16 97 0
#fed700

Typography

SEMPLICITA PRO

SEMPLICITA PRO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SEMPLICITA PRO MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

P22 Mackinac Pro

Mackinac Pro Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Mackinac Pro Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Graphics



Photography



Digital channels and toolkit

Handles and hashtags

You can also share social media content published by the UK Ministry of Defence using the channels and hashtags below:

[#MakeNoiseForUkraine](#)

[#SlavaUkraini](#)

- **Facebook**

Ministry of Defence
HM Armed Forces

- **Instagram**

@ministryofdefence

- **X**

@DefenceHQ

- **LinkedIn**

UK Ministry of Defence

Toolkit

This campaign guide is in support of [Make Noise For Ukraine](#) for Ukrainian Independence Day 2024. Please follow the guidelines and use official assets wherever appropriate. Campaign branding, graphic assets and templates are available to download here:

[Make Noise For Ukraine](#) digital assets.

For general enquiries, please call: 020 7807 0970.

Branding guidance please email:
creative.hub@ddc-mod.org



Ministry
of Defence