



Border Force

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Introduction

This toolkit is designed to give our campaign partners the tools to produce aligned communications about Project Kraken, Project Falco and Project Pegasus, as part of Border Force's overarching border security campaign.

Using this toolkit will ensure the campaign materials are consistent, effective and deliver an aligned message to the public.

1

About the campaign

The border security campaign tackles border crime across the UK by raising the public’s awareness of what suspicious activity looks like and how to report it.

Project Kraken, Project Falco and Project Pegasus are joint law enforcement operations within the campaign, targeting border crime in aviation and maritime locations. Project Kraken targets the coastline and marinas, Project Falco targets ports and Project Pegasus targets aviation locations.

You can support our campaign by:

- displaying our posters in relevant coastal, community and port locations
- distributing our flyers in public areas or at events
- posting our social media suggestions on your Facebook, Twitter and Instagram accounts
- promoting the campaign internally through your intranets, newsletters or emails
- promoting the campaign externally through your community partnerships





Logos

The campaign logos consist of the project name within two blocks. Make sure you use the relevant logo for Project Kraken, Project Falco and Project Pegasus communications.

The blocks can be positioned on top of or adjacent to each other, but their proportions and alignment should not be altered.

In most cases, the primary logo should be used. When the logo appears against a teal blue background, use the secondary logo instead.

Place the logo in the top-left corner of communications where possible. If the design does not permit this, place in an alternative corner.

Primary logos



Secondary logos

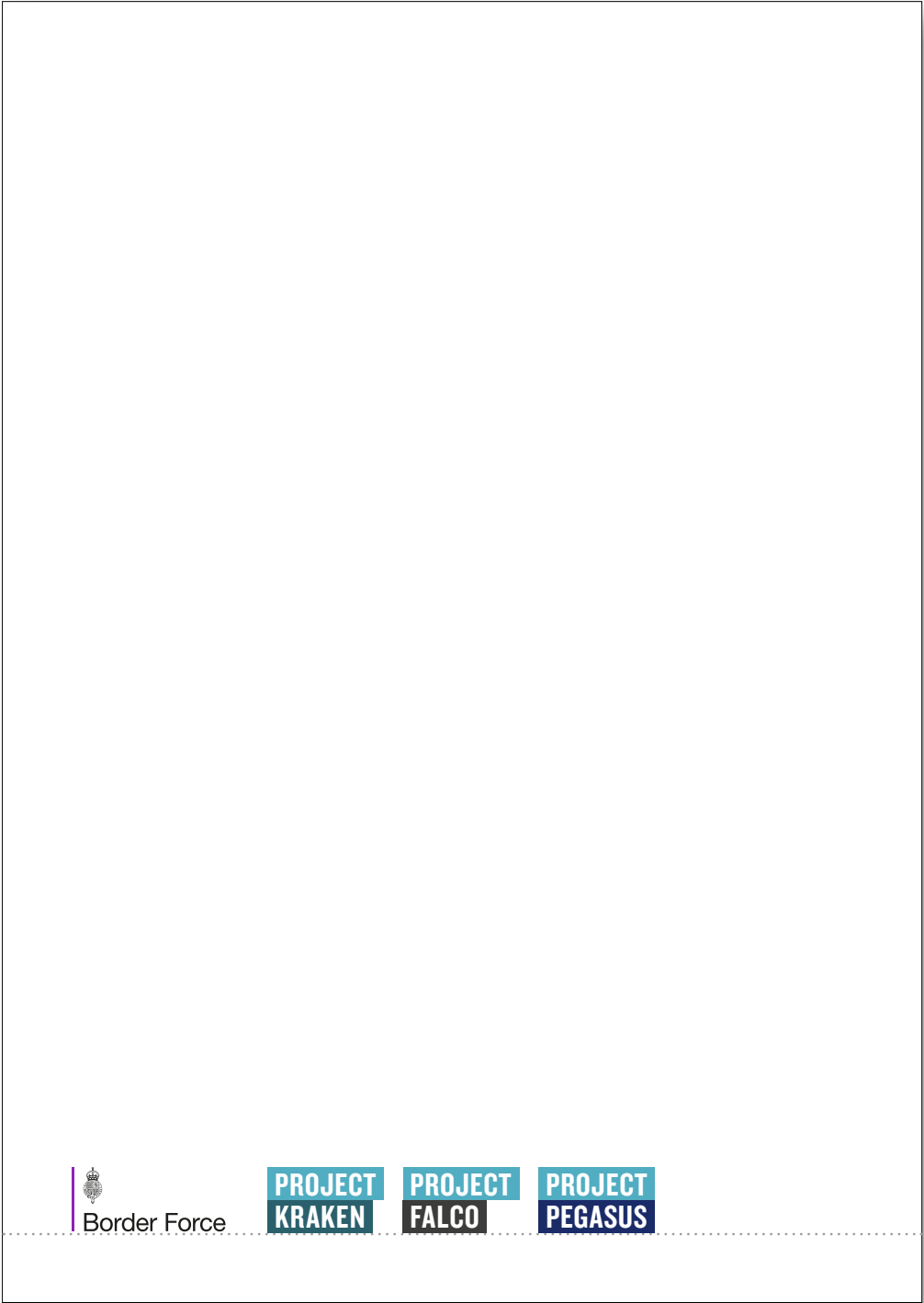


3

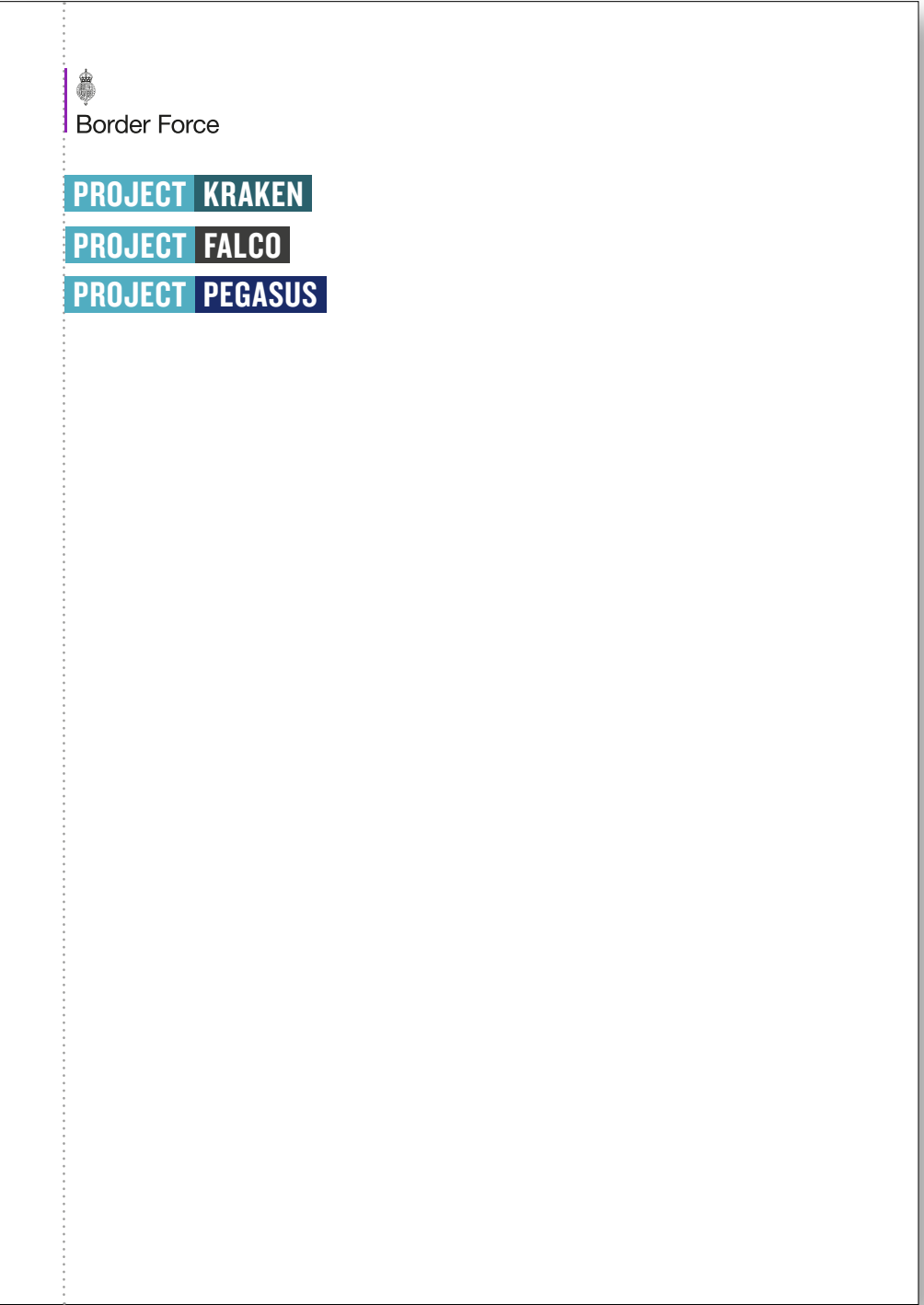
Co-branding

The Project Kraken, Project Falco and Project Pegasus logos can be used alongside, or as an endorsement to, the logo of a government department, partner organisation or service.

When co-branding or endorsing communications, place the logos either in the top-left or bottom-left corner, as illustrated here.



Horizontal endorsement with logos ranged bottom left



Vertical endorsement with logos ranged top left

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Strapline and call to action

The campaign’s strapline is:

“Report it. Let’s sort it.”

This gives the public a clear instruction if they see anything suspicious and makes them part of the solution.

The campaign’s call to action is: **“To report anonymously, call UK Border Watch powered by Crimestoppers on 0800 011 3304 or use the QR code to report on-line. In an emergency always call 999”** It encourages the public to take action quickly and reassures them that they will remain anonymous.

This strapline and call to action must be used for all Project Kraken, Project Falco and Project Pegasus communications. Using them consistently and correctly is key to building a strong, recognisable campaign that resonates with the public.

REPORT IT. LET’S SORT IT.



To report anonymously, call UK Border Watch powered by Crimestoppers on **0800 011 3304** or use the QR code to report online. In an emergency always call **999**.

5

Messaging

The campaign messaging uses focused questions to help the public be more alert and consider why something they see might be suspicious.

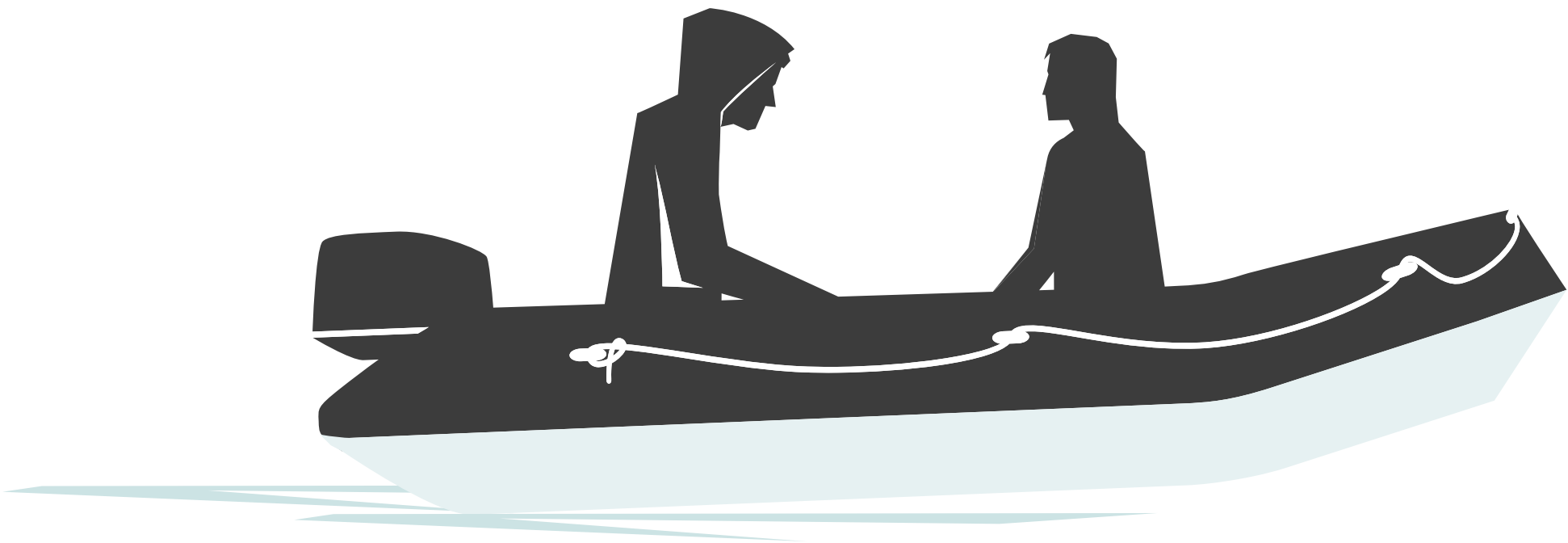
Each project has its own set of questions, tailored to the specific environment and audience. For Project Kraken, this will be people walking along the coastline and small-boat owners or users. For Project Falco, this will be people using and travelling through ports. For Project Pegasus, this will be people passing through small remote airfields.

Project Kraken:

- Seen someone where they shouldn't be?
- Seen something suspicious?
- Boats landing in strange places?
- Boats arriving at unusual times?
- Strange activity by the shore?

Project Falco:

- Seen someone where they shouldn't be?
- Seen something suspicious?
- Unattended luggage at the port?
- Someone recording security or staff?
- Strange activity around the port?



5

Messaging

Project Pegasus:

- Seen something suspicious at a small airfield or airport?
- Aircraft arriving and departing at unusual times and places?
- Seen someone where they shouldn't be?

Whether you work in the aviation industry, are a keen pilot, or live locally, you should report any unusual or suspicious activity at a UK airfield or airport immediately.

This could include:

- aircraft arriving and departing at unusual times and places
- packages being dropped from low-flying aircraft or suspicious deliveries
- someone taking an unusual interest in airport security
- someone where they shouldn't be
- seeing someone flying a drone close to an airfield or airport
- an aircraft that has been unusually modified
- a person being evasive about passengers, flights or routes

- a person ignoring aviation regulations or filing misleading or false general aviation reports or flight plans
- items being handled suspiciously or concealing cargo

For all communications, make sure your tone of voice is direct, clear and reassuring. Keep language as simple as possible, avoid jargon and only include essential information.

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Project Kraken downloads

We’ve created a suite of Project Kraken campaign posters (A4 and A3) for you to download and share. We recommend displaying Project Kraken posters along the coastline, in marinas, boat clubs, local community spaces and on community noticeboards.

Project Kraken: promotional materials
www.gov.uk/government/publications/project-kraken-promotional-posters

1



2



3



4



5



6

Project Kraken downloads

We’ve created a campaign flyer (A5) and a vinyl banner for you to download and share.

6



A5 flyer



7



Outdoor vinyl banner

7

Project Kraken Welsh downloads

We’ve created a suite of Project Kraken campaign materials in Welsh (A4 posters, A3 posters and vinyl banners) for you to download and share.

We recommend displaying Project Kraken posters along the coastline, in marinas, boat clubs, local community spaces and on community noticeboards.

1



A4/A3 posters

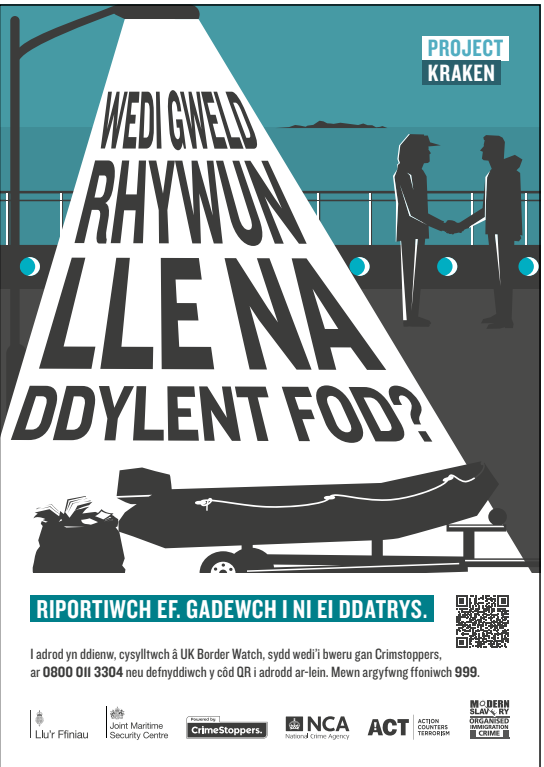
2



3



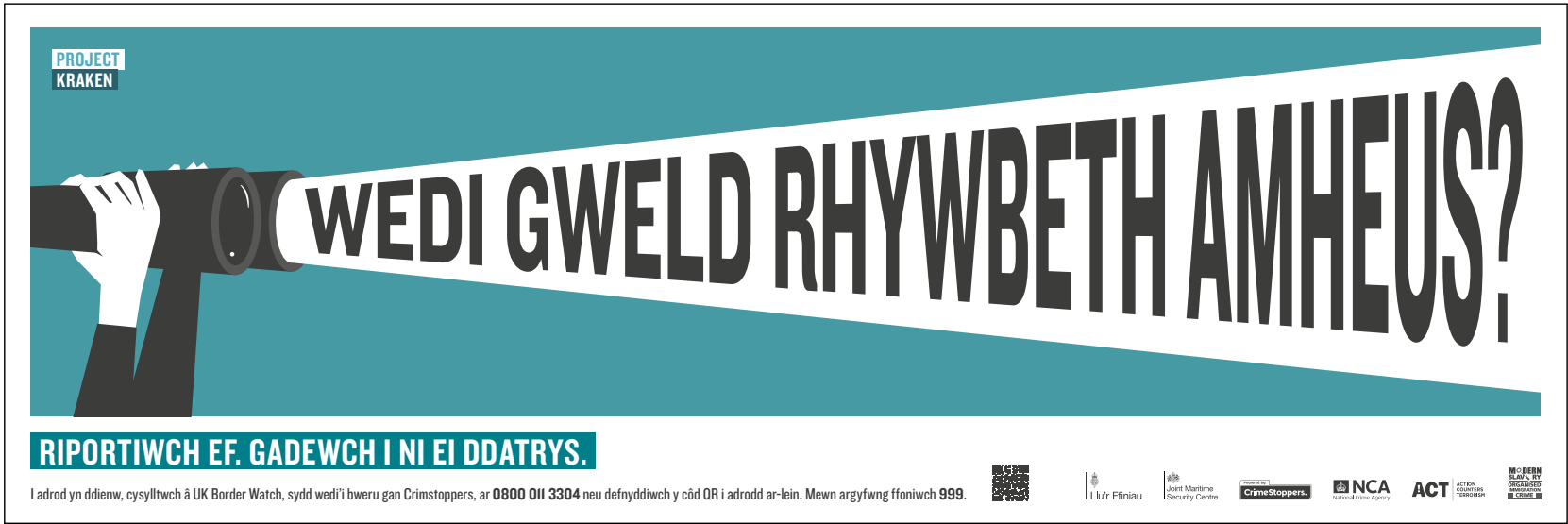
4



5



6



Outdoor vinyl banner

8

Project Kraken social media

Two examples of social media posts are included here, which you can use for communications about Project Kraken. Ensure you're clear on the audience Project Kraken is targeting. Keep the posts succinct and use the question style of the campaign messaging.



Example 1

We're supporting @UKHomeOffice with #ProjectKraken to tackle border crime at the coast.

Seen something suspicious?
Report it. Let's sort it.

Call the UK Border Watch
anonymously on 0800 011 3304.
In an emergency, call 999.

#ReportBorderCrime



Example 2

Strange activity by the shore?
Report it. Let's sort it.

Call the UK Border Watch
anonymously on 0800 011 3304.
In an emergency, call 999.

@UKHomeOffice #ReportBorderCrime
#ProjectKraken

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Project Falco downloads

We’ve created a suite of Project Falco campaign materials (A4 posters, A3 posters) for you to download and share. We recommend displaying Project Falco materials in public-facing areas around the port, such as departure and arrival halls, waiting rooms, cafés, security check points and ferry terminals.

Project Falco: Report suspicious behaviour at the border
www.gov.uk/government/publications/report-suspicious-behaviour-at-the-border-project-falco/report-suspicious-behaviour-at-the-border-project-falco



9

Project Falco downloads

We’ve created a campaign flyer (A5) that can be used to support both Project Falco and Project Kraken and a vinyl banner for you to download and share.

6



A5 flyer



7



Outdoor vinyl banner

10

Project Falco Welsh downloads

We’ve created a suite of Project Falco campaign materials in Welsh (A4 posters, A3 posters and vinyl banners) for you to download and share.

We recommend displaying Project Falco Welsh materials in public-facing areas around the port, such as departure and arrival halls, waiting rooms, cafés, security check points and ferry terminals.

1



A4/A3 posters

2



3



4



5



6



Outdoor vinyl banner

11

Project Falco social media

Two examples of social media posts are included here, which you can use for communications about Project Falco. Ensure you're clear on the audience Project Falco is targeting. Keep the posts succinct and use the question style of the campaign messaging.



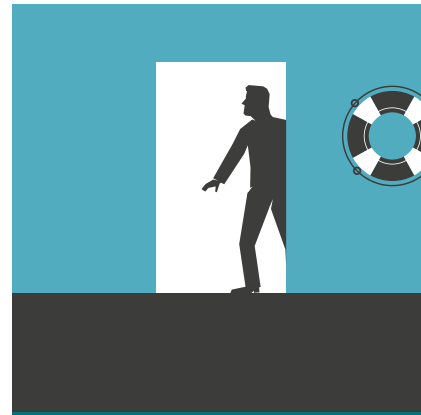
Example 1

We're supporting @UKHomeOffice with #ProjectFalco to tackle border crime at ports.

Seen something suspicious?
Report it. Let's sort it.

Call the UK Border Watch anonymously on 0800 011 3304.
In an emergency, call 999.

#ReportBorderCrime



Example 2

Strange activity around the port?
Report it. Let's sort it.

Call the UK Border Watch anonymously on 0800 011 3304.
In an emergency, call 999.

@UKHomeOffice #ReportBorderCrime
#ProjectFalco

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Project Pegasus downloads

We’ve created a suite of Project Pegasus campaign posters (A4 and A3) for you to download and share. We recommend displaying Project Pegasus posters in public-facing areas around small airfields/airports, such as departure and arrival halls, waiting rooms and cafes.

Project Pegasus: Report suspicious behaviour at a small UK airfield and airports
www.gov.uk/government/publications/report-suspicious-behaviour-at-small-airfields-project-pegasus/report-suspicious-behaviour-at-a-small-airfield-project-pegasus

1



2



3



4



13

Project Pegasus Welsh downloads

We’ve created a suite of Project Pegasus campaign materials in Welsh (A4 and A3) for you to download and share. We recommend displaying Project Pegasus posters in public-facing areas around small airfields/airports, such as departure and arrival halls, waiting rooms and cafes.

Project Pegasus: Report suspicious behaviour at a small UK airfield and airports
www.gov.uk/government/publications/report-suspicious-behaviour-at-small-airfields-project-pegasus/report-suspicious-behaviour-at-a-small-airfield-project-pegasus

1



2



3



4





Border Force

If you have any questions, comments or feedback, please get in touch with:

Project Falco

BehaviouralScienceNatops@homeoffice.gov.uk

Project Kraken

Project-Kraken-BorderForce@homeoffice.gov.uk

Project Pegasus

BF.NOCC.GA@homeoffice.gov.uk