



better business
act

**BETTER
BUSINESS DAY
2026 TOOLKIT**

HELLO

Welcome to the Better Business Day 2026 campaign.
This is your guide to creating consistent communications,
no matter what you're putting out there.

Keep clicking through to explore the different elements
of the campaign identity and discover how you can take
action as a Better Business Act coalition member.

OPEN TOOLKIT



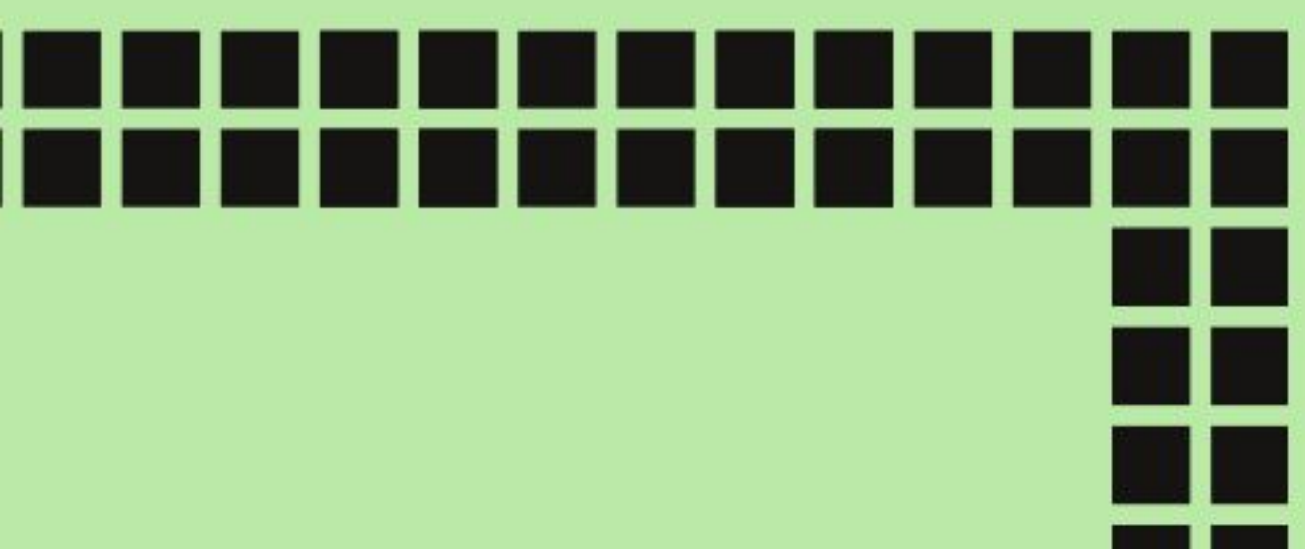
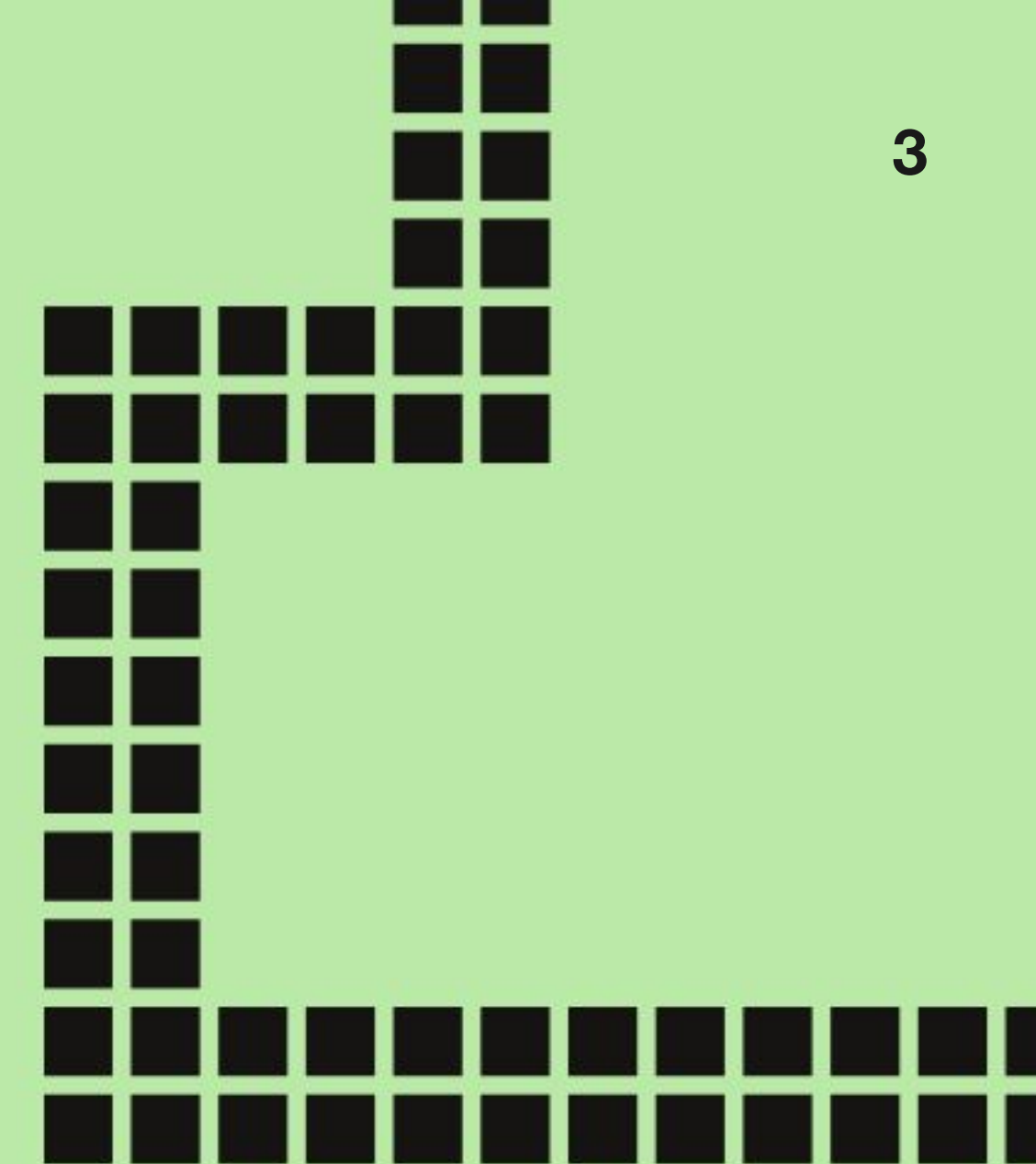
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SECTION 01:

CAMPAIGN CONCEPT



UPGRADE TO BETTER BUSINESS

In the last 20 years, the world has changed.
But the Companies Act hasn't.

Modern business deserves modern law, so
we're calling on the UK government to
upgrade to Better Business by amending
Section 172 of the Companies Act. This can
and will improve the way we do business in
the UK.

This concept lands us in the '00s through
mobile phone screen design, while our
message launches us into the future. Think
pixels and two-tone, meets a demand for
change delivered with clarity and urgency.

Nostalgic • Graphic • Urgent • Optimistic

SECTION 02:

VISUAL IDENTITY



CAMPAIGN LOGO

The campaign logo heralds back to a bygone time visually while directing businesses to the future with clear, forward-thinking messaging.

The logo uses VCR OSD Mono, to match the pixelated visual theme, supported by Helvetica Neue for smaller text to tie back in with the rest of the B Lab brand.

The logo is usually placed to the left of a layout, alongside left aligned text.

The logo is available to download in AI, PNG and JPG formats [here](#).



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20 YEARS,
SAME SYSTEM?
UPGRADE TO BETTER
BUSINESS NOW

MESSAGING

Hero message:

20 years, same system? Upgrade to Better Business now

Supporting message:

The Companies Act is stuck in 2006. Since then, business has modernised and now Section 172 must too. It's better for all of us, our economy and our planet.

Let's upgrade to Better Business.

Write to your MP.

Join the Better Business Act now.

Additional messaging:

- 20 years of change. One system left behind.
- We must upgrade Section 172 of the Companies Act 2006.
- Company law needs an upgrade.
- The Companies Act is stuck in 2006. Business has modernised and now Section 172 must too.



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20 YEARS,
SAME SYSTEM?
UPGRADE TO BETTER
BUSINESS NOW

COLOURS

To help complete the 2006 look, the Better Business Day 2026 campaign identity uses a pairing of bright and muted greens, backed by a deep black, that helps make the identity's theme immediately recognisable.

**BRIGHT
GREEN**

#BBEAA8
R187 G234 B168

**MUTED
GREEN**

#A9D298
R169 G210 B152

BLACK

#151413
R21 G20 B19

TYPE

VCR OSD Mono is our heading typeface, a monospaced sans serif, that links back to the mid-2000s and big pixelated digital displays.

VCR OSD Mono can be downloaded [here](#).

VCR OSD Mono is supported with Helvetica Neue Regular for subheadings and body.

Headings / VCR OSD Mono

UPGRADE TO BETTER
BUSINESS NOW

Subheadings / Helvetica Neue Regular

20 years of change. One system left behind. Support the Better Business Act.

SECTION 03:

HOW TO TAKE PART



SOCIAL MEDIA THUNDERCLAP

On **Thursday 28 May at 12PM**, we're asking the entire coalition to post at the same time to create a **digital 'Thunderclap'**.

Action: Save the date in your calendar. We've pre-written caption copy below and created social media assets for you to choose from [here](#). Use these templates as is, or give them a personal touch by adding a sentence on why you're backing the Better Business Act and urging other business leaders to also **write to their MP**.

CAPTION COPY

20 years, same system? Upgrade to Better Business now

The Companies Act is stuck in 2006. Since then, business has modernised and now Section 172 must too. It's better for all of us, our economy and our planet.

I've written to my MP, it took less than 60 seconds. Now it's your turn. Let's make some noise and upgrade to Better Business.

Write to your MP.



Access assets [here](#).

WHAT TO POST ON THE DAY

On Better Business Day, Tuesday 09 June, we invite you to post a 2006 throwback, sharing what you were up to then, reflecting on what's changed, and outlining what you hope the change to the Companies Act will achieve for the UK.

You can duplicate, edit and download our Canva templates [here](#).

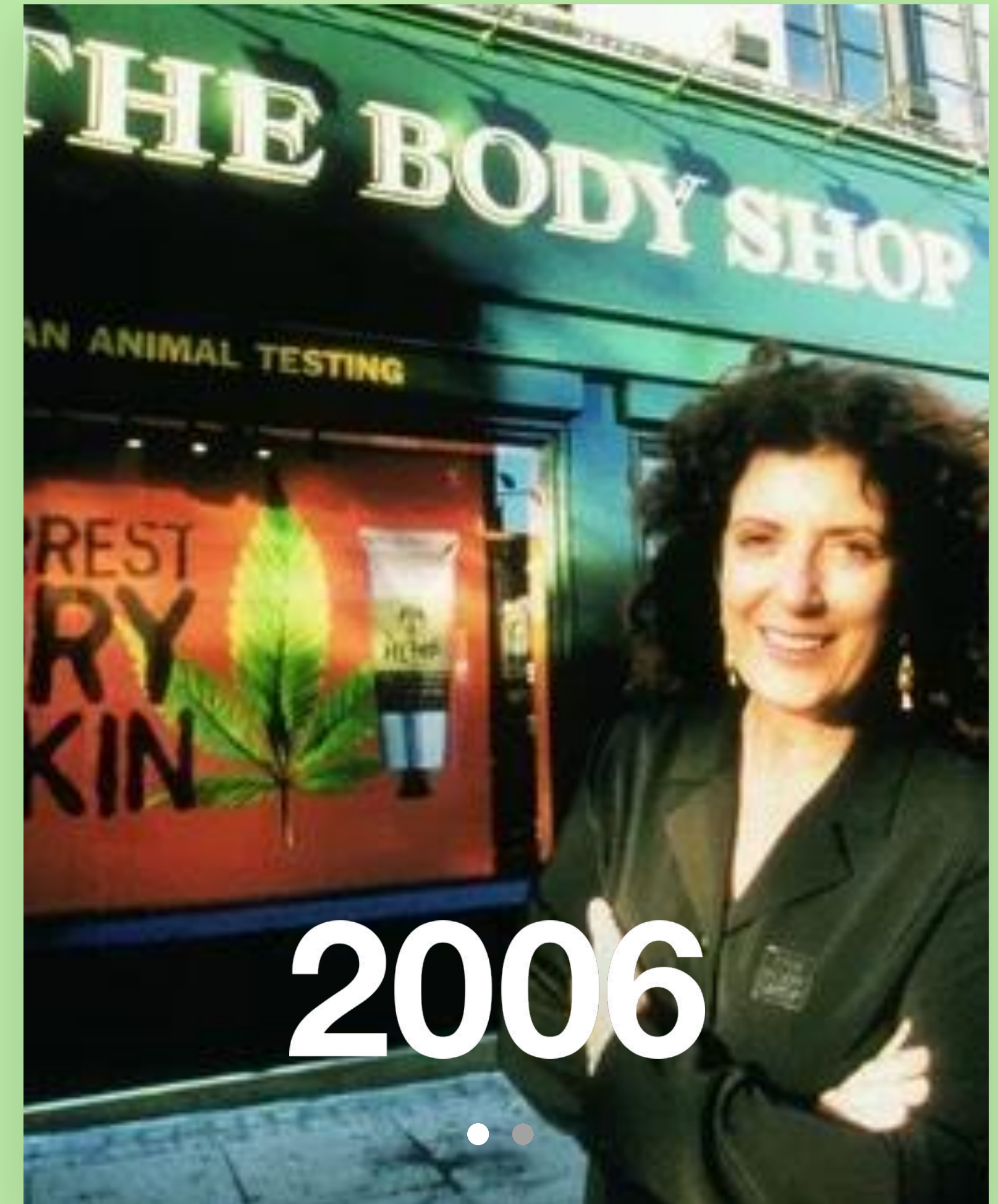
CAPTION COPY

2006 vs. 2026! In 20 years, we've changed a lot, but the Companies Act is stuck in the past.

This Better Business Day, we're calling the government to change Section 172, so that all businesses prioritise people, planet and profit.

I've written to my MP, it took less than 60 seconds. Now it's your turn. Let's make some noise and upgrade to Better Business.

Write to your MP.



SECTION 04:

FURTHER ASSETS 

SOCIAL TEMPLATES



Image and headline text



Image and longer text



Image and text in frame

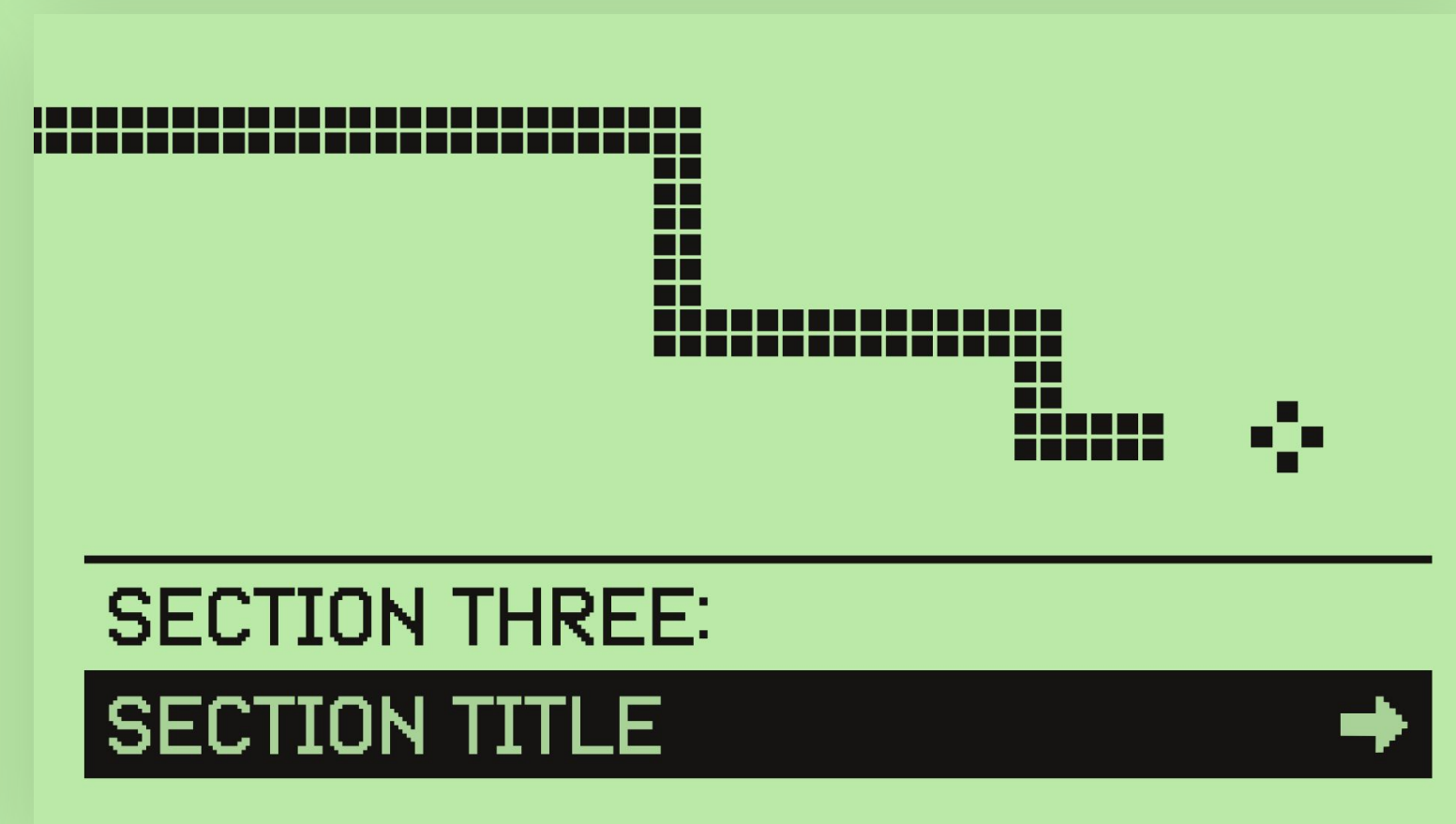
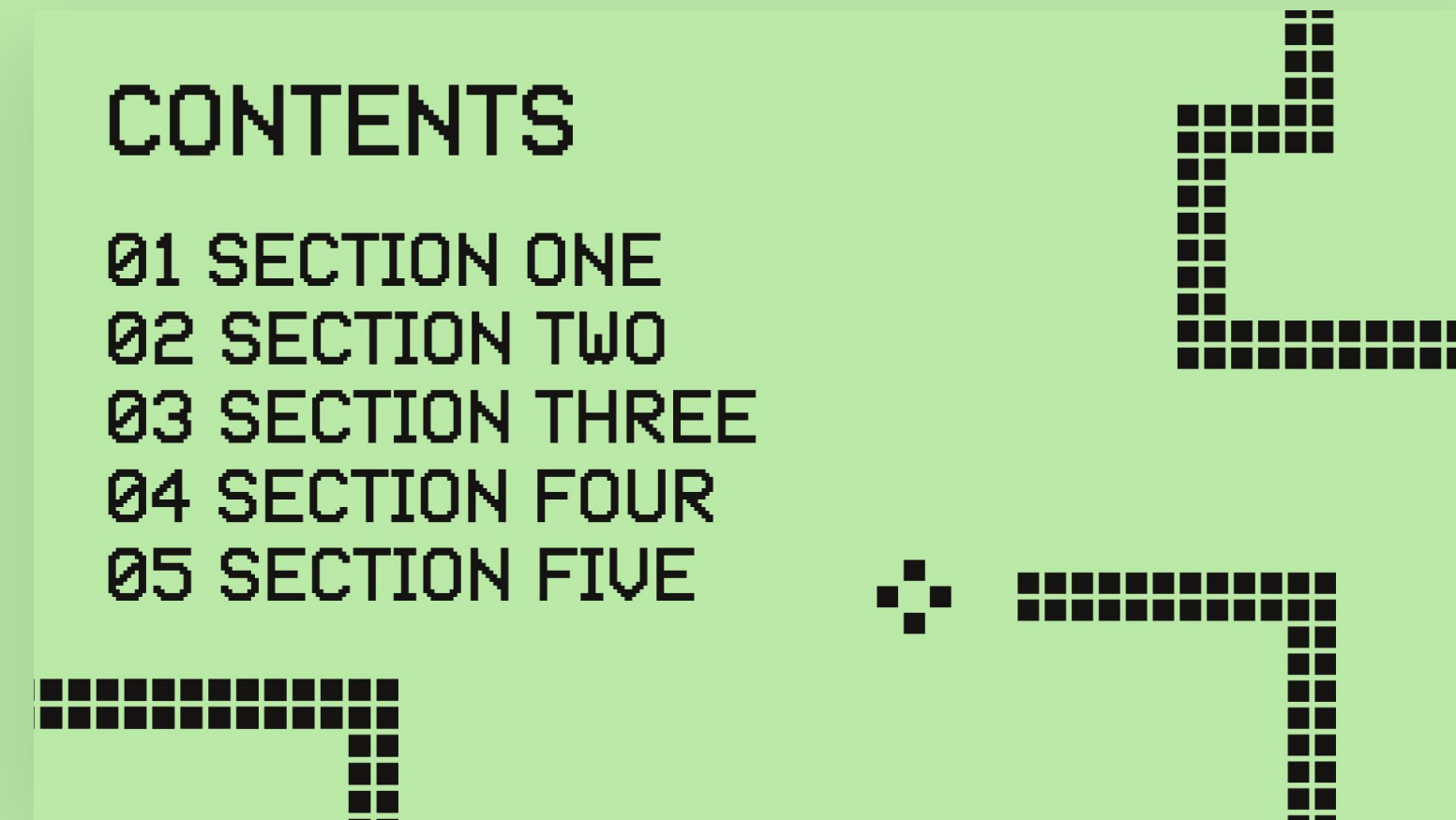
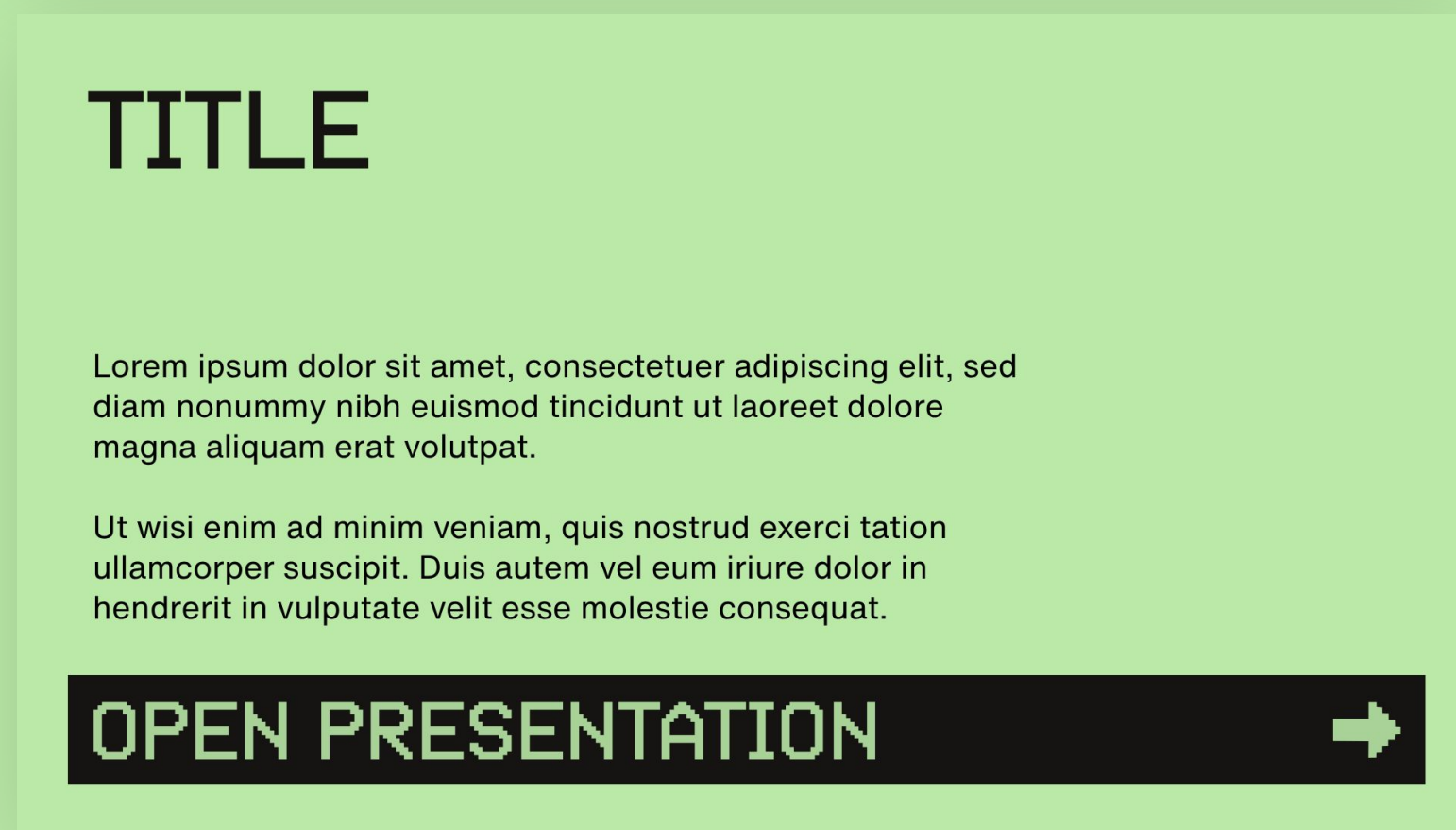
You can make a copy, edit and download our Canva templates [here.](#)

PHOTO OVERLAYS



Access landscape assets for newsletter, web pages and more.
You can make a copy, edit and download Canva templates [here](#).

GOOGLE SLIDE TEMPLATES



You can make a copy, edit and access Google Slide templates [here](#).

NEED HELP?



For more information regarding this toolkit, please get in touch with:

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