



BRANDING GUIDELINES

Version 3



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FOREWORD

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This visual identity document sets out guidelines on applying the Active Together logo, our colour palette, photography and graphic styling to all our communications both externally and internally.

It provides a foundation for the communication of our movement - to make physical activity and sport more accessible and to champion its importance in everyday life, for our physical and mental health.

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BRAND MARK

Primary Brand Mark



Minimum size logo can be displayed at:
9mm W x 21mm H



Let's Get Moving Strapline

To be used across Active Together's marketing, communication and promotional materials. Please refer to the Let's Get Moving Guidelines for more information.



EXCLUSION ZONE

The clear space has been created to ensure the logo always stands out from other graphic elements, is clear and legible.



Minimum space around the logo is defined by the height between the top of the word 'Active' and the top of the blue silhouette

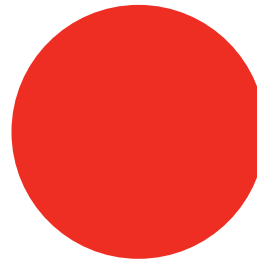
COLOURS: Print

Primary Colour Palette

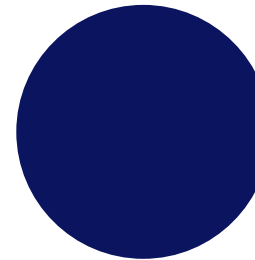
Colour is used as a brand tool which may be applied to the type and context of our communications.

Whether reproducing the colour palette on screen or in print, always refer to the recommended colour breakdowns.

The primary palette uses the two core colours which represent Active Together.



PMS 485C
C 0 M 95 Y 100 K 0



PMS 2766C
C 100 M 94 Y 0 K 47

Public Additional Colour Palette

To be used as needed in print and online artwork



PMS 7473C
C 82 M 20 Y 57 K 4



PMS 6018C
C 1 M 57 Y 92 K 0



PMS 213C
C 1 M 95 Y 6 K 0

Partner Additional Colour Palette

To be used as needed in print and online artwork

Where applicable, please refer to specific Programme/Area Sub-Branding Guidelines or Design Principles.



PMS 7677
C 71 M 77 Y 0 K 0



PMS 2183
C 76 M 15 Y 11 K 0

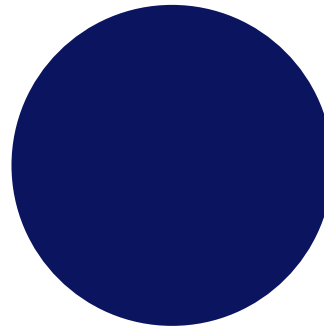


PMS 7473C
C 82 M 20 Y 57 K 4

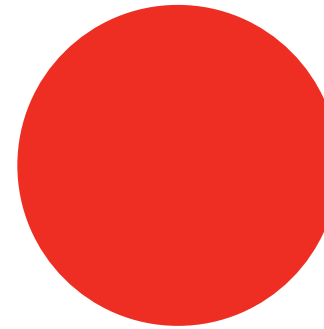
COLOURS: Digital

Website Colours

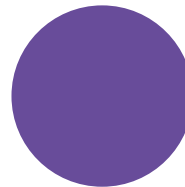
To be used across our main websites.



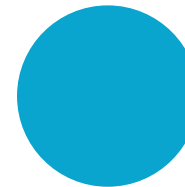
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R20 G27 B77



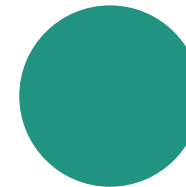
#E42313
R228 G35 B19



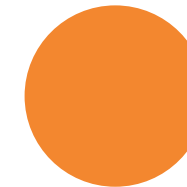
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R164 G76 B154



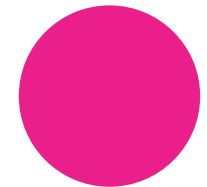
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R0 G163 B207



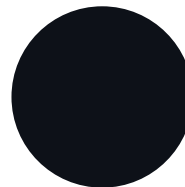
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R3 G144 B125



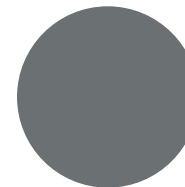
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R239 G132 B33



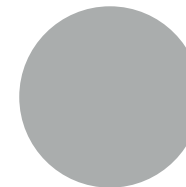
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R229 G27 B127



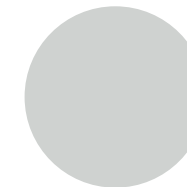
#1B1C1E
R28 G28 B30



#757577
R117 G118 B120



#B5B5B5
R181 G181 B181



#D9D9D9
R217 G218 B217



#F0F0F0
R240 G240 B239