



BRAND GUIDELINES

VERSION 1.0



MORE PEOPLE. MORE ACTIVE. MORE OFTEN.

Active Lincolnshire brings people and organisations together to help more people be more active, more often.

That means collaborating, co-creating, and doing things with people. We listen, understand the local need, test and learn. We support a whole system change approach and deliver programmes with vision, flexibility and creativity.

By identifying opportunities through audience-led engagement, research and insight, we deliver, lead, support, fund and connect according to local need.

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LOGO



LOGOMARK PRECISION

The logo has been crafted and bespoke made so it becomes a unique logomark.



active lincolnshire

OUR LOGO

The logo ties in the ribbon to represent movement, agility and dynamism.

Always ensure that the size of the logo works in relation to the size of the document being created. Text must always be readable and the logo must always be legible.

There are colour variations of the logo on the next page showing background usage.

If you are using the logo on top of an image then please ensure the logo is clearly visible and that the best logo option is chosen.





A FLEXIBLE APPROACH



Logo

This logo should always be used whenever possible. There is a positive and reversed out option of the logo that can be applied to various forms of media for both print and digital.



Icon

The icon can be used on its own for such things as a website favicon or as an avatar on social media platforms.



Wordmarque

The Wordmarque can be used without the icon in certain instances. An example of this is in the Active Lincolnshire website header with the logo changing to the Wordmarque when scrolling down the page.

LOGO STRUCTURE

Clear space area

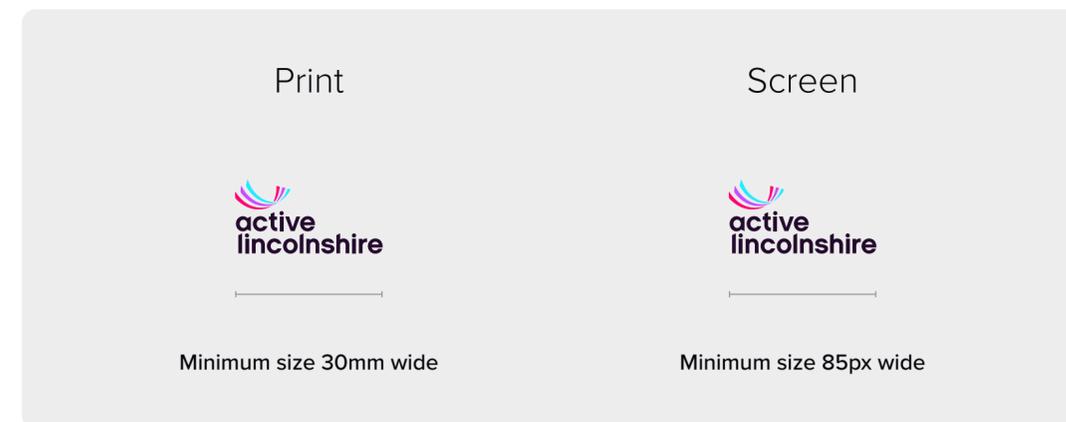
Whenever you use the Active Lincolnshire logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The space around the logo should always be at least the size of the 'a' as shown in this example.

Minimum size

Never reduce the logo below the width indicated. It is important that the logo is always legible.



'a' denotes the clear space area



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COLOURS

ACTIVE COLOURS

The colour palette is vibrant and punchy to give a modern feel.

Please note that where possible the RGB colourways should be used so the colours keep their vibrancy.

Active Dark
Pantone 276
C80 M89 Y49 K66
R35 G10 B44
#240a2b

Active Blue
Pantone 2198
C58 M0 Y10 K0
R31 G235 B255
#1febff

Active Purple
Pantone 2582
C55 M71 Y0 K0
R199 G77 B255
#c74cff

Active Red
Pantone 213
C0 M94 Y22 K0
R255 G0 B111
#ff0070

Active Orange
Pantone 164
C0 M59 Y83 K0
R255 G132 B59
#ff843b

Active Green
Pantone 7479
C62 M0 Y74 K0
R0 G255 B135
#00ff87

Active Yellow
Pantone 388
C20 M0 Y100 K0
R235 G255 B0
#ebff00



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FONTS

PRIMARY FONTS

Our primary font is Proxima Nova.
This font is available as a free download
via google-fonts.

For programs such as PowerPoint or
when Proxima Nova is not available,
Arial can be used. See page 30 for
our example.

Headline font

**PROXIMA
NOVA.**
BLACK ITALIC

Main body copy font

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium

Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Black

Alternative font – PowerPoint

ARIAL.
BLACK ITALIC

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***4* TONE OF VOICE**

Our tone of voice is a natural extension of our brand proposition.

So the words we use are active, positive and show forward movement – for our partners and, ultimately, for our end users.

The words we use for the Active Lincolnshire brand audience are distinct from the words we use for B2B2C audiences.

TONE OF VOICE LEXICON

Brand

Knowledge

Information

Insight

Real (people, places, support)

Inclusive

Access

Equality

Diversity

Pathway

Lincolnshire

Changing lives through physical activity

B2B2C

Moving

Fitter

Happier

Better

Learning

New

Start

Local

Personal

You

Being more active means feeling healthier and happier

BUILDING ON YOUR STRAPLINE

**MORE PEOPLE
MORE ACTIVE
MORE OFTEN**

Explore more

More moves

Together more

More beauty

More fun

More action

More support

More ways than one

Do more together

More inclusive

More time

More space

More reasons

We can all do more

Make more time

More help

More guidance

More than meets the eye

More champions

CORE MESSAGING – MORE

Building on the core proposition, we expand on the purpose by using the word MORE to cover different audiences, different challenges and different ambitions.

Here are a few examples, each with an alignment to an Active Lincolnshire value...

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

Innovation

MORE ACTIVITIES

We've so many ways to get Lincolnshire active

When you want inspiration on new activities to offer, you're in the right place. Here are lots of fresh ideas to get Lincolnshire's people more active.

Inclusivity

MORE ACCESS

New opportunities to get Lincolnshire's people more active

We're here to support you in providing access to all kinds of physical activity for people who are currently inactive. Together, we'll get Lincolnshire's people more active.

Integrity

MORE SUPPORT

Looking for your route to funding and resources?

If you're looking for funding or support for an activity, we can point you in the right direction. Together we can get Lincolnshire's people more active.

Learning

EXPLORE MORE

New routes. New experiences. New opportunities for you to offer new ways of being more active. All Covid safe. All designed to get Lincolnshire's people more active.

Collaboration

EXPLORE MORE

Your active knowledge hub is ready to help

Working with local authorities, businesses, clubs, and volunteers, we're here to provide the insight, tools and resources to get Lincolnshire's people more active.

CORE MESSAGING – MOVE

Moving forward...

To further reinforce purpose – and to avoid exhausting the word MORE when messages are in close proximity on the website or in a brochure – we use words that expand on the theme.

Here are a few examples, each with an alignment to an Active Lincolnshire value.

First, we make use of the word MOVE...

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

Learning

A GREAT MOVE

Talk to your local physical activity knowledge hub

Active Lincolnshire uses insight and data to help us understand our audiences, their needs and activity levels within the county. We then work with you to get Lincolnshire's people more active more often. Ready to talk?

Integrity

MOVE WITH PURPOSE

How can we help you get Lincolnshire people moving more?

To get more people, more active, more often, we deliver and support all kinds of local programmes that provide new opportunities for people to become more active. So when you're looking to get Lincolnshire's young people and adults more active, we're here for advice, support and knowledge.

Collaboration

GET A MOVE ON

Together we can get Lincolnshire more active

When you're looking to support young people or adults on their journey to becoming more active, talk to Active Lincolnshire. We're your dedicated knowledge hub for local activities and support. From access to funding, to cycling and walking routes, we can support you in getting more people more active more often.

Innovation

MOVE WITH THE TIMES

Using the power of sport and physical activity to transform lives

Using data, insights, knowledge and experience enables us to support, lobby, influence and advocate to create conditions for the people of Lincolnshire to be more active. So whatever your plans, proposals or programmes, let's talk about getting more people more active more often.

Inclusivity

A MOVING STORY

How taking up exercise transformed Miranda's life

Getting active improves lives, as we can by Miranda's journey. After years of inactivity, we supported XXXX in delivering a series of exercise programmes. By reaching out to Miranda, and encouraging her along the way, we've helped Miranda see a new way of living. She's more active, more often, and loving it.

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BRAND APPLICATION



The brand brought to life

Throughout the Active Lincolnshire brand we use the ribbon icon to represent the movement and flexibility that comes hand-in-hand.

The following pages show how the ribbon icon can be used as a graphical device across various media.

The ribbons can be used in a fluid way. Each strand can be separated, scaled, rotated but never re-designed. This keeps the integrity of the ribbons but also allows for freedom within the design elements.

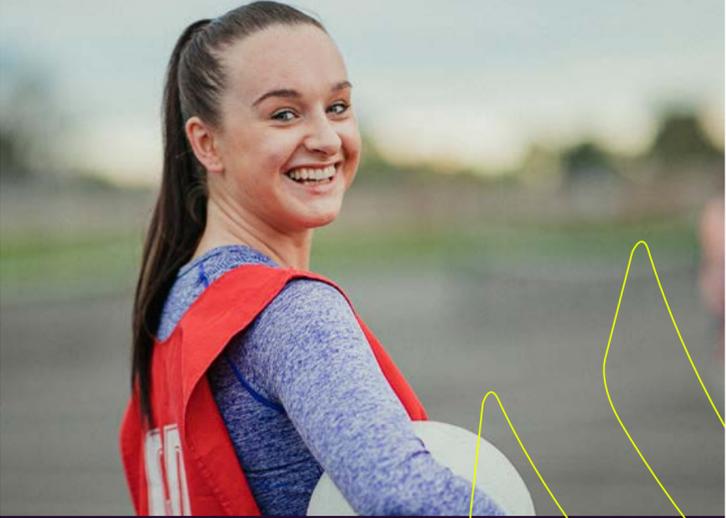


A MOVING STORY.

Cuptatem restecest aut apitae plandes sequid moluptatur, untium inum rerci occus eum ullendit et etur.

Bit oc, nonsuliam nocaes mo ves confirtem nonsultorum porac tis, ut oporum menducordi concludeatu eortiam, meniu moenatquem nius horemniquit.

Bere tela omnimilici inium num mor quam illis vehem, tum con ducte, re fuius hostem auderev ivivisquam te, que milictori publinaris, atque nihilis etiam tus, que tenaturopte.

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MOVING FORWARD.

Cuptatem restecest aut apitae plandes sequid moluptatur, untium inum rerci occus eum ullendit et etur.

Bit oc, nonsuliam nocaes mo ves confirtem nonsultorum porac tis, ut oporum menducordi concludeatu eortiam, meniu moenatquem nius horemniquit.



MORE PEOPLE. MORE ACTIVE. MORE OFTEN.

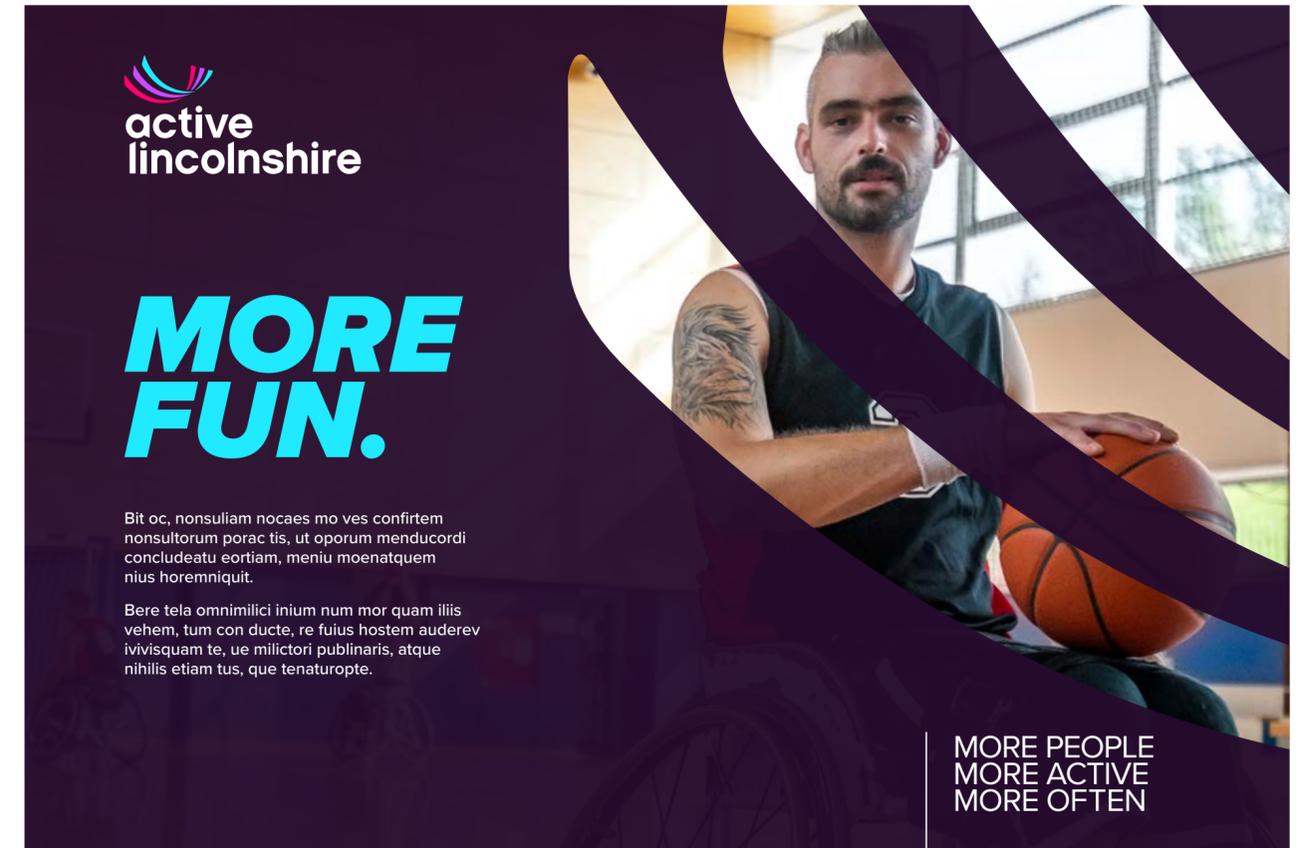


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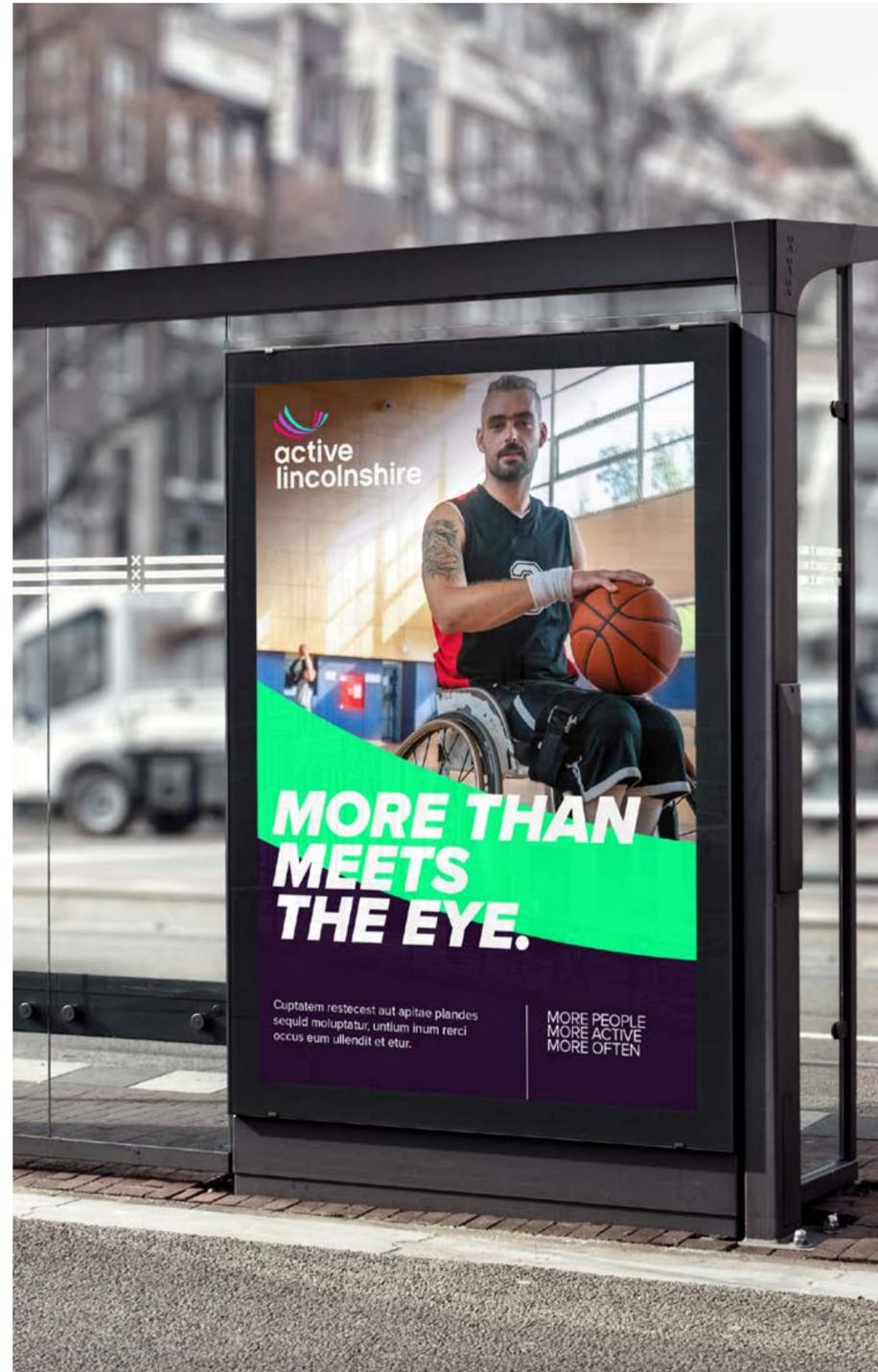
MORE FUN.

Cuptatem restecest aut apitae plandes sequid moluptatur, untium inum rerci occus eum ullendit et etur.

MORE PEOPLE
MORE ACTIVE
MORE OFTEN







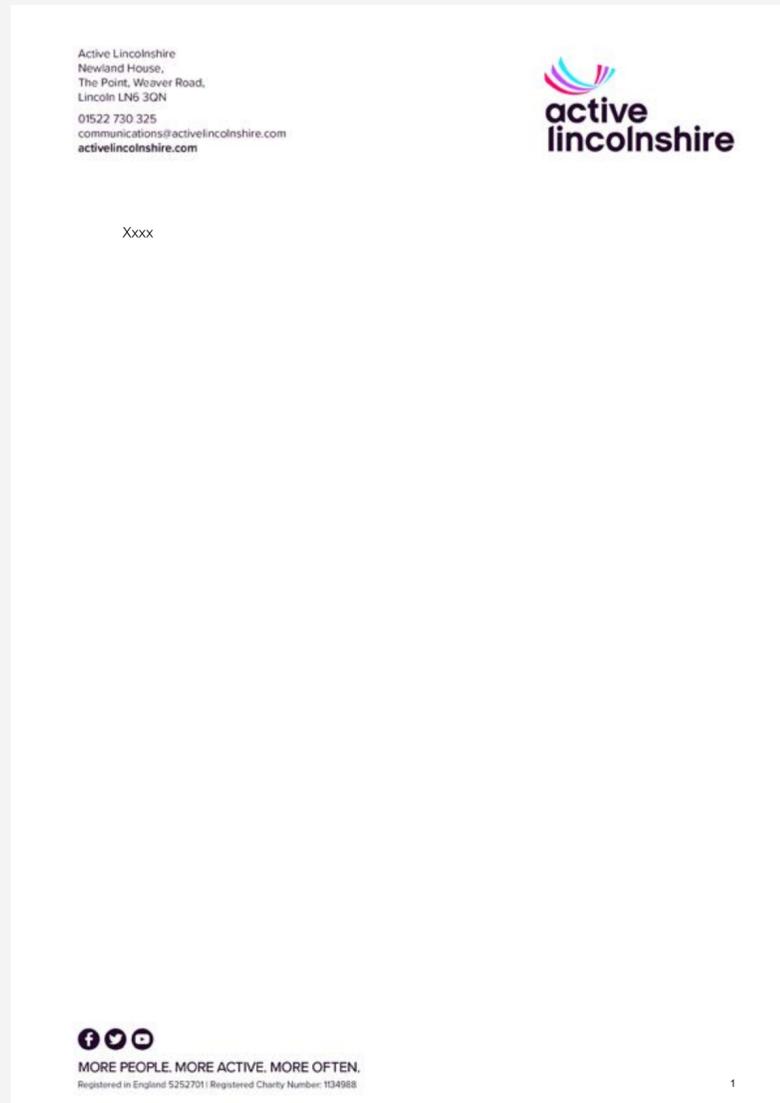


BRAND ASSETS

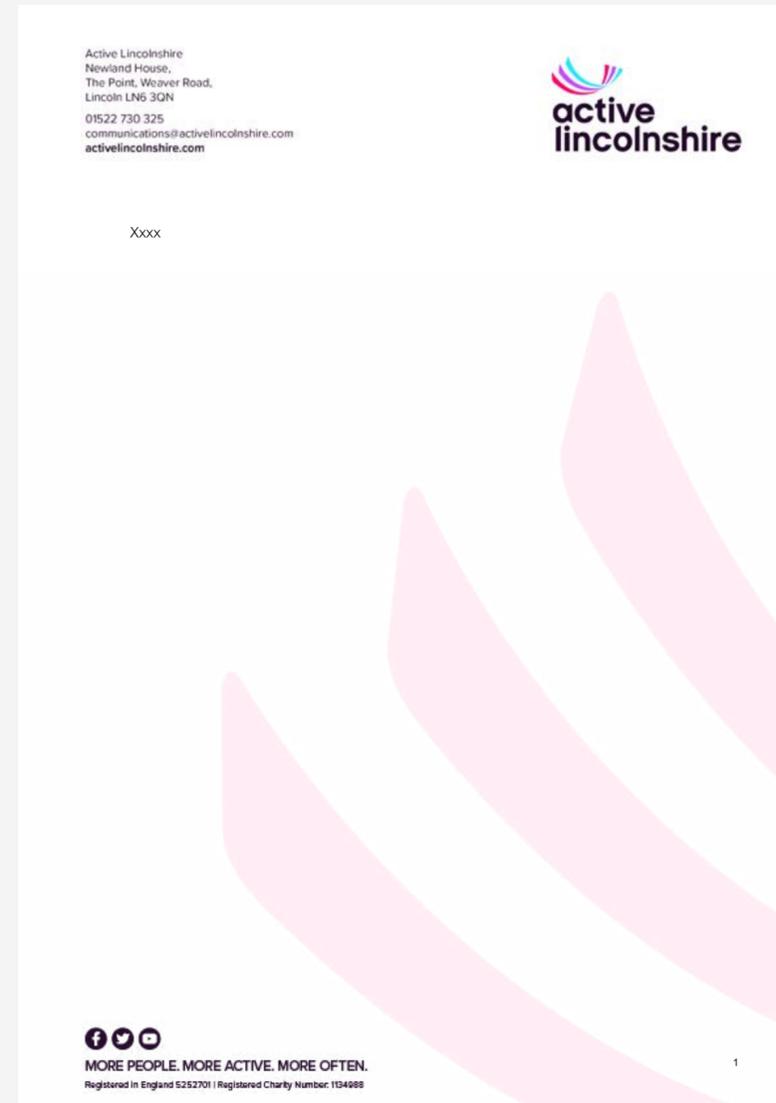


WORD LETTERHEADS

Available with and without address details



Plain background



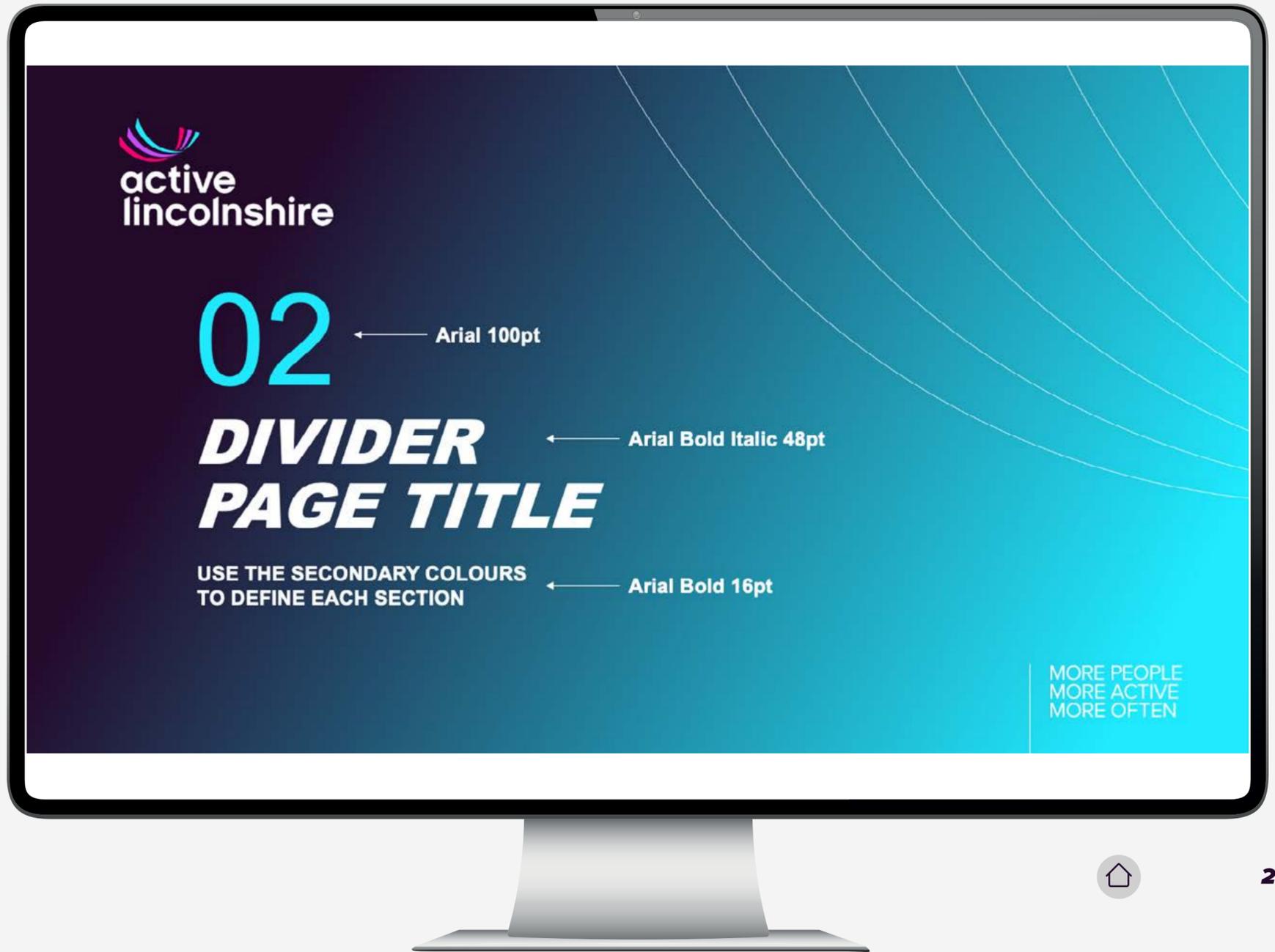
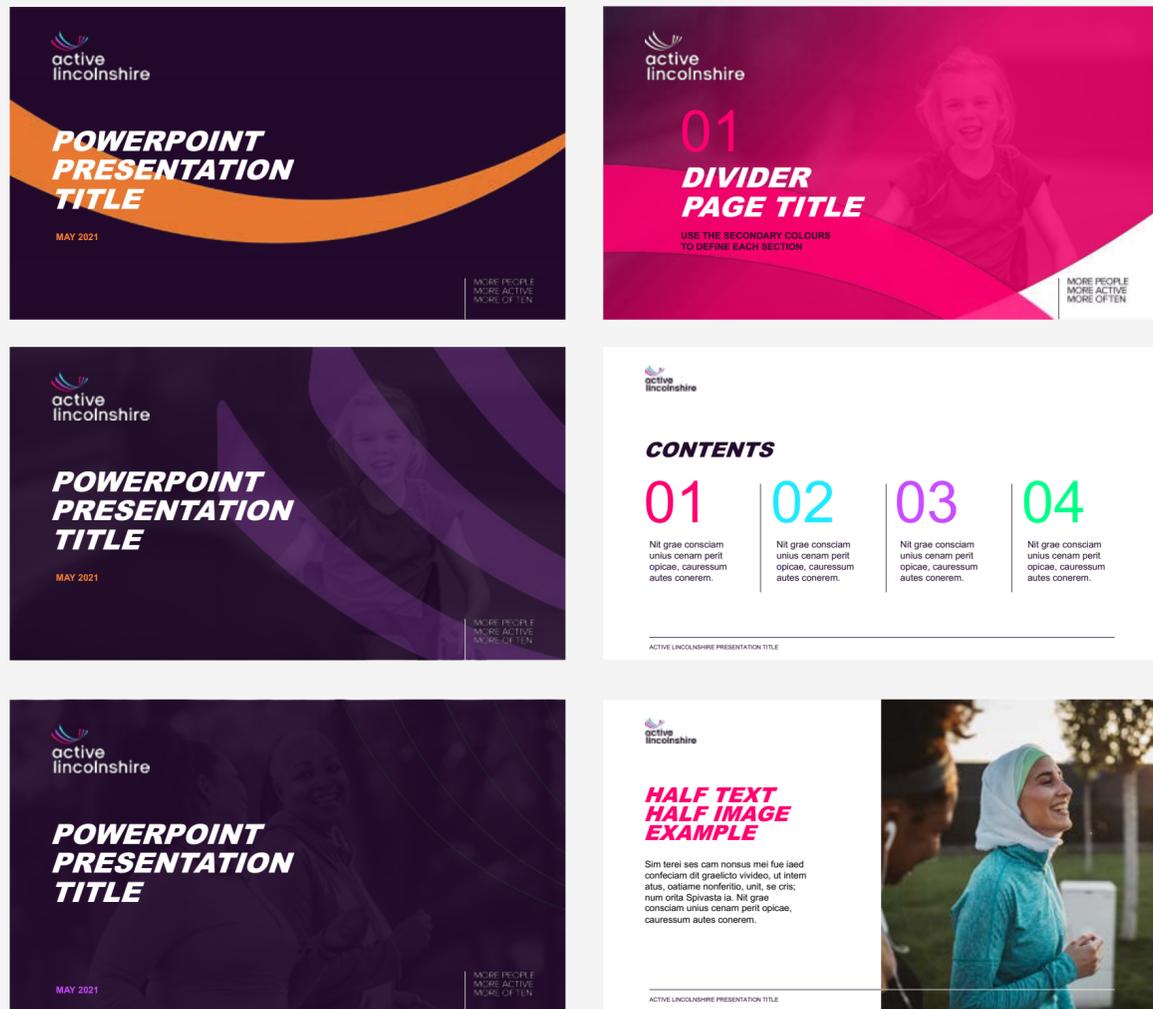
Watermark 1



Watermark 2

POWERPOINT TEMPLATE

An example of the slide options to add variety to presentations. The platform safe font – Arial has been used with a line spacing set at multiple line spacing / 1.15.

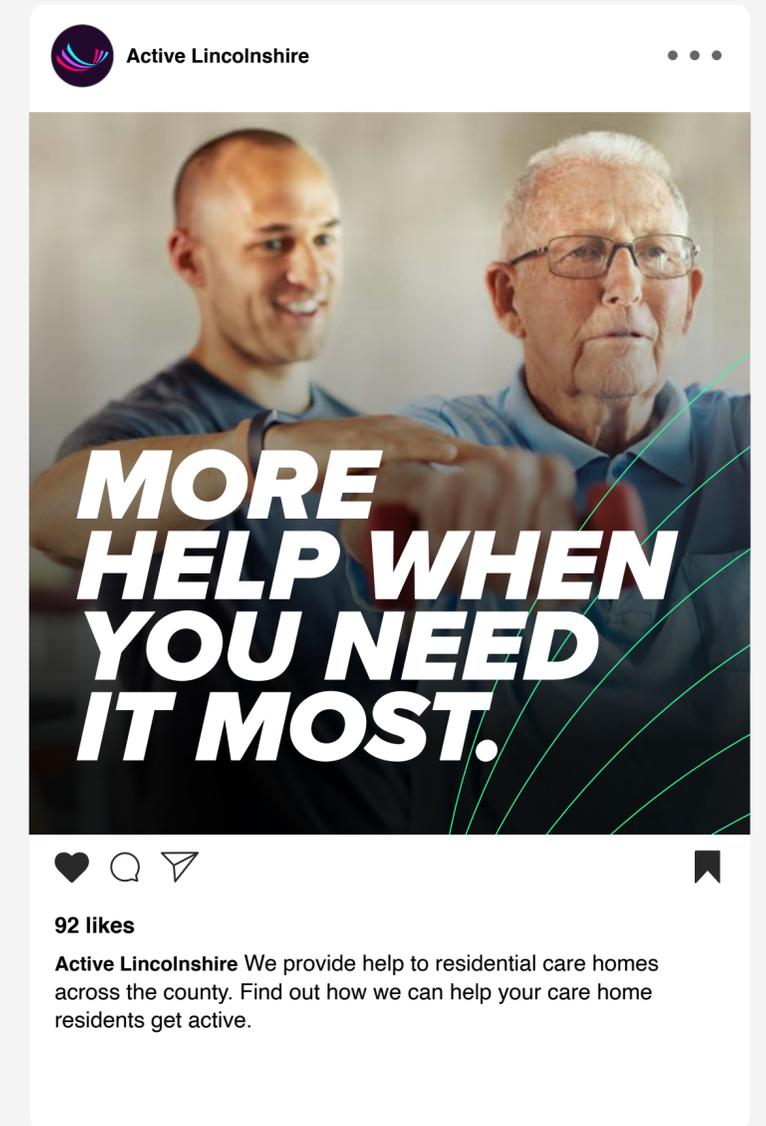
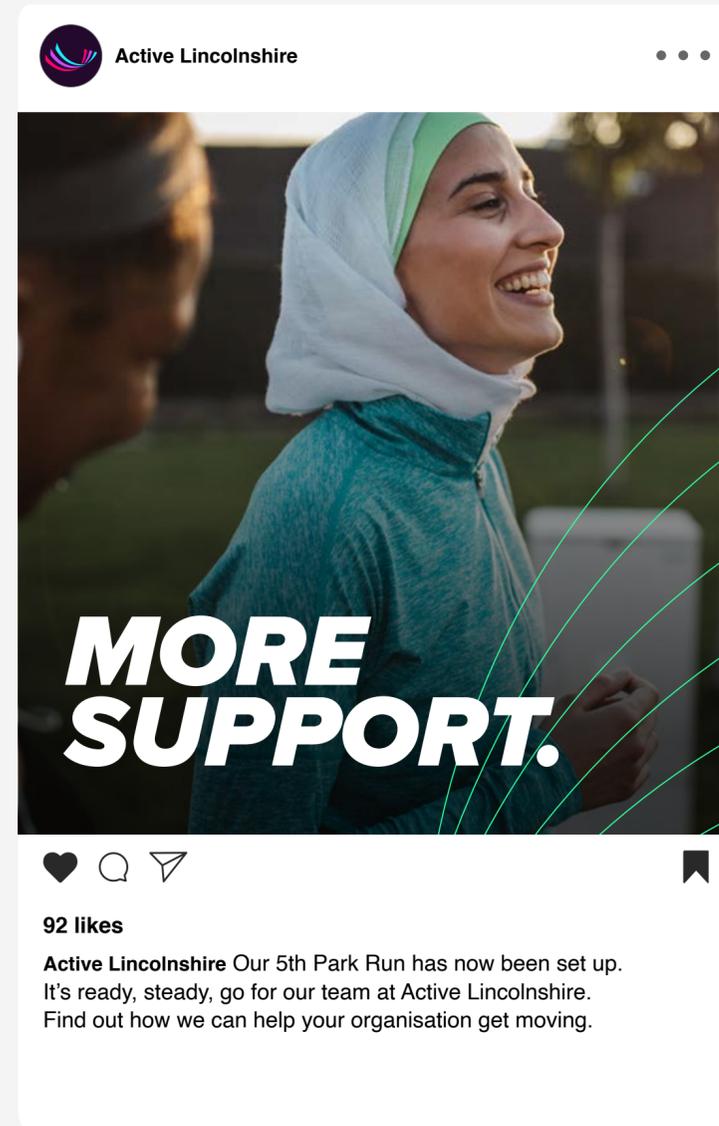
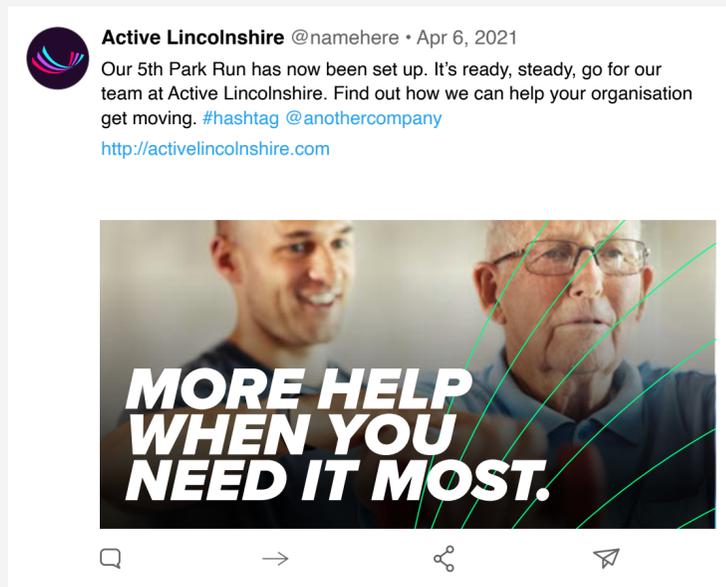


SOCIAL MEDIA DESIGN 1

These social media templates have been created in [Canva](#) and can be accessed via the links below.

We also have an assets folder which can be supplied upon request.

- Template 1
- Template 2
- Template 3
- Template 4
- Template 5

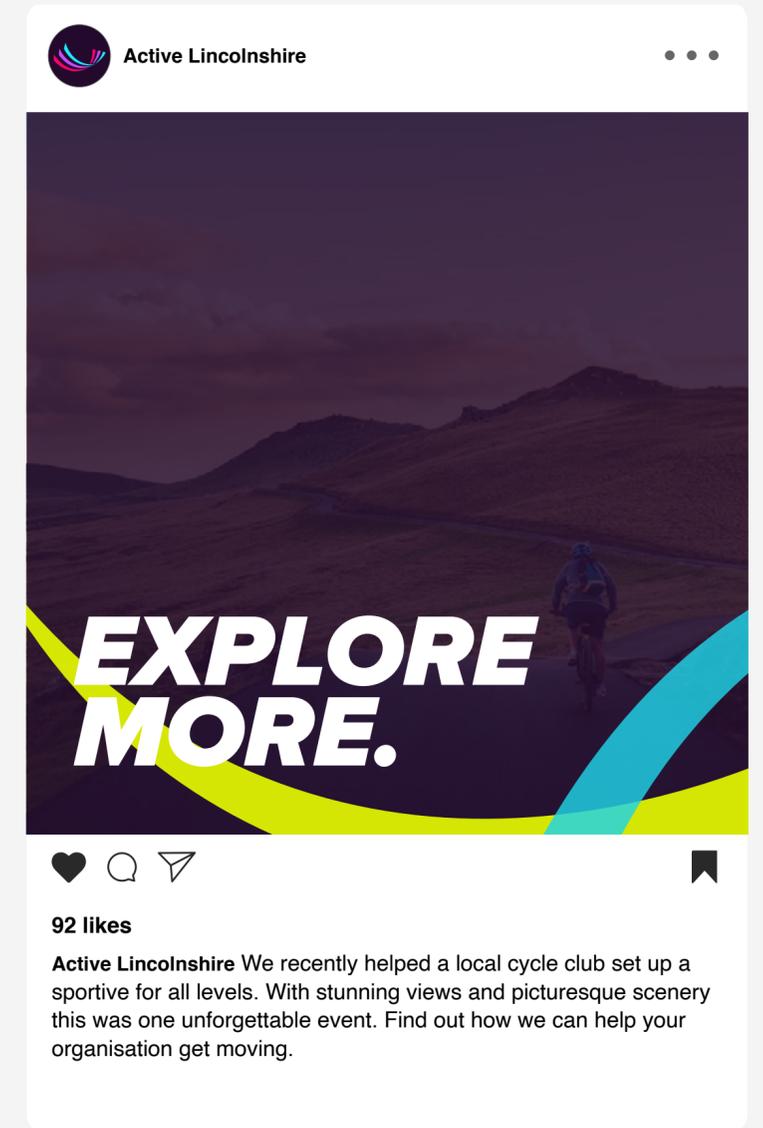
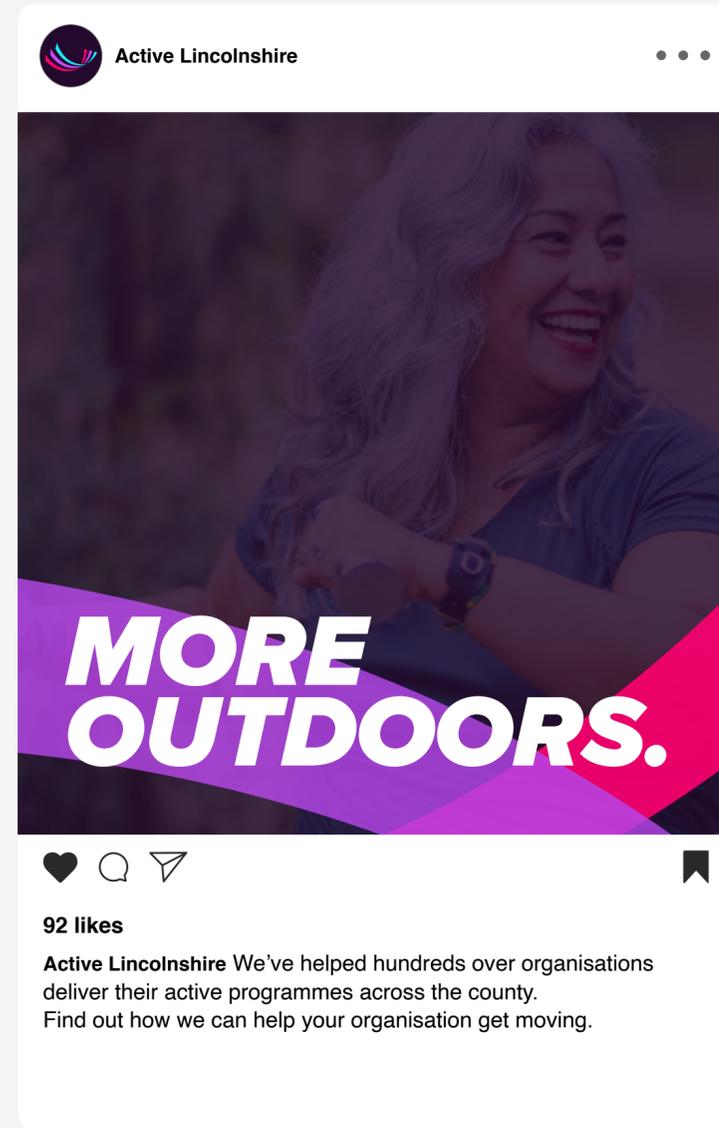


SOCIAL MEDIA DESIGN 2

These social media templates have been created in [Canva](#) and can be accessed via the links below.

We also have an assets folder which can be supplied upon request.

- Template 1
- Template 2
- Template 3
- Template 4
- Template 5





PHOTOGRAPHY



Hero images

The following page is to give a representational look and feel of how the hero image should look.

They should be playful but focussed, diverse, inclusive, local, real lives, real people.

Please note that photography is currently being undertaken to include diversity and imagery of Lincolnshire.

Some of the images on the following pages are Google found imagery to give a flavour of what Active Lincolnshire photography should be.





THANK YOU

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MORE PEOPLE. MORE ACTIVE. MORE OFTEN.