



LINCOLNSHIRE

Brand guidelines



Introduction

These brand guidelines have been designed to ensure consistency across the Let's Move Lincolnshire brand. All elements of the brand need to be used correctly for maximum impact and communication.

The guidance within this document supports everyone to adhere to the brand guidelines through the correct use of the logo, tone of voice, fonts, colours, images and assets.

For any queries, please contact Active Lincolnshire at:
communications@activelincolnshire.com





Logo



The Let's Move Lincolnshire logo consists of the name, character and pin. The size and position of the logotype and assets are fixed and should never be altered or re-created. They should always appear together.



When the logo needs to be placed on a dark image or coloured background, the white logo should be used. The white logo should only be used on a dark background to ensure that the logo is accessible.



Typeface

AaBbCc123
Baloo

Baloo	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
regular	PpQqRrSsTtUuVvWwXxYyZz

Secondary Font

Filson Soft

Filson soft	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
medium	PpQqRrSsTtUuVvWwXxYyZz

Filson soft	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
Bold	PpQqRrSsTtUuVvWwXxYyZz

Note: These fonts should be used throughout the branding of Let's Move Lincolnshire. If these fonts cannot be accessed then Calibri should be used internally instead.

4 Colours



The Let's Move Lincolnshire brand is made up of 4 bright and bold colours. All artwork should make use of these colours to ensure a strong and consistent brand.

When using the brand colours, accessibility regulations should always be adhered to. The following colour rules should be followed to ensure the correct level of colour contrast is met.

Background colour	On blue	On white
Blue #0f6691		
Red #f33b56		
Green #a3f667		
Yellow #faf214		

*is acceptable when the text size is above 18px and bold.

5.

Logo usage



Clear space

To preserve the integrity of the Let's Move Lincolnshire logo, a clear space surrounding the logo has been set. This space should be kept clear of any graphic elements, text, or illustration.

The exclusion zone is calculated using the size of the 'o' from the logo.

Minimum size



The Let's Move Lincolnshire should not be displayed with a width smaller than 30mm.



Tone of voice

The tone of voice for Let's Move Lincolnshire is supportive and understanding yet friendly. The messaging focuses on how residents can get started on or improve their physical activity levels through incentives and small nudges such as starting small or moving towards a healthier lifestyle. Let's Move Lincolnshire also targets people who are not interested in exercise by reframing physical activity as everyday, default activities such as visiting a park and spending time with family through joint activities, as well as taking time to focus on themselves. It also features real people of Lincolnshire as a secondary messenger to help people to resonate and think if they can do it, I can do it too.

Messaging overview

The brand uses messaging based on 'every move counts' and 'get started'. This messaging focuses on boosting ego by reiterating that every activity the audience does counts towards feeling healthier, better and more positive [physical and mental health]. As well as this, 'getting started' is used to prime the audience to commit to starting and moving towards a healthier lifestyle. Let's Move Lincolnshire also uses nudge theory, for example, using outdoor media on bus stops containing small nudges where the audience is receptive to carrying out this action. Let's Move Lincolnshire also aims to create a sense of 'togetherness' for the people of Lincolnshire.

Examples

An extra 10 minutes – every move counts.

You don't have to run a marathon to feel healthier.
An extra few minutes a day make all the difference.

Find something new for your family on our activity finder – every move counts.

It's more fun when you're doing it with your family! We understand that some exercises aren't for everyone. Get started with our activity finder and find something fun for you and your little ones.

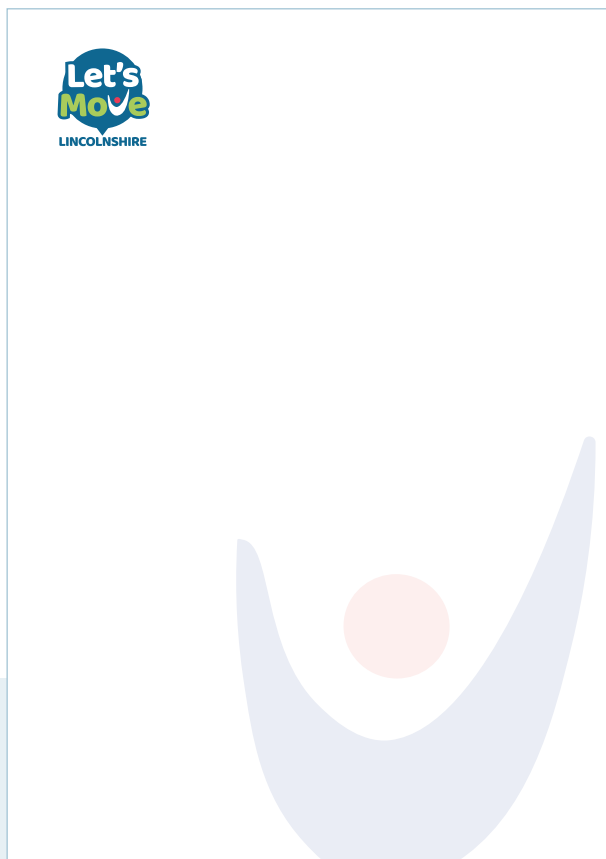
Every move counts.

But finding five minutes for you and doing some stretches will get you started and help you on your journey to becoming fitter and feeling positive.



Brand assets

Below are examples of how the Let's Move Lincolnshire logo and brand assets can be applied to a variety of materials for digital and print usage.



Letterheads



Powerpoint presentations and document layouts



Logo lockups



Social media post design



Photography

The photography used for Let's Move Lincolnshire is a crucial part in engaging the audience. Photos should be of real people doing day to day activities in real Lincolnshire locations. When local Lincolnshire landmarks aren't featured, location tags should be.

