Brand guidelines

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Brand Logo

Think Active Logo

Our logo is made from 4 main components.

- The full company name ‘Think Active’
- The exclamation mark representing the letter ‘ i ’, joining both words of the company name,
- The speech bubble surrounding the logo
- The ellipses in the bottom right hand corner.

The Think Active logo can be used in mono white out form on top of the brands primary colours, but only if the full colour version of the logo cannot be used.

Mono logo usage should **only** be considered as a secondary solution when the primary format is unusable.

The selection of which primary colour to use should be made with a conscious of creating designs that do not clash or muddle the brand identity.

Exclusion zones and sizing

The exclusion zone is the minimum space required around the logo, which no other graphic type, third party logo or image should puncture.

Think Active exclusion rule:

The scale of the 'ellipses' used within the logo itself act as the spacing tool, both vertical and horizontal, defining the required exclusion zone depth around the brand logo.

This rule applies at every scaled size of the logo.

15mm

Minimum size for print

56pix

Minimum size for digital

Logo use don'ts

01 – DO NOT vertically stretch the logo

02 – DO NOT horizontally compress the logo

03 – DO NOT change the primary wording colour

04 – DO NOT change the primary box colour

05 – DO NOT adapt the alignment of the wording

06 – DO NOT outline the logo

The proportions of the Think Active logo must not be modified. The importance of this cannot be over-emphasised.

Any modification of the Think Active logotype will devalue the brand.

01

02

03

04

05

06

Colour

Brand palettes

Primary palette

The primary palette is derived from the colours of our logo. They are the lead colours of our visual identity and are always dominant throughout our communications.

CMYK

The most common printing system based on the four colours: C = Cyan, M = Magenta, Y = Yellow and K = Key colour (black). Used e.g. for printed marketing materials.

RGB

R = Red, G = Green and B = Blue. The screen colour system. Used for all screen presentations, both on monitors and projected.

Pantone 246 C

CMYK: C 37 M 85 Y 0 K 0

RGB: R 204 G 38 B 175

HTML: #cc26af

90% 80% 70% 60% 50% 40% 30% 20% 10%

Pantone 318 C

CMYK: C 49 M 0 Y 18 K 0

RGB: R 131 G 217 B 233

HTML: #83d9df

90% 80% 70% 60% 50% 40% 30% 20% 10%

Secondary palette

The secondary colours should be used sparingly, and never as the dominating colour to the primary colours, but instead supportive only.

Pantone Black

CMYK: C 0 M 0 Y 0 K 100

RGB: R 0 G 0 B 0

HTML: #000000

Pantone 5315 CP

CMYK: C 11 M 9 Y 0 K 0

RGB: R 230 G 231 B 245

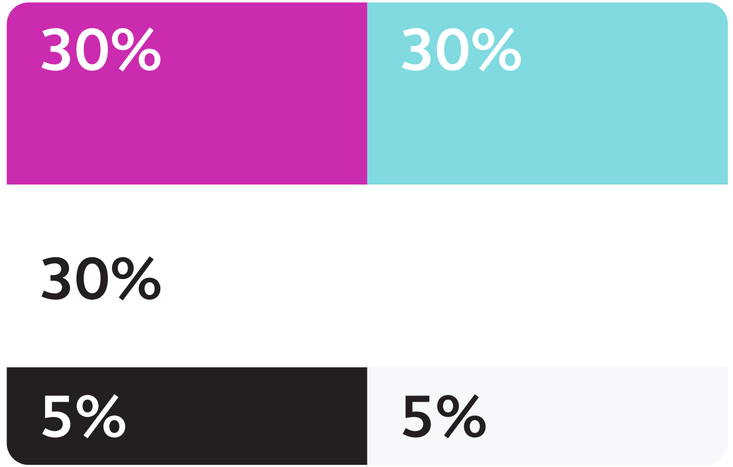
HTML: #e6e7f5

Print and screen percentages

Within a singular piece of design the ratio of the brand colours, should always be a balanced 30% Pink, 30% Blue, 30% white space and 5% per secondary colour. (1/3 use of primary colours and white space if no desire to use a secondary colour).

Using our colours in the appropriate proportions is a very important part of the Think Active visual identity, ensuring better and quicker recognition of Think Active communications.

We focus on the Pink and Blue to give the brand a gender balance of inclusivity.



Typography

Font family

The Think Active typeface FS Elliot Pro has been chosen for its overriding design features, which are:

- Open proportions
- Geometric structure expresses modernity
- Considered and balanced design details
- High level of legibility

FS Elliot Pro is available free to all design professionals using Adobe Creative Cloud through Adobe Typekit.

Websafe font selection:

In replacement of the primary font and where web/digital application requires it (for example; Microsoft software), the websafe font that must be used is the **Franklin Gothic Font Family.**

FS Elliot Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

FS Elliot Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£$%&@!?

Type usage

When using the FS Elliot Pro fonts you must remain conscious of the hierarchy guides of its use.

It is important to adhere to these guides to maintain brand consistency across all literature produced.

Titles:

Big marketing messages and main titles should always be formed with Bold font, leading into an 'action word' in Italic.

Intro and subheadings:

Introduction copy and subheadings should always be Bold with a size scale of between 10-12pt (print) and 13-16pix (digital)

Body copy:

Body copy should always be in Regular with a font size scale between 9-9.5pt (print) and 12-14 pix (digital)

Link/highlight copy:

Link or highlight copy should always be Bold and coloured in either the brand pink or black. Usually the font size emulates the body copy sizing.

Being active *transforms lives*

Making introductions to bodies of text leads the reader into the information or creating a subheading to a section of copy

Body copy is informative bodies of text that informs the reader of a service detail or case study, it should be written in the correct Think Active tone of voice.

Link or highlight copy should be used to guide a reader to a specific point of note or an action

Graphics

Supporting graphics

The ‘Arrow’ language.

The primary graphic language has been created to match the ethos of the Think Active brand and mirrors the use of the ellipses from the brand logo.

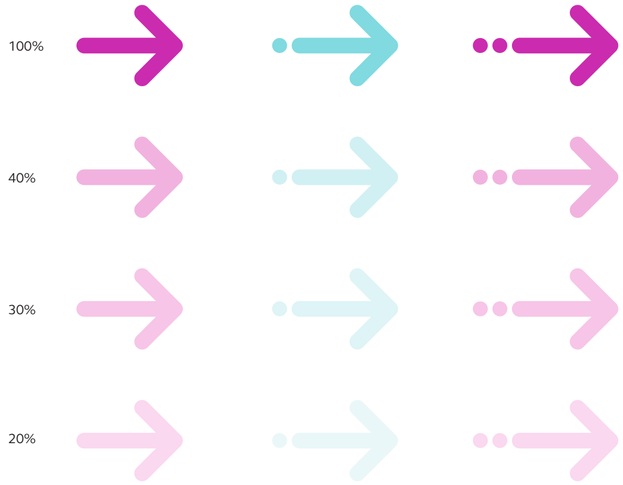
Representing movement - the arrows are used to support and elevate all branded materials (both print and digital)

Each arrow has 3 variants. A single arrow, an arrow with one dot and an arrow with two dots. The addition of the dots is to give variety and also solidify the representation of movement.

Colouring of the arrow rule:

The arrow should only ever be coloured in the primary brand colours, or white out on top of a primary colour.

The arrows should be used in various tints - 100%, 40%, 30% and 20% - with the mixing of coloured arrows also being advised to emphasize gender inclusivity.



Arrow buttons

The arrow graphic is also used to make a button, to prompt the reader to either click or view a specific piece of information. The scale of these buttons should be 50% bigger than the font sizing of Link/Highlight copy.

Arrow use

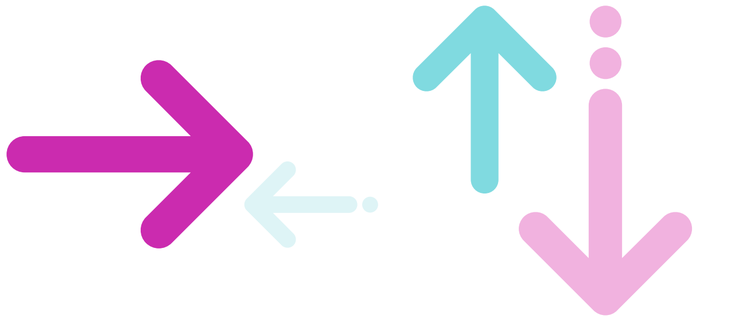
It is important to retain the Think Active brand feeling of positivity in movement.

To achieve this, when using the arrow graphics to support other content, you should mix up the application of the arrows.

Differentiators to apply include;

- Scale of the arrow
- Direction of the arrow
- Colour of the arrow
- Selection of the arrow type
- Intentional pointing of the arrow

It is important to use the arrows tastefully and with logic, and not to overload the visual so it feels awkward and disjointed.



Panel shapes styling

The Think Active shapes are defined by their rounded edges. The soft aesthetic of the shape creates a feeling of friendliness, fun and positivity.

Rounded corners:

With plain colour boxes and image boxes, where applicable, the corners of the box should always be rounded.

The rounded angle is defined by the size of the shape, as follows;

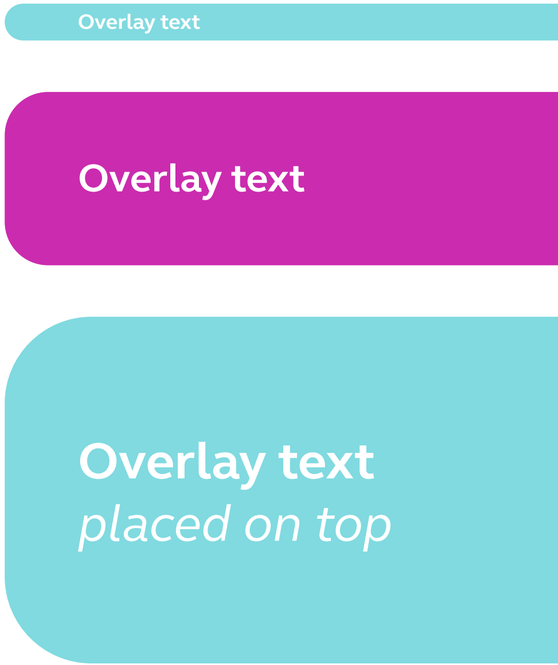
- **Small shape** - corners are fully rounded, creating a circular end
- **Medium/Large shapes** - the corners should always be 1/4 of the shapes depth (for example; if the shape is 40mm depth, the corners should be 10mm).

Plain colour shapes should be used as graphic panels that have text and arrows overlay onto them.

Small shape

Medium shape

Large shape



Images

Image style

To assure that the Think Active mission is clear at all times, the style of imagery is vital.

To the right is a collection of example images that adhere to the tone guidelines that we aim to achieve with the brand identity.

When selecting new images it is important to choose ones that contain these important visual feelings;

- Positivity
- Movement
- Friendliness
- Inclusivity
- Energy
- Inspiration

If you are unsure if the images you intend to use may not adhere to these guidelines, you must always contact a member of the Think Active team to get approval before using them.

Image shapes styling

A prime value of Think Active is movement, this is captured in how we bevel the shapes we use.

As well as using plain colour shapes, the same rounded corner style should be applied when containing photographic imagery.

With the photo placed within the shape, the image shape is then elevated with a under bevel of the same shape in colour.

The under bevel rule:

- The lower shape should always be a primary brand colour
- The lower shape should always be 30% of the colour
- The lower shapes position is achieved with holding down the Shift key and moving the shape down one click, and right one click, away from the top image shape.

Important: The use of the under bevel shape must always be followed as per this guide, and never adapted.

Tone of voice

Top line tone

It is of vital importance that Think Active writes all marketing materials in the same defined tone.

The tone of voice has been formed based on the mission and values of the business.

The top line tone must always be present in the writing or marketing messages produced to represent the business.

We are...

Conversational, open, supportive and fun.

We are not...

Silly, long-winded, boring, too serious.

Always active

Everything we write has a sense of pace – it should feel active. Fast, energetic and positive sentences that flow – capturing the spirit of movement.

We are always moving forward. A great way to do this is starting headlines with verbs - i.e. doing words.

Examples:

- Dancing around the living room counts as being active
- Get moving and feel happier
- Exercising is a great way to meet people

Filled with optimism

We are for everyone so we balance our confidence and determination with being open and inclusive.

Our writing tells everyone how we're excited about the future and the potential of what we can achieve together – it carries that same energy and spirit.

Examples:

- Whatever your age, ability or background, an active lifestyle today makes for a happier, healthier tomorrow
- Whether we're online or on the pitch, we're all one big supportive community
- We all believe in empowering communities and giving energy, funding and inspiration to those who need it most

Tone terms

To help clarify the types of terminology Think Active would use when writing content, we have put together a list of terms we would use and terms we would not use.

We would use...

Joyful Playing Uplifting Discovering Winning Fun Together

Get involved Community Good times Get started Fresh Positive

Healthy Togetherness

We wouldn't use...

Utilise Leverage Dull On-premise Beat everyone Dominate

Integrity Wowzers Fearful Synergy Crazy Get in Coolio

Final Annoying Avoid Normal

Writing examples

Capturing the Think Active tone of voice is key to the brand personality.

To the right are a few examples of existing content converted into the Think Active tone of voice.

Please use these examples are guidance for writing new content and if you're unsure you must discuss with one the team members before releasing anything on behalf of the brand.

01

Before:

Thanks to all those involved in today's inclusive Swimming festival. Great to see all the kids having fun whilst keeping active.

After:

We take our rubber hats off to everyone at inclusive Swimming festival today!

Nice work everyone.

Lots of energy burned, lots of happy bodies in motion.

02

Before:

FUNDING ALERT! We are accepting applications from community groups for grants of up to £10,000 to deliver sport and physical activity across Coventry, Solihull & Warwickshire. Lucy explains more below or visit our website for more details.

After:

Money to get moving! Let's do this.

Up to £10k of grants to run sport and physical activity across Coventry,

Solihull & Warwickshire are live.

Questions? The lovely Lucy is on hand to explain all. Or just click here for the low down.

Stationary

Master letterhead

The master letterhead template has the following core features;

01 - Think Active brand logo is located in the top left corner

02 - Brand arrow graphics located in the top right corner

03 - 3 column footer containing the company address, the contact information and the social media icons

The Master letterhead features are locked within the Word document file and **should not** be tampered with at any time.

The Think Active team members can provide the Master letterhead for use on request.

This Master document should always use the font Franklin Gothic.

Dear Joe Bloggs,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non 1ffiiciat1, sunt in culpa qui 1ffiicial deserunt mollit anim id est laborum.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerest regards

Made up person

1 Mill Street
Leamington Spa
CV31 1ES

01926 754028
hello@thinkactive.org
thinkactive.co.uk

Follows us

Charity Number 1193957

Master report

The master report template has the following core features;

01 - Think Active brand logo is located in the top left corner

02 - Brand arrow graphics located in the top right corner

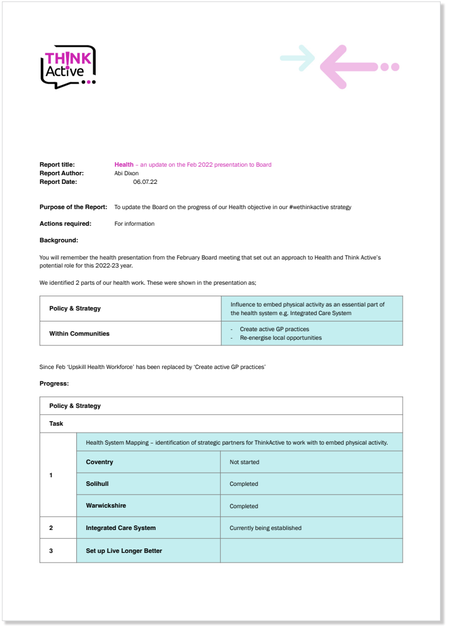
03 - 3 column footer containing the company address, the contact information and the social media icons

04 - Think Active brand colour palette setup for table design creation

The Master report features are locked within the Word document file and **should not** be tampered with at any time.

The Think Active team members can provide the Master report for use on request.

This Master document should always use the font Franklin Gothic.



Report title: Health – an update on the Feb 2022 presentation to Board
Report Author: Abi Dixon
Report Date: 06.07.22

Purpose of the Report: To update the Board on the progress of our Health objective in our #wethinkactive strategy

Actions required: For information

Background:

You will remember the health presentation from the February Board meeting that set out an approach to Health and Think Active's potential role for this 2022-23 year.

We identified 2 parts of our health work. These were shown in the presentation as;

Policy & Strategy	Influence to embed physical activity as an essential part of the health system e.g. Integrated Care System
Within Communities	- Create active GP practices - Re-energise local opportunities

Since Feb 'Upskill Health Workforce' has been replaced by 'Create active GP practices'

Progress:

Policy & Strategy		
Task		
1	Health System Mapping – identification of strategic partners for ThinkActive to work with to embed physical activity.	
	Coventry	Not started
	Solihull	Completed
	Warwickshire	Completed
2	**Integrated Care System**	Currently being established
3	**Set up Live Longer Better**	

Compliment slip

The compliment slip has the following core features;

01 - Central message adopting the type styling rule

02 - Large singular brand arrow graphic coming in from the right

03 - 4 column footer containing the company address, the contact information and the social media icons

The Compliment slip **should not** be tampered with at any time.

The Think Active team members can provide the Master Compliment slip for use on request.

Master presentation

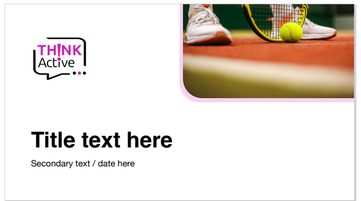
The Master presentation has been set up with a wide variety of slide layouts that enable the reuse and replication of a Think Active presentation.

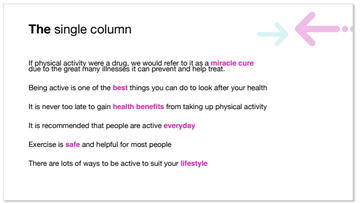
The template applies all of the stipulated brand rules throughout and should always be used as it has been created and not changed from the brand style.

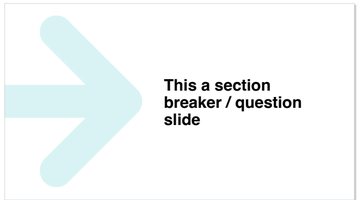
It is important to always select your slide layout for use from the master slide options within the deck.

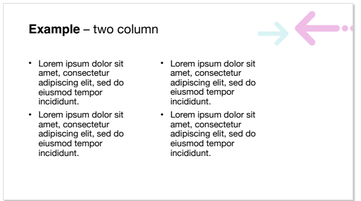
The Think Active team members can provide the Master presentation file for use on request.

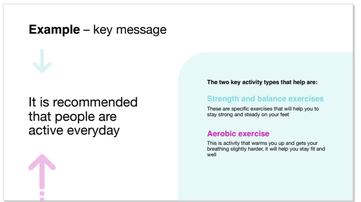
If you are unsure how to correctly use the Master presentation you must contact a member of the Think Active team for guidance.











Summary

Closing statement

The importance of adhering to these brand guidelines.

These guidelines set out the defined brand elements rules of use and must not be ignored or adapted without approval from Think Active.

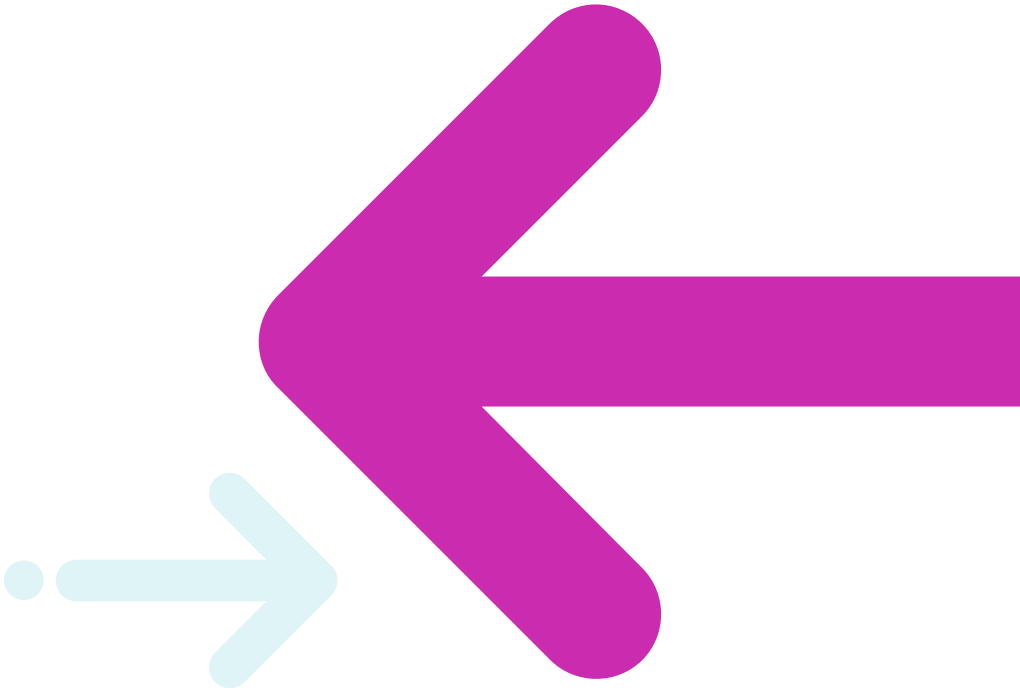
Should the brand be used incorrectly, this will create brand inconsistencies and so that must be avoided at all costs.

If you have any questions please contact the Think Active team.

Source file locating

All brand elements, such as; logo files or master templates, can be sourced from the Think Active team.

IMPORTANT: elements should not be extracted from this PDF document, as this will create loss of visual quality and resolution.



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