ACTIVE FOR GOOD

GRAPHICS STANDARDS MANUAL

v 1.0 Revised December 2017

ABOUT

At Active For Good, we believe that everyone wants to feel healthy and know that their efforts are making a difference in the world.

We provide solutions that connect technology with a great cause to inspire people towards getting ***Active For Good.***

Our approach, through sponsor partnerships, is to convert physical activity into lifesaving packets of nutrition for severely malnourished kids.

How it works:
- People are challenged to get active and track their activity (and calories burned).
- Activity is sponsored, often by an employer as part of a wellness program.
- Sponsorship dollars are used to send life-saving packets of ready-to-use therapeutic food (RUTF) to malnourished kids in the developing world.

This graphic standards manual is provided to guide us in telling a consistent story.
It contains a collection of visuals that represent the Active For Good brand, including logos, colors icons and typography. The application section shows examples of how this collection is used.

ABOUT THE BRAND MARK

The typography used for our logo reflects the personality of the brand. When combined with the symbol, it is refereed to as our primary brand mark.

In order to maintain consistency, the specifications, usage restrictions and size relationships of this lockup should be followed.

PRIMARY BRAND MARK

LOCKUP VARIATIONS

The Active For Good brand mark is most powerful when the primary lockup is used, this is the preferred logo.

Shown here are other approved variations of the logo mark that can be used in place of the primary lockup. No other variations should be created or used.

Primary brand mark

Wordmark

Stacked Wordmark

Symbol / Icon

LOCKUP VARIATIONS

APPROVED COLORWAYS

The Active For Good brand mark should appear in two colors (spot PMS or CMYK/RGB equivalents). This is the preferred colorway that should be used whenever possible.

When it's not practical to use the two-color version, the logo may be used in one color (dark blue). It may also be used in black or reversed to white when appropriate.

The logo should not appear in any other colors or formats unless approved by the team at Active For Good.

COLORWAYS

CLEAR SPACE

Clear space describes the minimum amount of “breathing room” that should be maintained around the mark. Whenever possible this area should be kept free of graphics, text and other marks.

It also defines the minimum distance from the mark to the edge of the printed piece. Use the “O” from the word mark as a unit of measure.

MINIMUM SIZE

The logo should never appear smaller than 1.25 inch wide for the primary lockup and 1 inch for the wordmark.

Minimum Width

1.25 inch

Minimum Width

1 inch

RESTRICTIONS

The Active For Good brand is diluted if we are not consistent in how it is used. Be it print, electronic or three-dimensional material, never alter the shape, colors or proportion.

DO NOT stretch or distort

DO NOT use other fonts

DO NOT change colors

DO NOT add dimension or drop shadow

DO NOT change proportions or lockup

DO NOT use on colors that make it illegible

BRAND MARK RESTRICTIONS

COLORS

The primary brand colors are PMS 3015 and PMS 2995 or the CMYK / hexadecimal equivalents. Secondary colors are provided to complement the primary brand colors.

PMS 3015 C

C 100	R 0
M 58	G 100
Y 20	B 150
K 4	#006496

PMS 2995 C

C 90	R 0
M 11	G 164
Y 0	B 228
K 0	#00A4E4

C 0	R 230
M 0	G 230
Y 0	B 230
K 10	#E7E7E7

C 69	R 78
M 40	G 113
Y 34	B 128
K 20	#4E7180

C 0	R 240
M 84	G 80
Y 81	B 60
K 0	#808285

C 0	R 253
M 32	G 181
Y 100	B 21
K 0	#FDB515

C 48	R 128
M 0	G 206
Y 23	B 204
K 0	#80CECC

C 64	R 103
M 12	G 171
Y 89	B 84
K 0	#67AB54

TYPOGRAPHY

Another way that Active For Good projects its personality is through consistent supporting typography.

The following fonts have been selected to keep a cohesive look across all of our communications. Use these fonts whenever possible.

HEADING – DIN CONDENSED BOLD

Source Sans Pro

Source Sans Pro Italic

Source Sans Pro Italic

Body Copy - Source Sans Pro- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin pellentesque consequat massa, eget tristique enim varius at. Curabitur leo elit, volutpat quis placerat sed, consectetur tempor libero. Aliquam pellentesque vestibulum magna id venenatis. Nam molestie mi vel elit tristique, eget sagittis eros congue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin pellentesque consequat massa, eget tristique enim varius at. Curabitur leo elit, volutpat quis placerat sed, consectetur tempor libero. Aliquam pellentesque vestibulum magna id venenatis. Nam molestie mi vel elit tristique, eget sagittis eros congue.

ICONOGRAPHY

Active For Good uses two sets of icons to help communicate our brand story. The three “Story Icons” are used to describe the process by which we achieve the Active For Good vision of helping malnourished children. These icons were custom designed and should not be modified in any way.

The second set of “Action Icons” are used by the platform to convey messages about how it works and progress.

STORY ICONS

Get Active and Track

Activity is Sponsored

Lives Are Saved

ACTION ICONS

Packets Donated

Lives Saved

Calories Burned

Days

Rank

30 DAY ACTIVE CHALLENGE

The 30 Day Active Challenge badge was developed for when a challenge doesn't have its own identity. In cases in which the participating company wants to name or brand the challenge as their own, this badge can be used as a more generic alternative.

The badge may also be used on Active For Good sales collateral when talking to potential prospects about the different challenge options available.

30 Day Active For Good Challenge Badge (Dark)

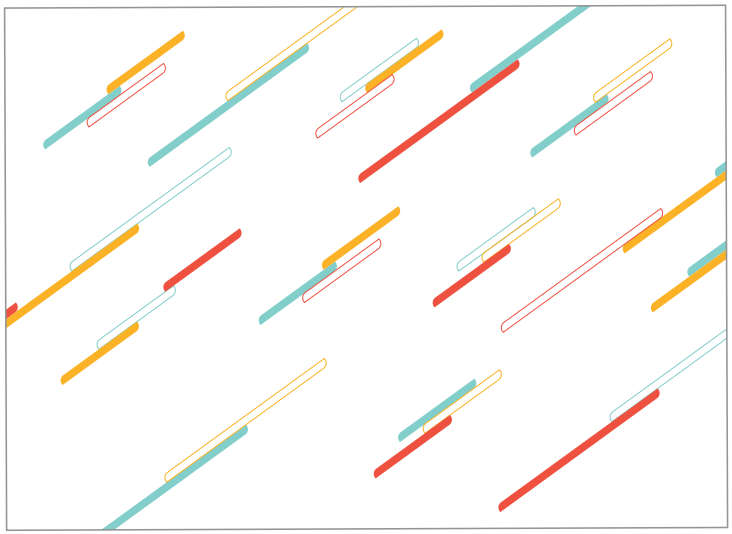
30 Day Active For Good Challenge Badge (Light)

PATTERNS / LINES

This set of lines and patterns should only be used by those with a working knowledge of Adobe Illustrator and Graphic Design.

Please refer to the “Application” section for examples of pattern usage. Line size and positions can be adjusted, take care not to distort the rounded end shape.

Move Line Pattern



Footer Treatment

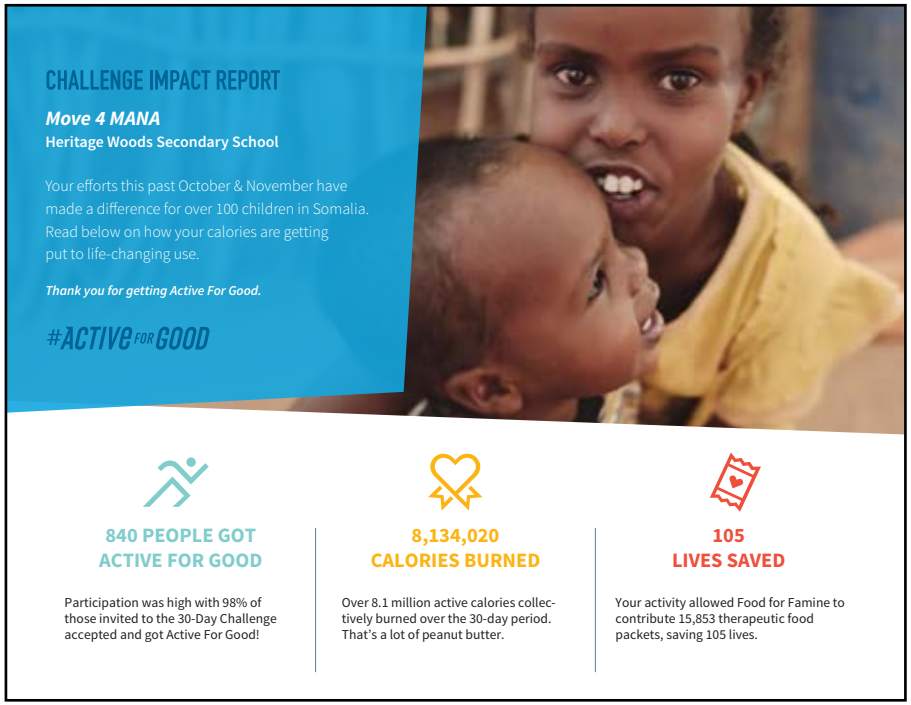
Monotone Background

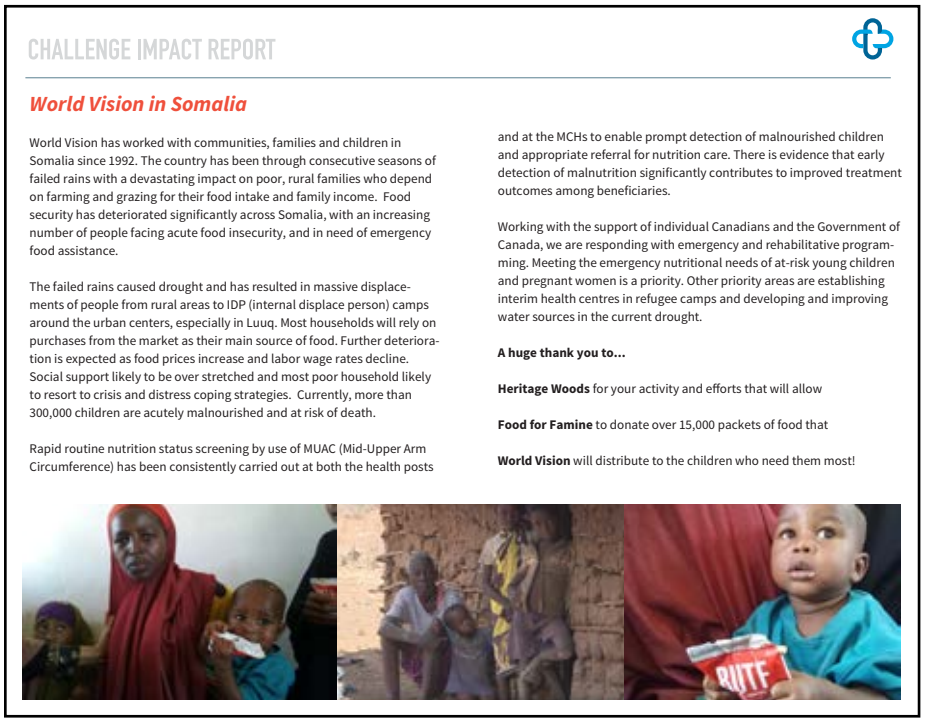
MASKING DEVICE

ONE PAGER

APPLICATIONS

IMPACT REPORT





APPLICATIONS

BUSINESS CARD & NOTE CARD

APPLICATIONS

ACTIVE CHALLENGE POSTERS

APPLICATIONS

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