



THE ACTIVE
STANDARD

The Active Standard **Brand Guidelines**



Consumer version 1.0

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Purpose

The Active Standard serves as a beacon of support, safety and quality for risk and standards in the UK physical activity sector. It is the quality mark for the sector and has been designed to be the catalyst for risk and standards improvement in the UK.

It exists to support facility operators to ultimately raise standards across the physical activity sector in the UK, in turn improving consumer confidence. This nationally recognised certification protects employees and consumers by holding operators to account when it comes to safety, standards and regulations.

The Active Standard certifications assesses facilities against four key areas; Health and Safety Compliance, Safeguarding Facilities, Data/Cyber Protection and Professional Standards. Facilities that achieve The Active Standard certification demonstrate that they are compliant against UK law and regulations, sending a message to facility customers and communities that they are providing a safe, inclusive and compliant service.

Logo

Logo

This is the primary version of The Active Standard logo. This should be used in most cases, where the design permits its use.

The shield represents protection and security, the chevron represent progression and positivity.

The use of orange is crucial in connecting The Active Standard to the core ukactive brand.

This logo should always be larger than 36 pixels to avoid legibility issues



**THE ACTIVE
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Primary logo



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Stacked



Icon mark

Logo clearspace

Always make sure there is enough clearspace around the logo so it is easily legible and not cramped.

Please ensure the correct amount of space around the logo by leaving clear space equal to the height of the capital 'A,' scaled up by 100% on all sides, as shown.

DO NOT encroach the clearspace with any visual elements such as other logos, text or graphics.



Logo rules

The Active Standard logo should never be altered in anyway that is not approved in the brand guidelines.

 DO NOT distort or warp the logo in any way	 DO NOT add ny effects to the logo	 DO NOT change the opacity of the logo
 DO NOT rotate the logo	 DO NOT remove elements of the logo	 DO NOT turn the logo into a stroked path
 DO NOT stretch the logo	 DO NOT change the colour of the logo outside of the colour palette	 DO NOT add an outline to the logo

Logo colours

These are the approved colour variations of the Active Standard logo.

There may be cases where using the primary colour logo is not the best option for example when needing to print in all black, or when the logo is secondary to the supporting information. You may use any of the colour variations provided to suit your specific needs.

Always use the most contrasting colour version of the logo in relation to the background it sits on.

Primary logo colour (on light background)



All black logo (on light background)



Primary logo colour (on dark background)



All white logo (on dark background)



Logo lockup

Upon certification, partners may include their logo in a lockup alongside The Active Standard logo on approved assets until their renewal date.

Please ensure the correct amount of space around the lockup by leaving clear space equal to the height of the capital 'A,' scaled up by 100% on all sides, as shown.

DO NOT encroach the clearspace with any visual elements such as other logos, text or graphics.



Colour

Colour

The primary colours for The Active Standard are Navy and Orange.

You may use White text on top of Navy and orange.

You may use Navy, Orange or Black text when on White.

		White
		C:0 M:0 Y0: K:0 R:255 G:255 B:255 HEX: #FFFFFF
Navy	Orange	Black
C:100 M:86 Y44: K:49 R:14 G:26 B:76 HEX: #0E1A4C	C:0 M:68 Y83: K:0 R:255 G:108 B:43 HEX: #FF6C2B	C:91 M:79 Y62: K:97 R:0 G:0 B:0 HEX: #000000

Colour Shades

Shades of blue and grey can be used to bring detail to illustrations to help separate them from backgrounds.

A brand gradient has been used using the lightest and darkest blue, this can be used as a backdrop and to colour in graphical elements to create texture when necessary.

Shades of blue



Shades of grey



Gradient



Typography

Fonts

Prelo is the primary font and should be used across all designs where lots of text is needed.

This font can be changed in size and weight to help create visual hierachy to any design as shown.

To ensure text is readable and maintains the appropriate hierachy, keep font sizes as listed or within a similar ratio size.

Use colours from the guidelines that contrast with the background. For example, use white text on top of a Navy background.

Display typeface

Prelo Black (50 pt)

AaBbCcDdEeFfGg

Headline typeface

Prelo Bold (25 pt)

This is our Active Standard

Body typeface

Prelo Medium (14 pt)

abcdefghijklmn
opqrstuvwxyz
1234567890!#&*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Imagery

Photography

Images and stock photos may be used to illustrate ideas and add visual interest to designs.

When selecting images, ensure they meet the following criteria:

- Relate to physical activity.
- Showcase activities in a positive, inspiring light.
- Feature people in a positive mood.
- Represent a diverse range of people, inclusive of various backgrounds and lived experiences such as (for example) age, gender, disability and ethnic / cultural background.



Icons & Illustrations

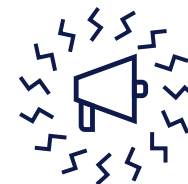
A suite of icons and illustrations can be used for a range of different purposes and can help bring designs to life.

Use these icons and illustrations to help bring visual interest and context to designs such as reports, social media tiles, banners and more.

Provide data



One united voice



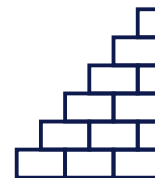
Elevate standards



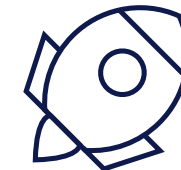
Protect employees and consumers



Build resilience



Boost reputation



Graphic Motif's

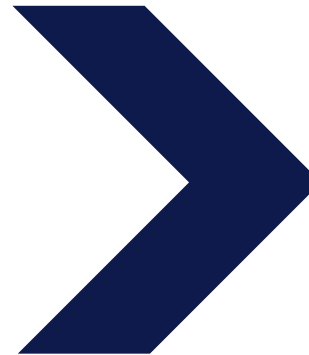
You may use the following graphic motif's to create visually striking designs that link back to the brands core message.

The shapes used are taken from the Active Standard logo, the shield represents protection and security, the chevron represent progression and positivity.

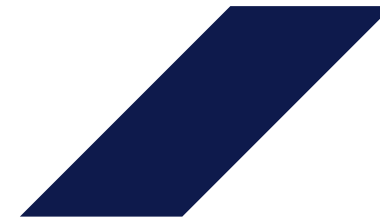
These shapes can be used outlines to contain images and changed to various colours from the approved colour list in these guidelines.



Shield



Chevron





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Thank You