ActiveEssex

Brand Guidelines

Our Identity

Our brand visually revitalises and encapsulates the sentiments promoted by Active Essex through custom typography and a bespoke graphic icon.

The typography features a clean sans serif font which is easy to read, friendly and subtly unifies the two elements through the consistent use of curves. Arranged in different widths, lengths and positions, the Active Essex 'Pulse' represents the far-reaching impact the organisation has on its participants, with the variations in line style helping to convey the breadth of individuals and partners you work with.

The files supplied with these guidelines contain all of the Active Essex brand elements, divided into two main categories: office and repro.

Office
File types '.jpg'
.jpg files are universally accepted PC formats. These files can be used to drop into letterheads and can be read through almost any PC application but can only be used at the size provided, or smaller.

Repro
File types '.eps'
.eps files can be opened on a PC or Mac and edited in Illustrator and Photoshop. When creating full colour artwork please use the CMYK version supplied on this disc.

Digital guidelines
A .PDF file containing the Active Essex brand elements for digital use is also included on this disc.

Primary Logo

The logo is the most visible element of an identity – a universal signature across all communications. This is the main version to be used on all printed literature or other promotional materials, as well as online or on any digital media. No other version should be used unless expressly outlined in this document.

At all times, unless otherwise stated in this document. See the later for a full list of Logo Rules.

Full size logo (40mm+)

Small logo (20–40mm)

This version features an adjusted mark to keep proportions and spacing consistent at smaller sizes.

To protect the clarity and visual integrity of the logo, it has an exclusionzone. It must always appear legibly on a clear background.

ALWAYS… ensure a margin of space is left around the entire logo. This should be the same as the height of the logo type, highlighted by 'x' in the diagram above.

Logo Elements

Active Essex can now use the elements of its flexible branding to apply their striking identity to a diverse range of collateral.

Aside from being a main piece of the brand, this logo can be used as a main graphical element in the Active Essex identity. It can be used in backgrounds, to enhance primary headers or as a placeholder for images.

Secondary & Tertiary Logos

Active Essex's revitalised identity system now includes secondary and tertiary logos. These are never to be used as part of the primary logo, only in place of or alongside using the rules in this guide.

The full version of the Pulse. This is best used when the full logo is not suitable, or for digital uses such as social media profile pictures and favicons.

The monogram is composed of a stylised set of initials and a more formulaic circlular container using elements of our Pulse for quick and clear recognition or for very small instances (e.g. below 20mm).

Colour Palette

These are the colours that represent the Active Essex brand. It is vital that the colours are reproduced accurately to retain their vibrance and brand essence.
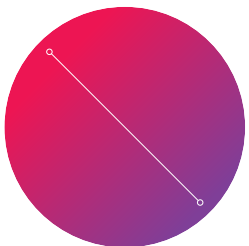
Pantone 1935 C
CMYK: 0c 100m 48y 0k
RGB: 229r 0g 83b

Pantone 2593 C
CMYK: 62c 84m 0y 0k
RGB: 127r 63g 152b

Pantone 2765 C
CMYK: 100c 100m 38y 47k
RGB: 30r 11g 66b

Our gradient is made up of our two primary colours, red and purple. The gradient must always start with red and end with purple and be set at a 45° angle.

Typography

The Active Essex brand has a simple yet dynamic typography system. Our main font is Bariol.

Bariol

Headline title and primary titles a weight of 1.0

Bariol

Sub headlines and secondary titles. 0.5 weight

Bariol
This should be used for body copy

Logo Suffixes & Sub-brands

Suffixes

When the full primary brand needs to be shown alongside a subsidiary brand of Active Essex, the suffix must be right-aligned to the wordmark and must not exceed the shown width and height. Always use the brand gradient to give the suffix extra definition.

Right–aligned

Max width

Pantone 368 EC
CMYK: 52c 0m 71y 0k
RGB: 137r 200g 108b
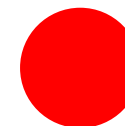
Pantone 2995 C
CMYK: 72c 12m 0y 0k
RGB: 0r 173g 236b

Pantone 2736 EC
CMYK: 100c 100m 0y 11k
RGB: 45r 36g 121b

Pantone 2765 C
CMYK: 100c 100m 38y 47k
RGB: 30r 11g 66b

Right–aligned

Max width

Pantone 1655 C
CMYK: 0c 73m 88y 0k
RGB: 235r 96g 41b

Pantone 424 C
CMYK: 52c 42m 41y 25k
RGB: 118r 118g 118b

Pantone 2765 C
CMYK: 100c 100m 38y 47k
RGB: 30r 11g 66b