



FIND YOUR ACTIVE

Brand Toolkit

Find Your Active is a behaviour change campaign, launched in July 2021. The brand identity has been key throughout and it's important to follow the below, to ensure this remains strong.

Logo

The logo is the most visible element of a brand identity and is a universal signature across all communications. For all printed literature and promotional materials, whether online or printed, the below logo should be used with a margin of space around the entire logo and no stretch.

The slogan to Find Your Active is - **It's just about finding the activity that's right for you!**

Brand Colours and Typography

Below are the colours that represent the Find Your Active brand. It is vital that the colours are reproduced accurately to retain their vibrance and brand essence. Where possible the typography associated with Find Your Active is Bariol.



Pantone: 1935C
CMYK: 0, 100, 48, 0
RGB: 229, 0, 83



Pantone: 2593C
CMYK: 62, 84, 0, 0
RGB: 127, 63, 152



Pantone: 2765C
CMYK: 100, 100, 38, 47
RGB: 30, 11, 66

Key Campaign Messaging

Initially when designing the campaign, Active Essex worked with Britain Thinks; a market research agency, to develop key messaging and to understand motivators and barriers. Since then, Active Essex have worked with NSMC; behaviour change specialists to ensure the campaign continues to grow and enhance it's messaging.

Below are three key points to remember when utilising the Find Your Active campaign and some pointers on words NOT to use.

- ⇒ Movement helps to ensure residents believe activity is accessible and inclusive
- ⇒ Physical activity doesn't have to be organised sport, any movement should be celebrated
- ⇒ Physical activity is personal to everyone, and to help highlight this, relatable content should be shared
- ⇒ **Avoid words such as fitness, sport and exercise, as they do NOT help to achieve behaviour change**

For more information on Find Your Active, please visit www.activeessex.org

If you're holding any Find Your Active events or distributing Find Your Active branded comms, please do circulate this with the Active Essex Comms Team, so that they can help further promote on their website and social media. Please find contact details below:



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