active

Kent & Medway

Contents

Primary logo

There are two variations of the Active Kent & Medway logo:
- Primary (stacked format)
- Secondary (vertical format)

The Primary logo should be used in the majority of situations - the Secondary logo can, however, be used when its vertical format is more appropriate to the positioning of the logo.

A. ICON

B. TYPOGRAPHY

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The logo consists of 2 elements: A Icon B Typography

These 2 elements should always appear as they do in the example shown above - do not remove any of the elements, alter the composition or change the colours.

Primary logo

Variations

Primary logo - one colour

Primary logo - on dark background

Primary logo - black and white

Primary logo - reversed

Secondary logo

There are two variations of the Active Kent & Medway logo:
- Primary (stacked format)
- Secondary (vertical format)

The Primary logo should be used in the majority of situations - the Secondary logo can, however, be used when its vertical format is more appropriate to the positioning of the logo.

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A. ICON

B. TYPOGRAPHY

The logo consists of 2 elements: A. Icon B. Typography

These 2 elements should always appear as they do in the example shown above - do not remove any of the elements, alter the composition or change the colours.

Secondary logo

Variations

Seconday logo - one colour

Seconday logo - on dark background

Seconday logo - black and white

Seconday logo - reversed

Exclusion zone

An exclusion zone around the logo is essential to ensure it is always clearly visible. For both logo variants this zone is the height (X) of the letter 'a' in the logo.

Logo dont's

You should not alter the Active Kent & Medway logo in any way.

Some examples of how not to change the logo are shown on this page.

Alter the logo proportions

Rotate the logo

Remove elements of the logo

Alter the layout of the logo

Tint the logo

Alter the logo colours

Colour palettes

The Active Kent & Medway brand features 2 palettes:
- Primary
- Secondary (Accent)

When using a colour for text, you must ensure the colour selected has a suitable contrast ratio. This ensures accessibility levels are maintained so that users, including those with visual disabilities, are able to read the text easily. A range of suitable colours have been included within the colour palettes.

Primary Colours

Dark Blue
Pantone 2955
**
C:100 M:76 Y:37 K:28
R:0 G:55 B:100
Hex: #003764

Medium Blue
Pantone 2925

C:77 M:24 Y:0 K:0
R:0 G:154 B:222
Hex: #009ADD

Dark Grey
Pantone Cool Grey 11
**
C:63 M:52 Y:46 K:39
R:84 G:86 B:90
Hex: #53555A

White

Seconday (Accent) Colours

Pink
Pantone 190

C:0 M:67 Y:17 K:0
R:250 G:117 B:152
Hex: #F97597

Bright Red
Pantone 185
*
C:0 M:100 Y:81 K:0
R:234 G:0 B:41
Hex: #E90029

Bright Green
Pantone 375

C:50 M:0 Y:100 K:0
R:147 G:213 B:0
Hex: #93D400

Teal
Pantone 3262

C:85 M:0 Y:39 K:0
R:0 G:187 B:180
Hex: #00BAB4

Orange
Pantone 144

C:1 M:54 Y:100 K:0
R:241 G:138 B:0
Hex: #F18A00

Dark Red
Pantone 207
**
C:22 M:100 Y:67 K:17
R:171 G:0 B:51
Hex: #AA0033

Purple
Pantone 2603
**
C:69 M:100 Y:2 K:0
R:114 G:35 B:130
Hex: #722281

Dark Green
Pantone 330
**
C:93 M:39 Y:61 K:42
R:0 G:82 B:76
Hex: #00514C

Safe Contrast Ratio Colours

There are 2 levels of safe contrast ratio colours suitable for use as text:

* Minimum - indicated by a single star

** Enhanced - indicated by a double star

Typeface

The logo consists of 2 typefaces:
- Mavern Pro Bold
- Ubuntu Bold

Mavern Pro should only be used in the logo.

Ubuntu should be used as the Active Kent & Medway primary typeface.

Ubuntu is a free Google font and can be downloaded direct from the website or via Adobe Fonts.

For desktop applications such as Microsoft Word or Powerpoint, where Ubuntu is not available, Calibri regular and Bold should be used.

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Mavern Pro Bold

Ubuntu Bold

Ubuntu Light
abcdefghijklmnopqrstuv w xyz
ABCDEFGHIJKLMNOPQRSTUV W X Y Z
1234567890£%&(.,/?!)

Ubuntu Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV WX YZ
1234567890£%&(.,/?!)

Ubuntu Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£%&(.,/?!)

Ubuntu Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV WX YZ
1234567890£%&(.,/?!)

Ubuntu Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£%&(.,/?!)

Ubuntu Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£%&(.,/?!)

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£%&(.,/?!)

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£%&(.,/?!)

Hook-ups

Active Kent & Medway
Kent School Games

Active Kent & Medway sometimes partner with other organisations. In these circumstances it is important that the hierarchy of the brand logos is correct when they are combined, so the lockup logos should always be used as supplied and not altered in any way.

Photography

The photography used throughout all communications should inspire people to want to get involved in sport or physical activities.

People in photos should reflect local demographics and fairly represent age, gender, disability, ethnicity and socio-economic status.

Our focus is inclusivity and capturing moments of fun, friendship and teamwork.

Videography

Videos will be hosted on YouTube, subtitled with transcriptions and links in the description where applicable.

www.activekent.org

Further information

If you require further guidance on any aspect of these guidelines or for copies of logo artwork, please contact:

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www.activekent.org