

EVERYDAY ACTIVE - Branding Guidelines

If you intend to use the Everyday Active logo and branding in any digital or print materials, please email a proof of your final designs to activekent@kent.gov.uk for approval.

TYPOGRAPHY

LOGO TEXT

**MONTSERRAT
EXTRA BOLD**

WEIGHT 900, BLACK

Aa

HEADER 1, 2 & 3 TEXT

Yanone Kaffeesatz

WEIGHT 700, EXTRA BOLD

Aa

PARAGRAPH TEXT

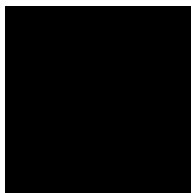
Oxygen

WEIGHT 400,
REGULAR

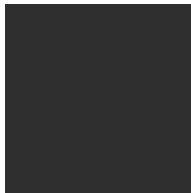
Aa

COLOUR GUIDE

#000000



#2F2F2F



#E51566



#F681B0



#3291D9



#8DB8D9



#819418



#ADD03C



#D68101



#E9D817



LOGO VARIATIONS

Min 3.5mm x 2.3mm, no max



LOGO EXCLUSION ZONE



PHOTOGRAPHY AND VIDEOGRAPHY

Use real people of all shapes and sizes, ethnicities and ages. Photos should focus on the individual rather than the activity, including the social elements of activity. Avoid using stock imagery where possible and try to use real Kent and Medway residents in local settings.

