PARTICIPACTION
Community Better
CHALLENGE

ParticipACTION
Community Better Challenge
Logo Guidelines
Spring 2019

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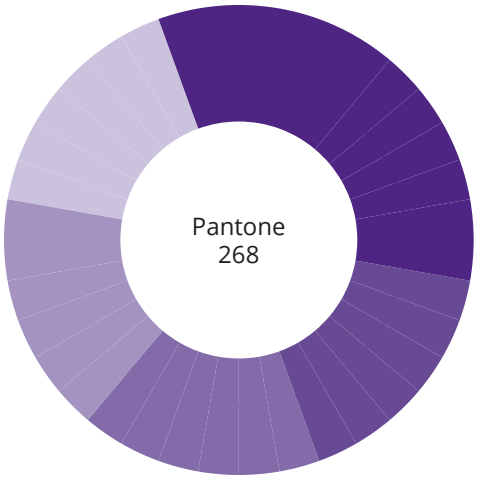
What do we look like?

Our brand colours

We like our colours! They're a key part of who we are which is why the colour logo is preferred. When using our purple and orange in our logo please apply the below colour profiles.

Note : reproduction through four-colour process (CMYK) and three-colour process (RGB) is permitted when the use of PMS colours are not possible.

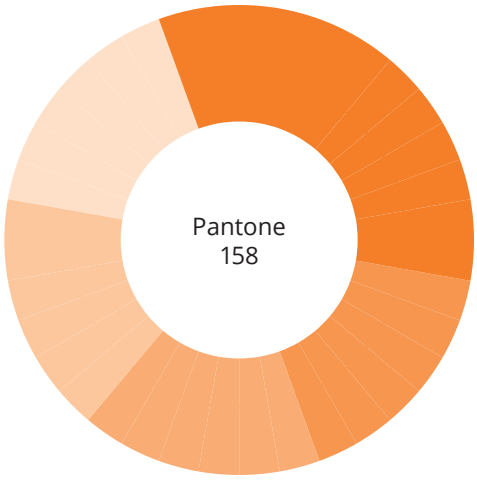
Primary



CMYK Uncoated	CMYK Coated	RGB	HEX
C: 82 M: 100 Y: 0 K:12	C: 82 M: 100 Y: 0 K:12	R: 80 G: 40 B: 125	#50287D

Circle clockwise: 100%, 80%, 60%, 40%, 20%

Secondary



CMYK Uncoated	CMYK Coated	RGB	HEX
C: 0 M: 50 Y: 84 K: 0	C: 0 M: 62 Y: 95 K: 0	R: 245 G: 127 B: 41	#F57F29

Circle clockwise: 100%, 80%, 60%, 40%, 20%

What do we look like?

Our English & French logos

PARTICIPACTION
Community Better
CHALLENGE

PARTICIPACTION
DÉFI
Ensemble, tout va mieux

Minimum size

We don't want squinting! The logo in any medium (print, digital, etc.) should never be smaller than 1.25 inch (31.75mm) in width. This size is based on the Community Better wordmark part of the logo.

What do we look like?

Our logo elements

Our logo has four elements: the ParticipACTION logo (wordmark & pinwheel), 'Comunity Better' wordmark in our brand typeface Cooper Black and 'Challenge' wordmark in our secondary brand typeface, Open Sans. Everything is held together by a ring.

Generally, all logo elements should be in colour. There's a few exceptions outlined in the following pages, and they require permission from the brand officer.

What do we look like?

The logo buffer zone

We want to keep our logo looking good, so make sure to leave enough clearspace around it. We call this the buffer zone. The buffer zone is depicted in the graph below (measured with the letter “C” in the 'Community Better' wordmark). All type and imagery used with the logo should be outside this area.

What do we look like?

Knock out colours

If only one colour can be used, or if the logo is being placed on a dark background such as black or ParticiPACTION purple, the logo can be knocked out of a background in all white. Always use the the full colour version when placing the logo over a photograph.

What do we look like?

Black & grayscale logo

When you can't use colour, use the black + grayscale version of the logo.

CMYK Uncoated	RGB	CMYK Uncoated	RGB
C: 0 M: 0 Y: 0 K: 50	R: 147 G: 149 B: 152	C: 0 M: 0 Y: 0 K: 50	R: 0 G: 0 B: 0
50% black		**100% black**	

What do we look like?

Unacceptable logo usage

It's crucial that the identity is always used in a consistent way. Below are a few examples of what not to do with the ParticipACTION Community Better Challenge logo.

Remove elements

Skew the logo

Use non-brand colours

Angle the logo

Remove the white background

Move or alter ParticipACTION logo elements

Use knock out logo over photography

What do we look like?

Example poster

ParticipACTION's primary fonts for promotion applications are Cooper Black and Open Sans. No other font should be used in printed or online Community Better Challenge material. Use sentence case for all text on ParticipACTION print and web collateral. **See master Brand Guidelines for full photography and typography rules.**

Photography
If you choose to use photography, pick lifestyle photographs that feature a community engaing in a physical activity together.

For busy photographs, use ParticipACTION colour blocking to make text legible.

Logo
Use the full colour logo whenever possible on print and web applications.

Typography
Always use Open Sans Regular, Light Semibold or Bold and always have your leading set to at least 2 sizes bigger than your type size.

About this guide

The brand guidelines is your tool to correctly creating design, marketing, and communication materials that reflect the ParticipACTION brand. Sticking to these standards keeps the brand looking prim and proper. They exist to make sure that ParticipACTION always looks like ParticipACTION and can be easily identified. Following the guidelines means no changing of the logo or the way that it's used, and making sure it's always used properly. All promotional materials featuring our logo and wordmark need to be seen and approved by ParticipACTION before final art.

Questions? Feel free to reach out to the Brand Officer:

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