



OpenActive

DESIGN AND BRAND GUIDELINES

CONTACT

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BRAND GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **OpenActive's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **OpenActive's** commitment to quality, consistency and style.

The **OpenActive** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the **OpenActive** name and marks.

OPENACTIVE

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SECTION 1

01 CORPORATE LOGO SYSTEM

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



THE PRIMARY LOGOTYPE

THE FULL LOGOTYPE

The OpenActive Masterbrand or Corporate Logo comprises two elements, the logo symbol and the logo type.

The Logo Symbol is a powerful image evoking the culture of the OpenActive concept and illustrates the connection of open data.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style. The typeface is Montserrat Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The corporate colour palette is fresh, vibrant, multi faceted and appealing blend of colours chosen for their strong combination - modern - energetic - cosmopolitan.



1) The Logo Symbol

Consists of the powerful, colourful O and A combination, that flows through the entire colour scheme. It's transitions also flow from static angular shapes through to fluid curves.

2) The Logo Title

Carefully chosen for its modern, inviting and yet refined, highly legible style. The font that is used here is Montserrat Bold.

The Primary logo

The primary logo uses the full colour palette and should sit on a white or light coloured background. For darker backgrounds you will find an alternative reversed version below.

PRIMARY



PRIMARY REVERSED



Primary logo

This is the preferred version, and should always be shown on a light or white background.

Primary reversed

Should be used where the background colour would make the Logo Type illegible.

Attention:

Use of any stylised, animated, hand drawn or other versions of the official logo is not permitted. This undermines the logo system and brand consistency. Please consult with OpenActive Brand Team if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the space in the O of the icon and create a square.



Minimum Logo Sizes

Minimum Size: 20mm x 13.223 mm



SECONDARY LOGOS

There may be instances, due to the area available to place the brand, where using the primary logo would effect the legibility of the brand. In these instances the landscape and portrait secondary logos may be used.

SECONDARY LANDSCAPE



MINIMUM LOGO SIZES

Secondary landscape
Minimum Height: 5mm



SECONDARY PORTRAIT



MINIMUM LOGO SIZES

Secondary Portrait
Minimum Height: 12mm



ACCELERATOR LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION:

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the space in the O of the icon and create a square.



Minimum Logo Sizes

Minimum Size: 20mm x 13.223 mm



SECONDARY LOGOS

There may be instances, due to the area available to place the brand, where using the primary logo would effect the legibility of the brand. In these instances the landscape and portrait secondary logos may be used.

SECONDARY LANDSCAPE



MINIMUM LOGO SIZES

Secondary landscape

Minimum Height: 8mm



SECONDARY PORTRAIT



MINIMUM LOGO SIZES

Secondary Portrait

Minimum Height: 14mm



DO'S AND DON'TS

The logo must not be changed in any way. Use of any stylised, animated, hand drawn or other versions of the official logo is not permitted. This undermines the logo system and brand consistency. Please consult with OpenActive Brand Team if you have any questions or need further help.

DO NOT

Change the proportions of the logo elements, or the spacing.

DO NOT

Do not change the font

DO NOT

Do not change the colour of the logo type

DO NOT

Do not distort the logo type

DO NOT

Do not tilt or rotate the logo type



LOGO PLACEMENT ON IMAGERY

It is essential that the brand elements are always legible. Do not place the logo onto a photograph with a complicated background.

DO NOT

Put the logo on a photograph with a complicated background that would render the brand illegible



DO

Always choose images and areas of the images which allow the brand to stand out.



DO

Always choose the correct version of the logo to ensure clarity and stand off from the background.



LOGO LOCKUP

Where it is required to do a supporter Lock up Logo, the Secondary Portrait logo should always be used.



PARTNER LOCKUP STACK

These are how Official Members of OpenActive should be stacked if displayed. The Members wording can be centred, left or right aligned dependant on layout.

When used in conjunction with the Brand Logo, the left justified stack should be used with the primary logo. The logos used here are examples of how the size and format they can be displayed at.



MEMBERS



MEMBERS



MEMBERS



MEMBERS





SECTION 2

02 CORPORATE TYPOGRAPHY SYSTEM

The OpenActive brand font families have been chosen for their structure, design, effectiveness and unity in portraying the brand.

Montserrat is our primary headline font, chosen for it's modern strength. Source Sans Pro is a sans serif font created by Adobe as a universal font family that works well in all UI environments.



PRIMARY FONT

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth

century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

MONTSE RRAT

**PRIMARY FONT
MONTSE RRAT**

**DESIGNER :
JULIETA ULANOVSKY**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

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Special Characters

**TYPE EXAMPLES
MONTSE RRAT**

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights in upright and italic styles.

Source Sans Pro is a free font family designed by Adobe to have to work well in user interface (UI) environments.

SECONDARY FONT SOURCE SANS PRO

DESIGNER :
GOOGLE

SOURCE SANS PRO

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES SOURCE SANS

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

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SECTION 3

03 TYPOGRAPHY AND TEXT HIERARCHY SYSTEM

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.

CONTEXT TEXT

Caption text
name

CAPTION TEXT NAME

-
Source Sans Pro Bold -
7pt Type / 14pt Leading / 0pt Kerning / 0mm space after line

Quote copy

Quote copy

-
Source Sans Pro Italic -
11pt Type / 14pt Leading / 0pt Kerning / 0mm space after line
6mm left indent

Body copy

Body copy

-
Source Sans Pro Regular -
9pt Type / 14pt Leading / 0pt Kerning / 0mm space after line

Sub intro text

Sub intro text

-
Source Sans Pro Regular -
12pt Type / 16pt Leading / 0pt Kerning / 0mm space after line

New section
intro text

New section intro text

-
Source Sans Pro Regular -
16 pt Type / 19pt Leading / 0pt Kerning / 0mm space after line

HEADLINES AND TYPOBREAKS

Intext
subheader

Subheader

-
Source Sans Pro Regular -
11pt Type / 14pt Leading / 0pt Kerning / 0mm space after line

Subsection
headers

Subsection

-
Montserrat Bold
19pt Type / 26pt Leading / -10pt Kerning / 2mm space after line

Title section
header

Title header

-
Montserrat Bold
30pt Type / 34pt Leading / -10pt Kerning / 3mm space after line

TYPOGRAPHY SYSTEM

TYPOGRAPHY SHEET

This typography sheet is to be used as a guide on how to present the typefaces throughout the brand. The sheet shows the correct typeface, size, leading and tracking between the letters that needs to be taken into consideration when text is being added to a OpenActive Product.

Title header

New section intro text. Is ma ped qui ut occa erofficid quiatquis qui icia sumquam il issedi re odisnt faccaborum quat incturi reri

Body copy. Is ma ped qui ut occaeruptat alit andipsa ndella sed que volor aut officid quiatquis qui a parum aut late exces et moluptatent quos dolecea quodit, qas dolecea quodit, quasimi nciendi nemporem reicia sumquam il issedi re odissunt faccaborum quat incturi reri

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CAPTION TEXT NAME





SECTION 4

04 CORPORATE COLOUR SYSTEM

THE PRIMARY COLOUR SYSTEM AND COLOUR CODES

Colour plays an important role in the OpenActive corporate identity program. A palette of primary colours has been developed, which comprise the “One Voice” colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the

OpenActive brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will be always be consistent.





PRIMARY COLOUR SYSTEM

Explanation:

The Primary colours form the basis of our brand.



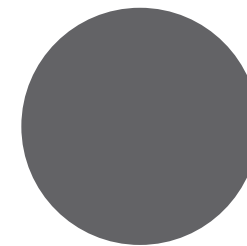
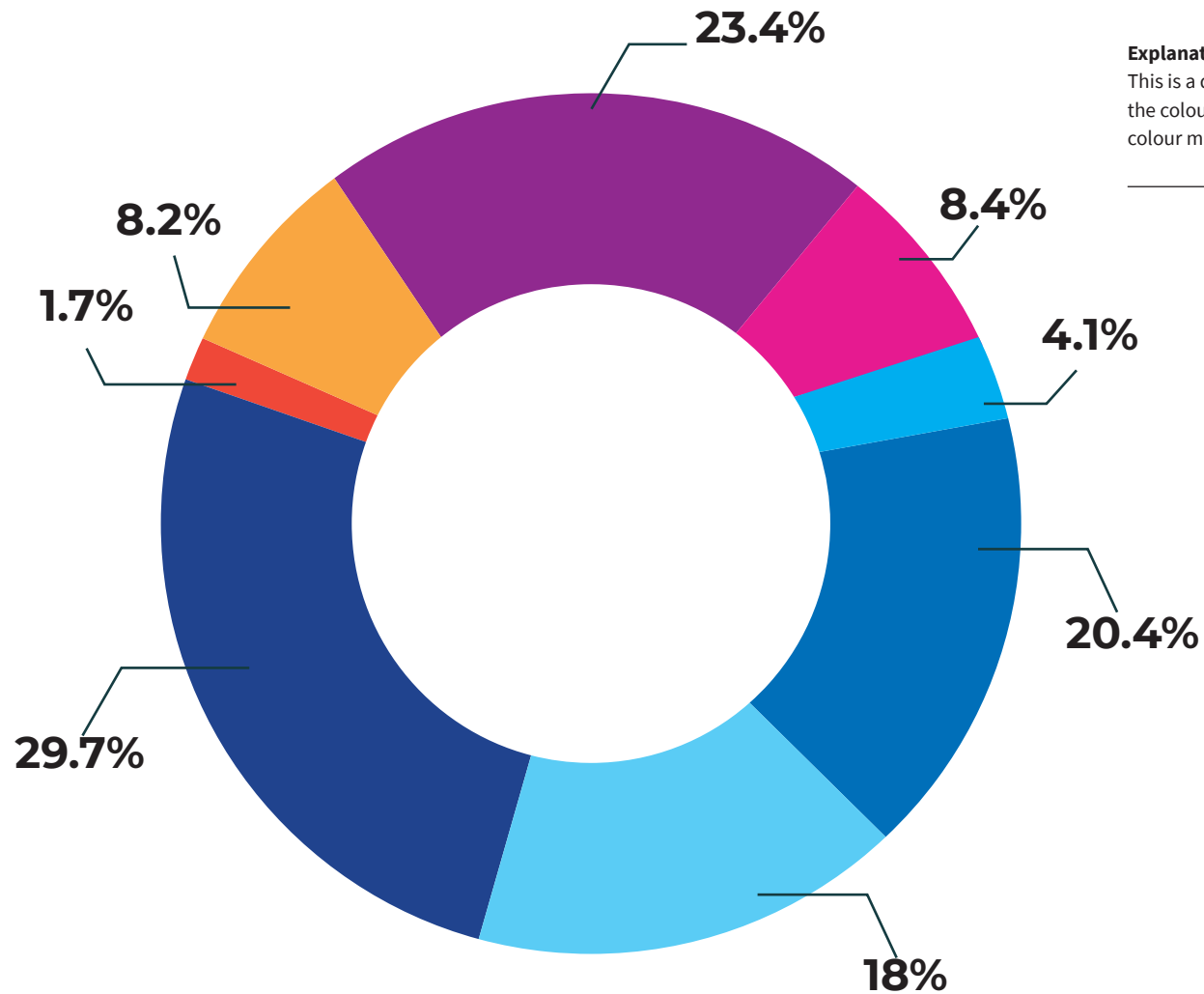
COLOUR SYSTEM: WEIGHTING

Explanation:

This is a diagram explaining the weighting of the colour scheme and how much each individual colour must be used within the brand.

Usage:

Use this to guide you on how often you can use certain colours from the primary colour scheme.



Body Copy

BRAND BLACK:

CMYK : C0 M0 Y0 K75
RGB : R100 G100 B99
Web : #646463



PRIMARY COLOUR SCHEME

Welcome to OpenActive

New section intro text. Is ma ped qui ut occa
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CAPTION TEXT NAME

Tutorials

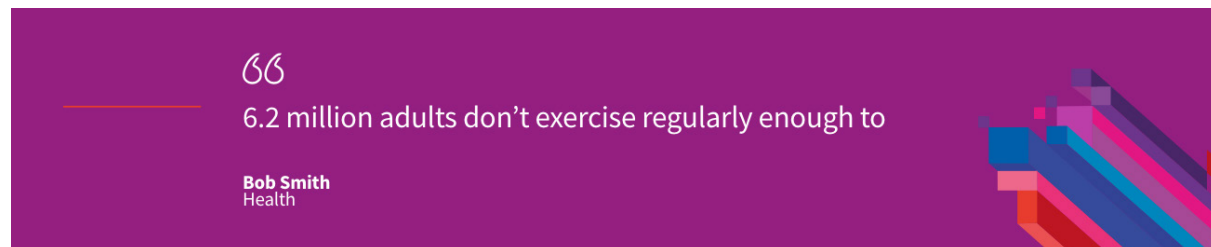
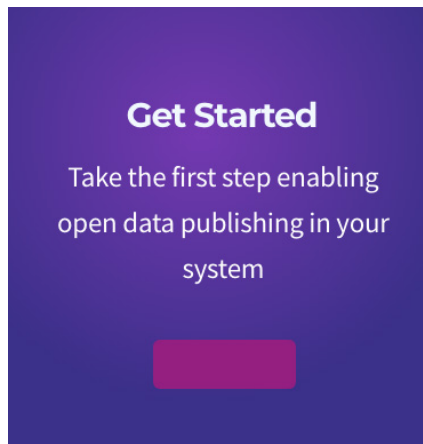
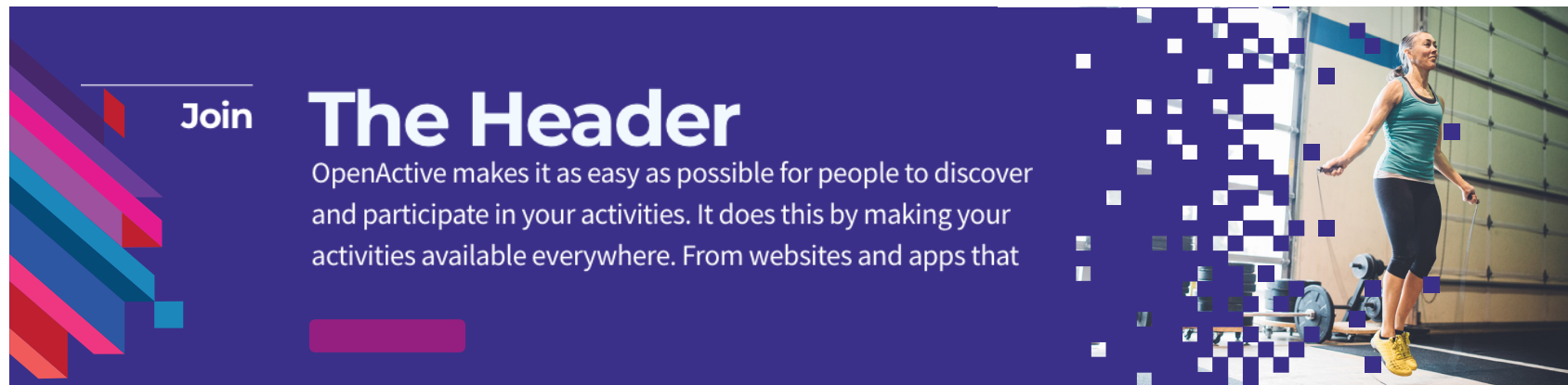
Excepteur sint occaecat
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Sed ut perspiciatis unde.

REFERENCES



Explanation:

The primary colour scheme uses all of the colours, but primarily the blue and purple tones.



BUTTON

BUTTON

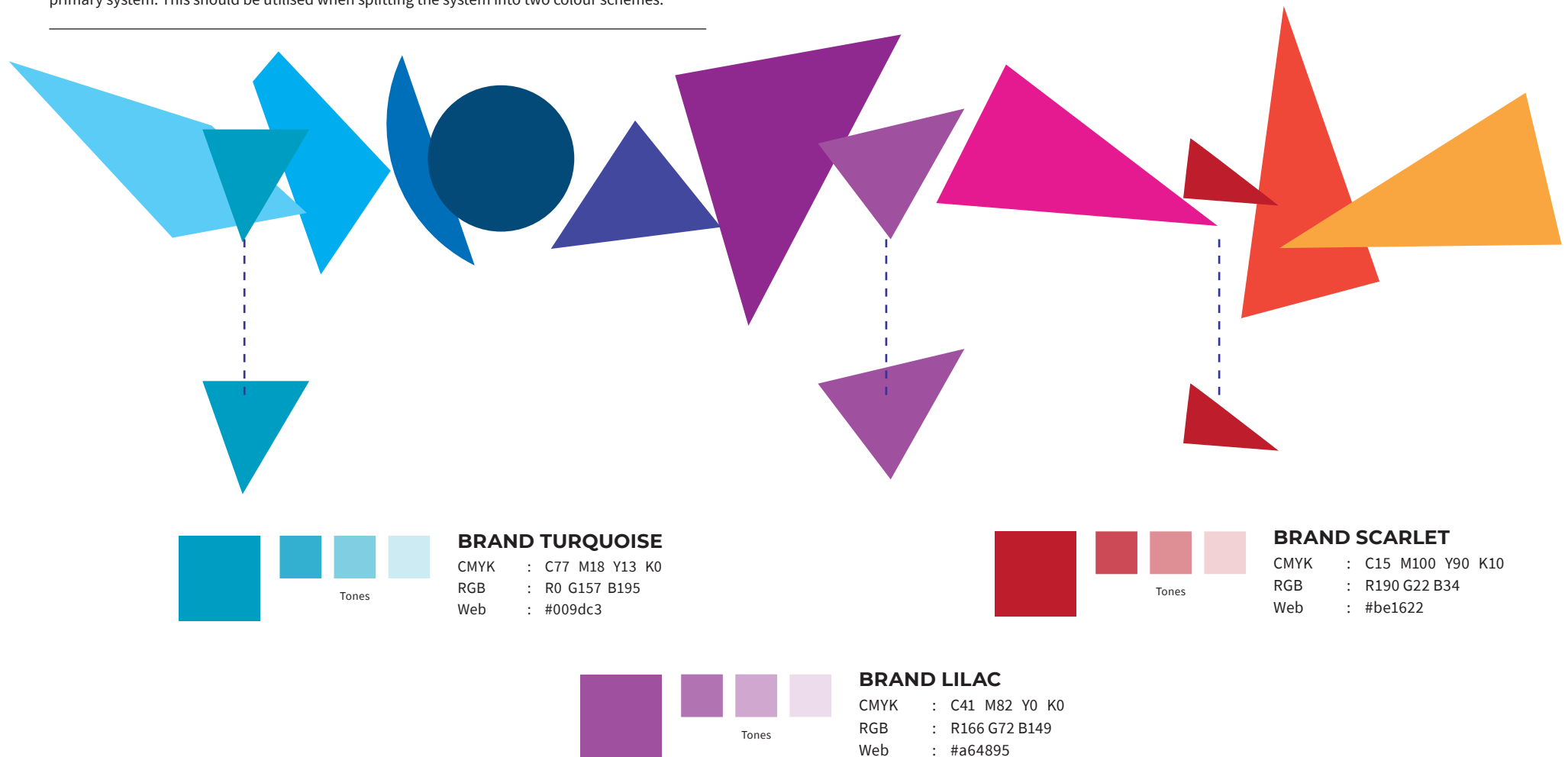
BUTTON

BUTTON

SECONDARY COLOUR SYSTEM

Explanation:

We have three additional colours in our secondary palette which helps to increase the range of our primary system. This should be utilised when splitting the system into two colour schemes.



SECONDARY COLOUR SCHEME: PUBLISHING DATA

Explanation:

The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece).

Usage:

Use them to accent and support the primary colour palette.

Colour Scheme 1



COLOUR CODES

CMYK : C77 M18 Y13 K0
 RGB : R0 G157 B195
 Web : #009dc3



COLOUR CODES

CMYK : C85 M86 Y0 K0
 RGB : R67 G58 B143
 Web : #433a8f



COLOR CODES

CMYK : C95 M76 Y25 K13
 RGB : R10 G67 B115
 Web : #0a4373



COLOUR CODES

CMYK : C87 M57 Y0 K0
 RGB : R0 G101 B175
 Web : #0065af



COLOUR CODES

CMYK : C54 M1 Y0 K0
 RGB : R113 G203 B242
 Web : #74cbf2

SECONDARY COLOUR SCHEME: USING DATA

Explanation:

The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece).

Usage:

Use them to accent and support the primary colour palette.

Colour Scheme 2



COLOUR CODES

CMYK : C100 M87 Y11 K1
RGB : R36 G56 B131
Web : #243883



COLOUR CODES

CMYK : C88 M84 Y0 K0
RGB : R68 G61 B145
Web : #443d91



COLOUR CODES

CMYK : C50 M99 Y1 K0
RGB : R149 G32 B130
Web : #952082



COLOUR CODES

CMYK : C41 M82 Y0 K0
RGB : R166 G72 B149
Web : #a64895



COLOUR CODES

CMYK : C3 M96 Y0 K0
RGB : R226 G20 B131
Web : #e21483

SECONDARY COLOUR SCHEME: COMMUNITY

Explanation:

The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece).

Usage:

Use them to accent and support the primary colour palette.

Colour Scheme 3



COLOUR CODES

CMYK : C41 M82 Y0 K0
 RGB : R166 G72 B149
 Web : #a64895



COLOUR CODES

CMYK : C3 M96 Y0 K0
 RGB : R226 G20 B131
 Web : #e21483



COLOR CODES

CMYK : C15 M100 Y90 K10
 RGB : R190 G22 B34
 Web : #be1622



COLOUR CODES

CMYK : C0 M87 Y83 K0
 RGB : R231 G59 B46
 Web : #e73b2e



COLOUR CODES

CMYK : C0 M40 Y84 K0
 RGB : R247 G168 B54
 Web : #f7a836



Discussions

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DISCUSSIONS

SECONDARY COLOUR SCHEME: PUBLISHING DATA

Publishing Data OpenActive

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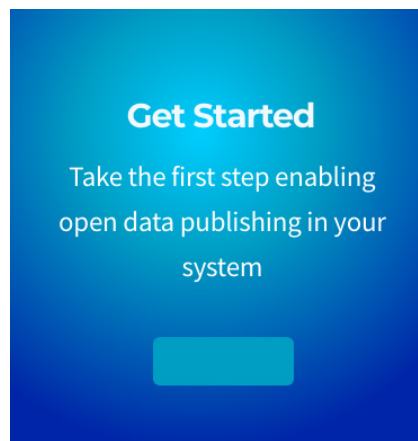
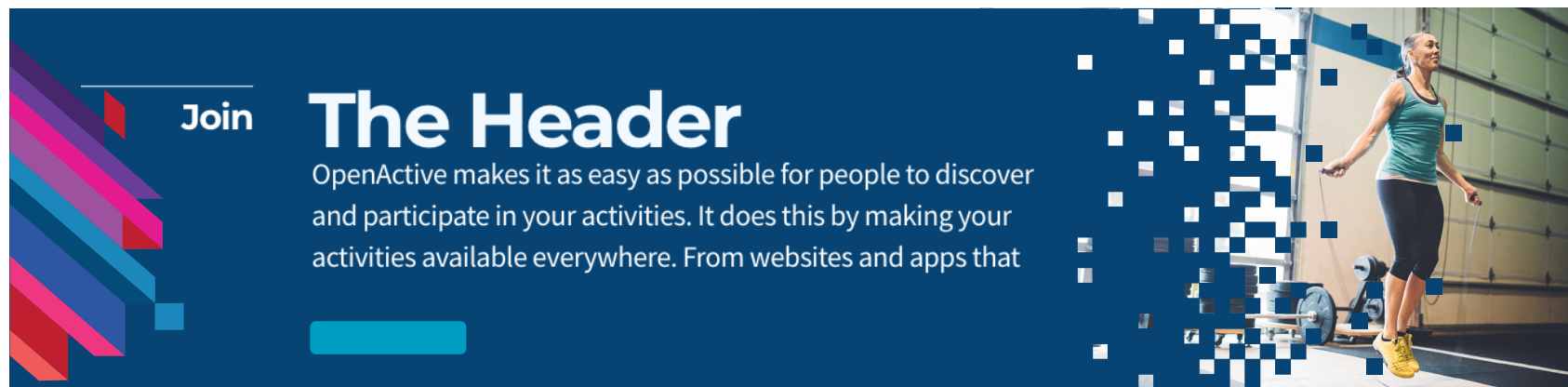
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parum aut late eoluptuos dolecea quodit, quasimi nciendi nemporem
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CAPTION TEXT NAME



Explanation:

The secondary colour scheme 1 using the cyan and blue tones.





Tutorials

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TUTORIALS

SECONDARY COLOUR SCHEME: USING DATA

Using Data OpenActive

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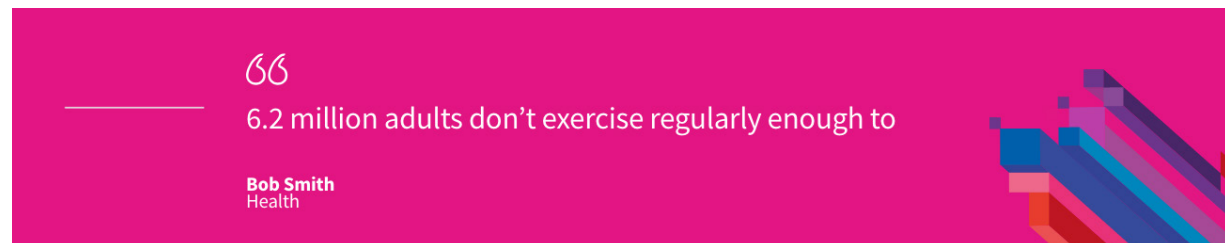
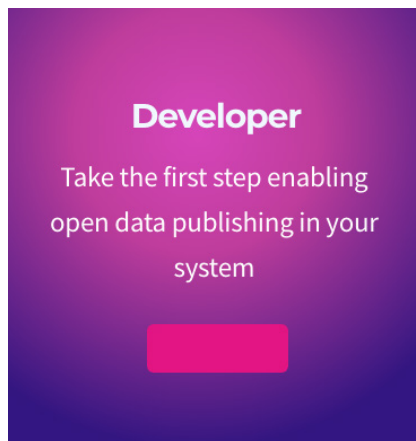
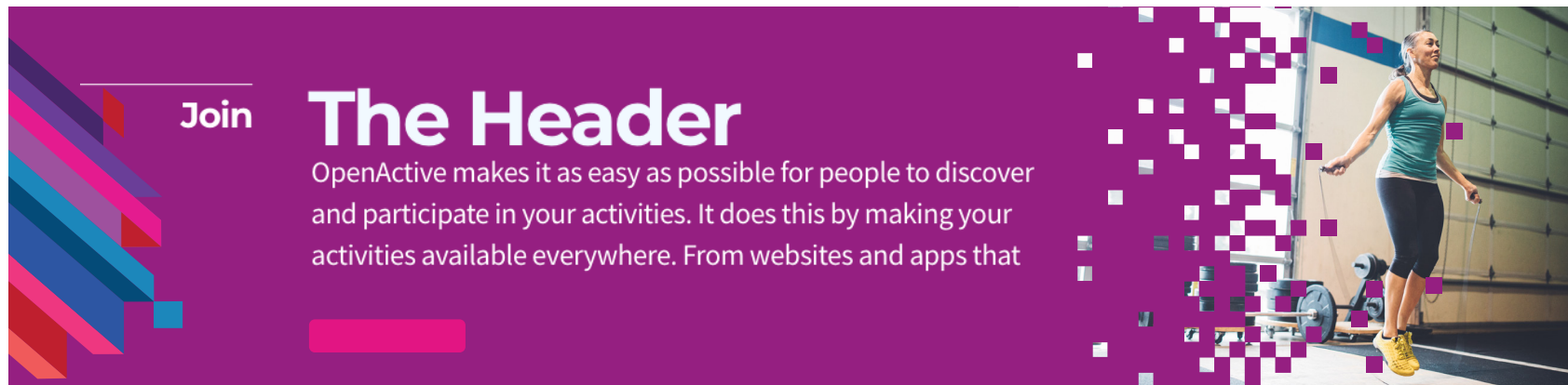
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reicia sumquam il issedi re odissunt faccaborum quat incturi reri*

CAPTION TEXT NAME



Explanation:

The secondary colour scheme 2 using the pink and purple tones.





References

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REFERENCES

SECONDARY COLOUR SCHEME: COMMUNITY

Community OpenActive

New section intro text. Is ma ped qui ut occa erofficid quiatquis qui icia sumquam il issedi re odisnt faccaborum quat incturi reri

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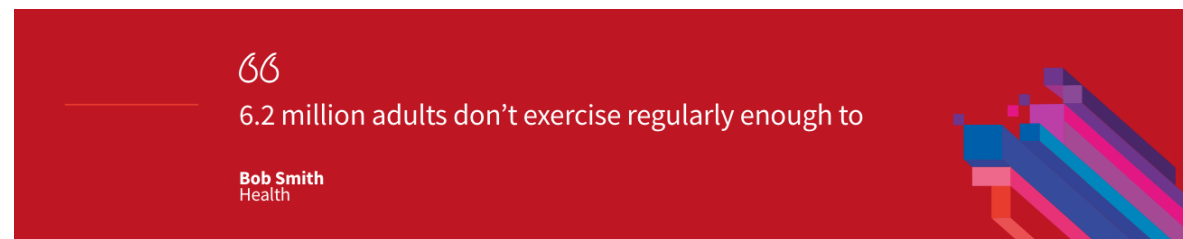
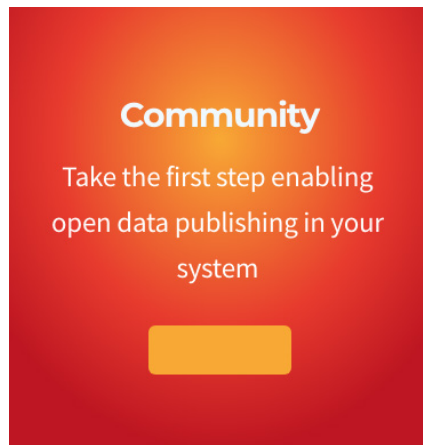
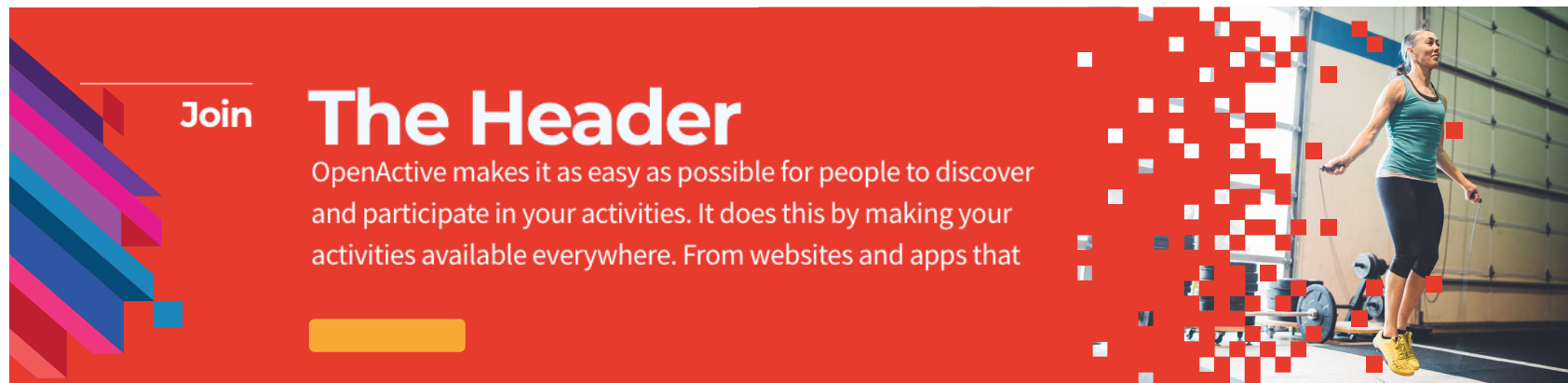
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CAPTION TEXT NAME



Explanation:

The secondary colour scheme 3 using the red and yellow tones.



BUTTON

BUTTON

BUTTON

BUTTON

SECTION 5

05 USE OF GRAPHICS

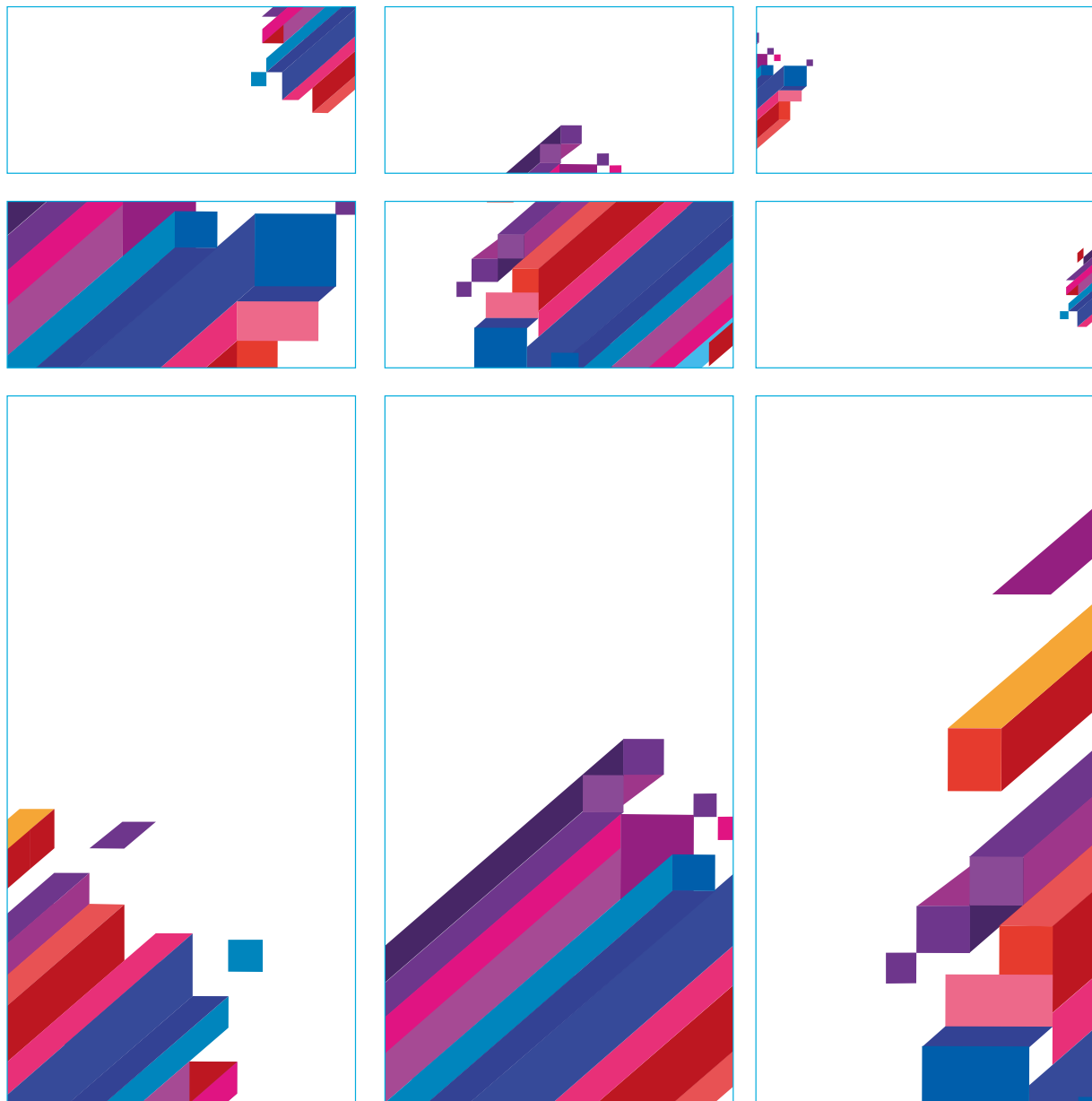
Graphics play an important role in the OpenActive corporate identity look and feel. Primary and secondary graphic toolkits have been developed, which comprise different colourful visual graphic blocks which contribute to the cohesive and harmonious look of the OpenActive brand.

It is essential to use these graphics sparingly, as overuse can change the overall feel and ambience of the aesthetical look of the brand.

USE OF THE GRAPHICS: PRIMARY GRAPHICS

Explanation:

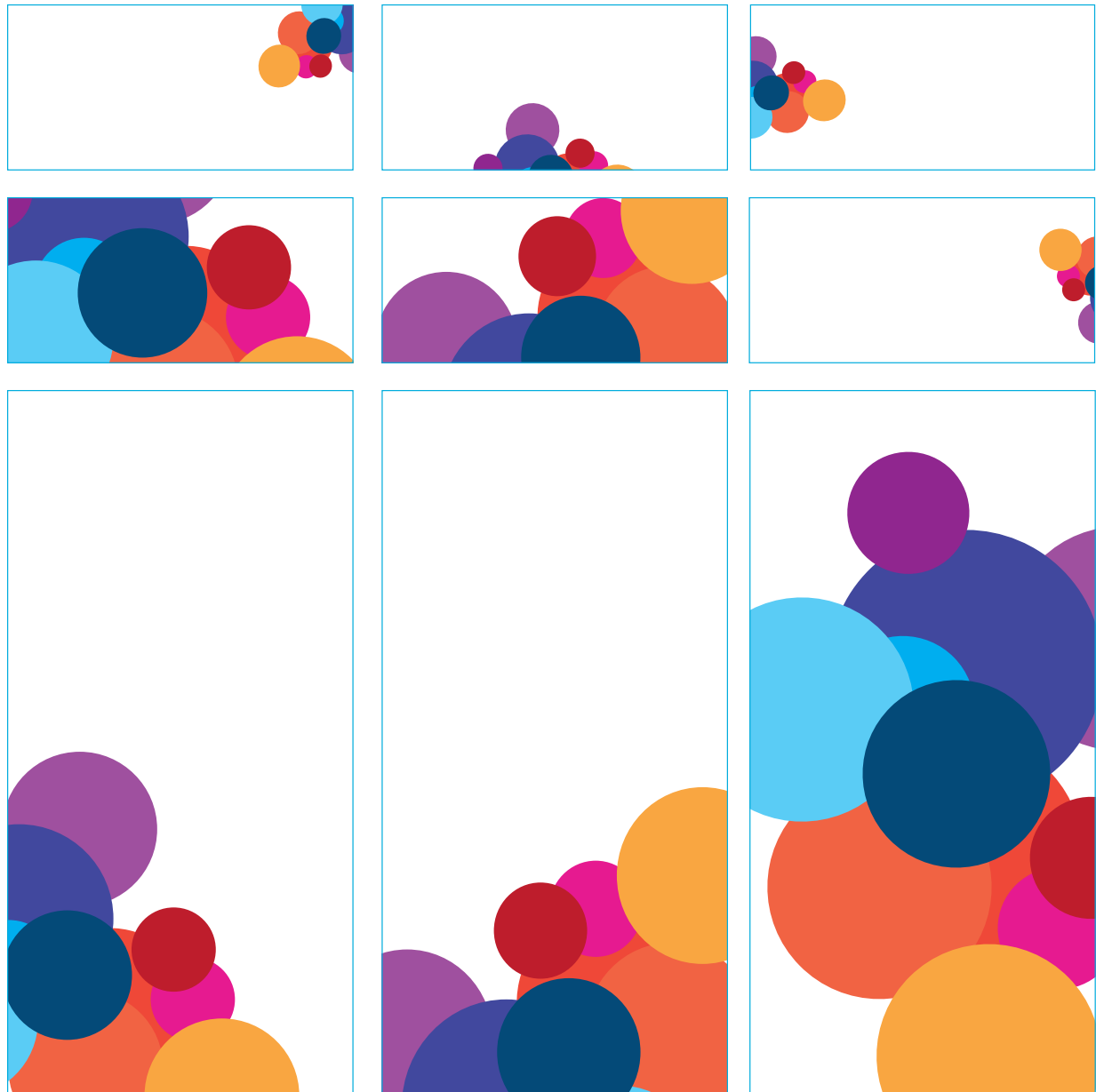
This is the main graphic used throughout the OpenActive brand, which is used to highlight and compliment it's products. This element should only appear once on a spread or page. Overuse will dilute the brand feel.



USE OF THE GRAPHICS: SECONDARY GRAPHICS

Explanation:

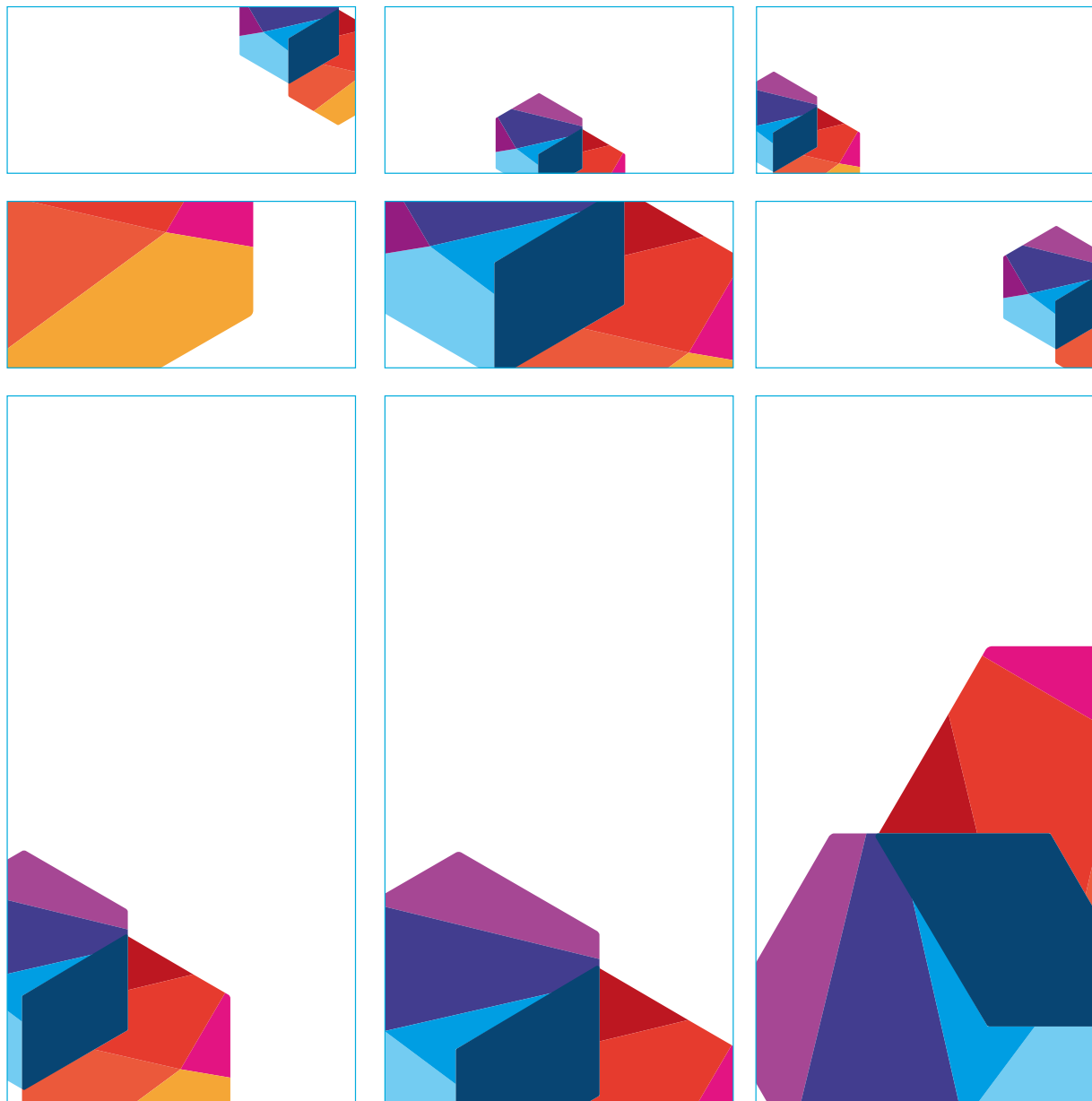
This is another graphic used in the OpenActive brand. It should be used when you are communicating a slightly different message or feature on your collateral. This element should only appear once on a spread or page. Overuse will dilute the brand feel throughout and only be used once on a product as shown in the examples.



USE OF THE GRAPHICS: SECONDARY GRAPHICS

Explanation:

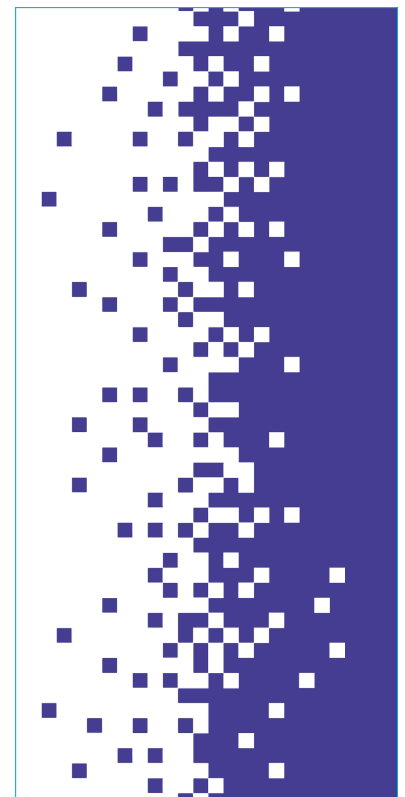
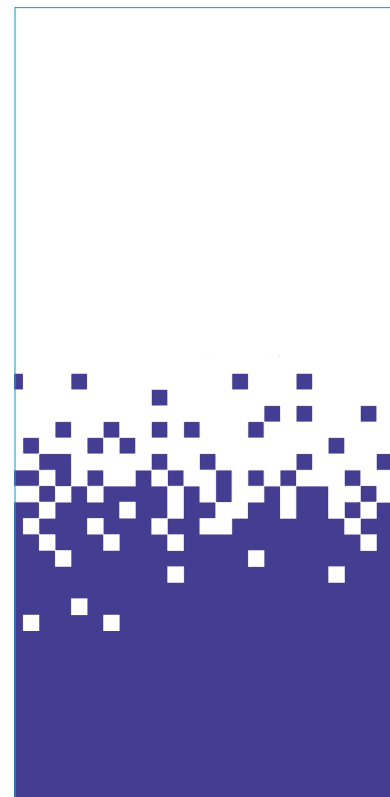
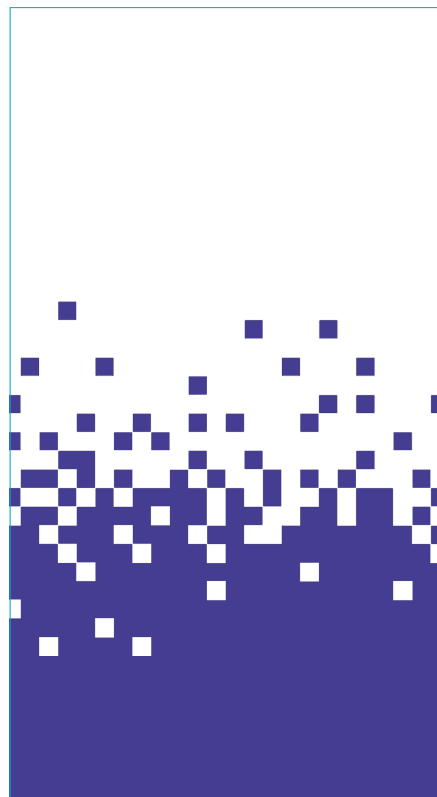
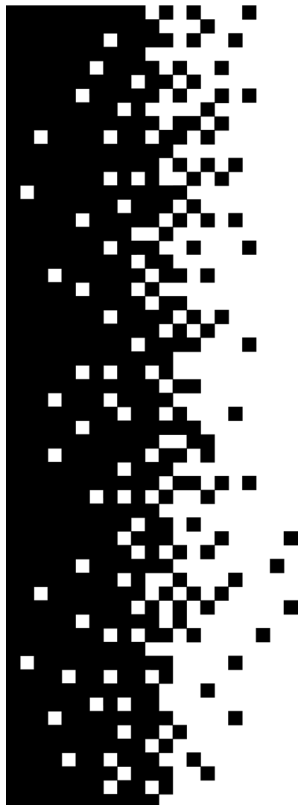
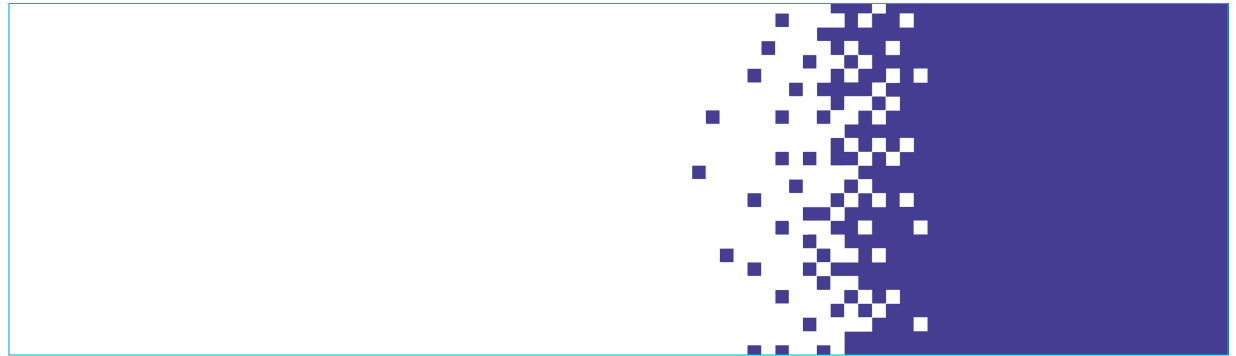
This is another graphic used in the OpenActive brand. It should be used when you are communicating a slightly different message or feature on your collateral. This element should only appear once on a spread or page. Overuse will dilute the brand feel throughout and only be used once on a product as shown in the examples.



THE PIXEL MASK

Explanation:

The Pixel Mask is an important feature in the OpenActive brand. It helps to fade and blend imagery into the rest of the content of a page composition. There are very strict rules in it's use and sizing that should be adhered to.

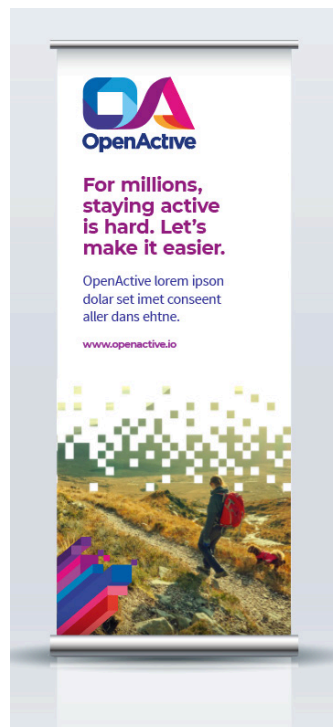


PIXEL MASK: CORRECTLY USING THE MASK

Explanation:

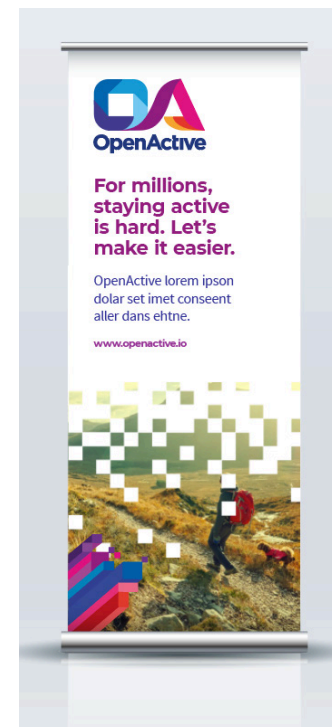
Here are examples of the pixels being used on OpenActive applications, such as a banner and a business card. The examples display how the mask should be correctly used as well as how it should not be used. The pixels must stay

consistent throughout all applications, though this does not necessarily mean that the size of the pixels must always stay the same, it is the visual weighting and balance that should feel the same across all applications.



CORRECT

These examples follow the rule of the pixels being 4% of the smallest side of an application.



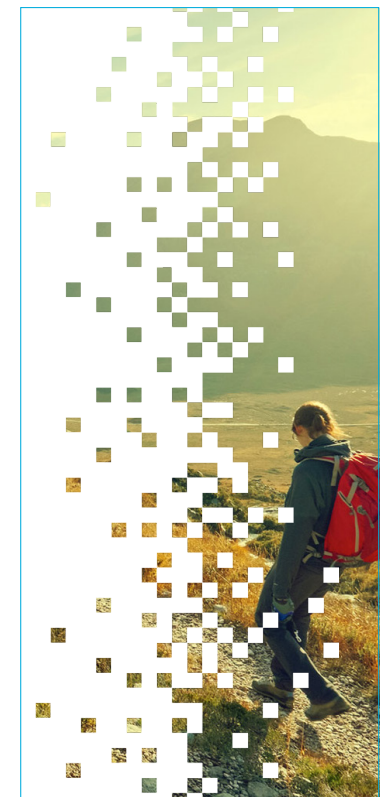
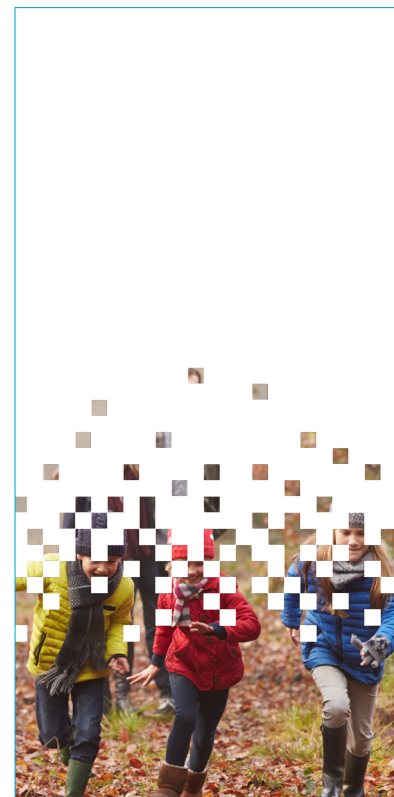
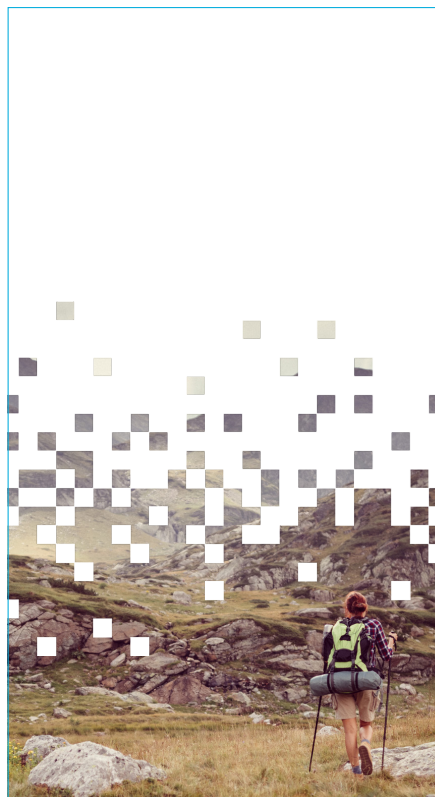
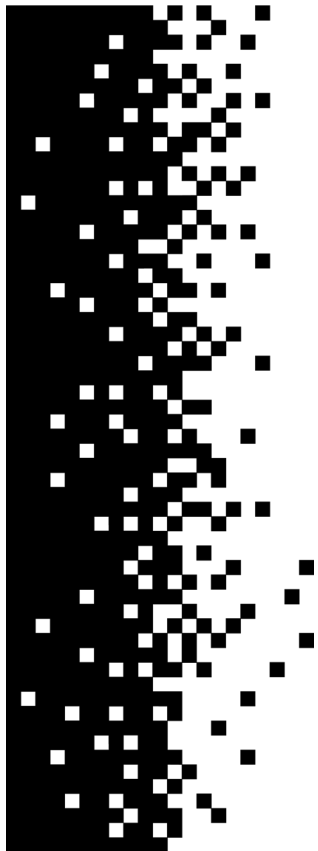
INCORRECT

As you can see the masks are look inconsistent to one another, with the pixels looking too big on the banner and then looking too small on the business card.

USE OF THE GRAPHICS: ELEMENT 3 WITH PHOTOS

Explanation:

These are examples of how the pixel element can be used in various different ways while all keeping with the 4% rule. The pixel can also be rotated on the application to be more effective.



USE OF THE GRAPHICS: ELEMENT 4 WITH PHOTOS

Explanation:

Merging shapes is a key component for the OpenActive Brand. And this is also true for the compiling of images. Rather than use simple squared up

picture blocks, to show multiple images, use a grid system as shown below to bring multiple images together.





SECTION 6

06 CORPORATE STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery.

It includes specifications for typography, colour, printing method, paper stock.

THE COMPANY LETTERHEAD

Explanation:

This shows the approved layouts for letterheads and continuations sheets.

Usage:

The letterhead should be used for all external official OpenActive communication.

PARAMETER

Dimensions

297 x 210mm

A4

Weight

120g/m Uncoated

white stock

Print

Offset

CMYK



Font: Montserrat Bold **Size:** 11pt
Colour: Brand Navy

PRESS RELEASE

Explanation:

This shows the approved layouts for press releases and continuations sheets.

The press release follows the same layout as the letterhead with the placement of the logo and graphics on the page. The only difference is the use of the title on the page.

PARAMETER

Dimensions

297 x 210mm
A4

Weight

120g/m Uncoated
white stock

Print

Offset
CMYK



THE COMPANY ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the OpenActive stationery system for envelopes.

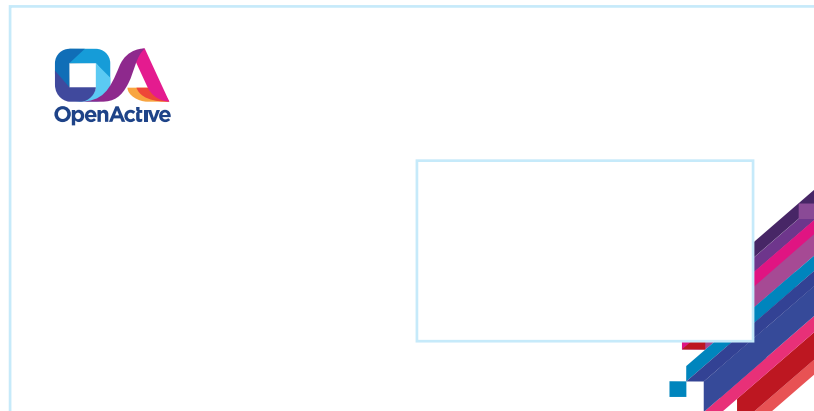
Dimensions

DL

Print

Offset

CMYK



EMAIL FOOTER

Explanation:

Where possible, an email footer should be used, to ensure brand continuity and clear messaging.



THE COMPANY BUSINESS CARDS

Explanation:

This shows the approved layouts with the primary elements of the OpenActive stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of OpenActive company.

Dimensions

85 x 55 mm

Print

CMYK

Weight

400g/m Uncoated white

Montserrat bold 12pt / brand Navy
Source Sans Pro Bold Caps 7pt / brand purple

Source Sans Pro Bold 7pt / brandgrey
Source Sans Pro 7pt / brand grey

Montserrat bold Bold 6.5pt / brand purple

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theodi.org [twitter @ODIHQ](https://twitter.com/ODIHQ)



SECTION 7

07 BRAND COLLATERAL

Brand collateral is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There are base brand guidelines when creating collateral which must be adhered too.

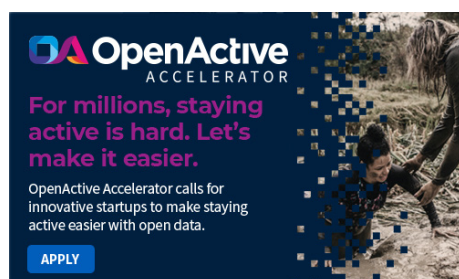
It includes specifications for typography, colour, printing method, paper stock, as well as image layout and hierarchy.

BANNER ADVERTS

Explanation:

Banner ads should always follow the same principle, with the image angled to the right hand side of the banner.

Where possible, the colour vertical bar should sit on the left hand side, unless the banner has restricted room in which case it can be removed.



PULL UP BANNERS

Explanation:

Pull up event banners should have a focal point at the top, where the core information is. Always make sure that the Logo is displayed at the top of the banner, followed by the core message, and call to action.

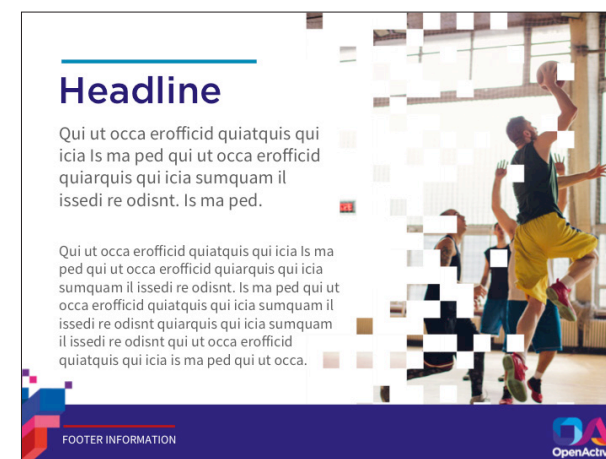
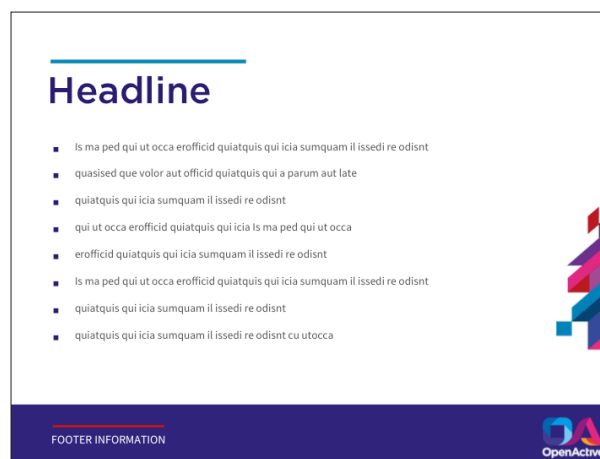
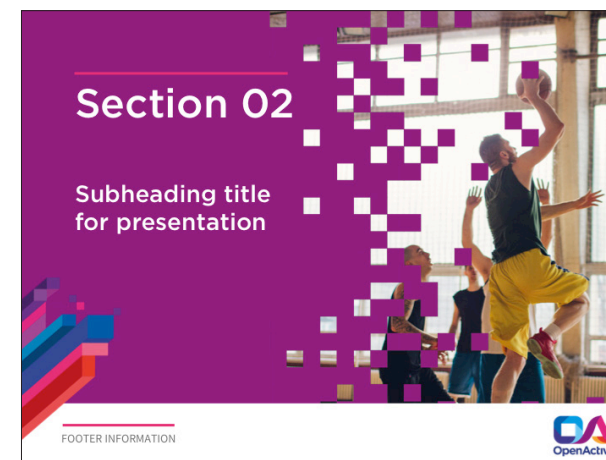
The website URL should be clearly displayed no lower than 2 thirds of the way down. Finally the core image should be placed at the bottom with the pixel mask over the top of the image.



PRESENTATION TEMPLATE

Explanation:

The Powerpoint presentation template, contains breaker pages, in the three colour styles and two types of core layout pages.



SECTION 8

08 PHOTOGRAPHY STYLE

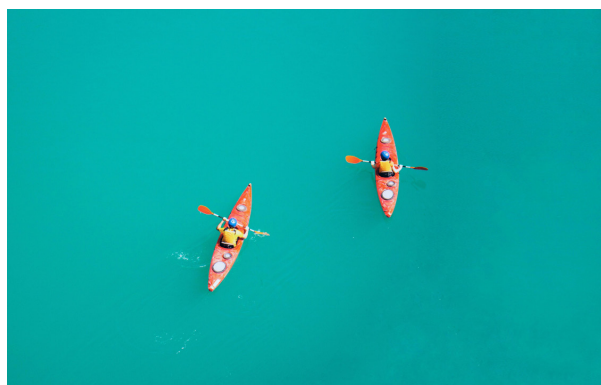
The OpenActive photography style has been developed to compliment the brand messages. Images should be 'Real' not staged. Images that appear staged will weaken the overall brand message of inclusion.

The imagery is designed to take real life situations and scenarios and show them in a heroic, dramatic style. When choosing images, pick photography that has an emotive drama and narrative to them.

PHOTOGRAPHY STYLE

Explanation:

There is an OpenActive photography bank which may be used only for OpenActive collateral.



SECTION 9

09 ICONOLOGY

Iconology is an important component of the OpenActive brand. A brand set of icons have been developed for OpenActive, which represent different elements and components relating to OpenActive.

that can be used for this brand.



**If you require any brand assistance, please do not
hesitate to contact the OpenActive Brand Team.**

info@openactive.io

Contact

Email: info@openactive.io
Web: www.openactive.io