



STYLE GUIDE

Using the Marketing Action Plan tools to promote physical activity in your community.



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“The M.A.P. style guide was produced in partnership between the BC Recreation and Parks Association and the Heart & Stroke Foundation of BC & Yukon.

M.A.P was an initiative of the Physical Activity Strategy (2005-2010), a provincial program of the BC Healthy Living Alliance, funded by ActNow BC, to increase the physical activity levels of adults aged 35 – 54. The Style Guide is intended to support the use of M.A.P. (Marketing Action Plan) tools and templates. The work of the Physical Activity Strategy is being continued by the BC Recreation and Parks Association and the Heart & Stroke Foundation of BC & Yukon, founding members of the BC Healthy Living Alliance.”

Introduction



It takes an inspired individual to get a community moving. Getting the word out is half the battle. The Marketing Action Plan (M.A.P.) is designed to give you the information and tools you need to market your community events and programs and make sure your message is as inspired as you are to get people moving.

By following a few simple action steps, using the M.A.P. tools and following the M.A.P. style guidelines, you can increase awareness in your community of the benefits of physical activity while promoting your event or program. In doing so, you'll get the attention and participation of many people, including those who need it most – individuals who are not physically active.

The purpose of this Style Guide is to define and promote the consistent application of the M.A.P. tools and visual standards. It should be used as a tool by you, designers, staff and suppliers to create communications that have a consistent message, look and feel. Careful application of the M.A.P. design elements, along with well-constructed messages, will result in materials that support the purpose of the M.A.P. and convey a sense of consistency, organization and professionalism.

Please take the time to read and properly implement these graphic standards. This guide provides you with a set of guidelines and examples to assist in producing the best possible M.A.P. materials.

All campaign materials are available on the enclosed CD with your M.A.P. guide or can be downloaded from www.bcrpa.bc.ca

Questions?

If you have any questions regarding how to apply the following guidelines, please email your inquiry to info@bcrpa.bc.ca.

The "Active Is" Logo

There are two "Active Is" logos for you to use: the "Active Is" Round logo and the "Active Is" Type logo. The Round logo is the primary logo and can be used to create custom campaign materials, such as letterhead, flyers, brochures and more. The secondary Type logo can be used for SWAG (promotional items).

"Active Is" Round logo



"Active Is" Type logo



MINIMUM SIZE GUIDELINES

To ensure optimum reproduction conditions, the logo should never appear smaller than .5" wide when printed or 36 pixels wide for the web.

PROTECTIVE SPACE

The minimum space surrounding the logo, free from other layout elements such as type, borders and image boxes, is defined by the height of the logo type (x).

Minimum size for print



(.5" / 1.27cm)

Minimum size for web



(36px)

Minimum size for print

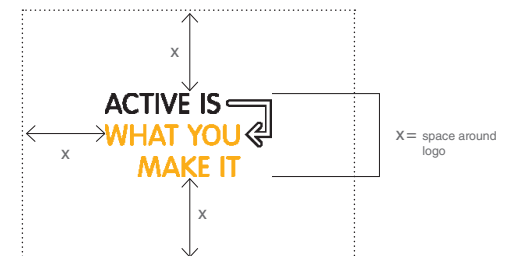
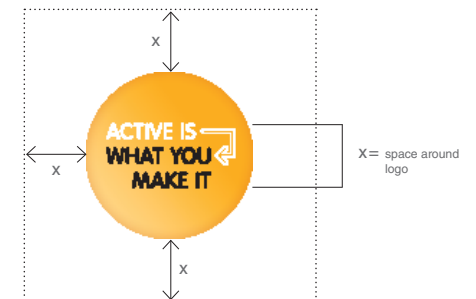


(.5" / 1.27cm)

Minimum size for web



(36px)



The "Active Is" Logo cont'd...

COLOUR VARIANTS

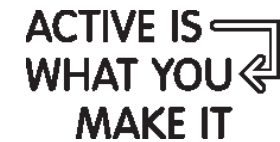
The colour logo is to be used only on a white background or one of the approved M.A.P. colours from the palette found on the following page.

When colour printing is not available, use the "Active Is" black and white logo. Ensure that the edge of the circle is clearly visible when the black and white logo is used on a grey background.

"Active Is" Round logo



"Active Is" Type logo



DO

- Use only the logo files provided without alterations or embellishments
- Use the black and white logo when printing in colour is not possible

DON'T

- Substitute logo colours
- Stretch, skew or distort the logo
- Alter the arrangement or scale of elements
- Change the font or arrangement of type
- Place the logo on patterned or photographic backgrounds
- Crop the logo

Colour Palette

These colours make up the palette for all materials in the “Active Is What You Make It” campaign. While variations in colour may occur in printing, please try to match this colour palette as closely as possible, and never substitute or add other colours.

PRIMARY “ACTIVE IS” COLOUR

This gold colour may be used to highlight and reinforce the “Active Is” visual identity. When limited to two-colour printing, choose this Pantone value and black. Never place the colour logo on this gold background.



C:0 M:36 Y:100 K:0
R:251 G:173 B:24
Pantone:130

SECONDARY “ACTIVE IS” COLOURS

These colours may be used to support the Primary “Active Is” colour for emphasis and impact.

Select CMYK colours for laserjet, inkjet and offset printing. In rare situations, you may be limited to one or two colours. In these situations, use the Pantone values provided.



C:71 M:0 Y:15 K:0
R:0 G:190 B:215
Pantone:306



C:0 M:84 Y:84 K:0
R:240 G:81 B:57
Pantone:1788



C:47 M:0 Y:100 K:0
R:149 G:201 B:61
Pantone:376

Font Family

The primary font for M.A.P. materials is VAG Rounded. This font should be used for all printed pieces.

FONT STYLES

VAG ROUNDED THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

VAG ROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

VAG ROUNDED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PURCHASING THE FONTS

You will need to have these fonts installed on your computer in order to edit the M.A.P. campaign materials, or use the Adobe InDesign files.

The font can be purchased, individually or as a font family, from one of the many online font foundries, including www.fonts.com.

The M.A.P. Design System

The M.A.P. materials have been designed using a graphic system to help divide up a page, organize information and render images in a more distinctive way. This graphic system is comprised of several different elements. If you would like to use the M.A.P. template design to create your own marketing materials, we recommend working with a graphic designer in your community.

COLOUR BLOCKS

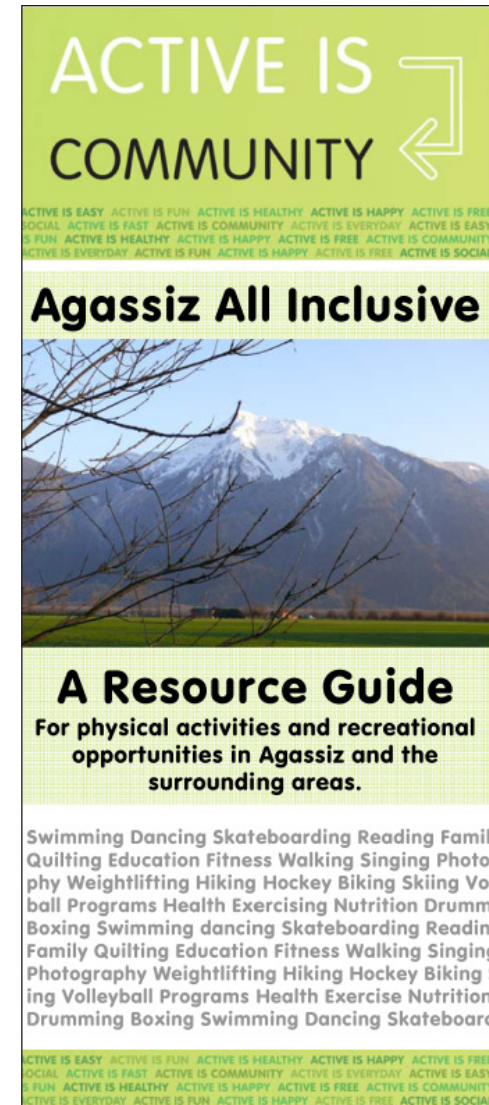
Blocks of colour from the M.A.P. colour palette have been used as a graphic device to separate headers or titles from images and body copy.

These colour blocks bring life to a page while highlighting and separating the key messages of the material.

The example to the right shows how colour blocks have been used by other communities.

WHITE BORDER

M.A.P. templates designed for at-home printing (8.5" x 11" and 11" x 17" only) use a white border to allow material to be printed with no bleed. This ensures that posters will print properly each time.



The M.A.P. Design System cont'd...

IMAGE SELECTION

While we strongly recommend handwriting your posters to give it a personal touch, we understand that you may want to use an image that depicts your community event for emphasis. If you are using an image, selecting the right one is very important, as inappropriate images may alienate some viewers and erode the M.A.P. brand.

Use imagery that:

- does not exclude either gender or anyone of differing ages, ethnicities and physical abilities
- represents community diversity
- portrays activities that are accessible and available to all members of the BC community
- shows a variety of seasons and environments that are representative of BC's geography



Images that are non-representative of the M.A.P. brand must not be used. These include:

- activities and individuals who are not representative of the general population
- environments that do not represent the geography available to British Columbia communities
- extreme athletes performing activities outside the range of ability for most community members
- activities that are expensive and only available to individuals with high incomes



“Active Is” Event Posters and Ads

These “Active Is” ads and posters are for you to promote your event or program as well as the benefits of physical activity. The templates can be customized to fit your message or printed as is.

To customize your poster or ad, all you have to do is choose an “Active Is” headline and fill in the key information about your event or program. You can fill in the “Active Is” with your event or program, or choose an “Active Is” statement (i.e. Active is Easy, Active is Healthy, Active is Community) for your headline and put the name of your event along with the information about it in the space provided in the body of the ad.

ACTIVE IS EASY

ACTIVE IS EASY ACTIVE IS FUN ACTIVE IS HEALTHY ACTIVE IS HAPPY ACTIVE IS FREE
SOCIAL ACTIVE IS FAST ACTIVE IS COMMUNITY ACTIVE IS EVERYDAY ACTIVE IS EASY
IS FUN ACTIVE IS HEALTHY ACTIVE IS HAPPY ACTIVE IS FREE ACTIVE IS COMMUNITY
ACTIVE IS EVERYDAY ACTIVE IS FUN ACTIVE IS HAPPY ACTIVE IS FREE ACTIVE IS SOCIAL

ACTIVE IS:

EVENT/PROGRAM: _____

DATE: _____

TIME: _____

LOCATION: _____

REGISTRATION: _____

CONTACT: _____

MORE INFO: _____

As a Member of the Ontario Health Lottery, please contact us at 1-800-387-0634

UNIVERSITY OF TORONTO

ONTARIO MINISTRY OF HEALTH

ACTIVE IS WHAT YOU MAKE IT

“Active Is” Event Posters and Ads cont’d...

For a personal touch, try printing the posters and handwriting your information. If you will need to print a large quantity of posters, use any of the “Active Is” Event Poster PDFs available at www.bcrpa.bc.ca. These PDFs come with the font pre-set in them to allow you to type your event details on your computer and print right from home.

HEADLINE

Choose from one of six templates (Community, Easy, Family, Free, Fun and Healthy) or create your own by using the “Active Is Blank” template with a message of your choice. When customizing the message ensure it is in line with M.A.P. philosophies (positive, motivating and inspirational messaging). You may also choose to insert the name of your event, program or activity. It is important that the headline is short and concise so that your audience can easily and quickly understand your message. Please ensure that the headline does not exceed 1 – 2 words.

CALL TO ACTION

The call to action should be a single sentence that easily lets your reader know what your event is, while building excitement. The call to action shouldn’t exceed 70 – 80 characters.

COMMUNITY LOGOS

If necessary, community or organizational logos may be placed below the call to action information or above the “Active Is” logo. If space is limited, consider editing your message to make it shorter – a shorter message is easier to remember! Make sure that your logo is no larger than the “Active Is” logo.

DIMENSIONS

Event poster PDFs can be filled in by hand or on your computer. They are available in the following sizes:

- 8.5" x 11" (colour and black and white)
- 11" x 17" (colour only)

Event Ads are available in colour and black and white. These will most likely need to be resized by the newspaper or magazine staff to fit to their ad space. The ads were created in Adobe InDesign in both a vertical and horizontal format:

- 10.25" x 6.375"
- 5.125" x 13.75"

For any other ideas you would like to incorporate, we encourage you to work with a graphic designer or use a graphic design software application, following the design guidelines in this document.

“Active Is” Activity Prompts

These posters are designed to enhance your message and to alert your audience to the many easy ways to add physical activity to every day. These posters are intended to supplement your campaign, and are not customizable. You don't have to do a thing – just print and post!



TEMPLATE DIMENSIONS

Activity Prompts are available in poster size and “point of decision” prompt sizes. Make sure that you are printing the correct size for your printer. Poster sizes that are larger than your printer’s capabilities can be taken to a professional printing company to be produced.

Posters sizes are only available in colour:

- 11" x 17"
- 18" x 24"

Prompts are available in colour and black and white:

- 8.5" x 11"
- 11" x 4.25"

Refer to page 10 of M.A.P. for more information about how to effectively use these posters to reinforce promotional messages. These templates can be reproduced on a more permanent material like a clear acrylic for repeated or outdoor use, or simply printed at home or the office.

“Active Is” Stickers

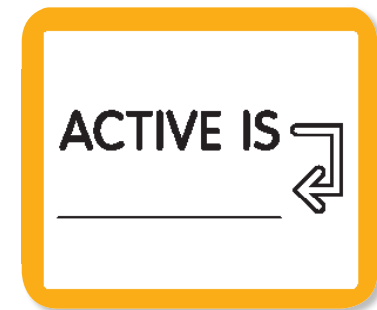
“Active Is” stickers have been created for customizing hats, books, binders, bags or any of your promotional or give-away items, or as they say in the business – SWAG. These stickers have been designed for you to print at home on prepared labels, such as Avery brand labels, or you can have them printed on sticker paper with the help of your local print shop.

On the CD accompanying your M.A.P. guide and online, you will find two versions of the “Active Is” Stickers. The stickers are available in a round and rectangular version. The rectangular version is great to use as nametags at events, workshops and more. They can also be used to create interactive displays encouraging individuals to express what “Active Is” means to them.

Each version is available in a large and a small size. The number in the file name corresponds to the label size the template is designed to fit:

- 5293 Active Is round_stickers
- 5294 Active Is round_stickers
- 5164 Active Is rect_stickers
- 6878 Active Is rect_stickers

Label paper is available at most office supply stores, or you can order Avery labels online at www.avery.com.



“Active Is” Translations

To support the marketing of community events, programs and opportunities for multicultural audiences in BC, select resources have been translated for easy use.

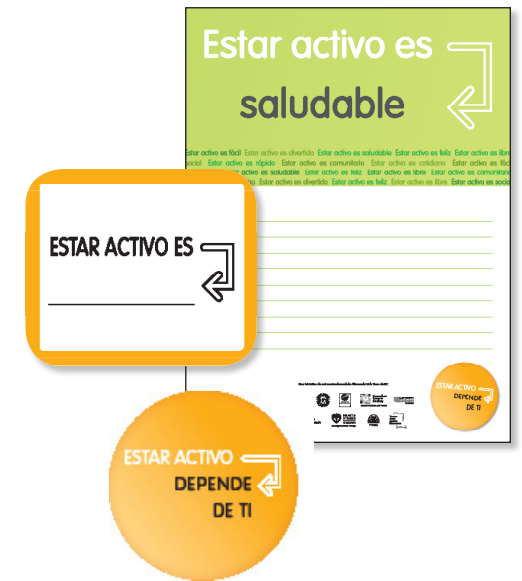
“Active Is” event posters (8.5" x 11" only) and stickers have been translated into the following three languages:

- Spanish
- Punjabi
- Traditional Chinese

To customize your event details in Punjabi or Traditional Chinese, you will need to print and fill in your details by hand, or work with a professional type-setting company who has language-specific typefaces on-hand.

These templates are available on www.bcrpa.bc.ca only.

Please see pages 10 and 11 for instructions on using the event ad templates.



Glossary

BLEED

When the design on a printed piece extends to, and off, the edge of the paper it is called a “bleed.” The artwork or blocks of colour are printed on larger-sized paper and then the printed page is trimmed to the desired size. Non-bleed refers to a printed piece in which all images or graphics are contained within the edge of the printed piece.

CAP HEIGHT

The height of a capitalized letter. For example, the cap height of the letter “A” is exactly the vertical distance from the base of the letter to its top height.

CMYK

In a 4 colour (4C) print job, CMYK is an acronym for the colours used: Cyan-Magenta-Yellow-Black. In print design, these colours are defined as a percentage of each of these 4 colours. For example, the CMYK abbreviation for the colour black would be 0-0-0-100.

FONT

A font is a complete set of characters in a particular size and style of type. This includes the letter set, the number set, and all of the special character and diacritical marks you get by pressing the shift, option, or command / control keys. For example, Times New Roman Bold Italic is one font, and Times New Roman Bold is another font. Times New Roman is a single typeface (see “typeface”).

LOGO

The logo, corporate identity or wordmark is a stylized representation of an organization’s name. A logo can be made up of symbols and type or type alone, which is sometimes referred to as a “wordmark.”

PANTONE® OR PMS

The Pantone® Matching System (PMS) is a widely used, standardized series of thousands of colours, each with specific colour formulations and identification number. PMS colours (also called “spot” colours) are duplicated in swatch books and in computer-graphics programs to allow exact duplication of colours in printing. Pantone® Coated and Uncoated values refer to the type of paper stock used in the printing process. Coated paper allows the ink to sit on the surface so the colours appear more shiny. Uncoated paper soaks up more ink and has a matte finish creating slight differences in colour value.

RGB

Computer monitors, televisions and other displays produce colour, much like our eyes, with combinations of Red, Green and Blue light (RGB). In computing, the values are often represented as numbers ranging from 0 – 255. For example, Red in the RGB colour model is 255-0-0.

TYPEFACE

The set of characters created by a type designer, including uppercase and lowercase alphabetical characters, numbers, punctuation and special characters. A single typeface contains many fonts of different sizes and styles. For example, the typeface Arial contains the fonts Arial, Arial Bold, Arial Italic and Arial Bold Italic (see “font”).