#BEACTIVE DAY

EuropeActive

#BEACTIVEDAY

beactiveday.eu

© EuropeActive

TABLE OF CONTENTS

#BEACTIVE DAY

Logo

#BEACTIVEDAY 5

Spacing 6

Black and white 7

Placement. 8

Partner placement 9

Usage 10

Colourways

Primary palette 12

Secondary palette (accent) 13

Font

Ubuntu 15

Font usage for campaign documentation 16

Images

Overview. 18-20

#BEACTIVEDAY

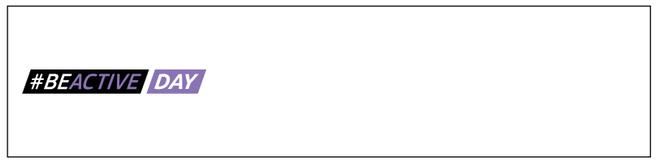
Logo

#BEACTIVE DAY

#BEACTIVE DAY

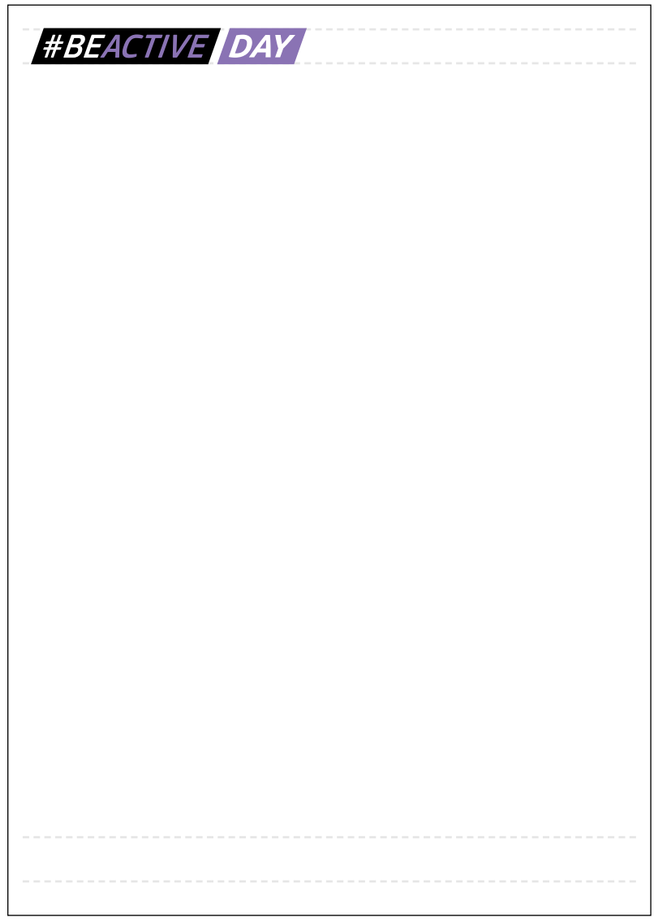
#BEACTIVE DAY

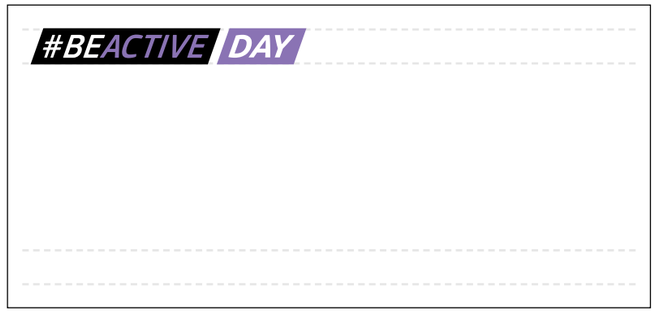
#BEACTIVE DAY

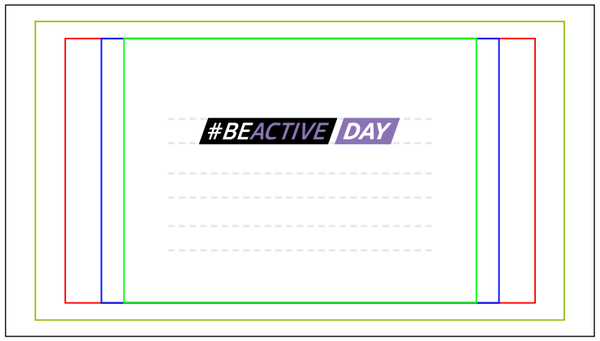


The primary option is to place the portrait version of the logo in the top left corner of the canvas with appropriate spacing.

In special cases, for example, a standalone logo poster or video content, you can place the logo enlarged and centered.







Any partner logo should be scaled proportionately to match the height of the **#BEACTIVE** parallelogram.

For video content, partner logo's should be applied underneath the ***#BEACTIVE DAY*** logo, centered in rows.

Row spacing is derived from the logo spacing.

Do not rotate logo

Do not deconstruct logo

Do not stretch or squash logo

Do not fill logo

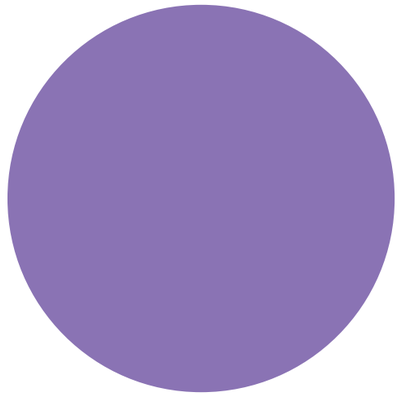
Do not use wrong colours

Do not move or resize logo elements

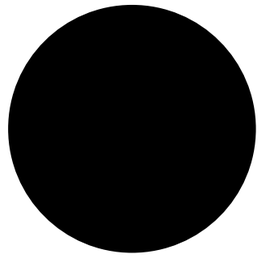
Do not outline logo

Do not apply logo stroke

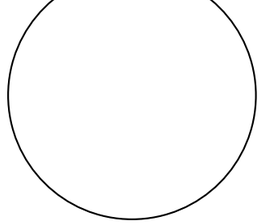
Colourways



CMYK: c50 m60
RGB: r138 g115 b180
Hex: #8a73b4



CMYK: k100
RGB: r0 g0 b0
Hex: #000000



CMYK:
RGB: r255 g255 b255
Hex: #ffffff

CMYK: m21 y93
RGB: r255 g202 b39
Hex: #ffca27

CMYK: c68 y41
RGB: r62 g189 b171
Hex: #3ebdab

Font

Ubuntu Bold
abcdefghijklmnopqrsstuvwxyz
ABCDEFGHIJKLMNOPQRSSTUVWXYZ
1234567890 !@£$%^&*()€#\/

You can download the font here
https://fonts.google.com/specimen/Ubuntu?preview.text_type=custom

Ubuntu Light
abcdefghijklmnopqrsstuvwxyz
ABCDEFGHIJKLMNOPQRSSTUVWXYZ
1234567890 !@£$%^&*()€#\/

HEADINGS

Subheading

Pa vel experspicia is molorrum qui-ant et dia verfere nit et lant fugit of-fictem am que dolor sequat eos qui culliam, es mos erum vendict atatem harum acerfer ferspitia nem aliciae voloriae. Aribus dolore poriatem esti-usda quatet evelibus viducim oditam qui blautendem serum alic tem a de landera tiasit, sae nosapieni

Headers are Ubuntu Bold and capitalised. Leading is 2pts + font size.

Gap is leading value of subheader

Subheaders are Ubuntu regular and are 2.5 smaller than headers.

Subheader space after is subheader leading amount.

Paragraph is same as subheader.

Images

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

THANK YOU

beativeday.eu

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

Co-funded by the
Erasmus+ Programme
of the European Union