europe active

MORE **PEOPLE** I MORE **ACTIVE** I MORE **OFTEN**

BRAND GUIDE
EuropeActive
LOGOS

EuropeActive Logo

The European Health & Fitness Association (EHFA) has been rebranded to EuropeActive.

With our mission to get more people, more active, more often we believe the new EuropeActive brand will better represent the organisation and help develop general recognition as the leading EU organisation in the field of fitness and physical activity.

The new EuropeActive brand will reflect everything we say and do, it will promote our mission and services, improve communications reach and impact at a both European and global level.

Please read these guidelines before using the EuropeActive logo.

If you have any questions regarding usage of the the EuropeActive logo please contact;

EuropeActive
Rue Washingtonstraat 40
B-1050 Brussels
Belgium

T: +32 2 6499044
E: thesecretariat@europeactive.eu
W: www.europeactive.eu

EuropeActive LOGO

Each logo is build for a specific use. See notes under each logo for further information. Onscreen colors are not accurate so refer to color specs below each iteration listed

FILE TYPES: CMYK

MORE PEOPLE I MORE ACTIVE I MORE OFTEN

▼ 100C, 80M, 30Y, 15B
#2a4778

▼ 0C, 30M, 100Y, 0B
#f3b633

FILE: EA_LOGO_FC.ai
This logo can be used for printed materials done in full color. Best suited for a **white background.**

MORE PEOPLE I MORE ACTIVE I MORE OFTEN

▼ 0C, 30M, 100Y, 0B
#f3b633

FILE: EA_LOGO_FC_DIAP.ai
This logo can be used for printed materials done in full color. Best suited for a **dark background.**

EuropeActive LOGO

FILE TYPES: SPOT/PMS

▼ PMS: 654C   ▼ PMS: 1235C

FILE: EA_LOGO_PMS.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EA_LOGO_PMS_DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

FILE TYPES: RGB

▼ 0R, 58G, 112B #2a4778   ▼ 255R, 184G, 25B #f3b633

FILE: EA_LOGO_RGB.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EA_LOGO_RGB_DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

FILE TYPES: B&W

▼ Black   ▼ 50% Black

FILE: EA_LOGO_BW.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EA_LOGO_PMS_BW_DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

EuropeActive LOGO

Logo Dimensions

Clear Space
The logo is designed to allow a clear surounding area uninterrupted by other elements. This has been defined as a non visible 'clear space' equal to 50% of the height of the 'europeactive' text.

50% of height

Mininmal Size
The legibility of the strapline 'more people, more active, more often' should determine the minimum size of the logo. This should be readable at its smallest size.

Minimum size

EuropeActive FONTS

If using text in relation to the RuropeActive logo you may apply the fonts used in EuropeActive branding;

EuropeActive Fonts

Roboto is the main font used for EuropeActive. This is used in three variations, Regular, Light and Bold.

Example of Roboto Regular;

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXY1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Example of Roboto Light;

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXY1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Example of Roboto Bold;

**abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXY1234567890**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This font is available for download from Google Fonts;

https://www.google.com/fonts#UsePlace:use/Collection:Roboto

The secondary font for bold headlines is **Ubuntu.** This is available in two variations, Bold and regular.

Example of Ubuntu Bold;

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXY1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Example of Ubuntu Regular;

abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNOPQRSTUVWXY1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This font is available for download from Google Fonts;

https://www.google.com/fonts#UsePlace:use/Collection:Ubuntu

EREPS LOGO

Each logo is build for a specific use. See notes under each logo for further information. Onscreen colors are not accurate so refer to color specs below each iteration listed

FILE TYPES: CMYK

▼ 100C, 80M, 30Y, 15B
#2a4778

▼ 90C, 5M, 25Y, 0B
#3ea2be

FILE: EREPS_logo_FC.ai
This logo can be used for printed materials done in full color. Best suited for a **white background.**

▼ 90C, 5M, 25Y, 0B
#3ea2be

FILE: EREPS_logo_FC_DIAP.ai
This logo can be used for printed materials done in full color. Best suited for a **dark background.**

EREPS LOGO

FILE TYPES: SPOT/PMS

▼ PMS: 654C   ▼ PMS: 3125C

FILE: EREPS_logo_PMS.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EREPS_logo_PMS_DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

FILE TYPES: RGB

▼ 0R, 58G, 112B #2a4778   ▼ 40R, 170G, 197B #3ea2be

FILE: EREPS_logo_RGB.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EREPS_logo_RGB_DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

FILE TYPES: B&W

▼ Black   ▼ 50% Black

FILE: EREPS_logo_BW.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EREPS_logo_BW_DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

EREPS LOGO

Logo Dimensions

Clear Space

The logo is designed to allow a clear surounding area uninterrupted by other elements. This has been defined as a non visible 'clear space' equal to 50% of the height of the 'ereps' text.

50% of height

Mininmal Size

The legibility of the strapline *'part of EuropeActive'* should determine the minimum size of the logo. This should be readable at its smallest size.

Minimum size

STANDARDS LOGO

Each logo is build for a specific use. See notes under each logo for further information. Onscreen colors are not accurate so refer to color specs below each iteration listed

FILE TYPES: CMYK

▼ 100C, 80M, 30Y, 15B
#2a4778

🚩 11C, 100M, 50Y, 1.2B
#ds0053

FILE: EA_STANDARDS_LOGO-2C.ai
This logo can be used for printed materials done in full color. Best suited for a **white background.**

🚩 11C, 100M, 50Y, 1.2B
#ds0053

FILE: EA_STANDARDS_LOGO-DIAP.ai
This logo can be used for printed materials done in full color. Best suited for a **dark background.**

STANDARDS LOGO

FILE TYPES: SPOT/PMS

▼ PMS: 654C   Pantone: Strong Red

FILE: EA_STANDARDS_LOGO-PMS.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EA_STANDARDS_LOGO-DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

FILE TYPES: RGB

▼ 0R, 58G, 112B #2a4778   213R, 0G, 84B #ds0053

FILE: EA_STANDARDS_LOGO-RGB.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EA_STANDARDS_LOGO-DIAP.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

FILE TYPES: B&W

▼ Black   ▼ 50% Black

FILE: EA_STANDARDS_LOGO-BW.ai
This logo can be used for materials printes with spot colors. Use on coated material. Best suited for a **white background.**

FILE: EA_STANDARDS_LOGO-WB.ai
This logo can be used for materials printes with spot colors. Use on coated material. **Best suited for a dark background.**

STANDARDS LOGO

Logo Dimensions

Clear Space
The logo is designed to allow a clear surounding area uninterrupted by other elements. This has been defined as a non visible 'clear space' equal to 50% of the height of the 'STANDARDS' text.

50% of height

Mininmal Size
The legibility of the strapline '*europeactive*' should determine the minimum size of the logo. This should be readable at its smallest size.

Minimum size

EUROPEACTIVE COLOUR CHART

EUROPEACTIVE/EREPS/STANDARDS LOGO
Pantone 654C
#2a4778

EUROPEACTIVE LOGO
Pantone 1235C
#f3b633

EREPS LOGO
Pantone 3125C
#3ea2be

STANDARDS LOGO
Pantone Strong Red
#b50052