



Brand guidelines for a More Active Lincolnshire



“Our **mission** is for everyone in Lincolnshire to lead a physically active life, regardless of age, wealth, gender, ability or circumstance.”

Let's Move aims to improve health and well-being, social and community development and our economy, by making physical activity a normal part of every day and a lifelong habit.

Our vision is to improve everyone's lives through habitual physical activity, with the ultimate ambition for Lincolnshire to become the most active county in the country. In order to gain the maximum benefits from an active lifestyle we will:

- support people who are **inactive to become active** throughout their lives
- address the **inequalities** that prevent people from being active
- enable people within communities to **remain active**



Our logo



The minimum logo size is **22mm** wide

On white:



The white version of the logo should be used on a dark background.

Typeface

AaBbCc123
Hero new

Hero new **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**
Extra Bold **PpQqRrSsTtUuVvWwXxYyZz**

Hero new **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**
Regular **PpQqRrSsTtUuVvWwXxYyZz**

If Hero new can't be used, then Arial should be used to replace it.

Secondary font

Joy for fun **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**
PpQqRrSsTtUuVvWwXxYyZz

If Joy for fun can't be used, then Arial should be used to replace it.

Colours



C: 86 M: 42 Y: 38 K: 25
R: 17 G: 100 B: 118



C: 13 M: 94 Y: 94 K: 3
R: 204 G: 42 B: 31

Secondary colours:



C: 0 M: 25 Y: 94 K: 0
R: 253 G: 196 B: 0



C: 0 M: 80 Y: 100 K: 0
R: 232 G: 78 B: 15



C: 64 M: 0 Y: 100 K: 0
R: 105 G: 180 B: 46



C: 80 M: 22 Y: 27 K: 4
R: 0 G: 146 B: 171

Logo variations

The Let's Move logo can be changed depending on the district using the brand. Some examples of these are shown below:



The Let's Move logo can be changed to feature different activities. Some examples of these are shown below:



Characters

The Let's Move brand uses characters to show different levels of physical activity. These should be used throughout the brand, showing all levels of activities which are accessible to all.

The characters should be placed on a line as shown below. If this not possible then they should be placed in the corner depending on the material.



For further guidance on how
to use the brand, or for more
information please contact
Active Lincolnshire on:

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