



External Brand Guidelines
v.1 2024



Introduction

Welcome to the National Fitness Day Brand Guidelines.

Inside, you'll find detailed instructions on the use of our logo, color palette, typography, imagery, and more. These elements are the building blocks of our visual and verbal communication, essential for creating a cohesive and recognisable brand presence.

What is it?

National Fitness Day is exactly as it is described. We want to celebrate the fun of fitness and physical activity by moving the nation for one day in the year, highlighting the benefits that being active can bring to our overall health and wellbeing.

Covering everything from the obvious physical and mental health issues through to workplace wellbeing and loneliness. Physical activity is the miracle cure for so many things in our daily lives and communities and it should become part of everyone's daily routine.

By getting everyone moving on National Fitness Day such as, first time gym users, regular gym goers, parliamentarians, corporations, van drivers, retail outlets, dog walkers, new mums, youth workers, teachers, schools and everyone else, we hope to support the nation in realising how, where and when to get activity into their lives.

Activity is all inclusive and should be enjoyed by all!

LOGO

Primary Logo

This is the primary version of the National Fitness Day logo. This should be used in most cases, where the design permists its use.

This logo schould always be larger than 36 pixels to avoid legibility issues.

Always use the most contrasting colour version of the logo in relation to the background it sits on.



Secondary Logo

This is the more compact version of the National Fitness Day logo. You may use this logo when the primary version doesn't look or fit right.

This logo should always be larger than 36 pixels to avoid legibility issues.

Always use the most contrasting colour version of the logo in relation to the background it sits on.



Clearspace

Always make sure there is enough clearspace around the logo so it is easily legible and not cramped.



Don't do this

The National Fitness Day logo should never be altered in anyway.

Please look at some examples of ways in which it can be changed that effects legibility and the brand's message.



Do not distort or warp the logo in any way



Do not add any effects to the logo



Do not change the opacity of the logo



Do not rotate the logo



Do not remove elements of the logo



Do not use the logo from our previous identity



Do not stretch the logo



Do not use colours outside the colour palette



Do not add a stroke

COLOUR

Colour Palette

The primary colours for National Fitness Day are navy, yellow and white.

The secondary colours should mainly be used to bring attention to key pieces of information.

Midnight Blue
#052244
C:100 M:86 Y44: K:49

Electric Yellow
#FFE700
C:3 M:4 Y:91 K:0

Fresh White
#FFFFFF
C:0 M:0 Y:0 K:0

Darkest Navy
#001830
C:100 M:86 Y:49 K:66

Optimistic Orange
#FF910B
C:3 M:62 Y:87 K:0

Beaming Blue
#4FA5FB
C:59 M:16 Y:0 K:0

Coral Red
#F65252
C:0 M:87 Y:75 K:0

Ultra Violet
#9050F8
C:71 M:73 Y:0 K:0

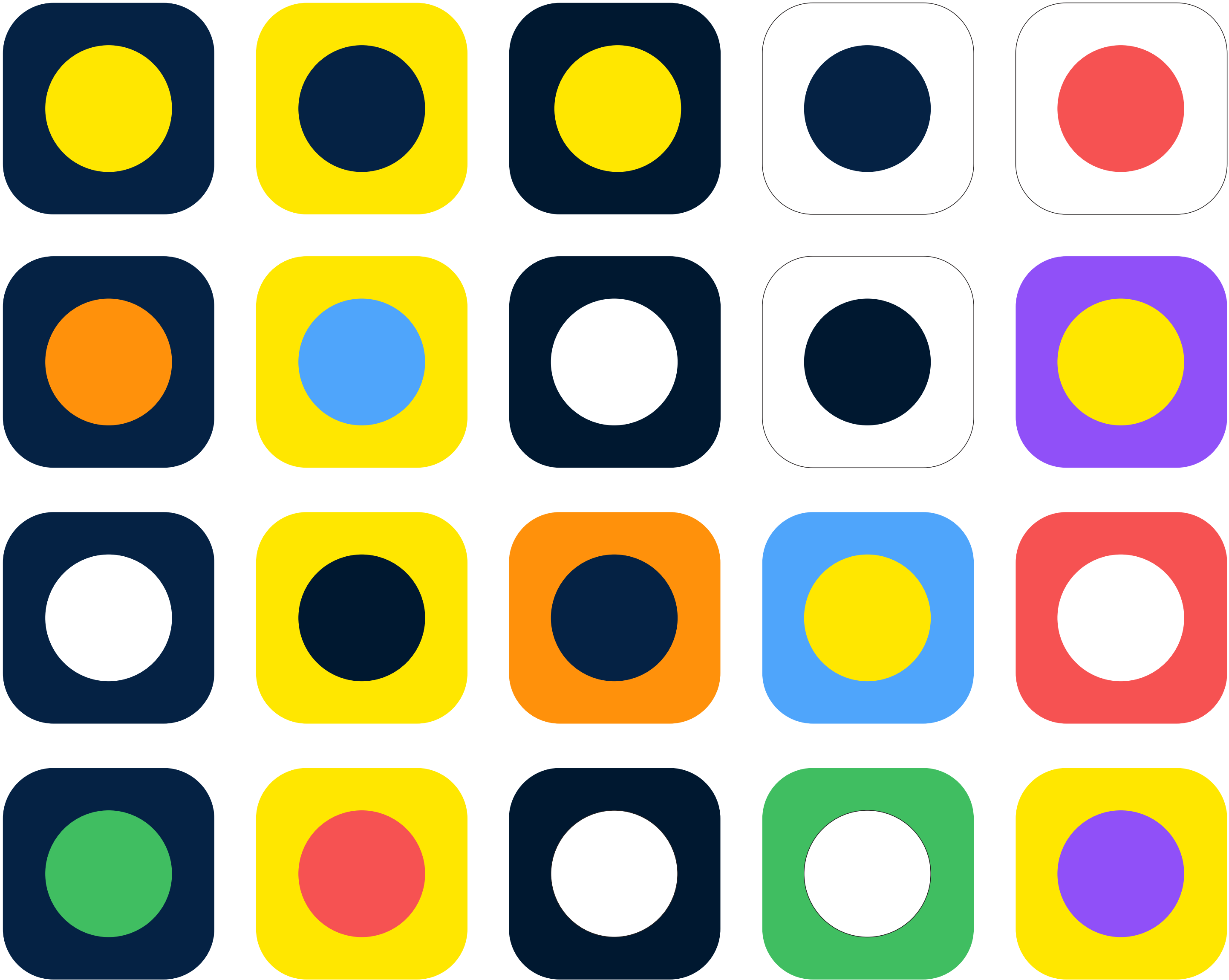
Emerald
#40BE61
C:67 M:0 Y:80 K:0

Colour Pairings

Here are some potential brand colour pairings.

The primary colours of the brand are Midnight Blue and Electric Yellow, and should be used in most cases.

Always make sure the most contrasting version of colours are used together for legibility, especially for text.



TYPOGRAPHY

Primary Font

Gotham is the primary font and should be used across all designs where lots of text is needed.

This font can be changed in size and weight to help create visual hierachy to any design as shown.

To ensure this font remains easy to read, make sure it isnt too small on the page and ensure the most appropriate contrasting colour is selcted to accompany it.

Gotham Black

AaBbCc

Gotham Bold

Happy National
Fitness Day!

Gotham Medium

abcdefghijklmn
opqrstuvwxyz
1234567890!#&*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Don't do this

The typography logo should never be altered in anyway.

Please look at some examples of ways in which it can be changed that effects legibility and the brand's message.



IMAGERY

Photography

Photography used should highlight the positive impact of physical activity, do not use pictures of people looking sad or in pain!

Images should reflect a wide range of different cultures, ethnicities and ages where possible.

This is a UK based campaign, so try and select images that look like they are taken in the UK. Unfortunately that means no tropical islands or snowy mountains!

Try and avoid photographs that look too posed, more candid shots are best!



QEN
NFD
QFN
NFD
QFN
NFD
QFN
NFD