



GO

ACTIVE

BRAND GUIDE

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INTRODUCTION

This **brand guide** provides general guidelines for the visual and verbal articulation of the **GOACTIVE** brand, as well as special directions for the application of our logo and related elements.

The average consumer is bombarded with **thousands** of advertising messages each day. Given this overwhelming environment, it is increasingly important for us to express a single, compelling voice in everything we do. The totality of the logo, visuals, and words we use to describe **GOACTIVE** will enable us to establish and maintain a **clear and united brand identity**.

OUR VISION

To be a market leading lifestyle company focused on products which employ a unique blend of inspiration, health, and fitness targeting people interested in small and achievable steps to self-improvement towards a healthy lifestyle.

OUR VALUES

Nothing but honest

We never stop short of being honest in all our interactions between employees, vendors, suppliers and customers.

Own It

We are driven by personal accountability and ownership. We are striving to become more each day. Period.

Be Kind

We are believers in all that is good and focus on compassionate action and selfless

Let's GO

We aren't afraid of where the unknown may take us. We embrace obstacles as turns in the road and keep moving.

OUR VOICE

While our tone is aspirational, our voice is always approachable. We are a brand that is about inspiring action. Focusing on healthy living and supporting communities and initiatives that bring self-improvements.

Is: Delighted is NOT: Arrogant

Is: Creative is NOT: Conceited

Is: Bold is NOT: Pushy

Is: Daring is NOT: Aggressive

Is: Casual is NOT: Unprofessional


OUR MOTTO

LIVE ACTIVE

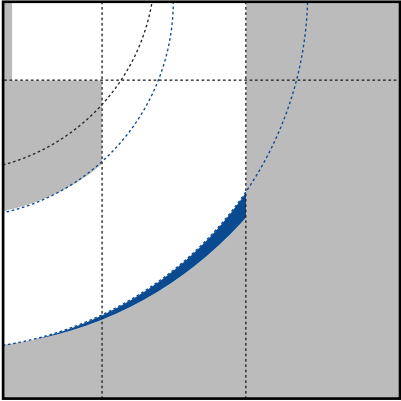
01 LOGO

PROCESS

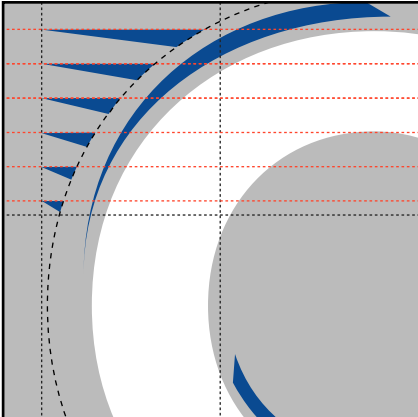
keep movement



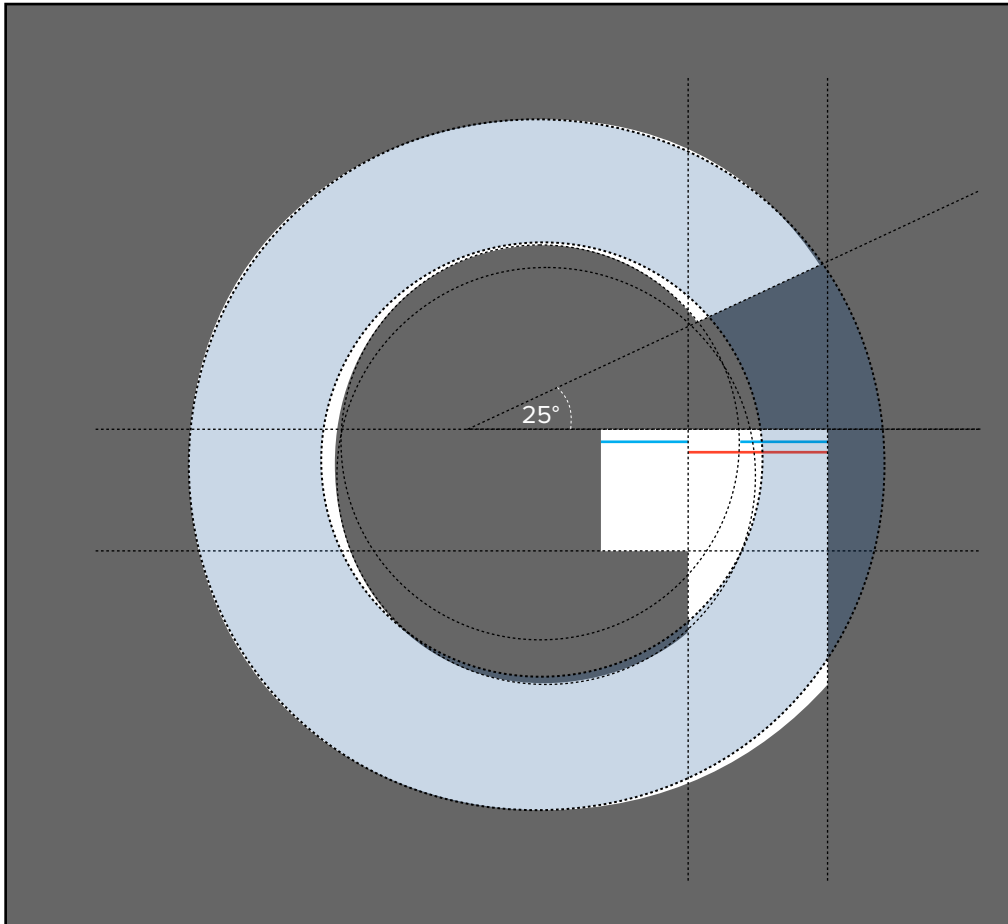
ORIGINAL LOGO



Overlapping the O and G we found the clipping of the G to turn into the motion lines following the original clockwise direction of the O.



Dashes are from the original logo but update and only on top of the G. This give a greater sense of forward momentum to the logo by also staying minimal. 14pt offset cuts off the lines keeping spacing even from the G.



SPACING RULES

EQUAL SPACING

The spacing of both types of logos is based off of distance in the GO part of the logo. In the case of the stacked logo, you will be using 2 times the space X (y) between the G and O, this is slightly bigger than the weight of the G and O. You never want to have your logo too close to text that may intersect with the logo. The only exemption to the rule is a stylized background where the logo may be oversized.

For the horintal logo, we use the weight of the GO font itself. Which in this case is the same width as the space in the Stakced logo. The spacing for both logos on the left side of the G comes from where the lines end, not the G itself.



02 FONTS

Typeface Family

Only one font is used for the logo in 2 main weights they are all from the same typeface family: Proxima Nova. However, the logo itself is a customized version of the font as explained in the construction on page 1. The Proxima Nova family has 8 weights total. The two main weights used for branding purposes are Proxima Nova (Bold) and Proxima(Regular Italic).

For advertising and other branding you may use a mix of the Proxima Nova Family

WHEN TO USE:

Proxima Nova (Bold) is to be used for formal paperwork, ads, websites, etc. Use this font as titles and headings. Or as a word being emphasized.

Proxima Nova (Bold)
AaBbCcDd1234
ABCDEFGHIJKLMN O PQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,

WHEN TO USE:

Proxima Nova (Regular Italic) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Proxima (Regular Italic)
AaBbCcDd1234
ABCDEFGHIJKLMN O PQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,

TEXT USAGE:

The following are the basic rules of highlighting words and usage of fonts.

Proxima Nova Regular and Regular Italic should be the body text.

When using highlighted words Proxima Nova Bold is to be used, never in italics. When using the italic font the highlight box should be sheared to match. Highlighted text should match background color. In cases where text is floating over an image, it can be transparent.

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed

03 COLOR

ACTIVE BLUE

PROCESS C100 M98 Y36 K46
SCREEN R20 G20 B70
WEB HTML #141446

BLACK

PROCESS (USE PRINT BLACK NOT RGB)
SCREEN R0 G0 B0
WEB HTML #000000

PRODUCT ACCENTS

THESE ACCENT COLORS
ARE BASED OFF A
PRODUCT SPECIFIC
CAMPAIGN FOR GOACTIVE
WITH PRODUCT COLORS
BEING CENTER OF
ATTENTION

THESE WILL CHANGE TO BE BASED OFF CHOSEN PRODUCT COLORS

THESE WILL CHANGE TO BE BASED OFF CHOSEN PRODUCT COLORS

BLIZZARD WHITE

PROCESS C0 M0 Y0 K0
SCREEN R255 G255 B255
WEB HTML #FFFFFF

PATTERNS

ICON MOSAIC WHITE
AT 15% OVER A MAIN COLOR

DASH PATTERN
AT 10%

04 LOGO STYLES

PRIMARY FULL COLOR AND DARK COLOR

This is the flat color version presents a cleaner aesthetic.



EXCEPTION TO COLOR RULES!

The black logo is a major exception to all color rules in the best practices page. This logo is specifically for marketing purposes, where the accent color may change with product color. However the shown elements are the only authorized elemtns to be change, and must match.



SOLIDS

The solid versions have a specific set of rules. The main color to use for all solid single color logos is the orange logo. Black are only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used. The White is for dark backgrounds and and watermarking, and may also be used when having a formal video or to comply with 'white out' branding for client videos like a sponsor spot, where other company logos are to be set to 1 color.



SOCIAL MEDIA

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cylan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram, ello, etc and as such does not come inside a container.

05 MARKETING EXAMPLES



<http://www.istockphoto.com/photo/athlete-clearing-hurdle-gm636886670-113270655>



<http://www.istockphoto.com/photo/strong-and-handsome-young-bodybuilder-demonstrate-his-muscular-t-gm479009618-67685557>



MARKETING EXAMPLES

The style of all marketing for **GOACTIVE** is bold, clean, and bright. The neon color scheme is based off brighter colored bottles and energetic colors. Each add should match the product displayed, and in some cases (looking to the future) there may be colors based off words or phrases like ENERGY, POWER, REFRESHING, STRONG, etc. That can go with the NEON colors provided. The spectrum of colors is no limited to the 4, but given as an example for this brand guide. Bright orange, pink, and other colors may be used if the product itself is that color, or the demographic of each advertisement.

06 BEST PRACTICES

LOGOMARK

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.



DO NOT: LOGOMARK

Do not resize or change the position or roation of the logomark.



DO NOT: FONTS

Do not use any other font, no matter how close it might look to Proxima Nova. Do no change to lower case. Do not try to make the logo in word or other documents. Always use the logo file or just type out the name normally, you do not need to try to be creative in a word doc.



07 BEST PRACTICES CONT.

DO NOT: RESIZING & ROTATION

Do not squish or squash the logo. Do not change sizes of parts of the logo, and do not adjust rotation or skew. Any resizing must be in proportion. This logo is to never be rotated unless it's exactly 90 degrees on equipment or merchandise.



DO NOT: COLOR

Do not change the colors even if they look similar. Do not re-color the logo with accent colors. When the abrv logo is alone it should ONLY be white or blue. The only time the abrv logo is allowed to be black is when it is being used as print versions of the logo.

NEVER add a glow, outline, or drop-shadow to your logo, and do not place on colors where the logo cannot be seen. When using accent colors on icons use the ones that are colored circles with a white icon inside, never color the white with navy icon in side.

