

# BRAND GUIDE EuropeActive LOGOS





## EuropeActive Logos

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 logos.

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

### EuropeActive

Rue Washingtonstraat 40  
B-1050 Brussels  
Belgium

T: +32 2 6499044  
E: [thesecretariat@europeactive.eu](mailto:thesecretariat@europeactive.eu)  
W: [www.europeactive.eu](http://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



▼ 100C, 80M, 30Y, 15B  
#2a4778

▼ 0C, 30M, 100Y, 0B  
#f3b633

FILE: EA\_LOGO\_FC.eps

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



▼ 0C, 30M, 100Y, 0B  
#f3b633

FILE: EA\_LOGO\_FC\_DIAP.eps

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.eps

This logo can be used for materials printed with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EA\_LOGO\_PMS\_DIAP.eps

This logo can be used for materials printed 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.eps

This logo can be used for materials printed with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EA\_LOGO\_RGB\_DIAP.eps

This logo can be used for materials printed with spot colors. Use on coated material. **Best suited for a dark background.**

## FILE TYPES: B&W



▼ Black

▼ 50% Black

### FILE: EA\_LOGO\_BW.eps

This logo can be used for materials printed with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EA\_LOGO\_PMS\_BW\_DIAP.eps

This logo can be used for materials printed 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 surrounding 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.



### Minimal 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.



# EuropeActive COMMUNICATIONS & STATIONARY

Every member of the EuropeActive team plays an important role in maintaining brand integrity by applying it consistently throughout all communications, including in print, Web, display, broadcast, and electronic formats.

## EuropeActive Fonts

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

### Example of Roboto Regular;

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

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;

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

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;

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

**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**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ1234567890**

**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  
ABCDEFGHIJKLMNPOQRSTUVWXYZ1234567890

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.eps

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.eps

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.eps

This logo can be used for materials prints with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EREPS\_logo\_PMS\_DIAP.eps

This logo can be used for materials prints 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.eps

This logo can be used for materials prints with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EREPS\_logo\_RGB\_DIAP.eps

This logo can be used for materials prints with spot colors. Use on coated material. **Best suited for a dark background.**

## FILE TYPES: B&W



▼ Black

▼ 50% Black

### FILE: EREPS\_logo\_BW.eps

This logo can be used for materials prints with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EREPS\_logo\_BW\_DIAP.eps

This logo can be used for materials prints 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 surrounding 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.



### Minimal 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.



# 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.eps  
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.eps  
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.eps

This logo can be used for materials printed with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EA\_STANDARDS\_LOGO-DIAP.eps

This logo can be used for materials printed 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.eps

This logo can be used for materials printed with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EA\_STANDARDS\_LOGO-DIAP.eps

This logo can be used for materials printed 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.eps

This logo can be used for materials printed with spot colors. Use on coated material. Best suited for a **white background**.



### FILE: EA\_STANDARDS\_LOGO-WB.eps

This logo can be used for materials printed 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 surrounding 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.



### Minimal Size

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

### Complimentary Web Colours

Additional colours used for web purposes



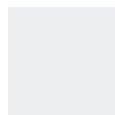
Pantone 432C  
#394049



Pantone 432C 10%  
#eaeaea



Pantone 432C 50%  
#8a9195



Pantone 432C 5%  
#f1f1f1



Pantone 577C  
#b0c182



Pantone 5575C  
#90aa9f