



BRAND  
GUIDELINES

# Logo

For flexibility the logo exists in different colours and formats.

## Primary logo

Landscape logo with ActiveWestminster logo on left and Westminster City Council logo on right.

Full colour logo with dark text (for use on white background)



Full colour logo with white text (for use on blue background)



## Secondary logo

Stacked logo is available for occasional use when the primary logo doesn't work with the format.

Single colour black logo



Single colour white logo



Stacked logo



# Logo

## Limited space

Wherever the ActiveWestminster logo is used the Westminster City Council logo must always be displayed adjacent. If there is room for only one logo the Westminster City Council logo should take priority.

## ActiveWestminster logo within illustration

Wherever the ActiveWestminster logo is used within the illustration on a front cover / poster etc, then the Westminster City Council logo should be used on it's own (so we don't repeat the ActiveWestminster logo again).

Limited space

5 DAYS OF FITNESS FOR ONLY £5\*

\* Terms apply.

everyone ACTIVE  
Feel better for it

City of Westminster

everyoneactive.com eaFareham @eaFareham

ActiveWestminster logo within illustration

ACTIVE WESTMINSTER

City of Westminster  
City for All

Activate Your City, Lives and Neighbourhoods  
Physical Activity, Leisure and Sport Strategy  
2018 - 2022

# Logo

## Safe area

The minimum space around the logo should be the height of the capital 'M' in the ActiveWestminster logo.

## Safe area



## Minimum size



## Minimum size

The logo should not be used with a width smaller than 56mm.

## Don'ts

Examples of what not to do with the logo.

## Don'ts

**X** Do not swap the ActiveWestminster logo and Westminster City Council logo



**X** Do not remove any element of the logo



**X** Do not use the bespoke display font for the word 'Active' in the logo



**X** Do not change colours



**X** Do not use tints of the colours



**X** Do not change fonts



**X** Do not squash logo



**X** Do not stretch logo



**X** Do not change the spacings



**X** Do not crop



**X** Do not use visual effects



**X** Do not use different colour backgrounds



# Colours

ActiveWestminster colour palette.

Key colour



C85 M0 Y0 K70  
R0 G75 B101  
HEX 004B65

Primary colours



C10 M83 Y65 K0  
R218 G72 B75  
HEX DA484B



C74 M15 Y52 K0  
R59 G160 B141  
HEX 3BA08D



C0 M52 Y100 K0  
R242 G142 B0  
HEX F28E00

Secondary colours



C18 M0 Y100 K4  
R219 G215 B0  
HEX DBD700



C8 M72 Y0 K15  
R199 G93 B146  
HEX C75D92



C56 M0 Y7 K21  
R96 G170 B196  
HEX 60AAC4

Tertiary colour



C55 M0 Y100 K11  
R124 G174 B34  
HEX 7CAE22

# Typography: display font

## Bespoke decorative font

This should only be used as the logo font, or as a display font when writing out the Activate tagline.

Bespoke decorative font

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

## Bespoke display font

This should only be used as a display font.

EPS file of words written in the bespoke font can be provided on request.

Bespoke display font

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z



# Typography: Google font

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## Nunito font

Google font to be used online and as body copy/headings in extensive documents.

<b>Nunito</b> Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>
<b>Nunito</b> Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>
<b>Nunito</b> Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>
<b>Nunito</b> SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>
<b>Nunito</b> Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>
<b>Nunito</b> Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>
<b>Nunito</b> ExtraLight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!@£€\$%^&*()_-=+{}[]:;”’ \<>

## Written styles

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### ActiveWestminster

ActiveWestminster is always written without a space between, with the ‘A’ and ‘W’ capitalised.

### Rest of written style

The rest of the written style follows Westminster house style, please liaise with Westminster comms team.

# Application of brand

## Poster design

- Bespoke display font used for main heading with Nunito font used for subheading and body copy.
- Blue banner at top and bottom used to house the text and logo.
- Logo sits in bottom right corner.

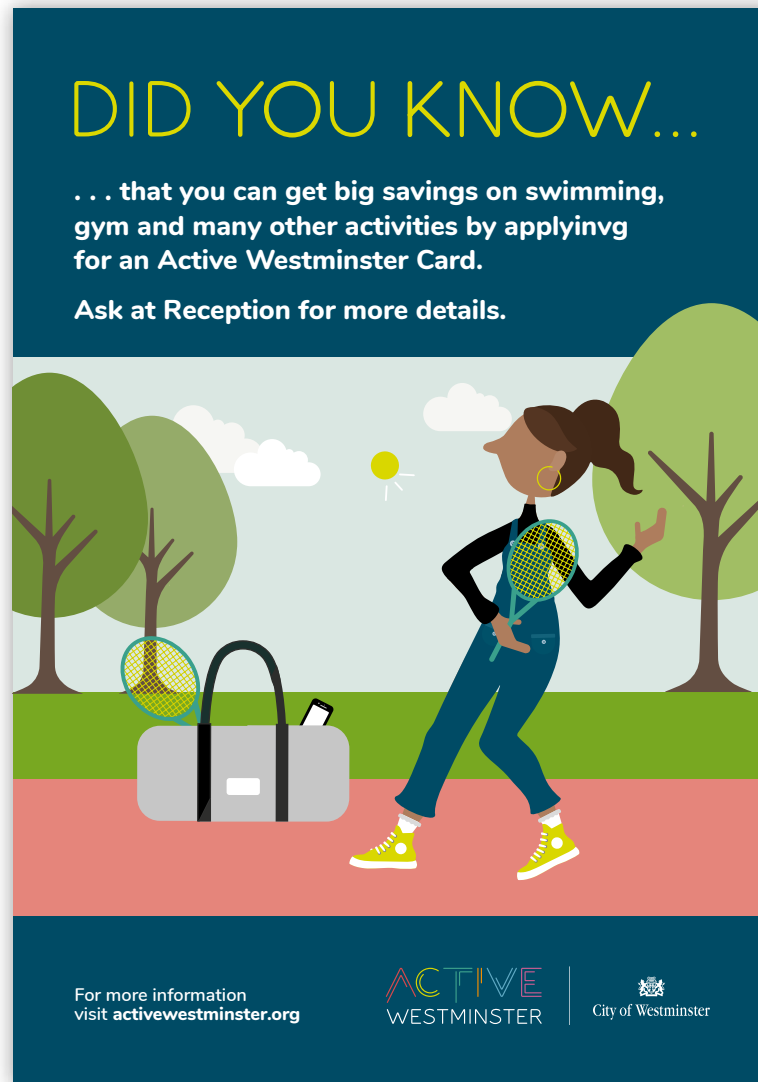
## Front cover design

ActiveWestminster logo used within the main illustration. City for All pin logo used in bottom right corner.

## T-shirt design

The secondary stacked logo works better in the space than the primary landscape version.

Poster



Front cover



T-shirt



# Image treatment

## Illustration

The set of illustrated characters are used as the main visual elements throughout the brand application. The characters should always feel real and relatable, and the locations should always be based on real places in Westminster. The illustrations can only use colours and tones from the colour palette.

## Photography

The only exception for using photographs rather than illustrations is when the photographs are of real people or real locations.

Illustration



Photography





## Contact

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