

Sainsbury's Active Kids For All Design Guidelines

February 2015

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Sainsbury's

Active Kids

For All



Inclusive Community Training Programme

For all ages



LOTTERY
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ENGLAND

Referring to the scheme

In the first reference, the scheme should be referred to as **"Sainsbury's Inclusive Community Training Programme, part of the Active Kids For All scheme"**.

All subsequent references (in the same communication) can refer solely to **"Sainsbury's Inclusive Community Training Programme"**.

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The Logo

To represent the Active Kids For All scheme, Sainsbury's has created a vibrant and distinctive logo for use on all associated materials.

The logo is derived from the energy and dynamism of the Sainsbury's Active Kids graphic identity, but with a more adult feel to appeal to teachers and other professionals, who are serious about learning how to work with kids of all abilities.

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Exclusion Zone

The exclusion zone is the space reserved around the Active Kids For All logo. This ensures it remains distinct and does not become crowded by other elements. No other type, graphics or partner logos must be placed in this area.

For all sizes, the exclusion zone is defined as the **height of the wheelchair silhouette**, as shown opposite.



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Logo Size

The Active Kids For All logo has a minimum size to ensure legibility.

The smallest size is **30mm wide**.

There is no maximum size!



Minimum size
 ←————→
 30mm

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One Colour Logo

In unusual circumstances, such as when there are print limitations, you may need to use a one colour version of the logo.

Please only use this version when absolutely necessary.

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Please Don't

Please treat the Active Kids For All logo with respect and do not be tempted to modify, change or 'improve' it!

Here are a few examples of things you shouldn't do.



Please don't:

1. Distort the logo
2. Rotate the logo
3. Position on photographs
4. Alter the colours

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Typography

The font used on all Active Kids For All communications is Mary Ann.

Ensure typography is legible at all times. A minimum size of 12pt is recommended.

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Mary Ann Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789£©@%&?!.,;:'()*

Also available in the following weights;

Light

Light Italic

Regular

Italic

Medium Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Colour Palette

The colourways in the Active Kids For All logo are selected from the Active Kids colour palette to create a strong, cohesive identity which is bright and energetic.



CMYK 0 / 51 / 100 / 0
RGB 247 / 146 / 30

CMYK 0 / 100 / 0 / 0
RGB 236 / 0 / 140

CMYK 50 / 0 / 10 / 10
RGB 106 / 188 / 207

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0

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Official Partners

Sainsbury's Active Kids For All collaborates with a range of sporting bodies. It is important we give credit to their support in a clear, but unobtrusive manner.

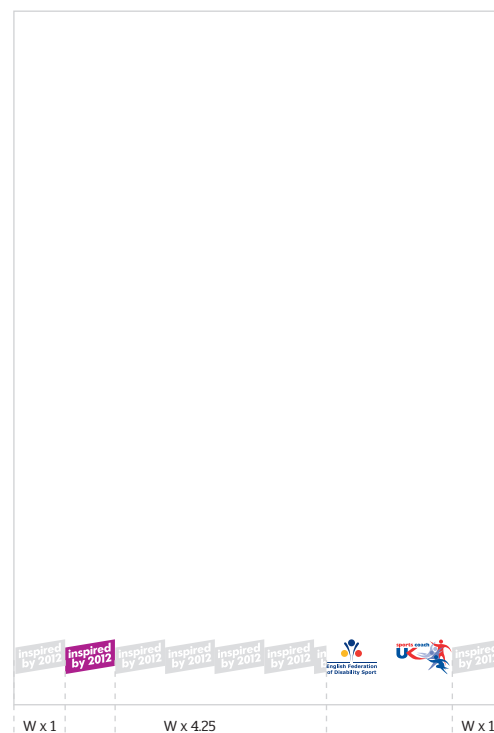
Lots of logos together can look messy so please stick to one of the following solutions.

If creating your own brand bars with select or different partner logos, please try to stick to these formats.

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Official Partner Brand Bar

Use as a footer, in conjunction with a larger Active Kids For All logo as a separate element (see Usage Examples on p12-17).



W = Width of *inspired by 2012* logo

Appropriate weighting of the Official Partner Brand Bar can be achieved by following the simple formula below.



Official Partners

Ensure the Official Partner Lock-up is tagged if used within digital documents.

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Official Partner Lock-up

Use where official partners must be credited within the same space or on third party communications.



Local Partners

There may be instances where other local organisations will need accreditation within our lock-up.

This format is to be used for the local county sport partnership. These contributors will sit as a secondary brand within our lock-up hierarchy.

Always use the lock-up format shown on the right hand side. When creating these, please replicate the position and relative size of the logos.

The Active Kids For All logo should not appear alongside any other commercial logos unless in this format.

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Local Partnership Lock-up Example

Use whenever a local partner must be credited within the logo lock-up.



Constructing Local Partnership Lock-ups

1. Add supporting logo underneath 'Supported by' - ensure the supporting logo does not break out of the allocated area.
2. The supporting logo should be centre aligned with 'Supported by'.
3. Both of these together should be vertically aligned with the rest of the lock-up.



Usage Examples

On the following pages are examples of how Active Kids For All communications might look. Use these as guidance for creating your own materials. These are purely illustrative examples and all copy and creative will need to be approved.

Please note logos should only be used in relation to the Active Kids For All programme.

On content heavy communications such as letterheads, use the Official Partner Logo Lock-up without any additional graphics as these can be distracting.

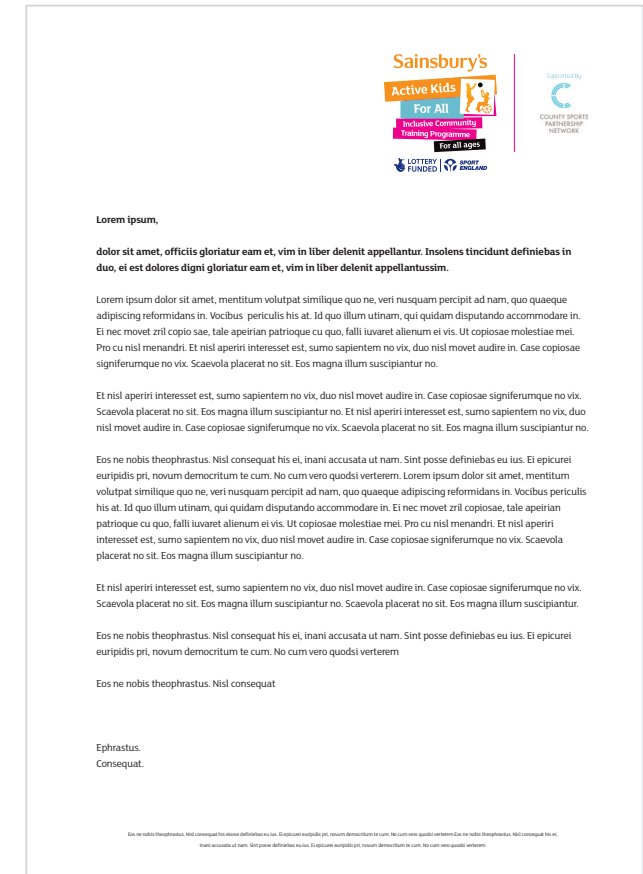
- 01 / Referring To The Scheme
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Illustrative example only

Letterhead or content heavy communication

Official Partner Logo Lock-up.



Illustrative example only

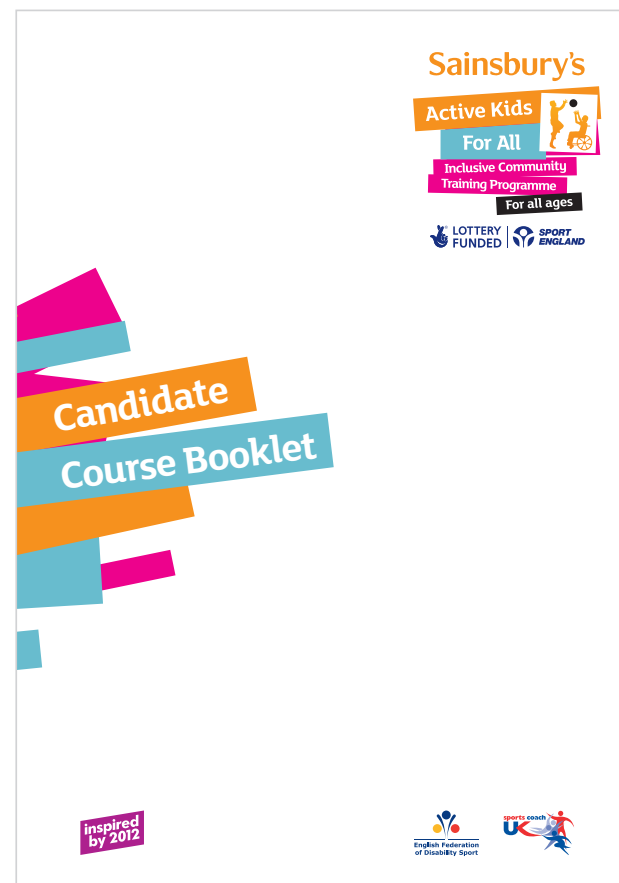
Letterhead or content heavy communication

Local Partnership Lock-up Example.

Usage Examples

Use graphic strips in Active Kids For All colours to hold headline typography. These can bleed in from the edges of the page. Use of white space is fine.

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Illustrative example only

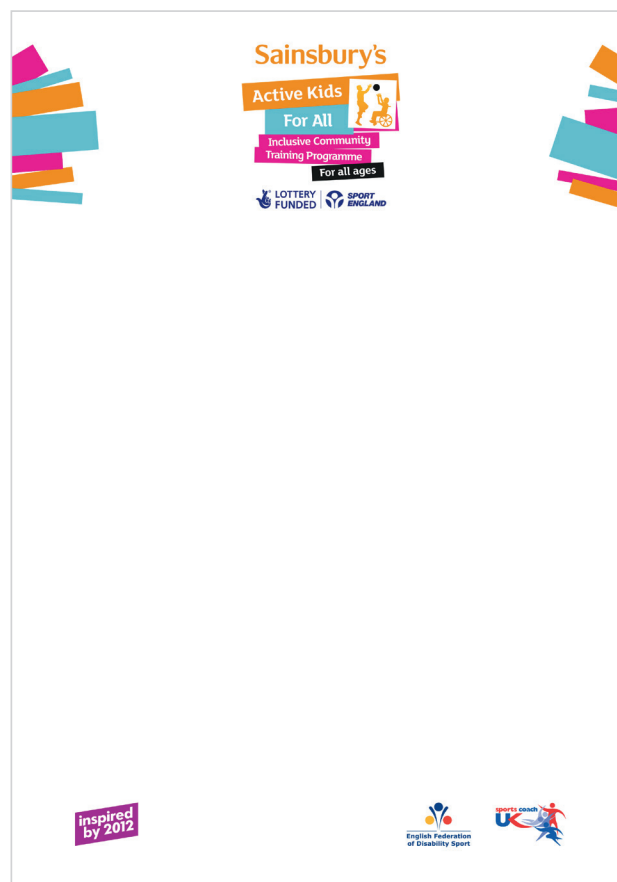
Candidate Course Booklet

Logo, Official Partner Brand Bar and Strips.

Usage Examples

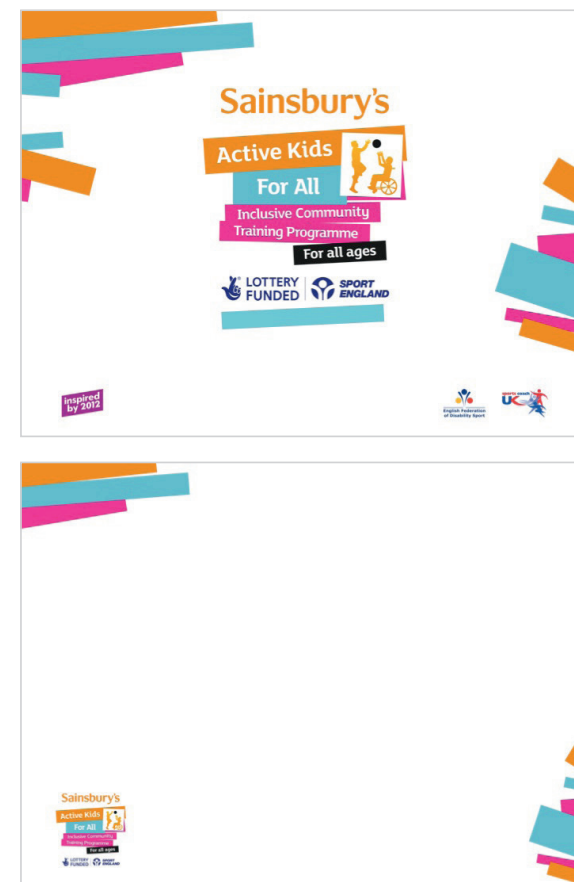
Use graphic strips to add energy and dynamism without taking up too much space.

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Word Template

Logo, Official Partner Brand Bar and Strips.



PowerPoint Template

Logo, Official Partner Brand Bar and Strips.

Usage Examples

Tip:

With larger sizes, black typography can make layouts look dull. Use one of the Active Kids For All colours instead.

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Illustrative example only

Certificates

Logo, Official Partner Brand Bar and Strips.

Usage Examples

Use coloured holding devices, coloured typography and lists to break up long copy and make communications easier to read.

Ensure sufficient colour contrast by only using light text on darker backgrounds and vice versa.

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Promotional 4pp flyer

Logo, Official Partner Brand Bar and Strips.

Usage Examples

Tip:

Use coloured strips to add weight to sub-headers.

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Front



Back

Activity Card

Logo, Official Partner Brand Bar (landscape) and Strips.



Illustrative example only

Usage Examples

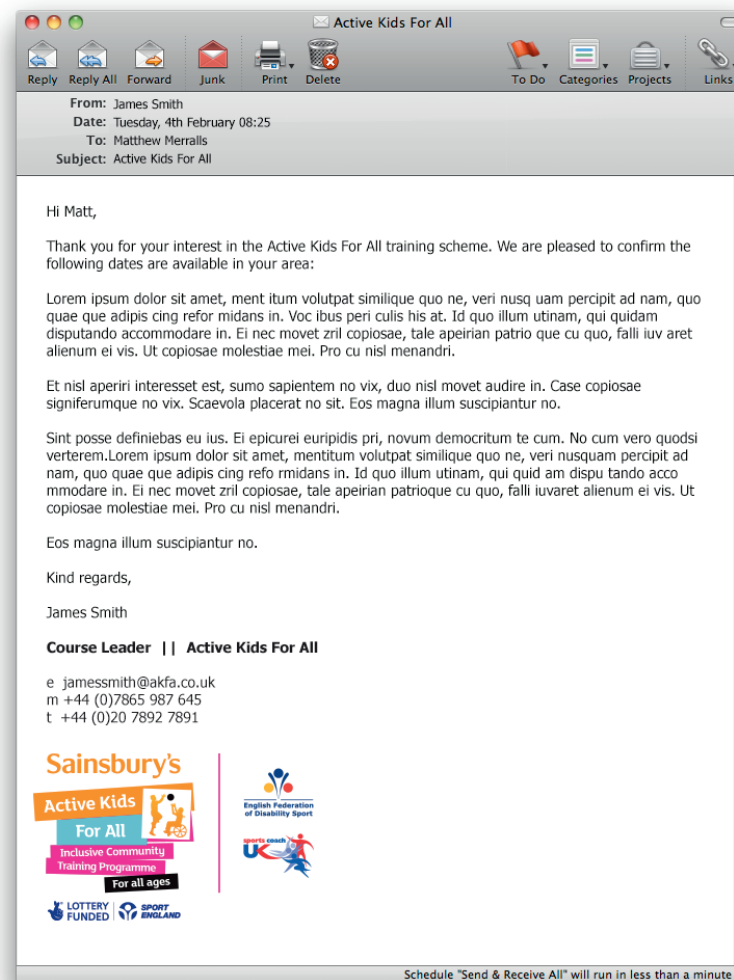
Tip:

If the Official Partner Lock-up is required, ensure all logos are fully legible.

Ensure contact details are in plain text and not included within the designed jpeg. Ensure the Official Partner Lock-up is tagged.

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Email Signature



Illustrative example only

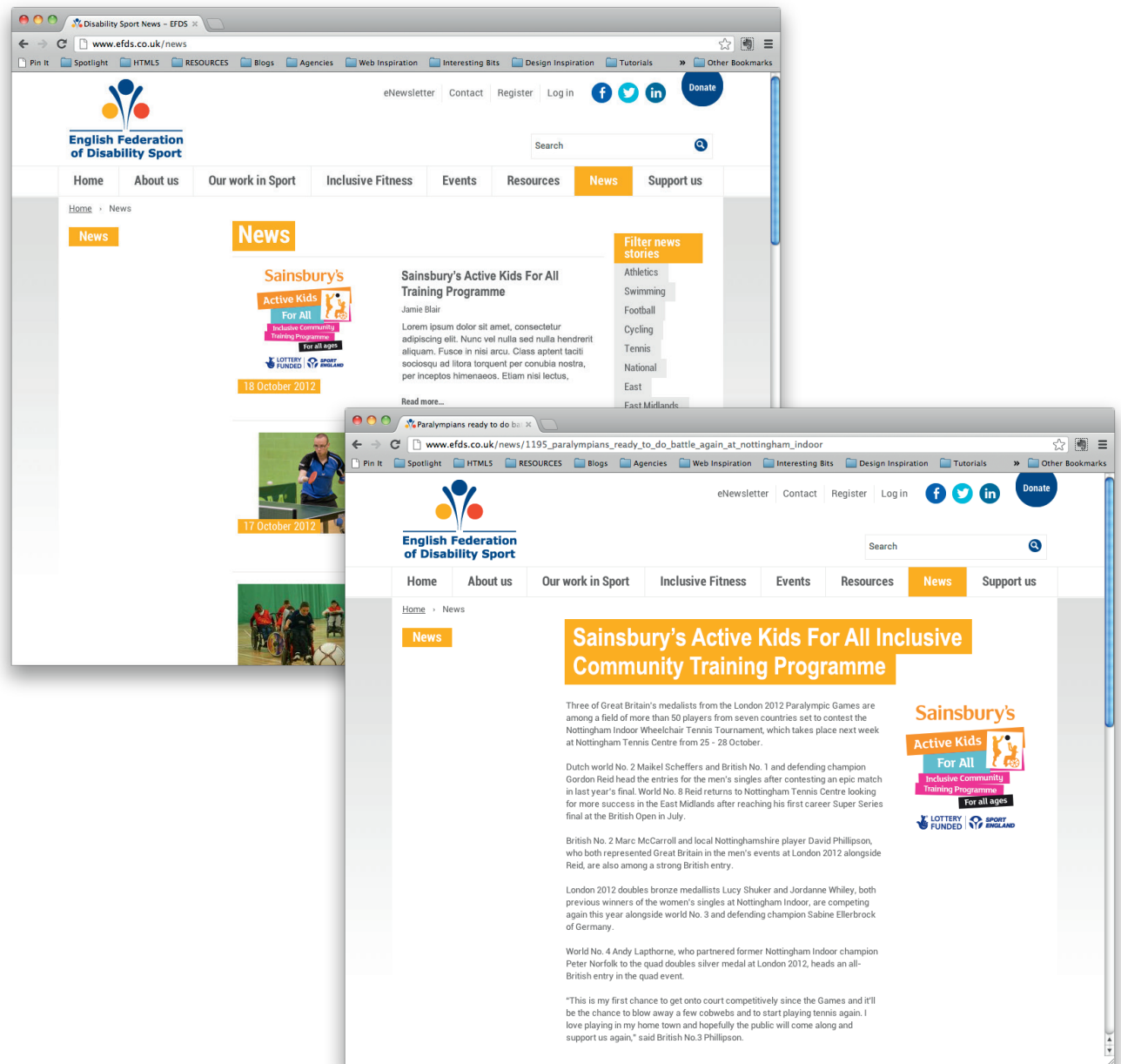
Usage Examples

Tip:

On websites that are templated, there may not always be space for the full brand bar or lock-up. In these instances, use the standalone logo with plenty of white space around it.

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Partner Website Usage



Illustrative example only

Contacts

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Primary Contact

For access to Active Kids For All logos or queries on anything in these guidelines, please contact:

Kat Southwell
Active Kids For All Manager

01509 227 751
AK4A@efds.co.uk

Please Note: Any use of Active Kids For All logos will need Kat's approval.

Other Contacts

Allana Isaacs
Communications Manager
INITIALS Marketing

020 7747 7400
ai@initialsmarketing.co.uk

Thank you