

be active wa Styleguide

1. Background

be active wa is the unifying brand developed by the Physical Activity Taskforce (Taskforce) that is designed to show a link between the range of programs and initiatives conducted by State and Local Governments to promote physical activity.

The umbrella brand is representative of the whole-of-government, whole-of-community effort to address physical activity in Western Australia. Its use is applicable to all relevant agencies undertaking the promotion of physical activity.

Use of the **be active wa** brand, and thereby acknowledgement of the association with the whole-of-community effort to promote physical activity, is mandatory for all agencies involved with the Taskforce.

Agencies are given the opportunity to either a) use the **be active wa** brand as the primary message behind the project/promotion being implemented or b) use the **be active wa** brand as a major sponsor logo, acknowledging the Taskforce alongside others as major project funders and supporters.

With the structural modifications to the Taskforce in May 2009 the logo has been modified to omit the word 'Premier'.

2. Introducing the **be active wa** Styleguide

This styleguide has been prepared to govern and guide the use of the **be active wa** brand. It aims to preserve the integrity of the **be active wa** message and ensure it has an identifiable brand identity across communications.

Communication materials required to use the **be active wa** brand include, but are not limited to, advertising, brochures, publications, educational material, merchandise, display posters, signage, website and electronic communications, reports and corporate communications.

The success of the **be active wa** message, as an all encompassing message to promote physical activity, relies on the understanding, cooperation and support of those using and promoting the brand.

3. The **be active wa** Brand

The **be active wa** brand provides encouragement and instruction to be or become physically active and it is applicable to all demographics and target markets (eg. children, adults, seniors).

The **be active wa** brand builds on the long standing awareness of the 'be active' brand used by the Healthway and the National Heart Foundation (WA Division) over many years.

The inclusion of 'wa' within the brand signifies the whole-of-government, whole-of-community effort to promote physical activity across the State of Western Australia. It attaches a colloquial theme and also strengthens the brand's applicability to all Western Australians.

The moving dot of the 'i', and its illustrated bouncing pathway, helps to visually represent movement.

4. Use of the **be active wa** Brand

- The **be active wa** brand must appear on all materials associated with the PATF.
- The **be active wa** brand can be used as the primary message logo or co-branded alongside other logos eg. Lotterywest and Healthway.
- The **be active wa** brand must be consistently positioned on all material so that it is clear, legible and unobstructed.
- The **be active wa** brand must be given a prominent position and be applied in a consistent manner in line with the guidelines contained within this styleguide.

5. Colour

Correct and specified colours should always be used using the logos or when matching colours to the **be active wa** brand. Colours used are:

White

Black: 100% Black

Red: PMS 485

Grey: 40% Black (this appears in mono versions)

The CMYK breakdown for PMS 485 is C - 0%, M - 97%, Y - 100%, K - 0%

To best reflect the **be active wa** brand, match mediums such as vinyl, acrylic or other manufactured inks to PMS 485 or choose a colour that is as close as possible.

6. Typography

Helvetica Rounded Bold Condensed

7. Logo Variations of the **be active wa** Brand for Use by Local Governments

The black logo with red 'i' on a white background is the preferred and primary **be active wa** logo. To gain maximum impact when producing materials ensure a white background is used wherever possible. File name: Be Active WA_BlK_Red_onWhite



If a background colour is to be used on promotional materials, including when producing merchandise, a red background (PMS 485) is preferred. File name: Be Active WA_BlK_White_OnRed



The logo can be reversed out of black for both colour and mono applications. File names: Be Active WA_White_Red_OnBlack and Be Active WA_MonoReversed (not pictured here).



When specific recognition of the Physical Activity Taskforce is required, eg. on corporate reports, a version of the **be active wa** logo with the Physical Activity Taskforce tagline can be used. Use of this logo reinforces the association with the Taskforce and is most suitable to corporate communications. File name: Be Active WA_BlK_Red_onWhite_Taskforce09



Reversed out versions from black and red are also available of this version of the logo. File names: Be Active WA_BlK_White_onRed_Taskforce and Be Active WA_White_Red_onBlack_Taskforce09

8. Size

All logos of the **be active wa** brand should never be reproduced smaller than 20mm wide.

There should be a minimum of 10mm clear space surrounding the applied logo.

9. Formats

Logos of the **be active wa** brand should never be typeset, letraset, be drawn manually, be drawn using computer graphics or be reproduced or altered in any other way. They must be reproduced using supplied electronic files. Copies of all logos of the **be active wa** brand are available in jpeg, tif and EPS formats.

- EPS is the printing industry standard and can be used for brochures, leaflets, newspapers, signage and other high quality reproductions.
- Jpeg is a lower resolution format generally used for reproduction on computer screens for programs such as Word and PowerPoint.
- Tif files provide an alternative should jpeg or EPS files be inappropriate.

10. Copies

Copies of the logos of the **be active wa** brand have been copied to a CD that has been distributed to all project coordinators of the PATF Local Activity Grant projects. The brand can also be supplied via the following means:

- Contact the Physical Activity Taskforce Communications and Advocacy project on 9292 9635 or email michelle.hogan@dsw.wa.gov.au. A CD or email of the required logo can be sent to you.
- Download the logo from the website www.beactive.wa.gov.au Save the image by right clicking on the image and selecting "Save Picture As" option from the menu.

11. Contact

For further advice or questions on the use of the **be active wa** brand contact:

The Communications and Advocacy Project
Manager, Michelle Hogan
Physical Activity Taskforce
Ph: (08) 9492 9635
Email: michelle.hogan@dsw.wa.gov.au

Examples of how the **be active wa** brand has been applied to different marketing materials are also available on the website www.beactive.wa.gov.au