

Liverpool Active City...

Basic Brand Guidance Notes

Liverpool Active City has always had a logo and supporting brand elements. This sheet details examples of the brand and shows the revised colour palette.

Each activity (walking, cycling, swimming etc.) has its own sub-logo 'roundel' which should be used in conjunction with the main Active City logo. These sub-logos use Black and Yellow (Pantone 123) and each activity also has two additional Pantone colours which should be used prominently for that activity, as shown in the examples.

It is suggested that inclusive photographic images should be used and these should be placed inside the figurative characters that were developed specifically for each of the areas providing a consistent and creative use of the brand. The corporate font for Active City is called 'Frutiger' (Arial may be used where not available).

If your initiative covers more than one area of the Active City remit, feel free to use the relevant mix of images but please use the single Active City logo rather than trying to include all the specific sub-logos.

As Liverpool Active City is a multi-agency initiative it isn't necessary to include any additional logos for the NHS or City Council etc. If the project you are working on has been NRF funded don't forget to include the logo somewhere on the page.



Liverpool Active City
Let's walk



Liverpool Active City
Let's play



Liverpool Active City
Let's cycle



Liverpool Active City
Let's get active



Liverpool Active City
Let's dance



Liverpool Active City
Let's swim

