activ PEOPLE HR

BRAND GUIDELINES

CORRECT SPACING

To use the updated Activ identity correctly, the correct spacing must be adhered to strictly. Keeping this consistent is key to maintaining the visual impact of the brand. Use this guide to ensure that no object enters the dotted line area. The space between the icon and the type will indicate the same spacing any object should have with the logo, at whichever sizing applies.



CORRECT USEAGE

To ensure the Activ brand stays consistent and visually impactful, see the correct and incorrect useage of the logo. With the main logo, ensure there are no colour adjustments,tilting, cropping or opacity changes.



PRIMARY BRAND COLOURS

Hex: 004E55	C: 92%
R: 0	M: 44%
G: 78	Y: 50%
B: 85	K: 43%

Hex: 47B8AF	C: 67%
R: 71	M: 1%
G: 184	Y: 38%
B: 175	K: 0%