



EVER ACTIVE SCHOOLS

Branding Guidelines – last updated Oct. 2023

FOR INTERNAL USE ONLY



LOGO USAGE

Primary logo choice is the Lockup.

Use the reverse when applying to colorful backgrounds.

Use the stacked logo when among stacked partner organizations.

When applying the logo, be sure to allow for enough space surrounding the logo for it to be read clearly.

Do not alter the artwork, apply effects, use on busy backgrounds, break apart or otherwise change the supplied versions.

Download logos at:
everactive.org/branding

LOCKUP (PRIMARY LOGO)



LOCKUP REVERSE



STACKED



STACKED REVERSE



CLEAR SPACE



MINIMUM SIZE



Print: 125mm



Screen: 70px

DO NOT ALTER



TYPOGRAPHY + COLOURS

Use the following fonts for Ever Active Schools branded documents:

BEBAS NEUE _____ Use for headings and subheadings only.

Nunito _____ Use for body text. Some variations accepted:
Bold | **Semi-bold** | **Light** | *Italic*

Green, white and black are the primary EAS colours. Contrasting secondary colours include yellow, blue, pink and lime.

Use RGB or Hex colours for anything made for screens/web.
Use CMYK or Pantone Spot (PMS) colours for any print material.

GREEN c=74 r=71 m=7 g=171 y=98 b=75 k=0 #47ab4b	WHITE c=0 r=255 m=0 g=255 y=0 b=255 k=0 #ffffff	BLACK c=60 r=35 m=40 g=31 y=40 b=32 k=100 #231F20	
YELLOW c=0 r=255 m=40 g=166 y=99 b=20 k=0 #ffa614	BLUE c=87 r=0 m=52 g=114 y=0 b=188 k=0 #0072bc	PINK c=23 r=189 m=93 g=55 y=38 b=106 k=2 #bd376a	LIME c=40 r=168 m=1 g=205 y=100 b=54 k=0 #a8cd36

KEY MESSAGING + AUDIENCE

Tagline: Investing in healthy futures for all children.

Mission:

To provide leadership that promotes and supports healthy, active school communities through a comprehensive school health (CSH) framework.

Vision:

All students belong to healthy school communities that enable optimal health and learning.

Ever Active Schools supports and engages school communities in a variety of ways.

All of our work follows the Comprehensive School Health framework.

Our audience includes: school staff / administrators, jurisdiction leaders, parents, community partner organizations, after-school care providers, recreation leaders, health professionals, municipalities, post-secondary faculties, pre-service teachers, researchers, government partners, and more.

Our audience believes in relationships: they need to trust us in order to buy into our resources, projects, events and professional learning. Their time is important to them: they are accountable for the success of students, so we need to be worth their time. Our audience comes to us for support, encouragement and validation in their work.

WRITING TIPS

Ever Active Schools uses Canadian Press (CP) style; this is the same style as Canadian news publications. Please check with the media specialist(s) if you need confirmation on any language. Use the below as a reference:

Commas:

- We do not use the Oxford comma (A, B, and C) unless needed for clarity (A, B and C, and D).
- Commas should be used when independent clauses are joined by connectors (and, or, but, etc.) If the sentences can stand alone, use a comma and a connector.
- When a sentence begins with a dependent clause (such as this one), use a comma. This is common in sentences beginning with if, when, however, etc.

Hyphens:

- “After-school” should always be hyphenated. It is not hyphenated within the Alberta Active After School name as it is a brand name, but that is the one exception to the rule.
- “Well-being” should always be hyphenated.

Active vs. Passive Voice:

- **Active voice** emphasizes the **subject** performing an action. (The dog **chased** the ball.)
- **Passive voice** emphasizes the **action**. (The ball **was chased by** the dog.)
- Use Active Voice as often as possible!