



BOUNCE FITNESS STYLE GUIDE (extract)

LOGO

Master logo



The Bounce Fitness logo must be placed on the top left corner of the first page of the material.

Zone of exclusion

It is important that enough space is left around the logo at all times to ensure its maximum impact and clarity. The space around the logo is the zone of exclusion.

No other logos, text or graphics should ever encroach on the zone of exclusion. The zone of exclusion needs to be a minimum of 25% of the height/width of the logo.

For example, if the logo shown below is 40mm high, the zone of exclusion is 10mm at the top and bottom.



Sizing

Minimum

To avoid problems with reproduction and legibility, the Bounce Fitness logo should not be reproduced at a size smaller than 46mm wide and 25mm high.



Maximum

The logo should also not exceed 30% of the space where it is applied.

Specialist applications that require the logo to be smaller or larger than stated must be approved by the General Manager Marketing.

Incorrect uses of


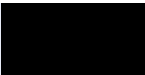






The logo must be reproduced exactly as shown.

DO NOT:

- rotate the logo
- alter or rearrange the elements
- substitute any image
- recolour the logo
- alter the typeface
- distort the logo
- make the logo smaller than the size mentioned above.

Brand colours

Background colours and text must only use the colours shown below. This excludes imagery.

							
light blue	black	lime	dark blue	dark turquoise	green	light turquoise	dark teal
#E6EAF6	#000000	#F3F9E6	#0031A7	#0076AF	#85BE00	#008CD4	#00A4A7
C: 6	C: 0	C: 2	C: 100	C: 89	C: 48	C: 100	C: 65
M: 5	M: 0	M: 0	M: 80	M: 34	M: 0	M: 14	M: 1
Y: 0	Y: 0	Y: 7	Y: 0	Y: 2	Y: 100	Y: 0	Y: 0
K: 4	K: 10	K: 2	K: 12	K: 9	K: 1	K: 1	K: 35
RGB	RGB	RGB	RGB	RGB	RGB	RGB	RGB
230:234:246	0:0:0	243:249:230	0:49:167	0:118:175	133:190:0	0:140:212	0:164:167

Typefaces

Consistency of typography is just as important as consistency of logo, colour and visual elements when it comes to maintaining the Bounce Fitness brand.

The font shall in all cases be Calibri or Calibri Light.

Any size or weight may be used.

Any of the following from the font family may be used—Regular, Bold, Italic, Bold Italic.

Normal text for printed publications shall be no less than 10 point.

The font may be reproduced in any of the brand colours as referred to above.

Name style

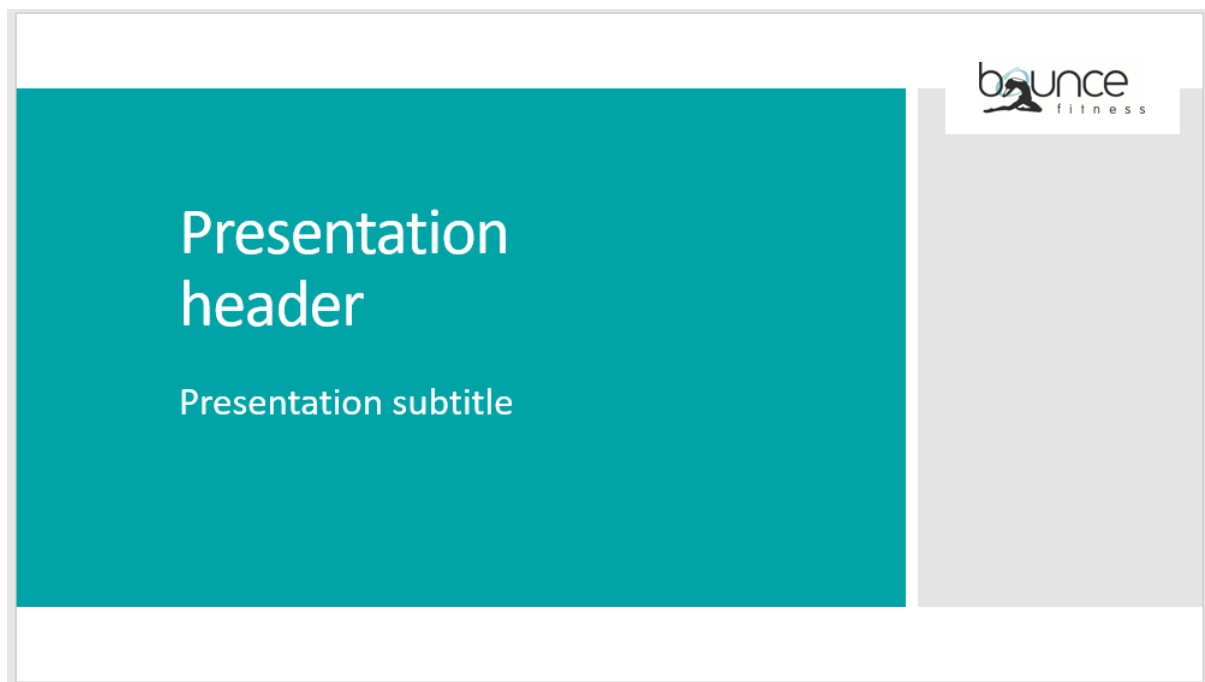
Bounce Fitness may be abbreviated wherever required to 'BF'.

Presentations

Cover

PowerPoint presentations use the Microsoft Office Them of 'Frame' with customised colours to reflect our brand. Use the BF PowerPoint Template.pptx for all presentations made in PowerPoint. If you chose to make a presentation using another application use the brand colours.

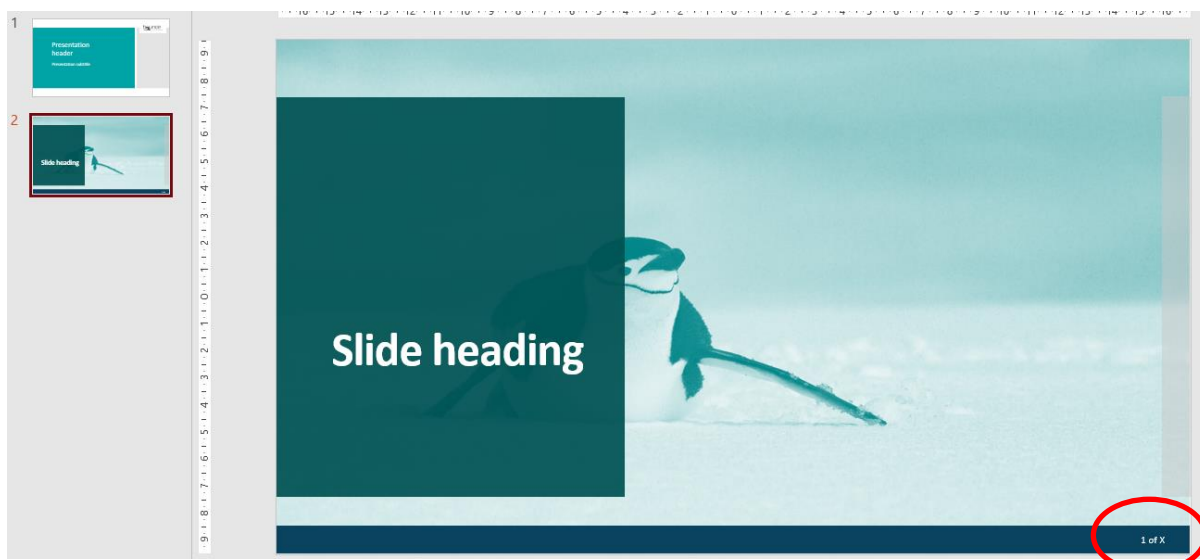
The Cover slide to all presentations shall be shown as below:



Subsequent pages may use any of the brand colours for any graphic elements.

FOOTER

All presentation slides (other than the Cover slide) must be numbered as shown below (where X is the total number of slides in the presentation) and contain a footer of a solid, coloured bar from edge to edge.



Any of the brand colours may be used for the bar but only one colour for the footer may be used throughout the presentation. If dark blue, dark turquoise, dark teal or black are used for the footer bar, you must use white for the text of the page numbers.

If green, light turquoise, lime or light blue are used for the footer bar, you must use black for the text of the page numbers.

LAYOUT

Pages may use any layout.

STYLES of TEXT

You must only use the following styles of text in presentations.

Style Name	Typeface	Size (pt)	Attributes	Used for:
Presentation Header	Calibri	54	Bold, left aligned, white	First Slide
Presentation subtitle	Calibri	32	left aligned, 10 pt before, 0pt after paragraph, white	First Slide
Slide Heading	Calibri	32	Bold, 0 pt before and after paragraph	Content Slides
Slide sub Heading	Calibri	24	Bold, 3 pt before and after paragraph	Content Slides
Presentation Section Header Subtitle	Calibri	24	3 pt before and after paragraph	Section Slides
Body	Calibri	14	Full block style, 6 pt after paragraph, black	Content Slides

Bullet	Calibri	12	Outline bulleted to three levels, no indent	Bulleted lists
Numbering	Calibri	11	Outline numbered to three levels, no indent	Numbered lists
Table Text	Calibri	12	3 pt above and below paragraph	Tables
Figure	Calibri	10	Bold, 18 pt before and 18 pt after paragraph	Graphic, diagram and table captions
Diagram	Calibri	10	Centred, single coloured theme	Smart art, charts

Note: For the purposes of your assessment, if there is style information that you need and it is not in this Style Guide, you may make it up as needed.