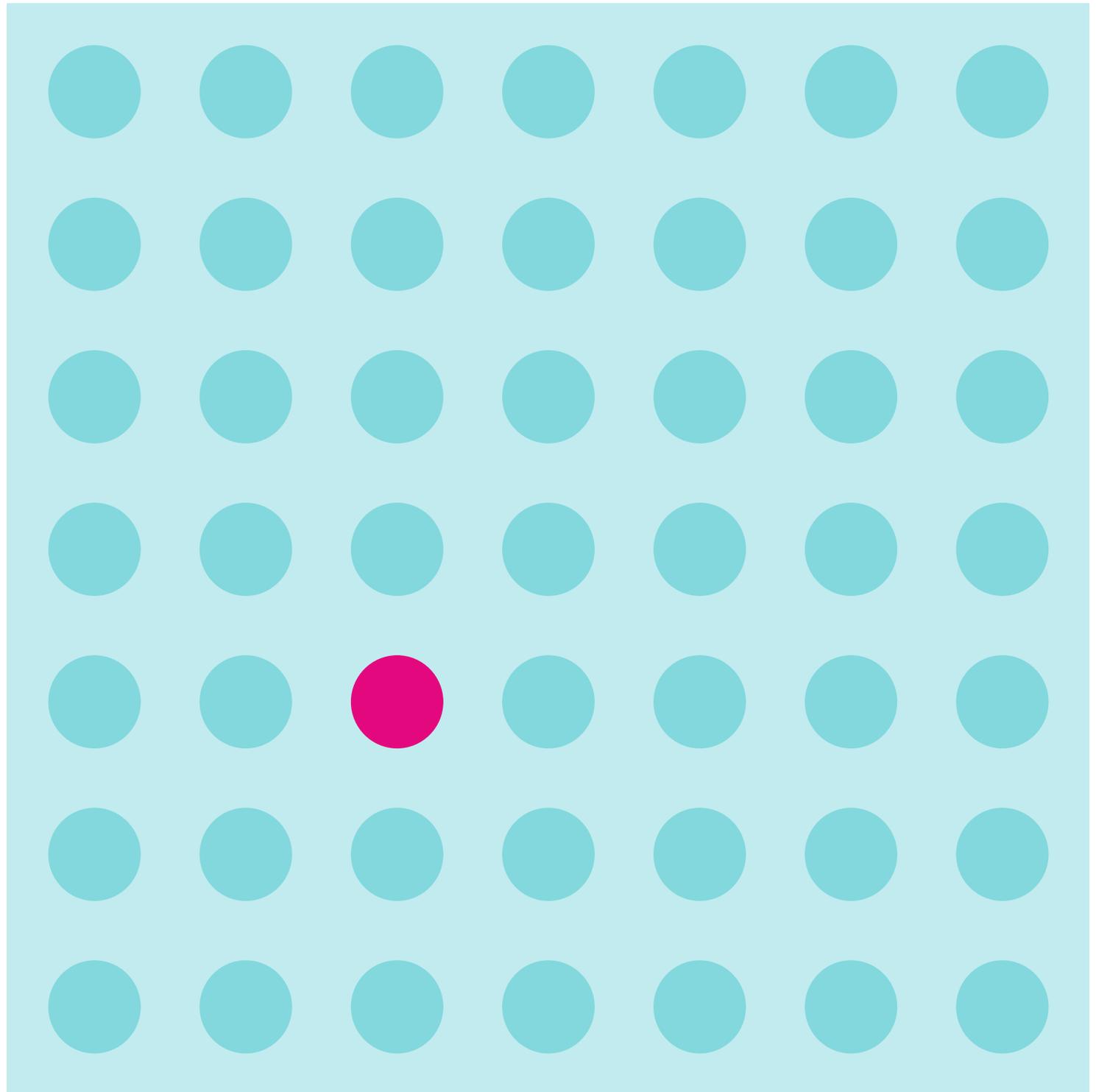
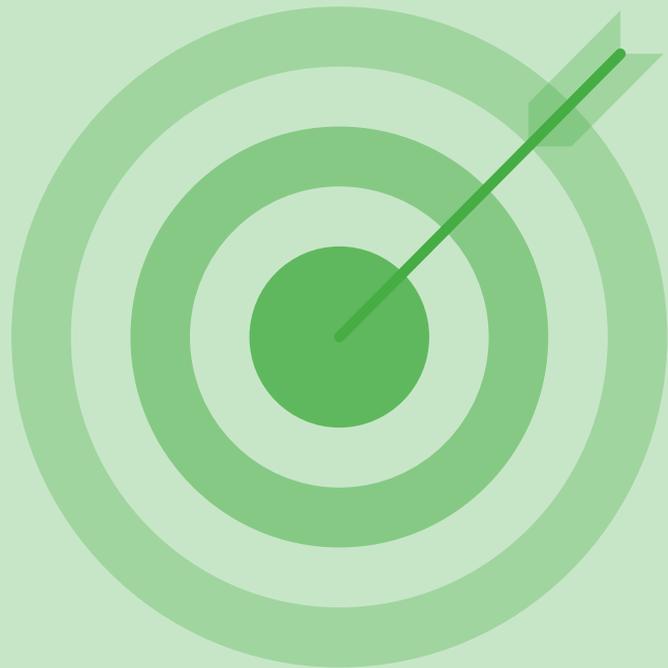




Workplace
Movement



Brand Guidelines



Contents

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Who we are

Workplace Movement is a programme created by Active Partnerships to encourage workplaces of all sizes and sectors to become more active. The aim is to provide tools, resources and guidance to help workplaces achieve the business benefits of an active workplace and to support good health and wellbeing of employees.

Building on the success of the Workplace Challenge which ran from 2014-2018, Workplace Movement aims to enable leaders, managers and champions to create supportive workplace cultures with healthy, happy staff who can perform at their best.

Consistent online tools and resources are supplemented with bespoke local advice and support from the nationwide network of Active Partnerships. The 43 local Active Partnerships and the national team are a charitable network focused on tackling inactivity, using sport and physical activity to engage communities and transform lives.

Workplace Movement will formally exist as an online portal where individual organisations can register to access resources to support their wellbeing promotion. Managers are able to complete a self-assessment, download branded resources and survey their staff anonymously to gather vital insight.

The self-assessment provides a benchmark that can be completed a second time at a later date to gauge improvement. There are four grades of benchmark achievement that companies can acquire based on how they perform in the self-assessment survey.

Survey results are used to automatically generate reports and provide improvement suggestions. These recommendations can be actioned by the workplace and with support from the local Active Partnership.

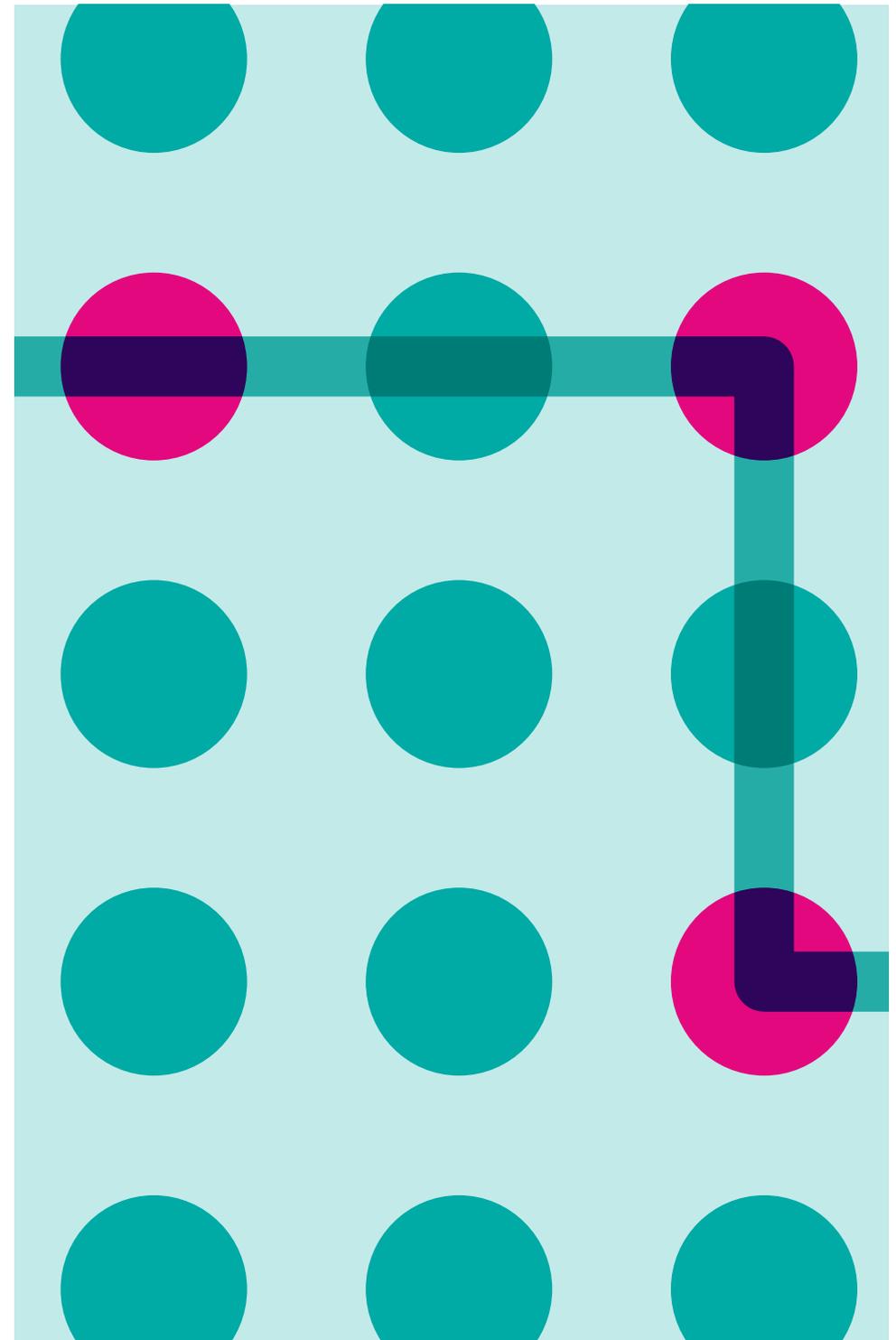
The service is provided for an affordable fee for clients or delivered free of charge in partnership with local authorities or public sector funders.

Our Vision

To provide forward thinking for active workplaces. We want to help make every day a good day at work, for people and organisations, creating a culture where healthy, happy staff can perform at their best.

Our Aims

- Helping organisations see the business benefits of an active workforce
- Reducing sedentary behaviour and encouraging an active lifestyle
- Improving health and wellbeing with less stress in the workplace



Our System

The six elements that contribute to our visual identity work together to build our brand.

These guidelines are designed to introduce each element of our system and offer guidance on how to use them in an effective, consistent manner.

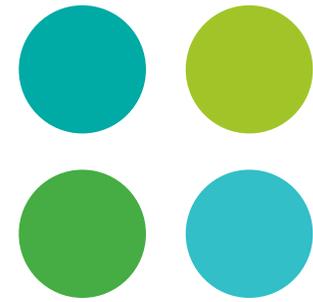
Logo



Logo-Mark



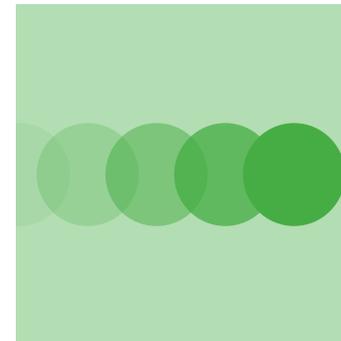
Colour



Typography

Roboto
Roboto
Helvetica Neue
Helvetica Neue

Graphic System



Photography



Our Logo

1. Logo and variations

Our logo is the key identifier for the Workplace Movement brand and should appear on all communications.

Our logo consists of two elements: the word-mark and the 'spiral' logo-mark.

In the master logo, the word mark and the logo-mark relationship is fixed and should never be altered.

There are two lock-ups of the Workplace Movement logo to provide optimum size and legibility no matter the proportional limitations (see page 8).

Master logo



These logo variations allow for flexibility of use on different coloured backgrounds and printer constraints. Use of these logos should only be applied when it is not possible to use the master logo.

Reverse negative logo



White logo



Mono logo



Our Logo

2. Size and clear space

Exclusion zone

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which must remain free of other design elements, such as type and other logos.

The construction of the exclusion zone area is based on the height of the “W” in the word mark and is referred to here as ‘X’.



Minimum size

In print, the logo should not appear smaller than 20mm in width, and on screen the logo should not appear smaller than 100 pixels in width.

Print



Screen



Our Logo

3. Secondary logo

For special circumstances and where the medium of application is limited, a secondary logo lock-up has been devised to allow for optimal size and legibility.

Secondary logo



Workplace Movement

Minimum size

In print, the logo should not appear smaller than 12.5mm in width, and on screen the logo should not appear smaller than 50 pixels in width.

Print



Screen



Our Logo

4. Things to avoid

Using our logo consistently is a key part of creating a coherent brand.

On this page, you'll see a few common mistakes to avoid when using the Workplace Movement logo in any of its variations.

✘ Do not stretch or distort the logo in any way



✘ Do not rotate or mirror flip the logo in any way



✘ Do not place the full colour master logo on a colour or image background with insufficient contrast



✘ Do not adjust the size and position spacing of the logo-mark in relation to the word-mark



✘ Do not place the colour logo on a colour or image background with insufficient contrast or clear space



✘ Do not place the white logo on a colour or image background with insufficient contrast or clear space



Our Logo

5. Logo and partners

The turquoise divider is used to link sub-brands and partners to the Workplace Movement brand.

The divider to the right of the logo adheres to the negative space rules outlined in the exclusion zone guidelines.

Clear space guideline



Example



Our Logo

6. Logo-mark identifier

The Swirl

The logo-mark is created by several arcs consisting of dots coming together in a radial design. The dots embody the many partner organisations - coming together and working collaboratively to achieve shared goals.

The resulting shape creates a sense of dynamic movement that looks to be spinning even when it is static.



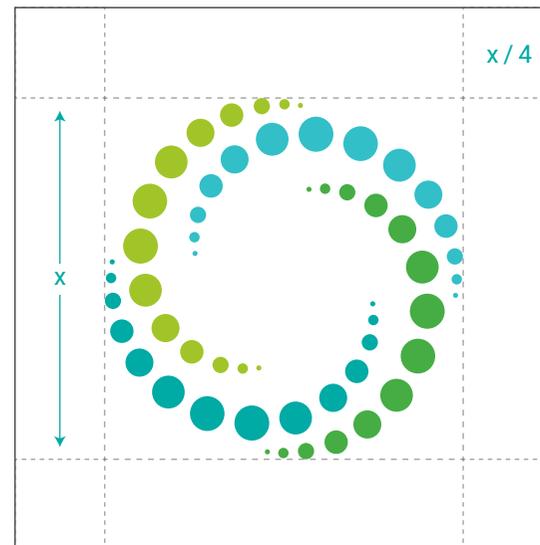
Applications

To maximise the recognisability of the 'swirl', the logo mark can be shown and used separately from the word-mark.

This optimisation is to be used in circumstances where the name of the brand usually sits adjacent e.g. a profile icon on social media, an app icon or favicon.

To ensure there is sufficient white space around the logo-mark for both circle and square frames, the clear space is worked out by using $\frac{1}{4}$ of the height and applying this to the outside surrounding area.

Clear space



Examples: square / oblong and circular frame



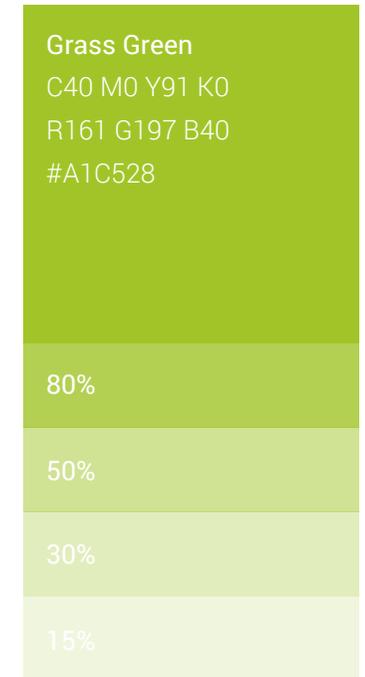
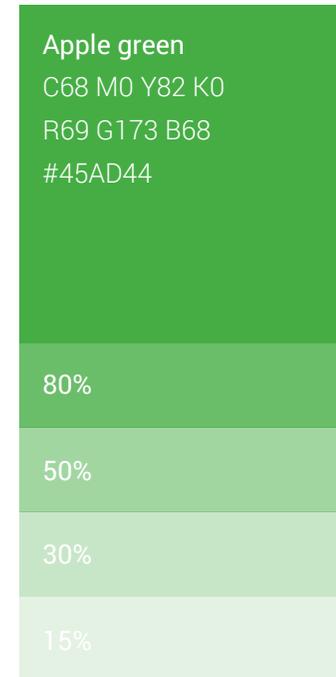
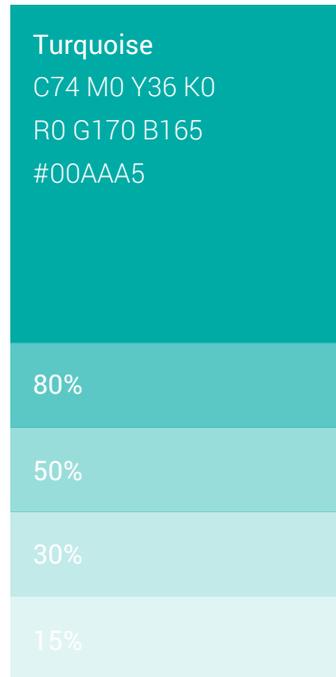
Our Colours

1. Primary colour palette

Our primary colour palette of greens and blues reflects our positioning as a health conscious brand. The colours together embody a calming sense of health and activity.

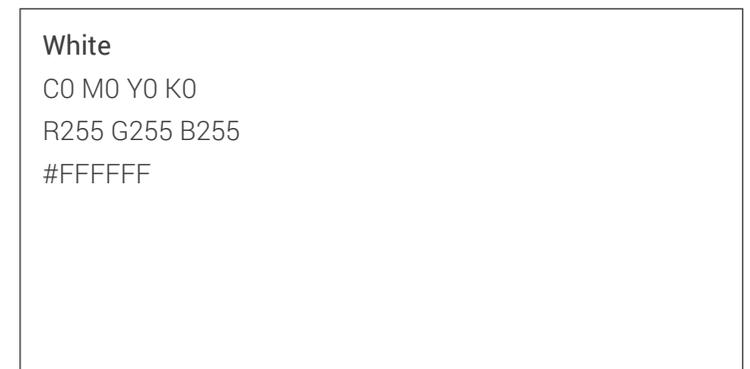
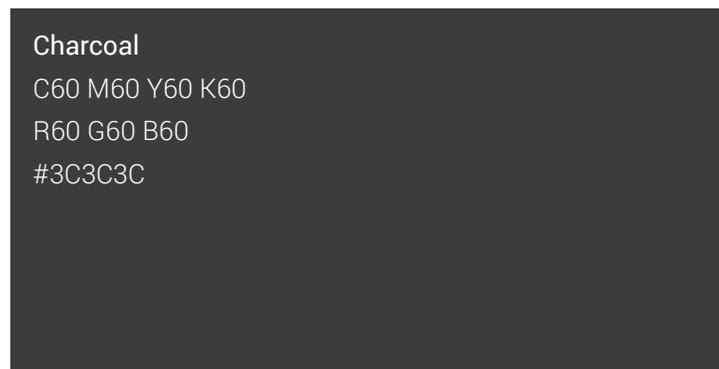
Centralised communications should make use of this colour palette where possible.

Light / pastel tints of the primary colour palette can be applied in the opacities shown to allow for varying levels of depth in graphic applications.



A soft charcoal colour is the preferred colour use for body text. It is defined in the Active Partnership identity which links the Workplace Movement logo to its parent brand.

White is the preferred colour background to dominate communications as it interacts with the primary colour palette and its pastel shades.



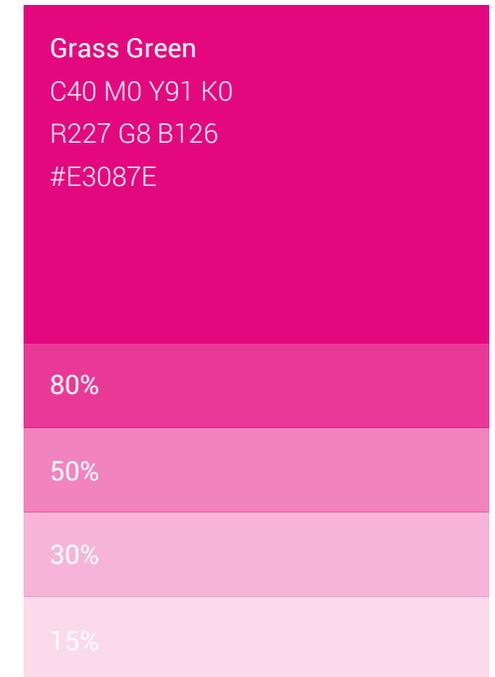
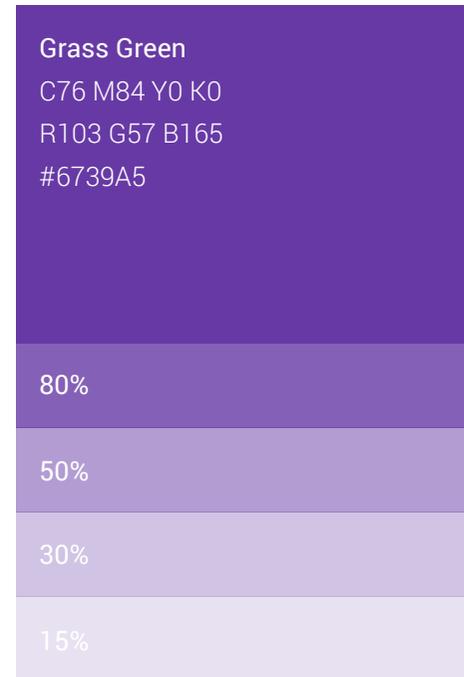
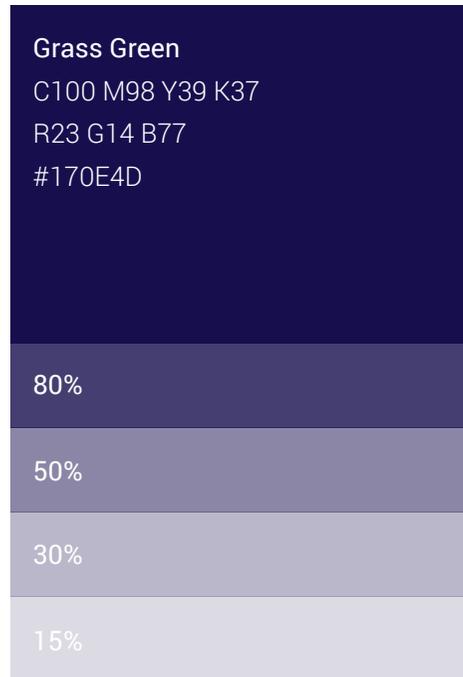
Our Colours

2. Secondary colour palette

Secondary Colours

A secondary colour palette has been chosen to provide contrast to the primary brand colours.

These complimentary colours can be used in accents to draw attention to graphical elements such as charts, graphs, infographics and illustrations.



Our Fonts

Internal font use

Copy in Workplace Movement communications should appear in one of these two typefaces, with different weights used for emphasis.

Roboto has been chosen as a complimentary font to the 'Workplace Movement' typeface - Gotham Narrow. It is the primary typeface for all communications and is a free-to-use font that can be downloaded from Google Fonts.

Helvetica Neue font has been chosen as a secondary font which is readily available on most computers. This typeface is to be used only when Roboto isn't available - such as in email. This will ensure that all online communications and any marketing materials produced in-house carry brand identity consistently.

Both reflect our brand by being authoritative and corporate, whilst also being clear and legible.

Roboto Light

Used for headlines

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!?.,:@£%&*()

Roboto Bold

Used for subheadings, calls to action and points of emphasis

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890!?.,:@£%&*()

Helvetica Neue Light

Secondary typeface used for body copy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!?.,:@£%&*()

Helvetica Neue Bold

Secondary typeface used for headings and points of emphasis within body copy

Use Helvetica Neue Bold if body copy is being used on a colour or an image.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890!?.,:@£%&*()

Typography

Typeface Hierarchy

Use the following type hierarchy as a guide to set type in your content layout. Adhering to these styles will ensure a consistent style across all Workplace Movement Communications.

Avoid using 'all caps' for all headlines and subtitles for a tone of voice that better reads as calm and human.

How Healthy is Your Business?

Join the Workplace Movement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Large Main Headline

Roboto Light

Sub-heading / call-to-action

Roboto Bold

Body Text

Helvetica Neue Light

The Four Benchmarks

Assets

As part of the online platform, managers of workplaces can complete a self assessment survey.

Once the manager completes the survey, one of four benchmark levels are awarded based on performance.

These benchmarks have been devised into 4 ribbon graphic visuals that businesses will be able to download and use freely to advertise their wellbeing standards throughout their personal communications.

A bronze / silver / gold coloured medal inspired structure has been chosen to differentiate the benchmark graphics - making the goal for businesses to aim for the highest achievable benchmark: *Champion*.

For ultimate flexibility the benchmarks have been optimised into two separate as per the primary and secondary logo to make the most of any application they may appear.

Landscape



Portrait



Photography

Examples

To create a feeling of health and activity in the workplace, any visual communications using photography should try to best reflect people at work in a realistic setting.

Where possible we should aim to show a wide and inclusive demographic, making sure to reflect a national audience when talking about specific developments. Aim to use photos where the subject isn't looking at the camera to avoid photos looking too contrived.

1. Active shots

Shots of people in an active setting, such as walking or cycling to work help to easily translate the simple steps people can take to improve their quality of life at work.

2. Fun moments

Images like these help remind people that the workplace should be a fun and healthy place to work. Images should always look genuine, not contrived and ideally, appear naturally lit with vibrant tones.

3. Diverse workplaces:

It is important to represent a wide range of company sectors in outward facing communications, so not to alienate any workplace or industry.

1.



2.



3.



Graphic Identity System

1. Illustration

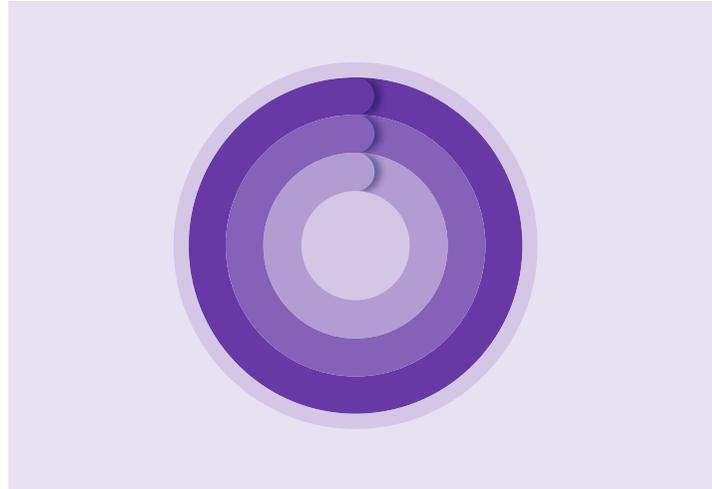
The circles or 'dots' are a clear representation of the brand. The dots can be used as a base graphic device to embody a subject in an ultra-minimalist style that supports metaphors and written context.

The graphics use pastel shades of the colours outlined on page 12 combined with varying degrees of opacity to imbue a calming feeling.

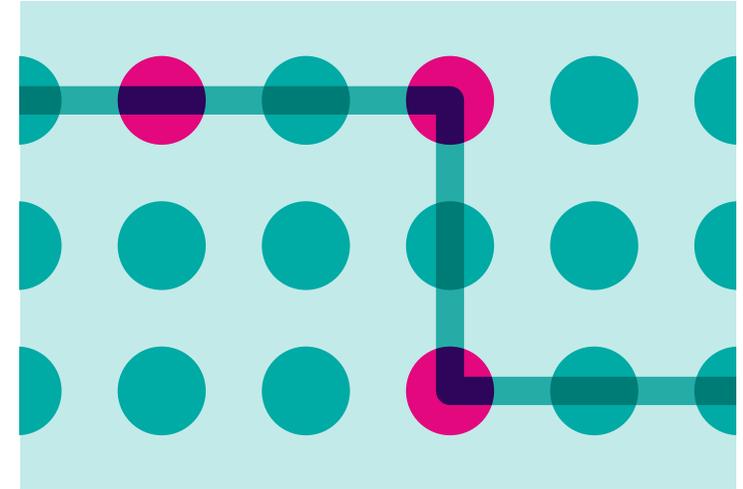
The examples relate to following topics:

1. Activity / Productivity
2. Employee absenteeism
3. Depression
4. Sit less, move more
5. Mental health

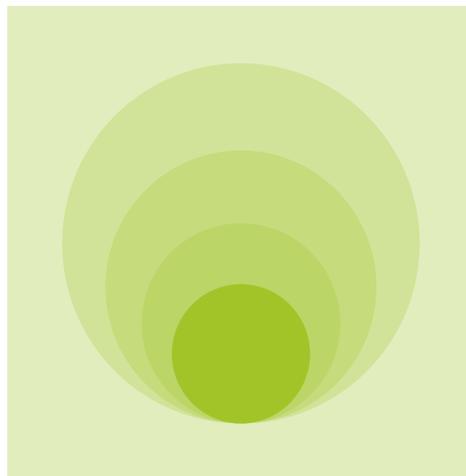
1.



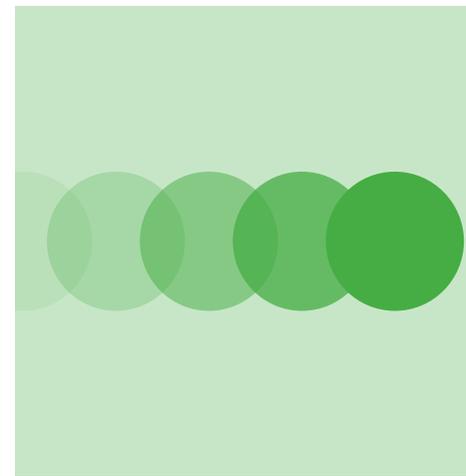
2.



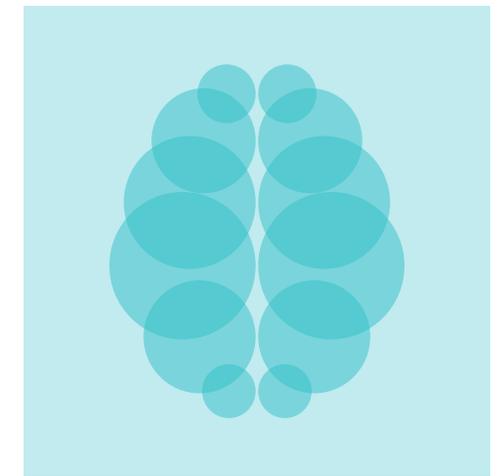
3.



4.



5.



Graphic Identity System

2. Data infographics

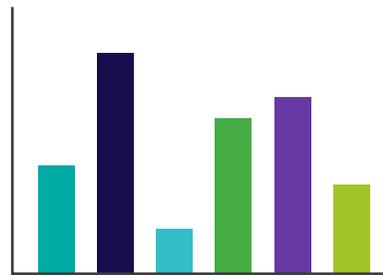
Data visualisation is an important part of the Workplace Movement communications, in particular being used to portray data in staff survey and self-assessment reports.

It is important to not present too much information in any given graph - providing clarity, simplicity and valuable insights.

The examples here show correct use of infographics based on the data type, using the primary and secondary colours palettes.

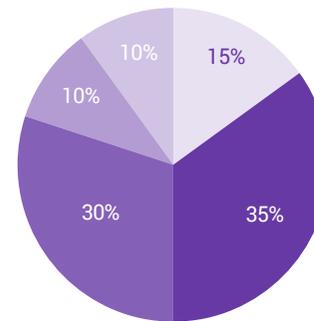
Bar Chart

Bar Column charts are to be used for comparing data over a wide range of variables.



Pie Chart

Pie charts are great for visualising data however do not have more than 5 categories per chart and never use pie charts for comparison.



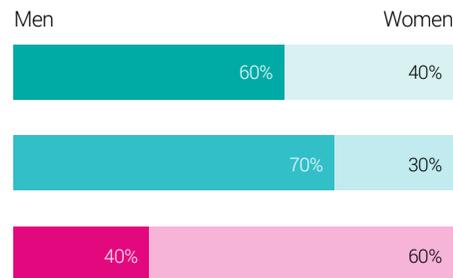
Line Graph

Line charts are best used for time series data such as comparing results from year to year.



Stacked Bar Chart

Best for showing data between two variables like the example below. Use shades of the same colour to avoid data becoming too busy.



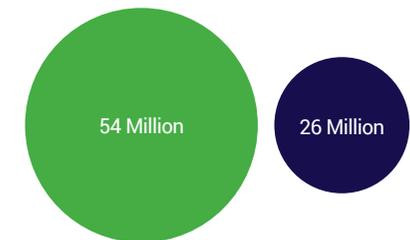
Pictorial Chart

To be used as a visually interesting device that compliments the type of data being shown. The example here shows use in a dot matrix style.



Proportional Area Chart

Great for comparing values and showing proportions to give a quick, overall view of the relative sizes of the data without the use of scales.

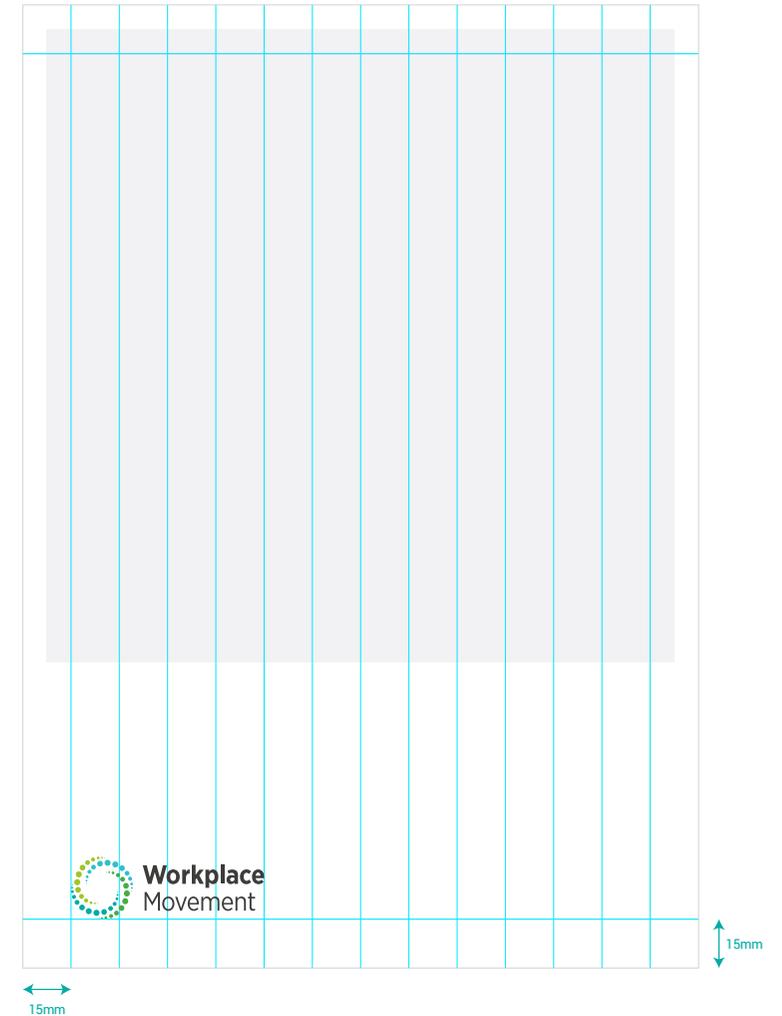
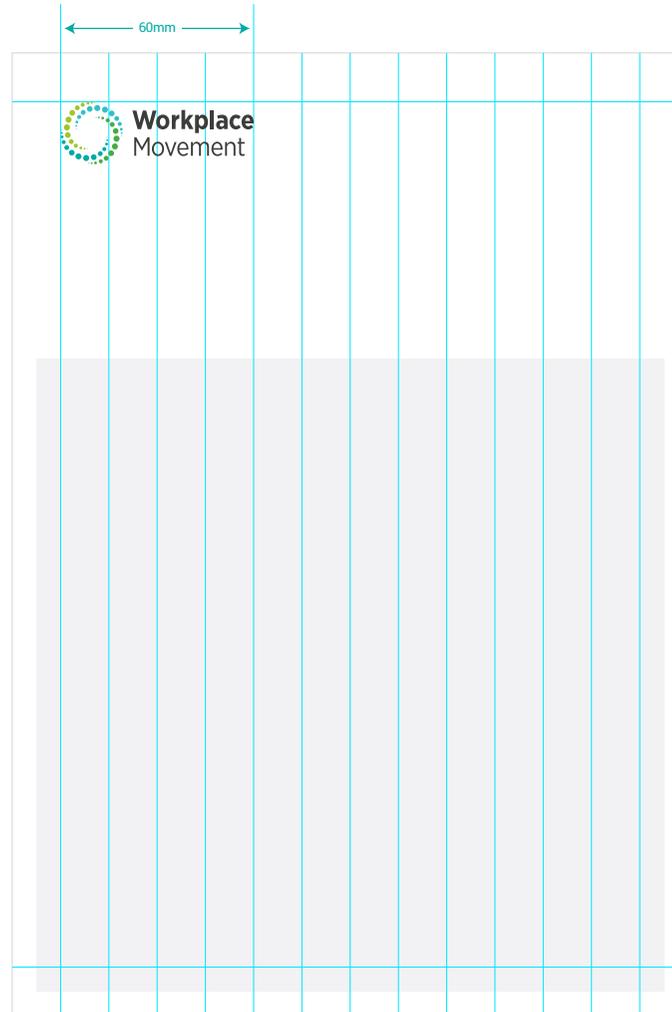


Print Communications

1. Logo and layout

In formal communication materials such as letterheads and reports, the Workplace Movement logo should always appear on the left as detailed here.

On A4 documents, always inset any design and important information 15mm from the trim of the page.



Print Communications

2. Stationery

Letterhead

The standard dimensions for the letterhead is A4 and follows the rules set out in the logo layout.

Where possible try to use Roboto or Arial typeface for the body text as outlined in our font use.

Body content should allow for a margin of 25mm from the bottom of the page to allow for contact information as shown.

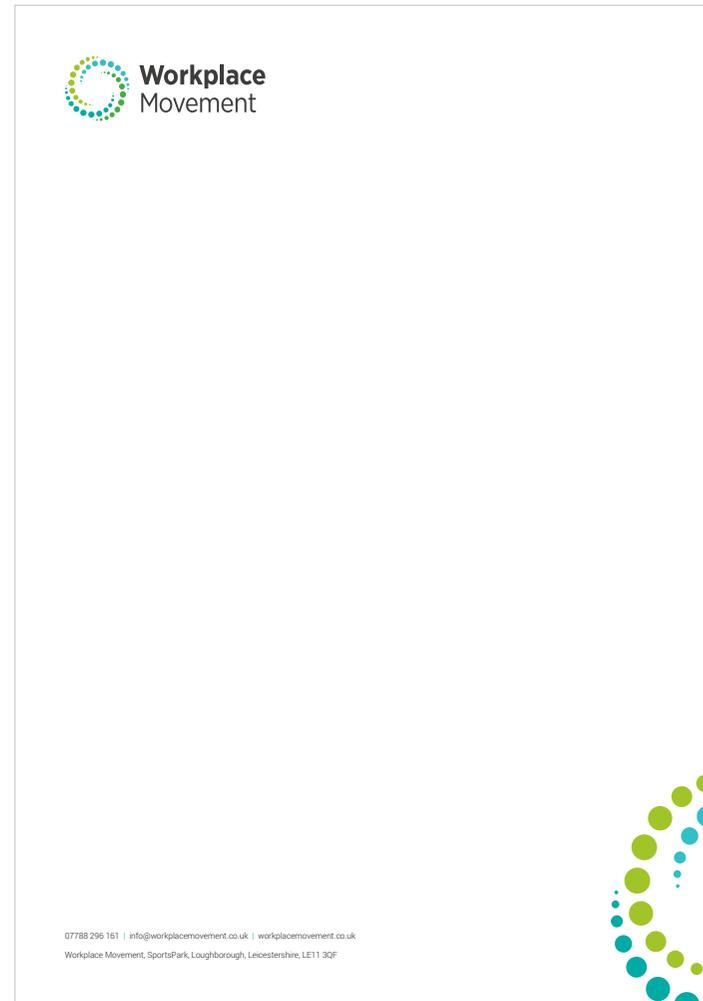
Business Cards

Business cards use the standard UK dimensions of 85mm x 55mm and utilise the graphic identity system to create a design that stands out.

Compliment Slip

The standard dimensions for the letterhead is 100mm x 210mm and follows the rules set out in the logo layout.

Letterhead



Company Business Cards

General Front



Back



Compliment Slip



Print Communications

3. Brochures

These examples show the use of the graphic identity system for use on printed materials such as flyers and brochures.

A graphic led approach is preferred for reports to depict.

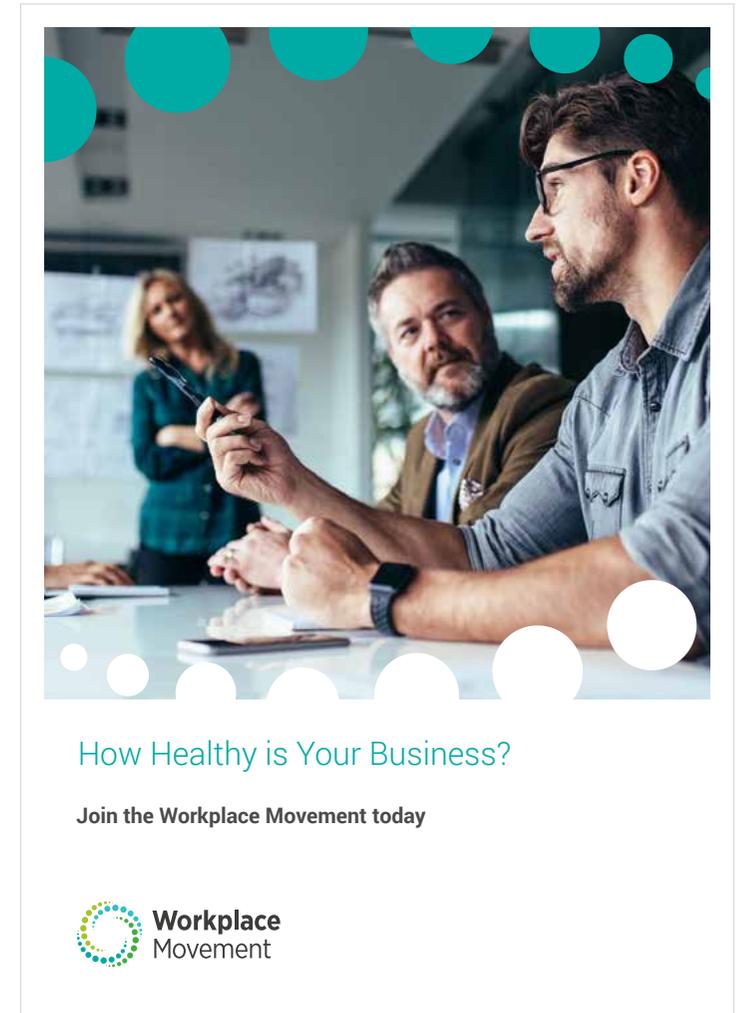
An image lead design is preferred for brochures that are directed towards marketing services. To better appeal to businesses use similar examples outlined in the photography guidelines.

Graphics can be combined with photography to create a frame that encompasses a more personal and dynamic approach like shown.

Graphic Lead (Reports)



Image Lead (Marketing)



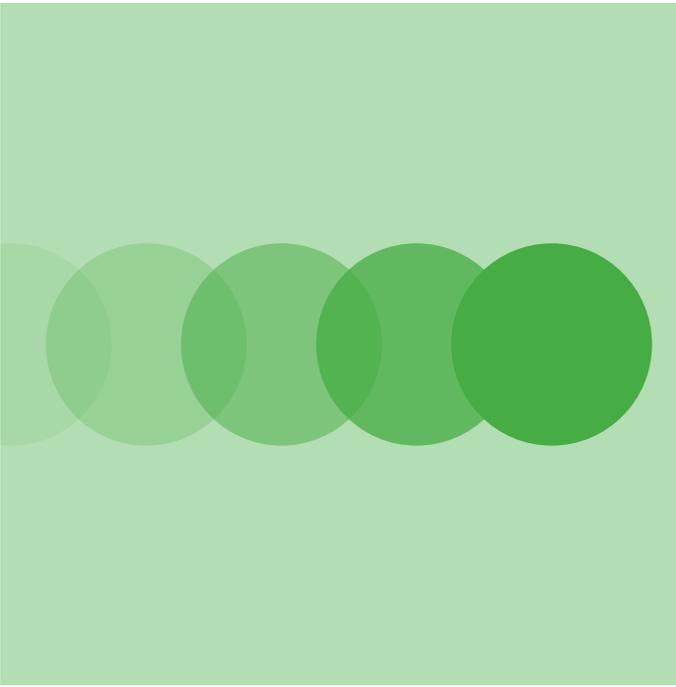
Print Communications

4. Poster resources

As part of the Workplace Movement's online portal, businesses will be encouraged to download poster resources that help educate and motivate employees to lead healthier lifestyles in the workplace.

The examples shown here use graphics in a minimalist style to compliment the context of the poster and condense a bigger meaning into an easy to understand manner.

Graphics use the dots and shades of colour that together make up the identity system.



**Sit Less,
Move More**

The average UK worker spends 9 hours on average sitting every day at work.

Studies have linked excessive sitting with being overweight and obese, type 2 diabetes, heart disease, some types of cancer, and early death.

Sitting for long periods is thought to slow the metabolism, which affects the body's ability to regulate blood sugar, blood pressure and break down body fat. This can start to happen after just 30 minutes.

Some research suggests at least an hour of physical activity a day may be required to offset the harmful effects of sitting at a desk for eight hours.



**Active Lifestyle,
Active Brain**

Sitting still at work all day, together with a lack of exercise and not being outdoors, is linked with poor mental health.

Research suggests at least an hour of physical activity a day may be required to offset the harmful effects of sitting at a desk for eight hours. However the harmful effects of sedentary behaviour are independent of how much exercise a person does. So sitting still for too long is still bad for you, even if you meet physical activity guidelines.

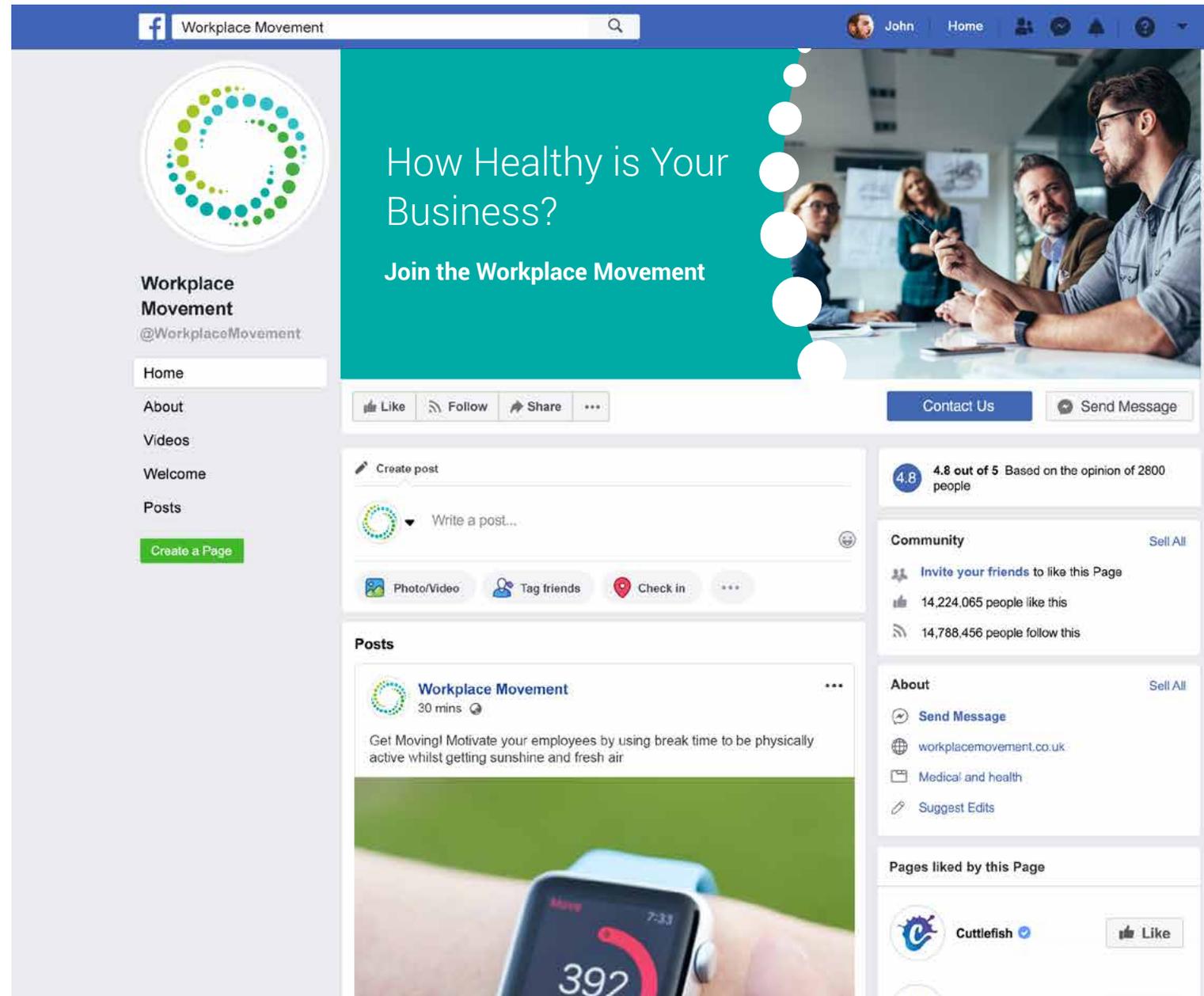
Breaking up sedentary time just by moving for a few minutes every half an hour can lead to a much higher level of healthy brain activity.



Online Communications

5. Social media

The example here shows correct use of how to apply the logo mark, supporting imagery, colour and typography (if applicable) following the rules set in the brand guidelines.



Online Communications

6. Online survey

For a coherent brand online, communications must adhere to the Workplace Movement identity system, using the brand colours and typeface for call-to-action elements and content where relevant.

Workplace Movement

Save Progress

Section 2: Support from your employer

I am aware of the following health and wellbeing support:

Select all that apply

- Information made available
- Awareness campaigns and initiatives
- Charity sport/activity events
- One off taster sessions for sport/activity
- Regular sport and activity sessions
- Exercise challenges
- Training courses and talks
- Signposting to local gyms, clubs, activities
- Benefits available (such as health checks, insurance, gym membership, physio etc.)
- A lead person for staff health and wellbeing
- I am invited to give my views and suggestions
- None of these
- Other (type your answer):

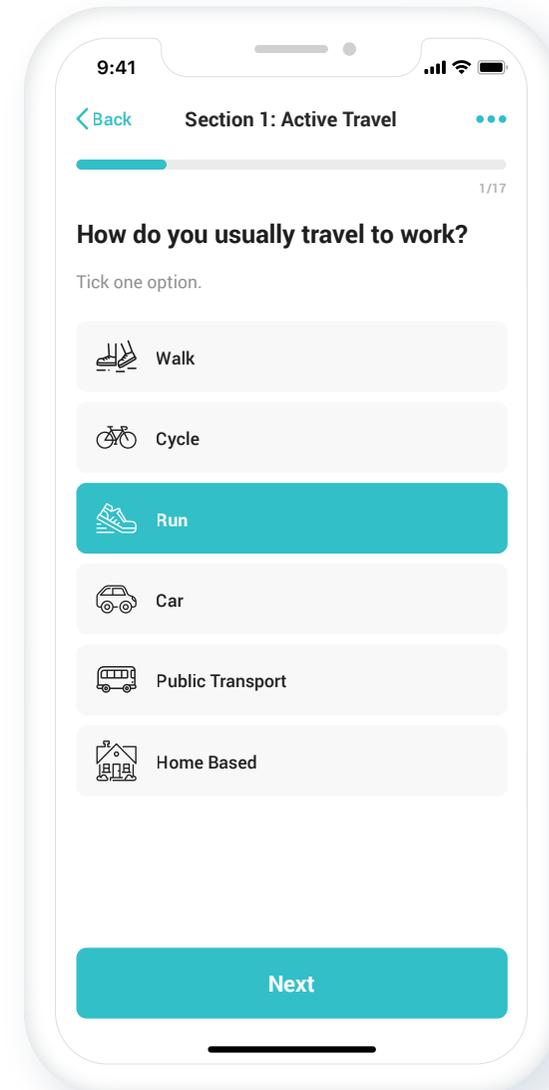
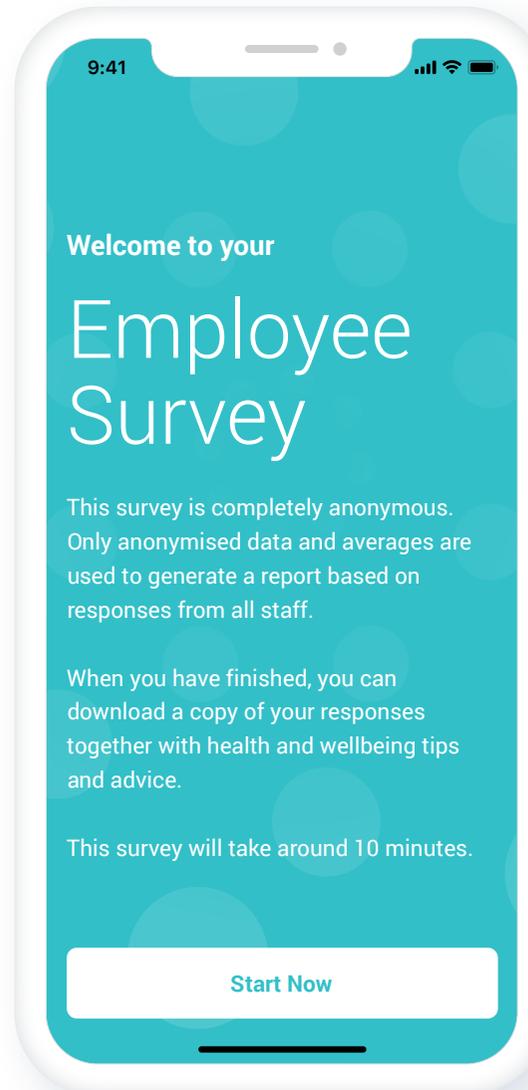
32% Complete

Next Question

Online Communications

7. Mobile

For a coherent brand on mobile, communications must adhere to the Workplace Movement identity system, using the brand colours and typeface for call-to-action elements and content where relevant.





**Workplace
Movement**



Workplace Movement is a programme
by Active Partnerships.

Branding by *cuttlefish*

