

# Get Out Get Active programme logo and style guidelines

February 2020

#GetOutGetActive

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# Purpose of this document

To support partners with consistent messaging for use in communications and marketing. It provides brand and logo guidance.

## Programme reference

The first time that you reference the programme, you will need to do so in full. This means using Get Out Get Active (GOGA). From then on it can be referred to as GOGA as long as you have explained the acronym beforehand.

## Project description

### Phase two

Where appropriate, you should use the following text to introduce the programme:

Get Out Get Active (GOGA) is an exciting programme that supports disabled and non-disabled people to enjoy being active together. It is made possible by founding funder Spirit of 2012 and additional investment from Sport England and the London Marathon Charitable Trust. All partners are focused on getting some of the UK's least active people moving more through fun and inclusive activities.

### Phase one legacy partners - Get Out Get Active in action

Get Out Get Active (GOGA) is an exciting programme that supports disabled and non-disabled people to enjoy being active together. Launched in 2016 with investment from our founding funder Spirit of 2012, all partners were and continue to be focused on getting some of the UK's least active people moving more through fun and inclusive activities.

Whilst our official GOGA programme ended in 2019, as a phase one partner, we continue to run a number of activities and support its approach.

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# Key programme messages

## General

- The ground-breaking programme began in 2016, created to bring disabled and non-disabled people together to be active. It engages the least active communities in fun, inclusive ways.
- Creator and lead partner Activity Alliance teamed up with an extensive range of partners to help GOGA reach more people. These partners offer in-depth local knowledge and national expertise.
- Get Out Get Active is more than being active. It strengthens community spirit, increases confidence and improves mental health. It increases the demand for, and the accessibility of, activities. These may be provided by local authorities, sports clubs or the voluntary sector. The success is through tapping into people's real life motivations to be physically active.
- Phase one ran from 2016 - 2019. Phase two commenced in April 2020 and runs until 2023.

## Funding

- Spirit of 2012 is the founding funder. They initially funded the four-year programme (2016 - 2020) to reach 16,500 of the very least active disabled and non-disabled people in activity together. They invested another £3million for phase two (2020 - 2023).

- Phase two secured continuation funding and additional investment of £1million each from Sport England and the London Marathon Charitable Trust. This will help to further extend Get Out Get Active's reach and impact.

## Locations

- In phase one, 18 locations across England, Scotland, Wales and Northern Ireland engaged an incredible 30,000 people. Phase two has 21 locations.
- We are committed to support participants to remain active for life. Partners will feel enabled to provide an inclusive offer, which is sustainable. They will share their learning with others to support future practice and investment.

## Impact

By 2023, Get Out Get Active will have:

- Reached over 40,000 individual participants. At least two in five people (40%) will remain active
- Engaged 1,500 volunteers' support
- Supported 2,500 volunteers and paid staff training

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# Our funders

## Spirit of 2012's investment

Where possible, the following text should be used to describe Spirit of 2012's investment:

Spirit of 2012 is the London 2012 legacy fund. Spirit awards grants for inclusive arts, sports and volunteering activities in communities that bring people together to improve the wellbeing of people and their communities.

The National Lottery Community Fund founded Spirit in 2013 with a £47million endowment to continue and recreate the spirit of pride, positivity and community that inspired people across the UK during the London 2012 Games.

Spirit's new strategy, Happier People Happier Places, looks at building sustainable social legacies, and creating lasting changes to how people feel about themselves and their communities.

Visit [www.spiritof2012.org.uk](http://www.spiritof2012.org.uk)

The following quote can be used in relation to Spirit of 2012's engagement:

### **Ruth Hollis, Chief Executive of Spirit of 2012 said:**

"I am delighted that the Spirit of 2012 Board has awarded Activity Alliance a further £3m to extend Get Out Get Active for a further 3 years and into new communities across the UK. Get Out Get Active is successfully tackling inactivity, one of the greatest health inequalities of our time, supporting the least active disabled and non-disabled people to become and stay active together. It is breaking down the unnecessary barriers that stop people taking part and changing people's attitudes about what they and others can achieve."

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# Our funders

## Sport England's investment

Where possible, the following text should be used to describe Sport England's investment:

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes. Visit **[www.sportengland.org](http://www.sportengland.org)**

Sport England invested £1million into Get Out Get Active phase two.

The following quote can be used in relation to Sport England's engagement:

**Mike Diaper, Director of Children, Young People and Tackling Inactivity for Sport England said:**

"We're delighted to invest £1 million into the Get Out Get Active programme to increase delivery in England. Get Out Get Active has taken a place-based approach to developing a truly inclusive programme so that people can become and stay, physically active."

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# Our funders

## London Marathon Charitable Trust's investment

Where possible, the following text should be used to describe the London Marathon Charitable Trust's investment:

Since 1981, The London Marathon Charitable Trust has awarded grants totalling more than £88 million to 1,430+ organisations in London, Surrey and other areas.

The Trust's vision is a society in which everyone is physically active, contributing to their health and wellbeing. It works towards this by enabling people to become and remain physically active regardless of age, gender, ability, race or background, and by challenging inequality of access to physical activity.

The London Marathon Charitable Trust have awarded £1,000,000 to Activity Alliance, to expand the Get Out Get Active programme to new localities, with a focus on Haringey, Sunderland and the Black Country, enabling 4,000 inactive children and young people to participate in fun and inclusive activities.

The following quote can be used in relation to the London Marathon Charitable Trust's engagement:

**Olu Alake, Strategic Partnership Programme Lead for the London Marathon Charitable Trust said:**

"The London Marathon Charitable Trust is very proud to be supporting the Get Out Get Active programme. Our £1 million grant will help to expand the programme to new localities, working towards our shared mission of challenging the inequality of access to physical activity across the UK."

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# Get Out Get Active localities

This refers to the following areas in each phase:

## Phase one (2016 - 2019): 18 localities

- **England:**
  - Bradford
  - Manchester (Greater Manchester)
  - Rochdale (Greater Manchester)
  - Wigan (Greater Manchester)
  - Margate (Kent)
  - East Lindsey (Lincolnshire)
  - Lambeth (London)
  - Wandsworth (London)
  - Nottingham
  - Stoke-on-Trent
- **Northern Ireland:**
  - Armagh City, Banbridge and Craigavon
  - Derry City and Strabane
- **Scotland:**
  - Fife
  - Grampians
  - Forth Valley
- **Wales:**
  - Pembrokeshire
  - Rhondda Cynon Taf
  - Wrexham

## Phase two (2020 - 2023): 21 localities

- **England (13 localities):**
  - Amber Valley
  - Bassetlaw
  - Blackpool
  - Bradford
  - Forest of Dean
  - Haringey
  - Liverpool
  - North and North East Lincolnshire
  - Nottingham
  - Sunderland
  - Wiltshire
  - Wolverhampton
- **Northern Ireland (2 localities):**
  - Mid and East Antrim
  - Mid Ulster
- **Scotland (3 localities):**
  - Dundee
  - Perth
  - Kinross and Angus - NHS Tayside
- **Wales (3 localities):**
  - Pembrokeshire, Ceredigion, Carmarthenshire and Powys (West Wales Partnership)
  - Cardiff, Swansea and Newport (South Central partnership)
  - Conwy, Flintshire and Denbighshire (North Central partnership)



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# Key terminology

## Phases

You should generally avoid using 'Phase one' and 'phase two'. This is primarily for internal purposes to distinguish between delivery partners. Both phase one and phase two partners operate under the one Get Out Get Active brand and description.

## Language and terminology

### Disabled people and disability

**Disabled people** make up around 13.9million of the UK population - that is more than one in five. We use the words disabled people and disability as they are broadly accepted, but we recognise that not everyone identifies with or accepts these words. In line with the social model of disability, avoid 'able-bodied' person or people as the opposite of disabled. We use 'non-disabled' person or people.

### Language

We encourage you to use plain English and promote using language that is positive about Get Out Get Active and the people we work with.

### Active recreation:

Used to describe all physical activities in relation to the programme.

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# Accessibility and inclusion

We care passionately about ensuring our marketing communication is accessible and inclusive. Please use the **free resources available on Activity Alliance's website**.

You will find tips for language, design and event promotion. Here are some top tips to help you get started:

## Text

- Sans serif font (E.g. Calibri, Arial) with a minimum point size of 12pt (printed material in Easyread should be a minimum of 14pt)
- The use of excessive italics and block capitals should be avoided as this makes any font difficult to read.
- Always left align text (justification makes documents hard to read).

## Calibri

Calibri Light

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Calibri Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Calibri Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Arial

Arial Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Arial Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

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# Accessibility and inclusion

## Web content

- All links should be easy to understand on their own (E.g. 'Click here to read about the Get Out Get Active programme', not 'click here'). This allows the user to understand links when selecting on assistive technology.
- Pages should be easy to navigate, with minimal click through required.
- Please reference all funders in web content providing a link to their individual websites.
- Use more than one contact point for people to reach you. For example, a telephone number and email address.
- Actively seek opportunities to contribute and publish content on the GOGA and funders' websites

## PowerPoint presentations



There are branded templates for Get Out Get Active. Contact our team [goga@activityalliance.org.uk](mailto:goga@activityalliance.org.uk) or call **01509 227750** for a copy.

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# Accessibility and inclusion

## Alternative formats

Alternative formats enable you to reach many more people and are not limited to disabled people. Examples of alternative formats could be providing a document in large print or electronic version, easy read and Braille. The Equality Act 2010 makes it a legal and moral responsibility for disabled people to access your information.

You will save time and cost when producing alternate formats, if you create documents with accessibility in mind. You will need to bear the cost of the providing an alternative format. Do not ask the person requesting the information in an alternative format to pay for it.

Try adding a line to your information like:

'If you require this document in an alternative format, such as large print or in plain text, please contact [insert: name and contact details]'

## Photography and use of imagery

Images should capture real moments of people taking part in activities. They should be warm, honest, lively and engaging. Please use headings or labels to describe images and include alternative text or 'alt text' tag when used in digital communications.

- Choose images which compliment your content
- Show a range of different people engaged in the activity, especially disabled and non-disabled involved together. Show the diversity of the individuals and be representative.
- All images and illustrations need to have the permission of the photographer or artist to use. Ensure you gain consent from the individuals in the photographs and if they are under 18, parental consent must be obtained.

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## Media coverage

On any media coverage, please ensure you:

- Use the GOGA logo as directed in the guidelines
- Include (as appropriate) Spirit of 2012's, National Lottery, Sport England's and the London Marathon Charitable Trust's support in your press release content
- Brief spokespeople or ambassadors with GOGA key programme messages and more information on funded partners

## Notes to editors

### About Activity Alliance

Activity Alliance is the operating name for the English Federation of Disability Sport (EFDS). We bring members, organisations and disabled people together to challenge perceptions and change the reality of disability, inclusion and sport. The national charity looks to a better future where everyone can enjoy the opportunities available. Established in September 1998, Activity Alliance has a vision that disabled people are active for life. For more information visit [www.activityalliance.org.uk](http://www.activityalliance.org.uk)

### About Spirit of 2012

Spirit of 2012 is the London 2012 legacy fund. Spirit builds sustainable social legacies from the inspiration of events, investing to improve how people feel about themselves, other people, and their communities.

The National Lottery Community Fund founded Spirit in 2013 with a £47million endowment to continue and recreate the spirit of pride, positivity and community that inspired people across the UK during the London 2012 Games. For more information visit [www.spiritof2012.org.uk](http://www.spiritof2012.org.uk).

### About Sport England

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes. For more information visit [www.sportengland.org](http://www.sportengland.org)

### About London Marathon Charitable Trust

Since 1981, The London Marathon Charitable Trust has awarded grants totalling more than £88 million to 1,430+ organisations in London, Surrey and other areas. The Trust's vision is a society in which everyone is physically active, contributing to their health and wellbeing. It works towards this by enabling people to become and remain physically active regardless of age, gender, ability, race or background, and by challenging inequality of access to physical activity. For more information visit [www.lmct.org.uk](http://www.lmct.org.uk)

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## Social media

For all social media activity please use the **@GetActiveGOGA** account and **#GetOutGetActive** hashtag.

- You only have 280 characters on Twitter - so keep it short and to the point.
- Be minimal with hashtags and avoid using acronyms.
- Encourage people to share their stories on how they enjoy get active.
- Like and retweet positive comments and engagements.
- Link to further information - **[www.activityalliance.org.uk/GOGA](http://www.activityalliance.org.uk/GOGA)** or your own landing page if you have one.
- Be timely with your responses to people looking to find out more.
- Engage other GOGA partners in your posts. Follow other partners and share their posts.
- Engage relevant organisations and your ambassadors in GOGA.
- Include photos that have GOGA branding on - images increase engagement and interest.
- Landscape photos work better across posts. Be mindful of permission and consent.
- Add alt tags to your images. You should turn image description on in your settings.
- Share videos, images, blogs and infographics with us so we can promote them. Let us know of any digital or social media campaigns, with their hashtags.
- Not everyone is on social media and some people from certain age groups or with certain impairments may use it less. Ensure social media is part of your communication mix but don't forget traditional routes too.
- Use your account regularly and upload news content often as this improves your positioning.

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# The logo

Please use the GOGA logo in all materials and communications associated with the programme, including (but not limited to):

- Website
- Marketing materials
- Press releases
- Merchandise
- Resources
- Reports

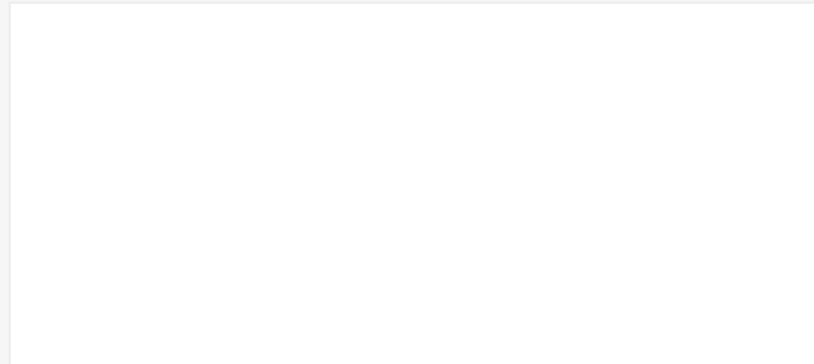
Our logo is an important and valued graphic element and must be used consistently and appropriately; even minor variations will undermine and compromise the image of the branding.

When using the logo only the original files should be used. The logo is saved at various sizes and resolutions - please ensure you are using the highest resolution logo you can. The funder logo is the principal logo, but we appreciate on some occasions, you need to use the other versions. If you are unsure please ask.

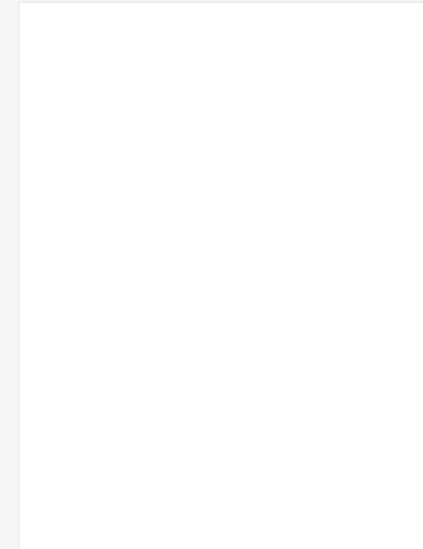
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# The logo

This is the principal logo for localities in England.



Primary Full Colour Logo with Funded by Logos -  
Horizontal (For use in England) - English



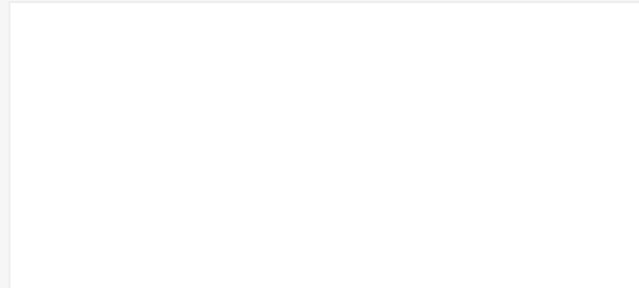
Primary Full Colour Logo with  
Funded by Logos - Vertical  
(For use in England) - English



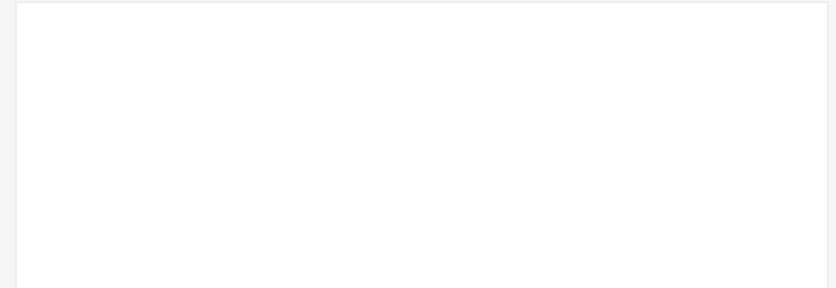
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# The logo

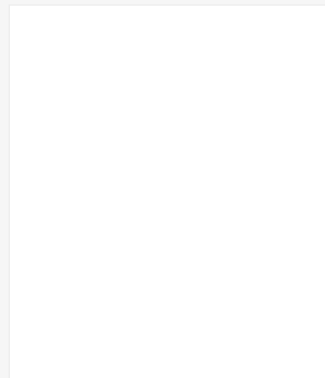
This is the principal logo for use by localities in Northern Ireland, Wales and Scotland.



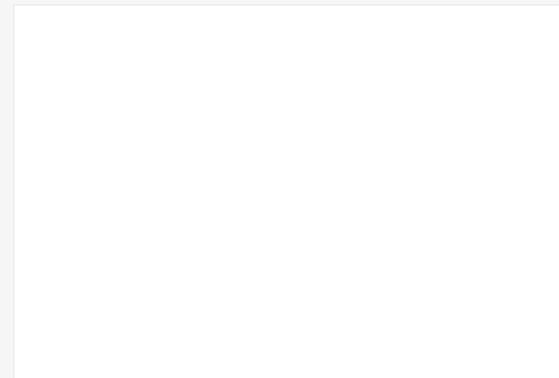
Primary Full Colour Logo with Funded by Logos  
- Horizontal (For use in Northern Ireland, Wales,  
Scotland) - English



Welsh Full Colour Logo with Funded by Logos  
- Horizontal (For use in Northern Ireland, Wales, Scotland) - Welsh



Primary Full Colour Logo with  
Funded by Logos - Vertical  
(For use in Northern Ireland,  
Wales, Scotland) - English



Welsh Full Colour Logo with Funded by Logos - Vertical  
(For use in Northern Ireland, Wales, Scotland) - Welsh

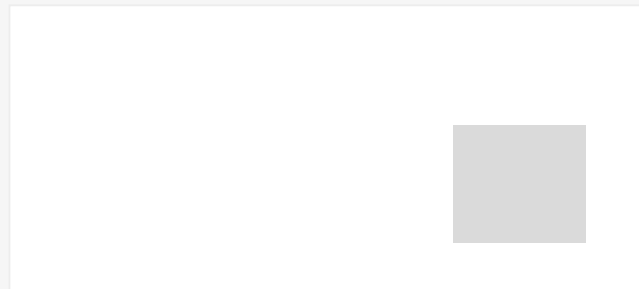
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11.0	Colour palette
12.0	Contact and approval

# The logo

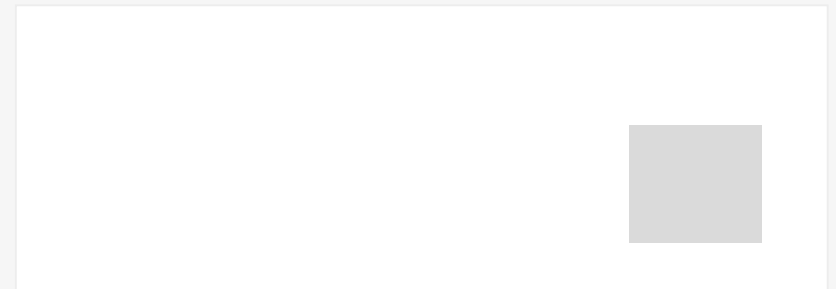
There may be circumstances in which you have limited space. You should then use this logo.

## Supported by

When the full logo lock-up is not suitable, to recognise other supporting partners, please use the below.



Primary Full Colour Logo with Supported by logo - English



Welsh Full Colour Logo with Supported by logo - Welsh

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## Logo usage

It is important that the logo is not encroached and that there is sufficient space around it to ensure that is displayed correctly.



The logo variants should not be used smaller than sizes listed below to maintain integrity and ensure brand consistency.



30mm



64mm

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## Altering the logo

To protect logo integrity, it is essential that brand guidelines are followed — avoid manipulating with colour variation, re-proportioning, special effects, without clear space or using at an incorrect size.

DO NOT:

Alter the colour



Alter the font



Re-proportion



Apply effects



Use the incorrect logo



Use too small



Rotate



Create an outline version



Crop in any way



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# Logo placement

Logo placement is Important to maintain brand consistency across all platforms. We suggest that the logo should always be place in the top right hand corner with the appropriate space around it.

## A4 Document Landscape

Min Logo Height = 21mm

Document Margin = 12mm

## A3 Document

Min Logo Height = 30mm

Document Margin = 17mm

## A4 Document Portrait

Min Logo Height = 21mm

Document Margin = 12mm

## A5 Document

Min Logo Height = 18mm

Document Margin = 10mm

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Get Out Get Active programme logo  
and style guidelines February 2020

# Logo placement

## A4 Resource

Min Logo Height = 21mm

Document Margin = 12mm



## A3 Poster

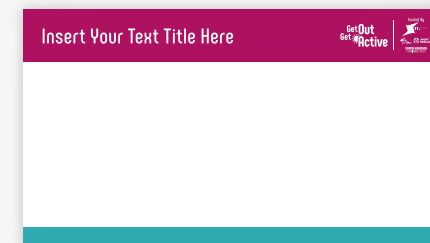
Min Logo Height = 23mm

Document Margin = 12mm



## Power Point Presentation

Opening, Content, Divider & End Slides



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# Colour palette

A defined colour palette is one of the most important aspects of the brand; using it correctly with the correct logo and supporting imagery, will demonstrate a consistent and professional brand which will become easily recognisable and synonymous with Get Out Get Active.

## GOGA TEAL

C: 70 M: 2 Y: 28 K: 10  
R: 41 G: 168 B: 177  
Pantone 326C

## GOGA YELLOW

C: 10 M: 20 Y: 92 K: 1  
R: 233 G: 197 B: 30  
Pantone 129C

## GOGA PINK

C: 25 M: 100 Y: 26 K: 13  
R: 173 G: 19 B: 96  
Pantone 215C

## GOGA PURPLE

C: 73 M: 82 Y: 16 K: 3  
R: 101 G: 66 B: 103  
Pantone 2587C

## GOGA BLUE

C: 66 M: 3 Y: 0 K: 0  
R: 61 G: 187 B: 237  
Pantone 637C

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# Contact and approval

For any queries or other support, please contact our GOGA programme team by email [goga@activityalliance.org.uk](mailto:goga@activityalliance.org.uk) or call **01509 227750**



A large, stylized sun graphic in a darker shade of pink, positioned in the bottom right corner of the image. It features a large semi-circular arc for the sun's body and several triangular rays of varying sizes extending upwards and to the left.

[getoutgetactive.co.uk](http://getoutgetactive.co.uk)

**#GetOutGetActive**