



Brand Guidelines



About

Rec-Connect™

Rec-Connect™ is a community-based program designed to inspire and empower people to engage regularly in physical activity (PA). The program is easy to implement with maximum flexibility to build both interest and capacity at the local level.

The goal is to shift how people think about physical activity and to create an atmosphere where families find it easy to be active together every day. Rec-Connect can assist with reaching this goal by providing physical activity demonstrations regularly, by engaging with community members to offer social support, and by reinforcing messages throughout the community via social marketing.



Master logo



Logo variations



Color



Black



White

Available in EPS, PNG, and JPG formats.



Logo usage



Minimum height

The logo minimum height is 0.5 inches.

Maximum width

There is no maximum size defined for this logo.

Exclusion zones

Allow a minimum of 1" space around the logo as much as possible.



Typography

Kreon

Used primarily for main headings.

Available Weights: Light, Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Light

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over

jianbing. Artisan blog retro neutra.

Typography

Impact

Used primarily for secondary headings.

Available Weights: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Typography

Ubuntu

Used primarily for body text.

Available Weights: Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

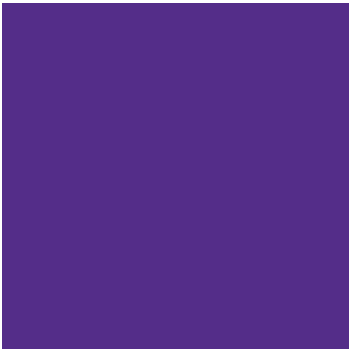
Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Brand guidelines

Color palette

Primary



HEX 542d88
R84 G35 B146
C84 M100 Y6 K1

Secondary



HEX a42278
R164 G34 B120
C38 M100 Y19 K2



HEX d61e36
R214 G30 B54
C9 M100 Y84 K2



HEX f99b20
R249 G155 B32
C0 M46 Y98 K0



HEX 50b848
R80 G184 B72
C70 M0 Y100 K0



HEX 1a9547
R26 G149 B71
C84 M16 Y100 K4



HEX 0082c3
R0 G130 B195
C99 M36 Y3 K0



Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.