



# Register of Exercise Professionals

## Member Logo Guidelines

## LOGO GUIDELINES FOR MEMBERS OF THE REGISTER OF EXERCISE PROFESSIONALS

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### General

REPs is owned by SkillsActive, the Sector Skills Council for Active Leisure, Learning and Wellbeing. We are a charity (registration number 1098336) and administered through a not-for-profit company limited by shares (company registration number 5074594).

As the Register continues to grow in visibility, stature and reputation, so does our responsibility to present the REPs logo brand with distinction and consistency.

The REPs logo is a registered trademark and must not be used without the prior consent and approval of the Register. The REPs member logo is the corporate identity of REPs and no other logos should be used to represent services or activities of the Register without approval.

It is therefore essential that it is used consistently, correctly and appropriately.

These guidelines are written for the sole use of registered members only.

### Advertising

Any individual who is a current member of the Register may use the Register's name and logo free of charge provided the wording "A N Other is a member of the Register of Exercise Professionals" is used and the logo is incorporated as shown:



#### **A N Other is a member of the Register of Exercise Professionals**

Personal use of the REPs logo is intended to benefit individual REPs members and to showcase the member's affiliation with the REPs. The logo can only be used in an appropriate and approved context – i.e. to support and promote best practice in the fitness industry, and the raising of standards and professional qualifications, and in support of the values of the Code of Ethical Practice.

Any publicity material used must adhere to the registered trademark, and conform to the configuration and colouring used, and must not be more prominent or larger than the name and/logo of the individual or organisation using it.


Neither the colouring, sizing or juxtaposition of the relationship of the trademark may be altered.

The Register reserves the right to withdraw the use of the logo if in its sole opinion its use brings the Register into disrepute. The Register also reserves the right to change these guidelines at any time.

## Logo Specifications

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The logo shown is the corporate identity for the Register. Wherever possible the logos should appear in their full colours.

<b>Individual Members</b>	
<p><b>Member logo</b></p> 	<p>A roundel has been created to endorse Registered Exercise Professionals. It should only be used when appropriate, and in the specified format.</p> <p>Members may use this logo for marketing purposes only.</p>

## Colour Guidelines


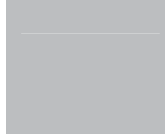
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Detailed below are the specifications and guidelines for use of REPs colours.

The REPs palette consists of three primary colours and two cool greys, offering neutral contrast to the bold primary colours.

All colour references should be adhered to. When using the full colour REPs logo in printed media the CMYK colour system is recommended.

All four logo colours can be replicated out of Cyan, Magenta and Black

					
<b>CMYK</b>	<b>C</b> 80 <b>M</b> 100 <b>Y</b> 0 <b>K</b> 0	<b>C</b> 40 <b>M</b> 60 <b>Y</b> 0 <b>K</b> 0	<b>C</b> 0 <b>M</b> 87 <b>Y</b> 0 <b>K</b> 0	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 30	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 50
<b>RGB</b>	<b>R</b> 92 <b>G</b> 45 <b>B</b> 145	<b>R</b> 158 <b>G</b> 118 <b>B</b> 180	<b>R</b> 238 <b>G</b> 71 <b>B</b> 153	<b>R</b> 188 <b>G</b> 190 <b>B</b> 192	<b>R</b> 147 <b>G</b> 149 <b>B</b> 152
<b>Hexadecimal</b>	#5c2d91	#9E76B4	#ee4799	#bcbec0	#939598
<b>Pantone</b>	526c	521c	219c	Cool Grey 4c	Cool Grey 6c

## Format Variations

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### Backgrounds

We would prefer that the REPs logo was not used on patterned backgrounds, but where this is unavoidable e.g. photographic images etc please ensure that minimum spacing is used and that the logo is not distorted or obscured by the image.

### Usage

The logo should appear horizontally and should not be contained within a heading or a sentence. It should always remain free from a surrounding border or box.

The logo can be utilised in a variety of sizes and formats depending on application, media and space.

## Monotone Variations

The logo can also be utilised in black and white and white out variants where colour specifications do not allow for the full colour version to be used e.g. in a black and white advert, or fax.



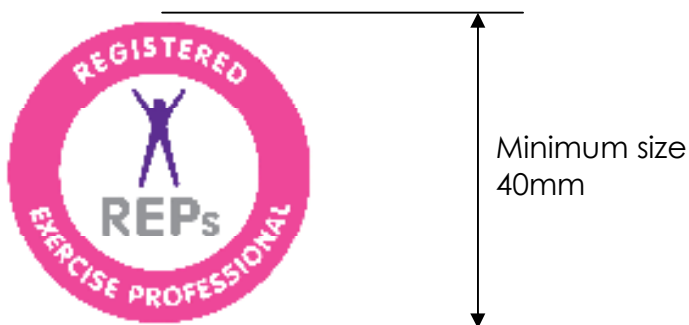
## Spacing

Whenever the logo is used, always ensure there is sufficient clear space. This will ensure clarity and visibility. A minimum space of 5mm should be allowed around the logo.

## Minimum Size

The logo can be used in any application up to any size. The logo should be clearly visible and legible, and should never be less than 40mm in height. If the logo is used smaller than this size, the characters may merge when printed and will become illegible.

There should be no 'stretching' or 'twisting' logos to make them fit; the relative dimensions of the logo should remain constant.



## Typography

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### Primary Font

The primary corporate typeface is Helvetica Neue.

### Alternatives

In instances where Helvetica Neue is not available; for example when creating PowerPoint presentations, or live text online; Arial should be used as an alternative

#### Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\*

#### Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\*

#### Helvetica Neue 56 Italic

*abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\**

#### Helvetica Neue 65 Medium

**abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\***

#### Helvetica Neue 66 Medium Italic

***abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\****

#### Helvetica Neue 75 Bold

**abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\***

#### Helvetica Neue 76 Bold Italic

***abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\****

#### Helvetica Neue 85 Heavy

**abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\***

#### Arial Regular

abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\*

#### Arial Regular

*abcdefghijklmnopqrstuvwxyz1234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\**

#### Arial Regular

**abcdefghijklmnopqrstuvwxyz1 234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ!@£\$%&\***