

FUTURE FIT.NZ

STYLE GUIDE.

Tag line

DISCOVER
YOUR IMPACT
ON THE PLANET

BRAND OVERVIEW

FutureFit is a simple yet powerful and proactive way for you to engage with climate change. FutureFit provides a snapshot of your impact on the planet and helps you make some really positive changes in the way you live to help reduce your footprint.

We'll ask you some quick questions for a broad snapshot of where you're at with your Carbon footprint, and let you delve even deeper if your keen.

We'll help you set you some specific goals and actions and stay with you, encouraging and reminding you along the way.

This is a place where you can really help start some momentum, get others on board, set up your own winning team, and share your wins with others.

Logo

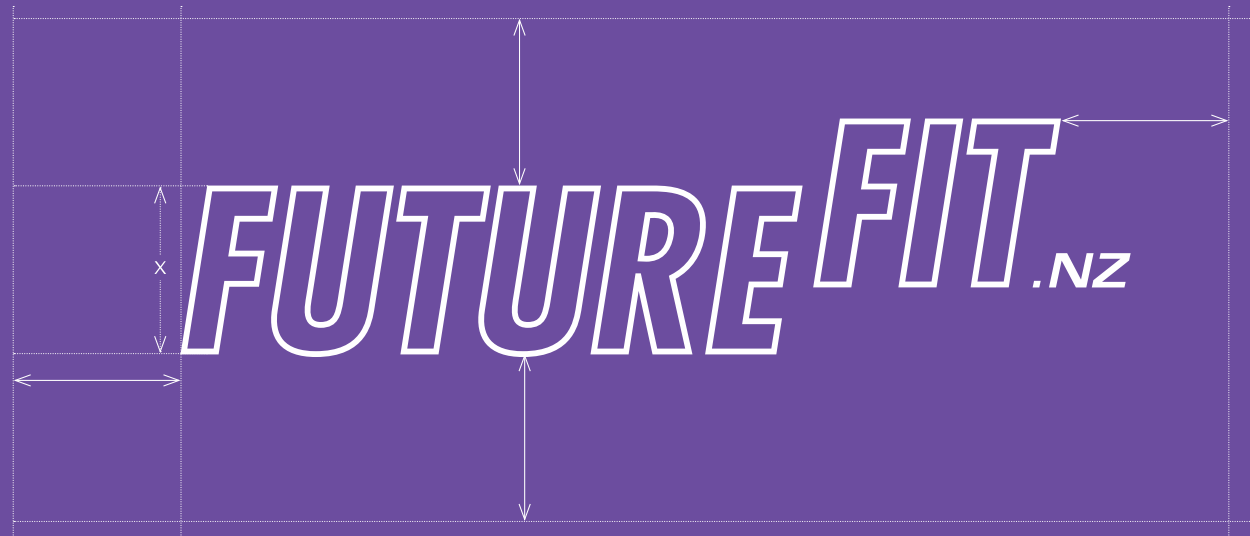
—

In most instances, the FutureFit logo will appear white reversed out of purple. Although there are instances where this will sit on white in which case either this will be as a purple outline OR as a gradient. (Refer to the next page)

Please follow the clear space guide to give it room to breathe.

The minimum size is 35mm.

Please respect the logo, use the official versions only, never make your own, never re-colour it, always give it room to breathe and don't alter its proportions in any way (don't squeeze it and please don't stretch it!)



Logo

—

Alternatives for when FutureFit appears on white.

Please follow the clear space guide to give it room to breathe.

The minimum size is 35mm.

Please respect the logo, use the official versions only, never make your own, never re-colour it, always give it room to breathe and don't alter its proportions in any way (don't squeeze it and please don't stretch it!).

There's also a secondary web specific simplified FutureFit logo used on digital platforms.



Solid Purple

FUTURE FIT.NZ

Gradient

FUTURE FIT.NZ

Solid Black

FUTURE FIT.NZ

Typography for **Print**

Clean, clear, sans serifs are used here for its easy readability.

Knockout is great for headlines, strong, confident and easy to read. When used - it should be used confidently and substantially larger than the body copy that follows it.

URL to purchase:
www.typography.com/fonts/knockout/styles/

Univers is easy on the eye and very legible both in print and in the digital space.

URL to purchase:
www.myfonts.com/fonts/linotype/univers/

Headlines

Knockout
Junior Fly Weight
(CAPS only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body Copy

Univers
45 Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789

Univers
45 Light Oblique

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789*

Univers
65 Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789**

Univers
65 Bold Oblique

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789***

Typography for **Web**

Clean, clear, sans serifs are used here for its easy readability.

Trump Gothic is great for headlines, strong, confident and easy to read. When used - it should be used confidently and substantially larger than the body copy that follows it.

URL to purchase:

www.fonts.com/font/canada-type/trump-gothic/west-medium

Univers is easy on the eye and very legible both in print and in the digital space.

URL to purchase:

www.myfonts.com/fonts/linotype/univers/

Headlines

Trump Gothic
West Medium
(CAPS only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body Copy

Univers
45 Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789

Univers
45 Light Oblique

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789*

Univers
65 Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789**

Univers
65 Bold Oblique

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
023456789***

Colour Palette

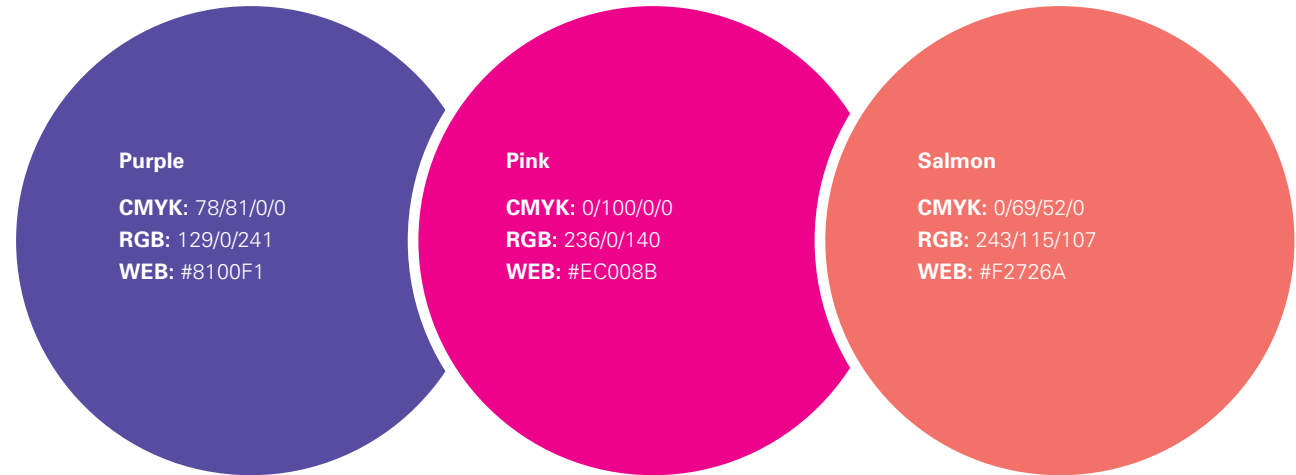
Our colours are proud, bold, confident and energetic.

Primarily there is a strong weighting of our purple with headlines in salmon providing strong contrast. White can also be employed as a headline colour.

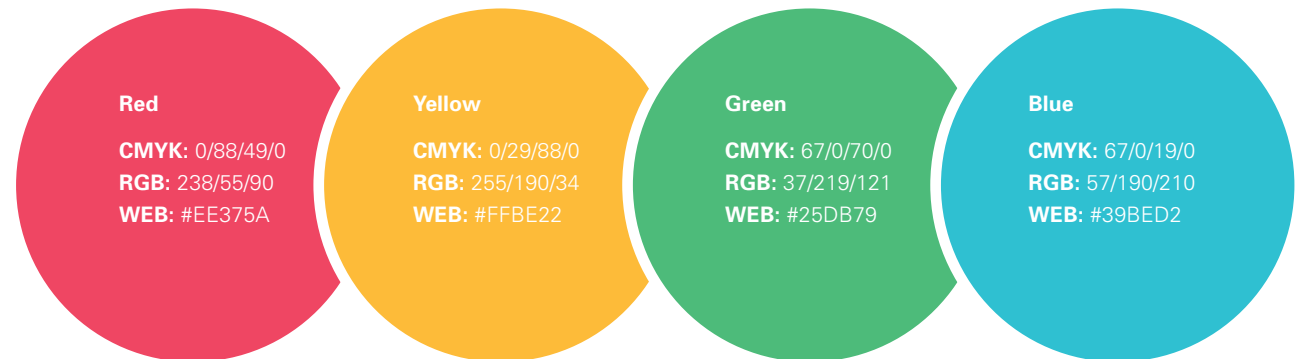
Pink is sparingly used when we use a gradient of pink to purple

Secondary colours are used for category differentiation. Red for Transport, Yellow for Energy, Green for food and Blue for living.

Primary



Secondary



Additional Assets

—



Graphic elements - Web



These are the icons associated with a particular action. Once a user completes an action, the icon for that action will show on a user's dashboard as a badge of completion. They are shown in four different colours as they each relate to a particular category.

Action Icons:



Graphic elements - **Web**

—

These are similar to the previous page. Once a user hits a certain number of e.g. carbon saved or actions achieved, they'll be rewarded with a badge on their dashboard. Much like you get when using the Nike Run app - you get rewarded for different distances and speeds etc.

Badges:

Number of action achieved
(10, 20, 50, ...)



Forming a team



Carbon saved
(10kg, 50kg, 100kg, ..., +500kg, 1T)



Achieved goal



Invite a friend



FutureFit score
(50%, 60%, 70%, ..., 100%)



Posters - Landscape

The following pages illustrate how to best use FutureFit typography, colours and imagery in a landscape format — This is to only act as a guide - as space, layout and copy will vary depending on each execution.

50:50 Split

Background

Purple

Headlines

Knockout
Junior Fly Weight
(CAPS only) in
Salmon

Body Copy

Univers
45 Light

BETTY'S
CHANGING
HER LIGHT
BULBS.


Challenge yourself to reduce
your climate impact




Posters - Landscape

JOHN HAS STARTED CYCLING TO WORK.

Challenge yourself to reduce your climate impact



FUTUREFIT
CO.NZ



CHRISTOPHER COLLECTS RECYCLING AT HIS SCHOOL.

Challenge yourself to reduce your climate impact



FUTUREFIT
CO.NZ



RAWIRI IS TEACHING MAIA HOW TO PLANT VEGES.

Challenge yourself to reduce your climate impact



FUTUREFIT
CO.NZ



THE HENDERSON FAMILY ARE COMPOSTING

Challenge yourself to reduce your climate impact



FUTUREFIT
CO.NZ



Posters - Portrait

The following page illustrates how to best use FutureFit typography, colours and imagery in a portrait format —

This is to only act as a guide - as space, layout and copy will vary depending on each execution.



50:50 Split

Headlines

Knockout
Junior Fly Weight
(CAPS only) in
Salmon

BETTY'S CHANGING HER LIGHT BULBS.

Body Copy

Univers
45 Light

Challenge yourself to reduce
your climate impact



Background

Purple

Imagery Examples

Please note: indicative style only.

Full colour photography in a vibrant style featuring real people taking action.



Imagery Examples

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Full colour photography in a vibrant style featuring real people taking action.

