

## Communications Committee



### Guidelines for using the Active Healthy Kids Global Alliance Logo

The Active Healthy Kids Global Alliance (AHKGA) is a not-for-profit organization of researchers, health professionals and stakeholders who are working together to advance physical activity in children and adolescents worldwide. The AHKGA is committed to powering the global movement to get kids moving through thought leadership, knowledge translation and mobilization, capacity building, and advocacy. This is facilitated by sustainable partnerships and cross-sectoral collaborations that enable best-practice exchanges, networking, and cross-fertilization.

The purpose of this document is to ensure that the AHKGA logo is recognisable, consistently used, and optimizes the visibility of AHKGA. This document outlines the permissible use of the AHKGA Logo.

The AHKGA Communications Committee, led by its Chair, will oversee the management of the AHKGA logo and branding to ensure the consistent application of the guidelines provided in this manual across AHKGA's extensive array of projects, partnerships, and resources.

### Section A. Color Palette, Logos, Fonts and Imagery

AHKGA brand colours

Color code	AHKGA Pink	AHKGA blue	Pure white	Pure black
CMYK	0 91 63 8	74 24 0 12	0 0 0 0	0 0 0 100
RGB	91.7 8.6 33.6	22.6 66.5 88.1	100 100 100	0 0 0
Hex	#ea1656	#3aaae1	#ffffff	#000000
Pantone	192 C	298 C	000 C	Black 6 C
Example				

## Section B. Master logo



## Section C. Logo variations

White logo (only to be used on dark background):



## Section D. Logo size

To ensure that the text remains readable across various document formats, the size of the logo should never be smaller than 100 PPI for electronic documents and at least 300 PPI for printed documents. Minimum dimensions are 300 pixels wide by 176 pixels high. However, the AHKGA Communication Committee has the right to request to increase the size of the logo when they feel it is necessary.

## Section E. Logo use guidelines

**1. Using the AHKGA logo on all forms of communication:** The AHKGA logo must be used on all forms of communication (e.g., websites, publications, social media, official documents) and whenever representing the AHKGA. Approval to use the AHKGA logo on communications materials must be obtained by submitting a request to [communications@activihealthykids.org](mailto:communications@activihealthykids.org).

**2. Ensuring legibility:** The AHKGA logo must be placed on a simple and neutral background color - a background color that doesn't distract from or clash with the AHKGA logo, ensuring that the logo remains prominent and legible.

**3. AHKGA Logo visibility on all communications:** The AHKGA logo must appear on the cover of all communications, including print, digital, and video, so that it serves as an introduction to the AHKGA brand.

**4. AHKGA Logo non-modification clause:** The AHKGA Logo shall never be changed, altered, skewed, or distorted in any way.

**5. Obtaining approval for customized AHKGA logos:** Written requests for customized AHKGA Logos must be submitted to the AHKGA Communications Committee and approved by the Board of Directors.

**6. Complying with accessibility policies:** The AHKGA logo will comply with common accessibility policies. It should follow the guidelines for standard logo alternative text (alt text - short written description of an image, which makes sense of that image when it can't be viewed for some reason) when using the organization brand.

**7. Maintaining clear space:** When the AHKGA collaborates with other entities, its logo may be placed alongside the partner logos, retaining the appropriate clear space. When AHKGA collaborates with multiple entities, its logo shall be placed alongside the partner logos, maintaining the appropriate clear space.