



Move it or Lose it®

Brand Guidelines

Please ensure that our brand guidelines are adhered to fully when designing, using or promoting any material.



About us

Move it or Lose It was formed as a result of years of collaboration with fitness and science experts, who are proud to offer the FABS Training Programme. Each FABS class covers Flexibility, Aerobic, Balance and Strength providing the four vital components of older adult fitness as per the Chief Medical Officer (CMO) guidelines. The programme is made up of exercises that are safe, enjoyable, effective and accessible to everyone whatever their ability, and can be done seated or standing. FABS classes ensure age or ability are no longer barriers to an active lifestyle, helping to keep people loving younger for longer.

If you would like to request a copy of our Company Profile, or should you have any other queries please contact admin@moveitorloseit.co.uk.

Contact Us

For queries regarding the use of the Move it or Lose it brand, FABS brand or any of the specifications outlined within this guide please contact admin@moveitorloseit.co.uk.

Approval

Use of our logo in any medium should be approved prior to its use. Please email artwork to admin@moveittoloseit.co.uk.



The Brand Name

“Move it or Lose It” is our brand name and our sub brand is ‘FABS’ which should be used in these formats. They should not be altered or shortened. For example; ‘Move it’ or ‘FAB’S’ are NOT correct representations of our brand names. Note: this list is not exhaustive.

Radio; please ensure that for radio advertising and interviews the radio station uses “Move it or Lose It” or “FABS” and not an abbreviation of our brand names. The correct use of these brand names must be specified in any radio commercial brief.

Interviews; please brief the interviewer before the interview commences to ensure our full brand names are used in the interview.

PR; please ensure that our brand names are used in full, not shortened. We recommend obtaining a draft for approval wherever possible.



The Brand Values

Our agreed brand values below need to be incorporated into the tone of any communications that are issued. This could be via the website; emails; literature; conversations and class delivery. This list is not exhaustive.

- The customer is at the heart of everything we do
- Committed to making a positive change to the lives of older people
- Delivering fun and innovative solutions to create a healthier ageing population
- Providing quality, engaging and ethical services
- Dedicated to the ongoing development of informed health and fitness solutions



The Brand Personality

Our agreed brand personality below needs to be incorporated into the way in which all staff, instructors and the company conducts itself when communicating with a customer or potential customer to ensure that a consistent message is being communicated.

- Customer Centric
- Informed
- Motivated
- Innovative
- Ethical



Mission Statement

Working in collaboration with qualified health professionals, Move It or Lose it are dedicated to providing health and fitness solutions to the over 60s to ensure that they stay younger for longer. By providing four vital components, Flexibility, Aerobic, Balance and Strength through effective exercise we strive to ensure that age or ability are no longer barriers to an active lifestyle.

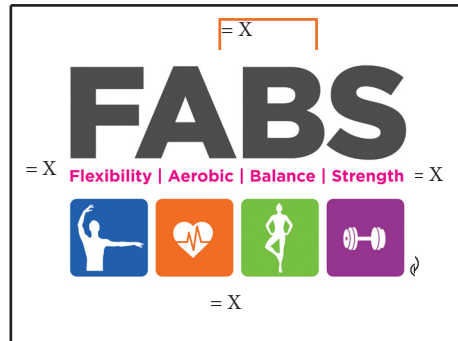
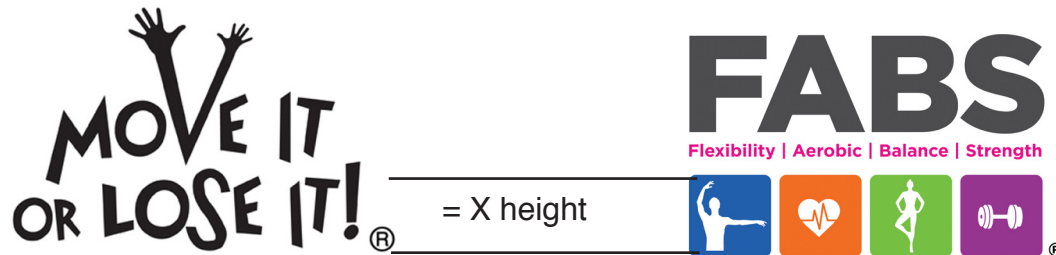
Logo

Move it or Lose it owned logos may be used across both print and digital formats

Logo - clear space

The clear space is the area which surrounds the logo. "X" is the height of the letter "I" in the Move it or Lose it & "Flexibility" icon in the FABS logo. This represents a minimum clear space that should be retained around the logo. This will ensure the logo is clear across all marketing materials.

Please try to avoid printing the logos smaller than 20mm in width. Do not distort the logo vertically or horizontally or rearrange the logo elements.



All copyright, trade mark and other intellectual property rights attached to the Move it or Lose it or FABS logos and any related logo remain the sole property of the company. The company must do everything possible to protect copyright, trade mark and other rights. Employees and Instructors must notify the company immediately of any infringement or challenge to the validity or ownership of any of the trademarks; or of any element of company's branding. The company must provide any assistance that it may require in defending its rights.

The Move it or Lose It and FABS logos and their brand identity elements are an integral part of the company's intellectual property.

Requesting logo artwork files

It is not necessary for suppliers to recreate the 'Move it or Lose It' or 'FABS' logos. We can provide PDF, jpeg, png and TIFF versions of the logos. To request a copy please contact admin@moveittoloseit.co.uk.

Stationery

Pre-designed stationery has been designed for your convenience to assist in the promotion of FABS classes. Contained within the T.E.N section of the website you will find promotional literature that can be easily downloaded. These include a flyer, press release template and approved logos.

Approval

Use of our logo in any medium should be approved prior to its use. Please email artwork to admin@moveittoloseit.co.uk.

Colours

Move it or Lose it corporate colours are made up of six solid colours.

The colours should be used wherever possible. However, for mono situations, two separate variants of black.



Blue
No.205fac
CMYK Breakdown
C89/M61/Y0/K0



Magenta
No.e90f8a
CMYK Breakdown
C3/M94/Y0/K0



Green
No.76c045
CMYK Breakdown
C59/M0/Y87/K0



Purple
No.96368f
CMYK Breakdown
C50/M89/Y0/K0



Orange
No.f26c23
CMYK Breakdown
C0/M68/Y89/K0



Grey
No.4d4d4f
CMYK Breakdown
C63/M53/Y49/K46

Font

Move it or Lose it primary typeface is made up of two distinct families which must be used at all times weh written.

FABS uses the Helvetica Bold font.

Both Move it or Lose it & FABS use Helevetica and Arial.

Move it or Lose it Font: Helvetica (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Written Font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Variations

Move it or Lose it may allow a variant of the logo to appear in certain circumstances.

This is to be used only when permission is given and only where directed.

The word "FABS" can be used alone but must be in the correct font as the brand logo itself.

FABS
Instructor