



# PARTICIPACTION COMMUNITY CHALLENGE PRESENTED BY NOVO NORDISK

Logo Guidelines, 2025



Presented by



# ABOUT THIS GUIDE

The brand guidelines are your tool to correctly create design, marketing, and communication materials that reflect the ParticipACTION brand. Sticking to these standards keeps the brand looking prim and proper. They exist to make sure that ParticipACTION always looks like ParticipACTION and can be easily identified. Following the guidelines means no changing of the logo or the way that it's used, and making sure it's always used properly. All promotional materials featuring our logo and wordmark need to be seen and approved by ParticipACTION before final art.

Questions? Feel free to reach out:  
[info@ParticipACTION.com](mailto:info@ParticipACTION.com)

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# WHAT DO WE LOOK LIKE?

## Primary logo

The primary version is purple and white and can be used in combination with the brand's secondary colour palette and over photos; however, it is important to ensure the logo has enough contrast and visibility when choosing a background.

### English



Presented by



### French



Présenté par

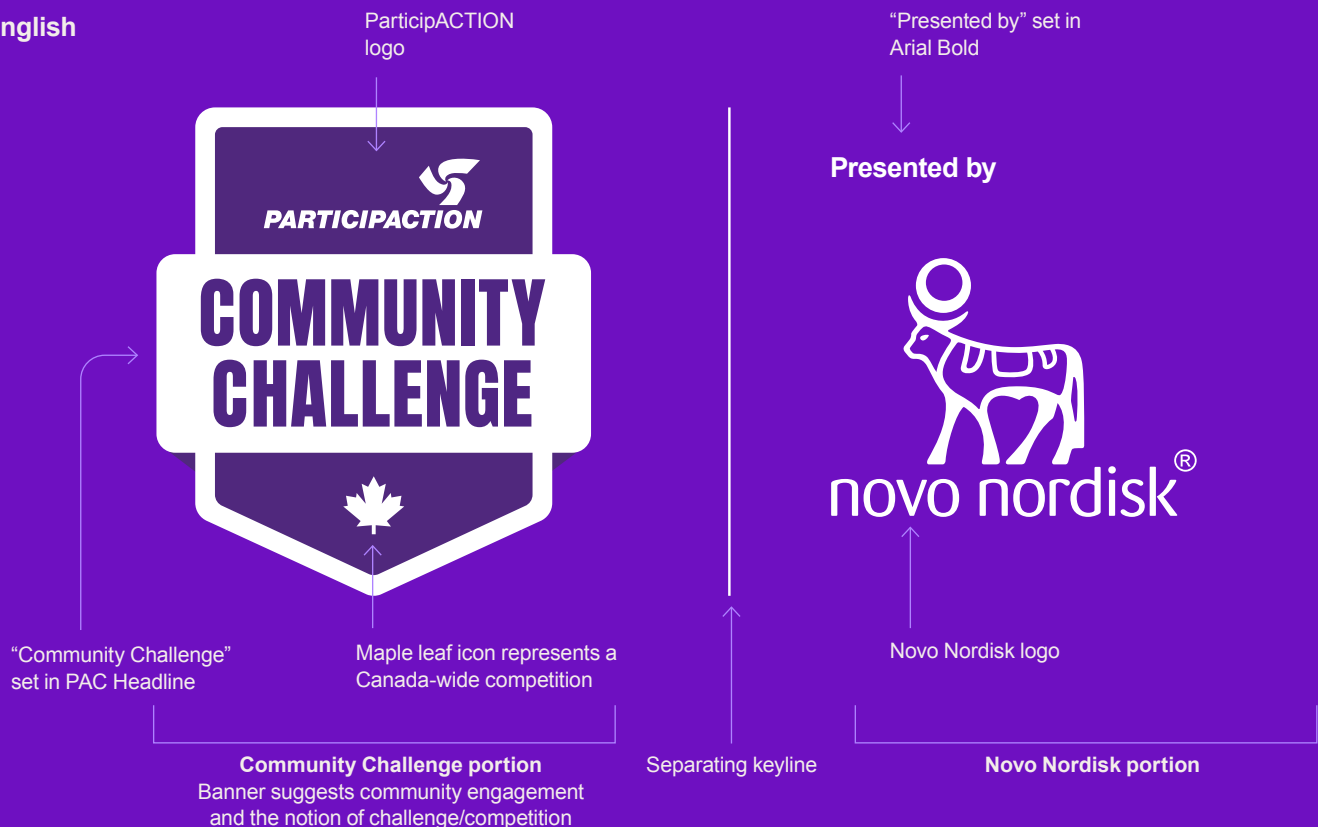


# WHAT DO WE LOOK LIKE?

## Our logo elements

Our logo consists of two major portions – first, the ParticipACTION logo and the “Community Challenge” wordmark are held together by a championship banner; second is the “presented by” text and the Novo Nordisk logo. A thin vertical keyline separates both portions.

### English



The trademark notice statement below should appear on materials that include the Community Challenge logo where possible:

*The Apis bull logo is a registered trademark of Novo Nordisk A/S used under license by Novo Nordisk Canada Inc.*

# WHAT DO WE LOOK LIKE?

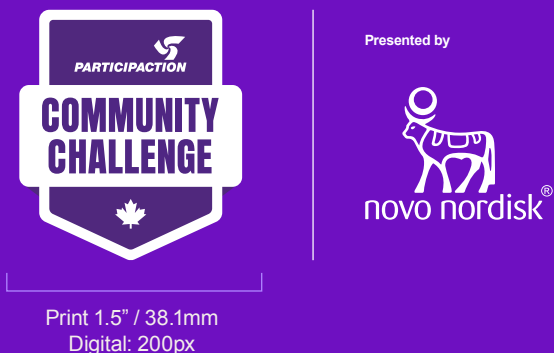
## The logo buffer zone

We want to keep our logo looking good, so make sure to leave enough clearspace around it. We call this the buffer zone. The buffer zone is depicted in the graph below (the height of the pinwheel icon in the ParticipACTION logo). All type and imagery used with the logo should be outside this area.



## Minimum size

We don't want squinting! Use the "Community Challenge" portion of the logo to determine if the logo is too small – 1.5" (38.1 mm) wide in print and 200-px wide on-screen/digital.



Please follow the buffer zone and size guidelines above for all versions – English and French – of the logo.

# WHAT DO WE LOOK LIKE?

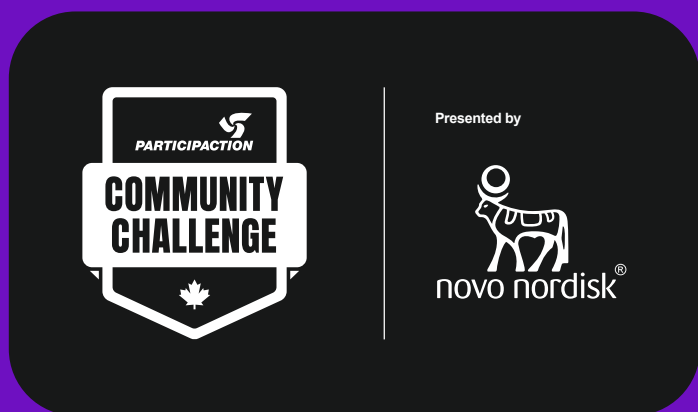
## Full-colour logo

Used only on a white or light-colour background.



## Knock-out logo

Only place the knock-out version on ParticipACTION purple or black (due to printing limitations). Do not place the knock-out logo over a photograph.



## Pinwheel logo

Used only by permission when space is limited.



## Winner logo

Used only by permission.



## Black logo

Used only when colour printing is not available.



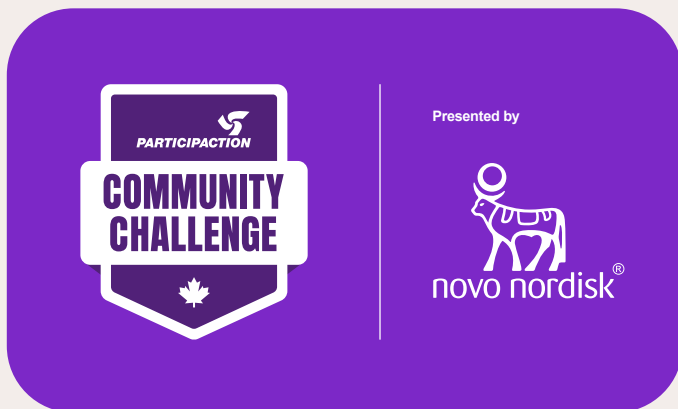
# WHAT DO WE LOOK LIKE?

## Logo/background combos

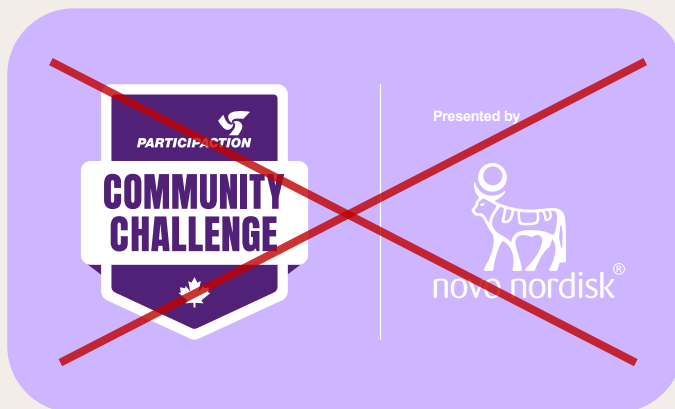
When placing the primary or full-colour logo on a solid colour or photo, please ensure there is enough contrast between the logo and background.

Following are some suggested logo/background colour combos:

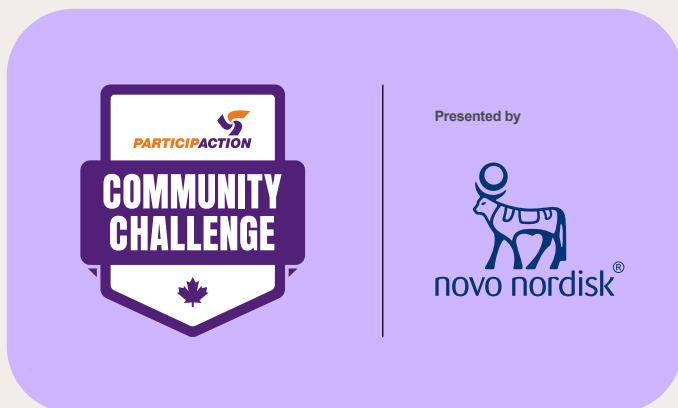
90% tint of PAC Ambition (primary colour)



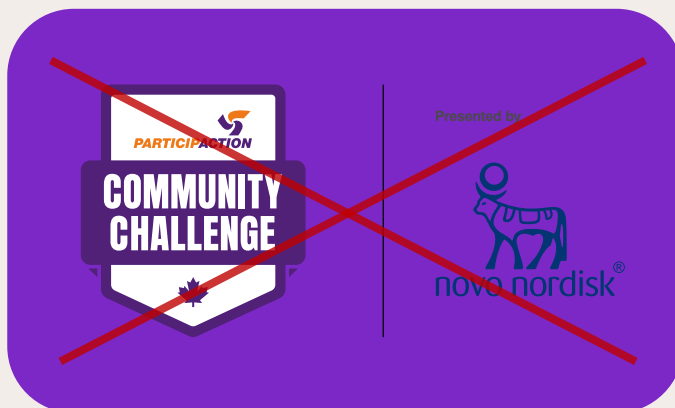
Background too light - not enough contrast



60% tint of PAC Vitality (secondary colour)



Background too dark - not enough contrast



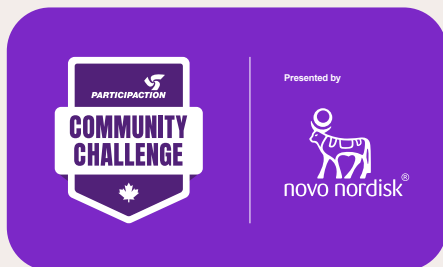


# WHAT DO WE LOOK LIKE?

## Logo/background combos

Following are some additional approved logo/background colour combos along with some that are not approved.

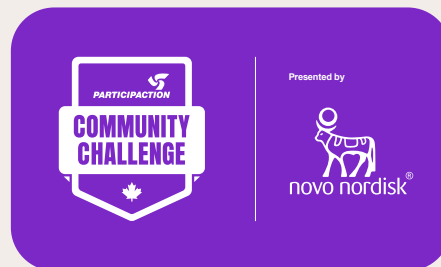
### Primary



### Full-colour



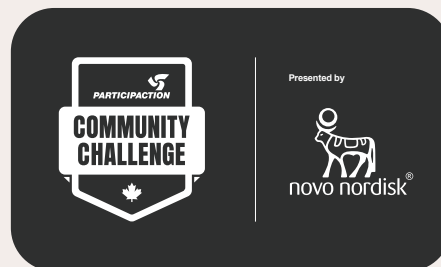
### Knock-out



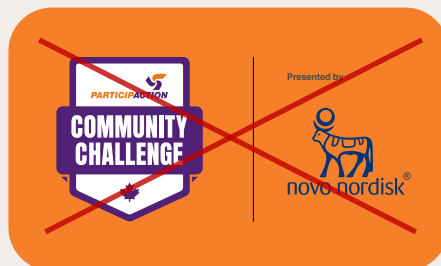
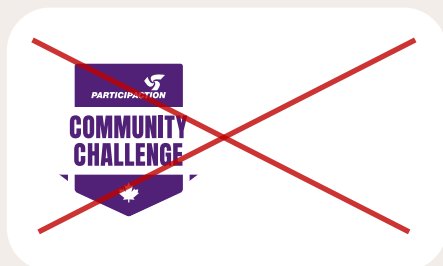
Please ensure there is enough contrast between the logo and the photo; do not use photos that are too busy.



Please ensure there is enough contrast between the logo and the photo; do not use photos that are too busy.



Only use this when colour printing is not available.



# WHAT DO WE LOOK LIKE?

## Unacceptable logo usage

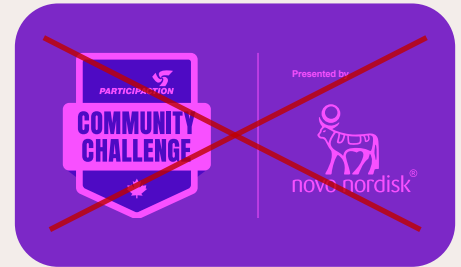
It's crucial that the identity is always used in a consistent way. Below are a few examples of what not to do with the logo.



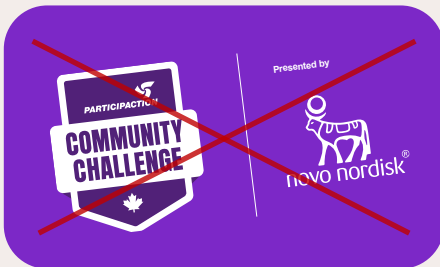
Do not remove, add or change elements of our logo.



Do not skew our logo.



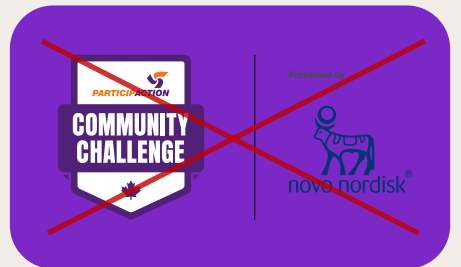
Do not use non-brand colours.



Do not angle or rotate our logo.



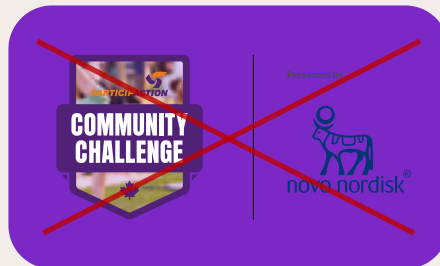
Do not rearrange or alter the proportion of our logo.



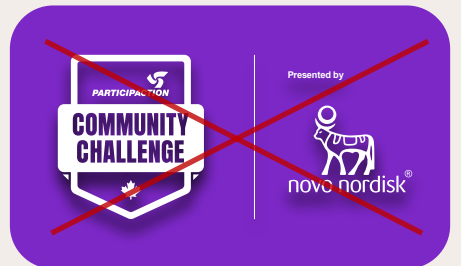
Do not remove the white background in the full-colour logo.



Do not place the knock out/white logo on top of a photo.



Do not insert a photo or patterns into our logo.



Do not add drop shadow or special effects to our logo.

# WHAT DO WE LOOK LIKE?

## Example poster

ParticipACTION's primary fonts for promotion applications are PAC Headline and Arial. No other font should be used in printed or online material. Use sentence case for all text on ParticipACTION print and web collateral. **See master brand guidelines for full photography, typography and colour rules.**



### Photography

If you choose to use photography, pick lifestyle photographs that feature a community engaging in a physical activity together. Please see full brand guidelines.

### Typography

Use PAC Headline, Arial Regular, or Bold and always have your leading set to at least two sizes bigger than your type size.

### Logo

The primary logo should always be considered first above all other versions of the logo.

### Colour bar

For busy photographs, use the ParticipACTION colour blocking & rounded rectangles to make text legible and to stay on brand.