

**Go Smarter**  
**Go Active**

BRAND GUIDELINES v1

Please refer to these guidelines when using the Go Smarter, Go Active (GSGA) brand to understand its proper use.

By using Go Smarter, Go Active, the user is agreeing to uphold the brand's identity as outlined in this document.

The Brand Guidelines should be used in line with Go Smarter, Go Active's Communications Toolkit, as well as associated communications materials.

Logos can be provided in a range of formats, including as jpg, eps files etc., on request.

The Brand Guidelines come with a selection of photography that is free from permissions and can be used without restriction. If you wish to attain more photography or high res versions of imagery, please contact [communications@transportnortheast.gov.uk](mailto:communications@transportnortheast.gov.uk)

# Brand

Go Smarter, Go Active is the established region-wide active travel campaign, as endorsed by the North East Joint Transport Committee.

## **Use of Go Smarter, Go Active**

The Go Smarter, Go Active campaign launched in 2021 to encourage walking, cycling and wheeling journeys across the region post covid.

Thanks to funding from Active Travel England's Capability Fund, a new programme of cycling events will be delivered in 2023/24 to educate and upskill local people to enable as many people as possible to enjoy the many benefits of active travel. The events will include cycle training for children and adults, Bikeability, Dr.Bike sessions, cycle maintenance training, E-bike training and more.

Increasing use of active travel and encouraging more people to make sustainable transport choices is a key part of the North East Transport Plan. The Transport Plan is a live programme of local transport schemes, totalling around £6.8bn of local transport investment which will help to deliver the vision of moving to a green, healthy, dynamic and thriving North East.



Logo

**Go Smarter**  
**Go Active**

# Logo

## Clear space

The Go Smarter, Go Active logo should always be surrounded by an area of clear space that remains free from other elements. The minimum clear space area is defined by the dimensions of the typography in the logo. This is represented on the diagram below by the lower case o and the clear space surrounding the logo has been indicated.



## Minimum size

The minimum size for the Go Smarter, Go Active logo is 30mm across the full width and should never appear smaller.



## Horizontal



## Vertical



## Responsive



## Mono

There is also a mono variation of the logo for use on white, black and coloured backgrounds. A mono version of the Go Smarter, Go Active logo can be used against the following colour backgrounds - these colours make up the brand's secondary colour palette.

**Go Smarter  
Go Active**

**Go Smarter  
Go Active**

**Go Smarter  
Go Active**



To ensure consistency and brand integrity, please follow these rules regarding all Go Smarter logos.



**NEVER** squash or stretch the logo



**NEVER** rotate the logo



**NEVER** change the brand colours



**NEVER** add any effects e.g. a drop shadow  
remove any elements



**NEVER** change the typeface



**NEVER** alter the positioning



**NEVER** add images into the typography



**NEVER** alter the letter spacing



**NEVER** remove any elements

# Colour

This is the primary Go Smarter brand colour palette.

It is essential that the colours are reproduced accurately to maintain consistency of the brand.

Please use the colour references provided when specifying artwork to printers and suppliers.

Primary

**C60 M0 Y100 K0**  
**R118 G188 B33**  
**HEX #76bc21**

Primary

**C81 M15 Y0 K0**  
**R0 G160 B223**  
**HEX #00a0df**

Primary

**C100 M45 Y18 K7**  
**R0 G101 B161**  
**HEX #0065a1**

## Secondary

The Go Smarter, Go Active secondary colour palette can be used in communications materials associated with GSGA and as appropriate background colours for the mono version of the logo.



**C43 M95 Y0 K0**  
**R168 G27 B141**  
**HEX #a81b8d**

**C72 M79 Y2 K0**  
**R102 G73 B150**  
**HEX #664996**

**C100 M91 Y8 K1**  
**R40 G51 B132**  
**HEX #283384**

**C2 M11 Y9 K0**  
**R252 G219 B26**  
**HEX #fcdb1a**

**C0 M25 Y98 K0**  
**R253 G196 B43**  
**HEX #fdc42b**

**C0 M54 Y98 K0**  
**R242 G138 B7**  
**HEX #fcdb1a**

# Typography

Go Smarter, Go Active's primary font for all text is Calibri. It can be used in different weights, light, regular, bold or in colour, as illustrated over.

This font is very accessible and should be used in all types of Go Smarter, Go Active communication and promotional material, both on and offline.

Consistency of font is vital to ensure consistency of brand; therefore the use of alternative fonts alongside or in place of Calibri is undesirable.

The minimum font size to be used in any material must be 12 point. This can be larger if necessary.

## Typography

# Calibri

Go Smarter, Go Active is a campaign dedicated to getting more people across the North East to walk, wheel or cycle to make everyday journeys.

Aa

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.

1234567890.  
!@#\$%^&\*()\_+<>?/\

Aa

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.

1234567890.  
!@#\$%^&\*()\_+<>?/\

Aa

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.

1234567890.  
!@#\$%^&\*()\_+<>?/\

# Dual branding

All Go Smarter, Go Active funded projects or activities must use the appropriate brand, Go Smarter, Go Active logo.

All materials should be appropriately branded, whether these be materials produced internally or by external suppliers and delivery partners.

## Exceptions

It may be appropriate to co brand materials and collateral in the event that different delivery partners are involved in projects.

In these circumstances, the Go Smarter, Go Active brand should take precedent in terms of hierarchy and placement, with the co brand sitting in a less prominent position.



# Tone of voice

Tone of voice - the way we say things in our communications - is an integral part of the brand.

The Go Smarter, Go Active tone of voice is friendly, helpful, inspiring, supportive and engaging.

We want to encourage everyone to walk, wheel and cycle where possible and we do this through encouragement and positive messaging, rather than being demanding or authoritative.

We endeavour to give equal mention and support to the three active travel modes, walking cycling and wheeling and to use inclusive language in all communications.

This tone of voice pairs well with the relatable and inclusive brand photography we use to promote and share the many benefits of active travel in the region.

## Key messaging

- At its core, the brand encourages people to travel sustainably – walking, cycling, and wheeling where possible to make everyday journeys.
- Active travel journeys help to make journeys healthier, cheaper and greener.
- Visit the Go Smarter, Go Active website to plan your active journeys, discover free cycling events near you and for inspiration for active travel days out.

## Capability fund key messaging

- Go Smarter, Go Active events will be rolled out across the North East to help local people of all ages and abilities build their cycling confidence and skills.
- The Go Smarter, Go Active programme is a fun, informative training programme that helps local people build their confidence and enjoyment of active travel.
- [Local Authority name] has been able to deliver this/these Go Smarter, Go Active event/s thanks to funding from Active Travel England's Capability Fund.
- Walking, wheeling and cycling help to decarbonise travel in the region – improving air quality, boosting the local economy and improving the health and well-being of local people.

# Photography

It is vitally important that our audiences can relate to the people featured in our photography, therefore we prefer to use a style of photography called 'reportage' – images of people acting naturally in an everyday environment, rather than very posed or unnatural looking.

Go Smarter, Go Active photographs must represent the diversity of our communities, in terms of socio-economic demographics.

Go Smarter, Go Active photography must be representative of the wide and varied geography of the North East of England - showing both rural, semi-rural and urban landscapes.

Some images are available for use from Go Smarter, Go Active. Please contact [communications@transportnortheast.gov.uk](mailto:communications@transportnortheast.gov.uk)

A selection of our photography is shown overleaf.



# Imagery

Go Smarter, Go Active is a brand characterised by bright, bold and imaginative visuals.

It is underpinned by illustrative imagery showing people walking, cycling and wheeling across the region for a variety of purposes.

Like our use of photography, Go Smarter, Go Active imagery and graphics must represent the diversity of our communities.

A selection of the illustrations that underpin the Go Smarter, Go Active brand and that feature heavily in our promotional materials are shown on the following page.



# Resources

We have a selection of branded resources and communications materials available for download from our Media Centre [www.gosmartergoactive.co.uk/mediacentre](http://www.gosmartergoactive.co.uk/mediacentre)

These include:

- Social media graphics
- Digital headers
- Pop up banner design
- Videography
- Press release template
- Posters
- Feather flag designs





# Contact

If you need further assistance on any aspect of the Brand Guidelines or Go Smarter, Go Active identity, please contact:

[communications@transportnortheast.gov.uk](mailto:communications@transportnortheast.gov.uk)