

LIVE & MOVE

Brand Guidelines



Where to find us



liveandmove.co.uk



[@LiveMoveExeter](https://twitter.com/LiveMoveExeter)
[@CranbrookMore](https://twitter.com/CranbrookMore)



[@LiveandMoveExeter](https://facebook.com/LiveandMoveExeter)
[@MoveMoreCranbrook](https://facebook.com/MoveMoreCranbrook)



[@LiveandMoveExeter](https://instagram.com/LiveandMoveExeter)
[@MoveMoreCranbrook](https://instagram.com/MoveMoreCranbrook)



[Live and Move Exeter](https://youtube.com/LiveandMoveExeter)

Brand pack

Fonts

Arial Rounded MT bold
Arial

Image frames

Send us your images and we'll add **#ShareYourMoves** frames, or add the **#ShareYourMoves** frame on Facebook!

Logos



#ShareYourMoves

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Colour palette

Green

PMS 390c #d6d440
c 22 m 0 y 100 k 8
r 205 g 205 b 0

Red

PMS 7417c #e6634a
c 0 m 75 y 75 k 0
r 233 g 94 b 63

Blue

PMS 305c #46BEDD
c 51 m 0 y 9 k 0
r 131 g 205 b 226

Teal

PMS 326c #1f979b
c 87 m 0 y 38 k 0
r 0 g 165 b 167

And White!



Who are we and how do we describe ourselves?

“Live and Move, working together for a happier, healthier and more active Exeter and Cranbrook.”

“Everyone has a unique lifestyle, so it’s important we move in ways that fit the way we live.”

“Live and Move are the Exeter and Cranbrook Sport England Local Delivery Pilot. Working with organisations and community groups across the area, our vision is to support people in Exeter and Cranbrook to live happier, healthier, more active lives.”

“Live and Move is the community identity of the Exeter and Cranbrook Local Delivery Pilot, funded by Sport England with Exeter City Council as the accountable body. Live and Move are working in partnership with local organisations, community groups and individuals to find out what the barriers to physical activity are and work on solutions to overcome these challenges.”

Note: we write ‘Live and Move’ not ‘Live & Move’

Talking about us in the media

We are very happy to be mentioned in the press, online and on social media. We encourage anything that gets conversations going about all the ways we can support each other to be more active.

We'd be really pleased for partners to use our #ShareYourMoves hashtag whenever they like. Get in touch if you'd like any #ShareYourMoves images or logos. If you are working with one of our Project Managers, they can send you a high resolution logo to use.

If you are writing about Live and Move or using our logo, we'd be grateful if you'd give our Communications Manager a chance to have a quick look before going out to press or publishing. This is simply so we can make sure our programme is referred to consistently everywhere, to avoid confusion. It also means we can credit our funders and partners appropriately where necessary.

We'll keep a look out for news and social media put out by our partners, but feel free to tag us to make sure we get a notification and can share your news further!

Get in touch with press releases, to tell your story or with any questions to do with communications, marketing or branding:

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