

# CORPORATE BRAND GUIDE

Building the ACTIVE brand



# FIRST THINGS FIRST

The first step in expressing the ACTIVE brand is articulating the parameters around all necessary brand elements. In outlining this guide, we are working towards telling the ACTIVE story.

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**ACTIVE  
NETWORK IS  
ON A MISSION  
TO MAKE THE  
WORLD A MORE  
ACTIVE PLACE.**





**WE CONNECT  
PEOPLE WITH  
THE THINGS THEY  
LOVE, WANT AND  
NEED TO DO.**



# ACTIVE

network.®



## OUR LOGO

Our logo is the most highly visible graphic element of our brand and should be used with great diligence.



## LOGO BASICS

Contemporary typography combined with a playful, arced crossbar within the “A” is a nod back to the champion in our old logo.

This shape represents the journey of participating in an event or activity. The logo’s color scheme is intended to bring a balanced integration of an organic, human element and technology.

The backgrounds used with our logo have a dramatic impact on how it displays and its “feel.”

### Color Usage

Preferred treatment is reversed out of a high-contrast color or photographic background as this gives the logo a more dominant presence and makes it more dynamic.

### Photographic Backgrounds

When placing the logo over a photo, the primary logo treatment is acceptable if there is enough contrast and legibility and overall photo tones are neutral and do not conflict with the gold crossbar. [In the event a photograph has lighter contrast values and color tones that are not complementary to the gold crossbar, it is best to use the all-white logo.](#)

Primary



Secondary



## CLEAR SPACE & MINIMUM SIZE

Maintaining the proper distance between our logo and other items allows us to clearly convey our brand's authority over, or endorsement of, neighboring information.

The protected area around the logo should be no less than the height of X — with X being equal to the distance that is measured from the top of the type to the top of the upper blue arc as illustrated here. This space should be protected around the entire perimeter of the logo.

To ensure legibility and brand recognition, the logo should never be reduced to a size smaller than 3/8" measured in height from the base of the logo to the top of the blue geometric shape as illustrated here.

### Clear Space

X is determined by measuring the distance between the top and bottom height of the gold crossbar in our name. Maintain clear space the height and width of X around the entire perimeter of the logo.

### Minimum Size

Minimum size: (vertical height)

Print: 0.25"

On-screen: 27px



## THE LOGO DONT'S

The ACTIVE logo should be treated with a certain reverence. Please adhere to the standards within this guide and make sure you avoid all of the treatments shown here. These same rules apply to ALL of the ACTIVE logomarks.

1. Don't use low-contrast tints on white backgrounds.
2. Don't use low-contrast tints on dark backgrounds.
3. Don't use over non-approved brand background colors.
4. Don't alter the shape by stretching, compressing or skewing the logo.
5. Don't use busy photographic backgrounds.
6. Don't angle logo diagonally.
7. Don't outline or stroke the logo.
8. Don't add effects like drop shadows to the logo.
9. Don't place the logo within a geometric shape other than a rectangular shape.



## MERCHANDISE & PROMO USAGE

The key to maximizing the business value of corporate merchandise is to maintain the brand voice across each touch point. As such, ACTIVE centralizes the design and procurement of corporate merchandise.

To order products for corporate purposes, please see the selection of pre-approved merchandise in our Company Store at:

[www.company-catalog.com/ACTIVEnetwork](http://www.company-catalog.com/ACTIVEnetwork)

These items are available through our preferred merchandise vendor, Custom Logos. For merchandise policies and payment information, visit our corporate intranet site: ACTIVEexperience > Marketing & Communications > Brand Center > Tips & Tools > Corporate Merchandise & Promo Items.





# BRAND ARCHITECTURE

The majority of the time, as the master brand, the ACTIVE Network logo should be used. When referring to the ACTIVE.com consumer website, the ACTIVE logo should be used.

In writing, ACTIVE Network should be the first mention. In every mention thereafter, "Network" can be dropped and the copy can simply read "ACTIVE". *Whenever written, ACTIVE should be in all caps.*

Text treatment for all product logos is "ACTIVE" followed by a space and then the specific product. The only exceptions to this rule are ACTIVEWorks and ACTIVEkids.

Please note that the ACTIVE "A" Icon is a registered trademark and should carry the R symbol when used.

For guidelines on when to use the TM and R symbols, please refer to the [Legal Information section](#).

Corporate Treatment



ACTIVE Network®

Market Treatment



ACTIVE Network® | Endurance

Product Treatment



ACTIVE Timing™

## PARTNER LOGO STANDARDS

ACTIVE Network often partners with other companies for advertising, sponsorship, and partner programs. It is important to display both parties' logos in the correct layout with accurate colors and sizing. When possible, obtain the partner company's logo standards for reference.

Minimum size will vary depending on partner logo but you may refer to the minimum size requirement for the ACTIVE Network (Corporate) logo as a starting point.

The vertical length of the divider bar should start at the top of "E" in ACTIVE and end at the bottom of the "k" in Network. The bar weight should be no thinner than .5pt and no larger than 1pt. We understand that the line weight will vary as the logo is scaled up or down in size.

Partner Logo Standard





# COLORS

Consistent use of color will help unify all applications of the brand, connecting them to our logo from which our color palette originates.

The primary palette consists of the dominant colors derived from our logo. The secondary palette includes a supporting blue tone that is to be used sparingly for a vivid accent. While all three colors may appear within the same application, use color with restraint. Our brand commonly uses color in a supportive manner and frequently as a graphic device.

Adhere to the color specifications outlined here and use qualified vendors and reliable reproduction methods to ensure color consistency.

**Pantone 130**  
C=00 / M=36 / Y=100 / K=00  
R=251 / G=173 / B=24  
#FBAD18

10%	20%	40%	80%
-----	-----	-----	-----

Primary Colors

**Pantone 425**  
C=00 / M=00 / Y=00 / K=82  
R=84 / G=84 / B=86  
#545456

10%	20%	40%	80%
-----	-----	-----	-----

**Pantone 801**  
C=90 / M=05 / Y=05 / K=00  
R=000 / G=171 / B=223  
#00ABDF

10%	20%	40%	80%
-----	-----	-----	-----

Secondary Color

# THE ACTIVE RIBBON

The ACTIVE ribbon represents the participant's journey, whether it's running a race, enjoying the great outdoors, signing their child up for camp, or one of the other countless activities that ACTIVE supports.

It's a defining feature of the ACTIVE brand, and should be used on most assets in some way (covers on white papers, banners on feature sheets, headers on web ads when possible). The shape can be modified within reason to accommodate placement of different logos or to create movement.

However, a little goes a long way. **Don't overuse it or force it into spaces where it doesn't work.**

**ACTIVE** network  
ACTIVE Event App

**BRING YOUR EVENT TO LIFE LIKE NEVER BEFORE**  
Streamlined apps that go beyond participant tracking

**The new ACTIVE Event App® is the premiere event day engagement tool for connecting organizers, participants and spectators. Leverage the trend of socialized endurance events by immersing your athletes' friends and families in the race experience and creating opportunities to monetize their involvement.**

**Participant Tracking**  
The Event App keeps track of runners via their timing chip, enabling spectators to see the participant's location on the mobile app's course maps without requiring athletes to run with their phone.

The Event App is now available to organizers of triathlon and other multi-sport events.

**Multi-Event Support**  
Support for multiple events enables an organizer's entire portfolio of events to be listed in a single app, potentially earning a permanent spot on consumers' home screens.

**Social Sharing**  
Allow friends, family and fans to post race day photos directly to social channels from within the Event App.

**Register Your Participants**  
Waste no time in opening next year's registration. Send push notifications while excitement is high to remind participants to sign up for next year's event from directly within the app.

**Live Leaderboards**  
Enhance the event's energy through Live Leaderboards and Live Results Push Notifications. Spectators and athletes can see at a glance where they rank against their peers.

**Sponsorship Opportunities**

- + **Sponsored Live Results** provide increased sponsor value by customizing updates with a signature ("Powered by...").
- + **Promoted Map Landmarks** share sponsors' locations and high-quality content, blended seamlessly into the app experience.
- + **Promoted Push Notifications** provide sponsor access to an entire audience of app users, with rich-content messaging offering sponsored products, partner offers, and more.

+ **Promoted Splash Page and Promoted Home Page Images** ensure display of sponsors' photos, logos, and products to all app users.

+ **Promoted Custom Links** highlight a partner or sponsor to all app users, directing them to a sponsored website, ecommerce store, event registration form, and more.

**Custom App Without Custom Costs**  
The Event App looks and feels like your event, not ours. Impart your brand and creative design on the app, adding up to five custom tiles, allowing you flexibility in sponsorships, promotions, and custom communications.

**Energize your event experience with the ACTIVE Event App.**

888.906.7622  
endurance.info@ACTIVEnetwork.com  
ACTIVEendurance.com

www.active.com





# TYPOGRAPHY IS THE STRUCTURE ON WHICH OUR BRAND IS BUILT.



Chapter 7  
**RACE DAY EFFICIENCY**

After all the blood, sweat, and tears that go into planning your no more exciting day than race day. It's the culmination of all your work and, after months (or even years) of planning, you finally get everything come together.

In order to enjoy the fruit of your labors, you don't want to spend the day doing nothing but putting out fires, dealing with unexpected setbacks, and generally running around trying to fix everything that's going wrong. Luckily, race day doesn't have to be that way! With the right planning and support, you can maximize your operations for maximum race day efficiency.

### Parking

The first opportunity of the day to either maximize your efficiency or find yourself with a logistical nightmare occurs the registration table. Without ample parking and a solid system for managing the flow of traffic, you can find yourself dealing with traffic jams, major delays, and vehicles unable to make it to the starting line on time to wreak havoc in the race - all of which have the potential to lead to disgruntled participants and negative feedback for your event.

When planning for parking, always overestimate the number of cars you'll be dealing with on race day. In addition to participants, you'll have spectators, vendors, employees all vying for a parking spot.

Whenever you send all participants parking information via email, print, and post parking directions on your website to any attendees who haven't registered. The best way of parking assignments on hand to direct the flow of traffic, and have a backup plan in place should the parking area fill up prior to start time. Securing

an off-site lot and offering shuttle service to the start line can be a great way to accommodate additional attendees when you have limited parking.

### Registration

There's no way around it: race day registration can be a hassle. No matter how much time you give yourself to register, you will always find yourself with new athletes who want to register on the day of the race, participants who want to transfer their registration to someone else, or participants who want to run in a different heat or different event. While this can cause some stress the day of, with proper planning and the right tools, registration changes don't have to derail your race, and they can even be an additional source of revenue.

The best way to battle race day registration issues is to set yourself up for success. By anticipating the challenges that race day registration changes may present, you can properly prepare and make sure your team is ready to handle them.

- Prior to race day, schedule a meeting with your registration team to go over common registration issues that may come up the day of the event. Some of those issues may include:
- + Heat changes
  - + Participant transfer requests
  - + Last-minute registration requests
  - + Specific bib number requests

## PRINT TYPOGRAPHY

Typeface consistency is paramount to maintaining ACTIVE's brand image.

For both web and print, our brand's preferred font is Proxima Nova. Proxima Nova is a contemporary sans serif font inspired by architectural letterforms. Its uniform character shapes and letter spacing make it ideal for body copy due to its legibility at smaller point sizes.

You will notice that web standards include Proxima Nova Light while print standards do not. This is because the light weight of the font displays nicely on a screen, but does not always print legibly and can be hard to read. Print standards also allow for the occasional use of the semibold weight.

### Secondary Typeface Usage

Arial is used to replace Proxima Nova in situations where Proxima Nova may not be available or display properly (PowerPoint presentations, editable form PDFs, etc.).

Corisande is used specifically for the development of product name logos used within our consumer and business markets. Please contact the Design team when a new logo is required.

### Proxima Nova Family (Primary)

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Semibold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Arial (Secondary)

Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Corisande (Product Treatment)

Corisande Italic Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# PRINT TYPOGRAPHIC HIERARCHY

Hierarchy brings focus, meaning, consistency, and clarity to your message. These examples will give you guidance on how to use type hierarchy and provide a reference for size relationships.

Even when conditions require you to deviate from the set standards, remember to always maintain a balanced contrast between headlines, subheads and body copy. The following are examples for print.

See following pages for implementation.

## Notes:

Use Header 1 styling in situations where there is more than one level of header (as the higher-level header).

[If there is only one level, use Header 2 styling throughout the piece.](#)

Headers 1 and 2 should be displayed in either Title Case or Sentence Case. Use best judgment in choosing which works best in a given scenario.

## 1 DOCUMENT & SECTION TITLES

Proxima Nova Bold  
Color: 100% Black  
Point Size: 20  
Leading: 24  
Tracking: 0  
Space After: .0625  
ALL CAPS

## 2 Header 1

Proxima Nova Bold  
Color: 100% Black  
Point Size: 15  
Leading: 16  
Tracking: 0

## 3 Header 2

Proxima Nova Bold  
Color: 100% Black  
Point Size: 9  
Leading: 13  
Tracking: 0

## 4 Introductory copy

Proxima Nova Regular  
Color: 80% Black  
Point Size: 15  
Leading: 19  
Tracking: 0

## 5 Emphasized copy

Proxima Nova Regular  
Color: C=90 M=5 Y=5 K=0  
Point Size: 12  
Leading: 16  
Tracking: 0

## 6 Body Copy

Proxima Nova Regular  
Color: 80% Black  
Point Size: 9  
Leading: 13  
Tracking: 0

# PRINT TYPOGRAPHIC IMPLEMENTATION

See implementation of our typographic hierarchy on a real-world white paper example.

1. Document/Section Title
2. Header 1
3. Header 2
4. Introductory Copy
5. Emphasized Copy
6. Body Copy

A

---

## HOW TO ORGANIZE A SWIM MEET 1

So, you're thinking about getting out of the pool, onto dry land, and hosting your own swim meet. A local swim meet is exciting. It can be a morale booster to your community, your team and their families; it may even be financially beneficial. 4

**5** Even for experienced hosts, a swim meet is a big project, as well as a personal growth and leadership opportunity. But if you don't know what you're doing, it can be a full time job just trying to keep your head above water.

We're here to help! In this guide, you'll find everything you need to successfully host your next swim meet, whether it's your first, or your one-hundredth.

**Getting Started** 2

It's important to get the big details in place first.

**Find a Location**

This is kind of a big one - no pool, no meet. The pool you use regularly for swim practice would typically be where you would host your meet, as well. Otherwise, you'll need to scout a new location to hold your meet.

Whether you're hosting on your home turf or at another pool, make sure to submit your request well ahead of time. Pools can book up months in advance, and you don't want to be floundering around trying to find a location at the last minute. You also want to make sure you can reserve the entire facility, not just the pool; things probably won't go over as smoothly as you hope if your athletes aren't allowed to park in the parking lots or change in the locker room. 6

**Pick a Date** 3

Ideally, you'll pick a date anywhere between 6 months to a year in advance. That's how much notice your Local Swimming Committee (LSC) typically needs to approve an event. When choosing a date, make sure you play to your audience. If you're organizing a swim meet for children, don't schedule it right before, during or right after Spring Break. If you're organizing a Masters, don't schedule it in the middle of a day on a Wednesday when swimmers and their families are likely to be at work. The more convenient the date and time you choose, the more swimmers you can expect to compete.

**Make Your Meet Checklist**

Your checklist will keep your organized and ensure no detail is missed. Make a list of every task you need to complete between now and meet day. Then,

assign realistic timelines for each task as well as who in your organization will be responsible for making sure each specific task gets completed on time.

Having this kind of list will help you make sure you're on track as your meet gets closer and will keep you from drowning in your to-dos every step of the way.

**Set Up Online Meet Entry**

Allowing swimmers to process their meet entry online is super convenient for you and will save you from drowning in piles of registration paperwork.

How to Organize a Swim Meet

2

# ANATOMY OF A COVER

The cover is the first thing our potential clients and partners will see, so it is vitally important to make it beautiful and keep it consistent with the ACTIVE brand.

Either horizontal or vertical layouts can be used, depending on the needs of the piece.

The design features the ACTIVE ribbon, symbolizing the journey taken by participants. There are two position options available for the title in and subtitle, both are included in the templates. The website in the bottom right corner will be updated based on the needs of the Marketing team.

## Cover Title

Proxima Nova Bold      Leading: 35  
 Color: White              Tracking: 0  
 Point Size: 40            ALL CAPS

## Cover Subtitle

Proxima Nova Regular    Leading: 18  
 Color: White              Tracking: 0  
 Point Size: 15            Space Before: .0625



## DIGITAL TYPOGRAPHY

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You will notice that web standards include Proxima Nova Light while print standards do not. This is because the light weight of the font displays nicely on a screen, but does not always print legibly and can be hard to read.

### Proxima Nova Family

Proxima Nova Light

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Proxima Nova Bold**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# DIGITAL TYPOGRAPHIC HIERARCHY

Hierarchy is equally as important in our digital messaging as in our print messaging. As you can see, the digital hierarchy differs slightly from print. It is less flexible and has its own structure and execution specifically for optimal display on devices.

See following pages for implementation.

1 **H1**

Proxima Nova  
Mix of Light and Bold  
Size: 55px  
Leading: 50  
Tracking: -3  
ALL CAPS

Used for Hero headline  
and Stat numbers

2 **H2**

Proxima Nova  
Mix of Light and Bold  
Size: 22px  
Leading: 22  
Tracking: 0  
ALL CAPS

Used in headlines of modules

3 **H3**

Proxima Nova Regular  
Size: 22px  
Leading: 32  
Tracking: 0  
Sentence Case

Used in Modules as intro text  
below 22px bold all caps header

4 **H4**

Proxima Nova  
Mix of Light and Bold  
Size: 110px  
Leading: 90  
Tracking: 0  
ALL CAPS

Used for Testimonials  
and Customer Names

5 **Body Font**

Proxima Nova Regular  
Size: 16px  
Leading: 26  
Tracking: 0

6 **Font L**

Proxima Nova Regular  
Size: 18px  
Leading: 28px  
Tracking: 0

Used for hero description  
below header

7 **Caption Text**

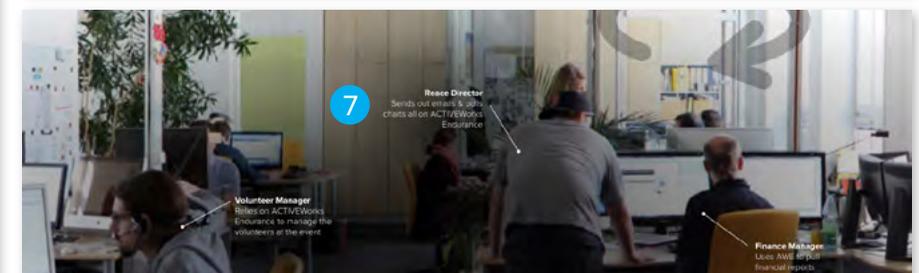
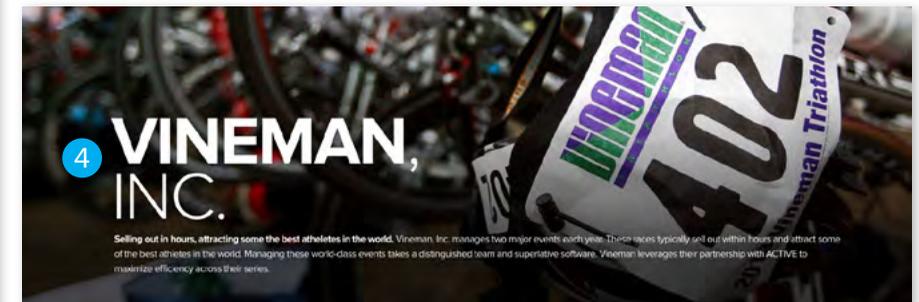
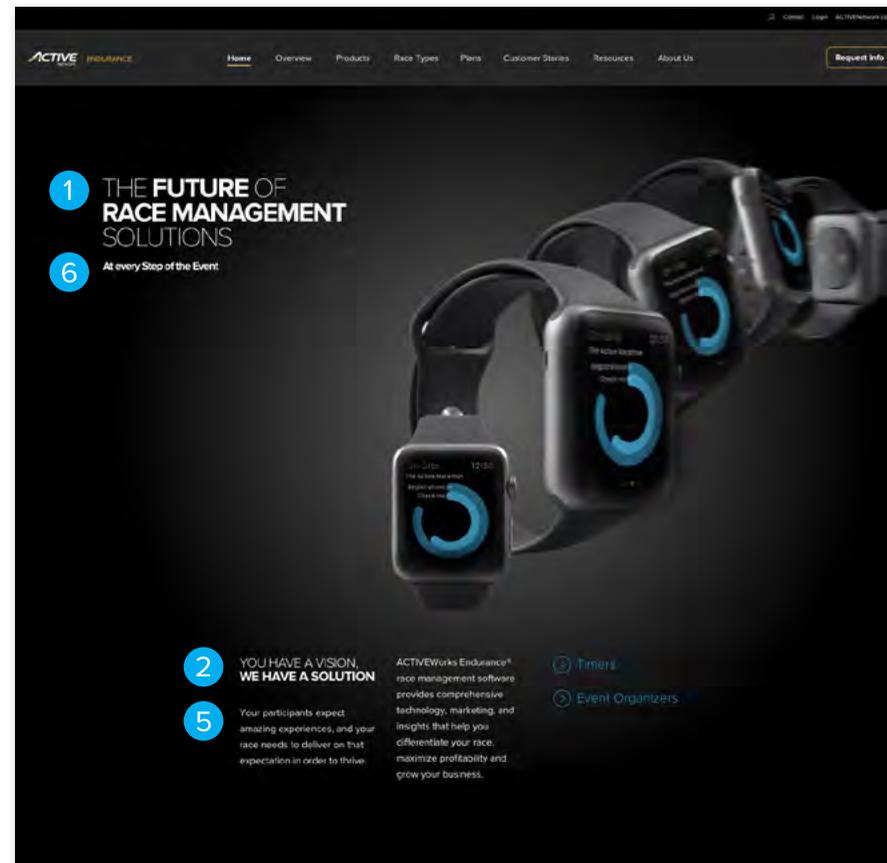
Proxima Nova Light  
Size: 12px  
Leading: 17px  
Tracking: 0

Used for hero description  
below header

# DIGITAL TYPOGRAPHIC IMPLEMENTATION

See implementation of our typographic hierarchy on real-world website examples.

1. H1 Headline
2. H2 Headline
3. H3 Headline
4. H4 Headline
5. Body Font
6. Font L
7. Caption Text



# ACTIVE TYPE TREATMENT

The capitalized word “ACTIVE” is a highly visible signature of our brand, included both in our logo and in type treatments.

When “ACTIVE” refers to ACTIVE Network or any of its many brands, products, markets, or services, it is ALWAYS DISPLAYED IN ALL CAPS. This includes email addresses and web addresses.

When used as an adjective that does not refer to our brand (i.e. an active lifestyle or an active user), the all-caps treatment is not used.

Be careful when deciding which treatment to use in each instance of the word “active.” It is helpful to use the “find” feature in any program to double check that each instance is treated in the appropriate way.

## Examples:

- + Using ACTIVE technology can improve your bottom line. (Refers to technology owned by ACTIVE Network)
- + ACTIVEnetwork.com
- + ACTIVEendurance.com
- + endurance.info@ACTIVEnetwork.com
- + john.doe@ACTIVEnetwork.com
- + Sheila is making positive changes and trying to live a more active lifestyle. (Used as a generic adjective, not specific to ACTIVE Network)
- + ACTIVE Network is on a mission to make the world a more active place. (That one’s tricky!)

**ACTIVE**  
network

Customer Relationship Management

## BUILD STRONGER CONNECTIONS WITH YOUR CUSTOMERS

Customer Relationship Management Tool from ACTIVEWorks® Endurance

**96% of race organizers believe it's important to establish connections with participants, but only 23% feel like they are succeeding in building those relationships.\***

Your existing customers are among your most valuable assets. When nurtured, they are a recurring source of feedback, referrals, and revenue. They are your brand ambassadors and your champions. And while most organizers know that building and maintaining a strong relationship with their customers is critical to their success, few feel they are doing it well.

**Integration to Email Tool**  
The Customer Relationship Management (CRM) tool within ACTIVEWorks® Endurance lets you identify key demographics within your database and deliver the most useful content. You can get as granular with targeting and segmentation as you like without the need for manual contact list management.

**Develop Brand Ambassadors**  
Target registrants who have generated a high number of referrals. Encourage additional referrals and reward them for their loyalty. With automatically generated 0-5 star influencer ratings, you can identify your top advocates. Our rich data science algorithms help rank and classify email engagement, social influence, and lifetime value.

Strengthen your relationships with customers to drive more registrations and revenue.

**Segmentation = Better Communication**  
Identifying repeat participants is easy! Simply create a custom segment for participants who have registered for more than two events. Then you can effectively communicate discounts to

To get more information, or to schedule a demo, contact us at:  
888.543.7223  
www.ACTIVEEndurance.com  
info@ACTIVEEndurance.com

\*2016 survey conducted by ACTIVE

0706\_1234



**PHOTOGRAPHY IS  
ONE OF THE MOST  
IMPORTANT WAYS  
WE COMMUNICATE.**



# PHOTOGRAPHY OVERVIEW

Photography captures the nature of our brand and allows us to connect through emotion.

ACTIVE uses a mix of custom and stock photography. However, all photography used in our collateral should portray authenticity.

While some photography (such as images with screen shots of ACTIVE products) are utilitarian, they should still capture a dynamic and positive ethos.

Photos can be lightened or darkened with a black or white overlay to accommodate text when necessary. Be careful not to overdo the overlay - we want the photo to shine through, darkened or lightened just enough so that the copy can be easily read. Masking out part of the overlay with a very soft brush at low opacity in Photoshop can help lighten or darken only the areas needed for readability or effect.

Choose wisely and remember to consult with your Design team if you have questions.

Take a look at the [Marketing Communications](#) section for more examples of photography used within real-life pieces.



**Staffing and Managing Volunteers**

It's important to be crystal clear in your communications with volunteers and staff. There are a lot of moving parts at every event, and it's essential for every detail to be well understood. Know what they're responsible for and what your event team needs.

**Pros and Cons of Deck-Entered Meets**

Identifying the location is critical. If you decide to enter deck events, make sure you have plenty of volunteers on hand to help facilitate the process and make sure that your event stays on schedule.



**Chapter 3: MARKETING YOUR EVENT**

**Email Marketing**

Build your email list in a variety of ways. Consider using social media, your website, and direct mail. Make sure you have a clear call to action and a compelling offer. Segment your list to target specific groups of people.

**Mobile Push Notifcations**

Push notifications are a great way to reach your audience. Make sure you have a clear call to action and a compelling offer. Segment your list to target specific groups of people.

**CONTENT NEWSLETTERS**

Reach people who are training for their next big event or are in between races by advertising on our content newsletters.

These e-blasts share relevant stories we've published on our site with engaged readers looking for the newest tips for improving their game.

Content Newsletters	Flat Fee Sponsorship/300x250	Flat Fee Adverts
Tennis	\$3,000	\$2,500
Women	\$3,000	\$2,500
ACTIVE Insider	\$5,000	\$4,000
Cycling	\$5,000	\$4,000
ACTIVE Outdoors	\$2,000	\$1,250
Running	\$5,000	\$4,000
Tri	\$5,000	\$4,000

ACTIVE Advertising Rate Card



## INSPIRATIONAL PHOTOGRAPHY

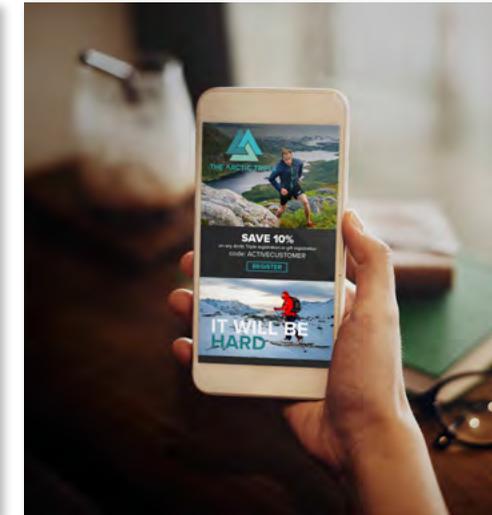
Inspirational photography does not serve a specific utilitarian purpose (like a screenshot or mockup), but is very important in conveying the ACTIVE spirit and connecting the viewer to it. Pick shots that have an emotional pull, inspiring (there's that word again!) viewers to get out and get active, push their limits, perform at their best, or discover something new.



# FUNCTIONAL PHOTOGRAPHY

Functional photography, including screenshots and mockups of ACTIVE's products, serve both a utilitarian and an inspirational purpose. We want to showcase our products in a way that highlights their functionality and usability, and places them in environments relatable to the viewer.

Standalone mockups serve the purpose of showcasing the product itself, while mockups within environments (such as an office or gym) put the product in context with its use.



## INGREDIENT BRANDING

Ingredient branding is used in places like social and mobile media in order to infuse the ACTIVE brand into our products and profiles.



## APP TILES

App tiles are a design element that many of our customers interface with every day. While ACTIVE has many different apps tailored to various markets, the ACTIVE branding should still be apparent.

All app tiles (except the main ACTIVE app) feature the ACTIVE “A” corner graphic with customized interior designs tailored to the market and purpose which they serve. Consult with the Design team any time a new app tile design is required.

### App Tiles



ACTIVE®



On-Site™



Track Meet Mobile™



13.one™



LaxPower®



Couch to 5K®



5K to 10K™



Athleats™



ACTIVE Hunt &amp; Fish™



Moonlight™



ACTIVEx®



Meet Mobile™


 ReserveAmerica  
Camping™


ACTIVE Net Connect™



ACTIVEkids®

## ACTIVEx

ACTIVEx is ACTIVE Network's employee engagement program. In the words of its creator and director, Arch Fuston:

"ACTIVEx is community. Through awareness-building and opportunities that exude living a best-life, we support people in becoming better versions of themselves, together."



## ACTIVEX LOGO & NAMING STANDARDS

When referencing the internal employee culture, ACTIVEx or ACTIVEexcellence should be used.

ACTIVEx is also the name of our Tabata and Spin Training app, the app tile is shown to the right.



ACTIVEx® (Primary Use)

Minimum size: (vertical height)\*



ACTIVEx Icon



ACTIVEx Icon (Reversed)



ACTIVEx (Icon Use)



ACTIVEx App Tile





## ACTIVEKIDS

ACTIVEkids® is the largest activity site for kids on the planet. Parents and caretakers all over the world rely on ACTIVEkids.com to find and book activities like summer camps, sports leagues, art and music classes, and so much more!



# ACTIVEKIDS LOGOS

ACTIVEkids® Logos



ACTIVEkids Icon + Text



ACTIVEkids Icons



ACTIVEkids with white outline is to be used when the logo is atop a photo or dark background.



ACTIVEkids text logos are only to be used in conjunction with the illustrated ACTIVEkids Icon.





# ACTIVEKIDS COLORS

**Pantone 205**  
C=00 / M=83 / Y=16 / K=00  
R=237 / G=41 / B=124  
#EE257C



10%	20%	40%	80%
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**Pantone 7677**  
C=68 / M=78 / Y=00 / K=00  
R=118 / G=90 / B=166  
#7559A6



10%	20%	40%	80%
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**Pantone 425**  
C=00 / M=00 / Y=00 / K=82  
R=86 / G=86 / B=86  
#555555

10%	20%	40%	80%
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**Pantone 306**  
C=75 / M=00 / Y=05 / K=00  
R=62 / G=197 / B=239  
#32C5F3



10%	20%	40%	80%
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**Pantone 360**  
C=63 / M=00 / Y=84 / K=00  
R=118 / G=192 / B=68  
#73BF43



10%	20%	40%	80%
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## ACTIVE ADVANTAGE

ACTIVE Advantage is an opt-in, members-only program that offers discounts on events, gear and travel, as well as ACTIVE.com discounts and special offers from our partner companies. ACTIVE employees enjoy the benefit of being enrolled for free!





# CORPORATE ID SYSTEM

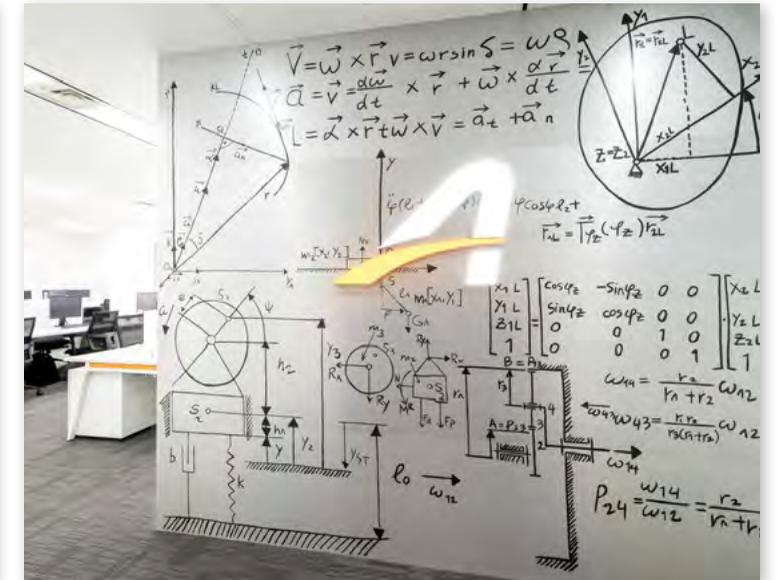
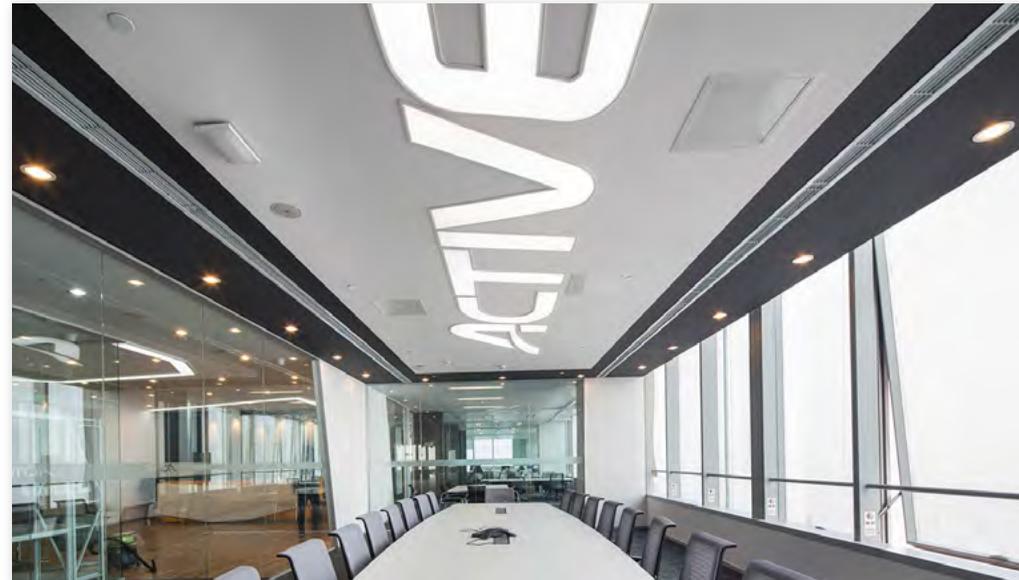
For any corporate collateral questions or inquiries, please contact the Corporate Brand team at [brandcenter@ACTIVEnetwork.com](mailto:brandcenter@ACTIVEnetwork.com).



## OFFICE SIGNAGE

Because ACTIVE Network is now registered, please ensure any new signage projects include the registered mark instead of the trademark symbol.

For any interior or exterior office signage questions or inquiries, please contact Facilities at [facilities@ACTIVEnetwork.com](mailto:facilities@ACTIVEnetwork.com).



Chapter 3

# MARKETING YOUR EVENT



If there's one area of event management that trips up Race Directors the most, it's marketing. Not only does it often feel outside your area of expertise, it can be complicated, confusing, time-consuming and budget-busting if you don't know what you're doing. New platforms and rules seem to pop up daily - it's like constantly having to learn new languages.

Fortunately, there are a few tried-and-true methods that are inexpensive and easy to tweak, like email. However, your marketing strategy should be diversified. Focusing on a variety of promotional tactics can create an ecosystem where each tactic you use builds upon the others to develop a recognizable brand. This strategy allows you to get comfortable with time at your own pace.

### Email Marketing

Email marketing can seem antiquated compared to newer, more dazzling marketing tools like those we'll talk about next, but savvy Race Directors know that it's still a tool with amazing ROI. In the midst of a saturated mobile communications market, good, timely emails stand out as a successful online marketing tool. Email marketing is still the #1 channel for communicating with your participants. Our research has shown that 80% of registrants want updates and news about your event and 43% want information on other activities. Email puts that information right at their fingertips.

Do you know exactly how much impact it has on your business and your events? How do you get participants to open and engage with your message? And what are the best methods for targeted email marketing?

### Write the Perfect Email, From Head(er) To Toe

At the heart of effective email marketing for Event Directors is a pretty simple concept: a well-written letter. A superbly crafted race email can yield powerful results. In fact, in 2012, Magill Research estimated that brands earned \$39 for every \$1 they spend on email marketing. But you'd be surprised at how many Event Directors send out poorly written notes that end up in the junk folder. So, instead of firing off a quick email to your past, present and future racers, take a few extra minutes to think about what you're sending out.



# ...G...UR...ND...VE...RS."

Jay Baer  
Host and Author



# MARKETING COLLATERAL

ACTIVE technology changes businesses and lives, and we want our current and potential customers to know what we can do for them!

The Marketing Team is instrumental in sending out the ACTIVE message, and so is the collateral we help them create.

We utilize both digital print to relay our message, so make sure you know what medium you are designing for. Tailor your copy and imagery to the target audience to gain maximum impact.

The following pages lay out guidelines for our most common Marketing designs.

Please note that the typography standards for print are used on these pieces regardless of whether or not they are being sent to print professionally, as some customers print them out at home using their personal computers.



## FEATURE SHEETS

Feature sheets help current or potential customers quickly understand the benefits of using our software.

They should be easy to read, easy to scan and to-the-point (normally just one or two pages in length). A vertical layout is usually used at 8.5 x 11 in. We utilize the ACTIVE ribbon header along with a hero image (darkened or lightened if necessary to make the text readable). Text may be arranged in two or three columns, whichever works best for the layout.

When possible, add inspirational and/or functional imagery throughout to emphasize the product and make the piece aesthetically pleasing.

The job number should be noted in the bottom left of the last page of all projects, below the rule (black text at 30% opacity). It can be moved, if necessary, to accommodate imagery, etc). No page number is required on a one-page document.



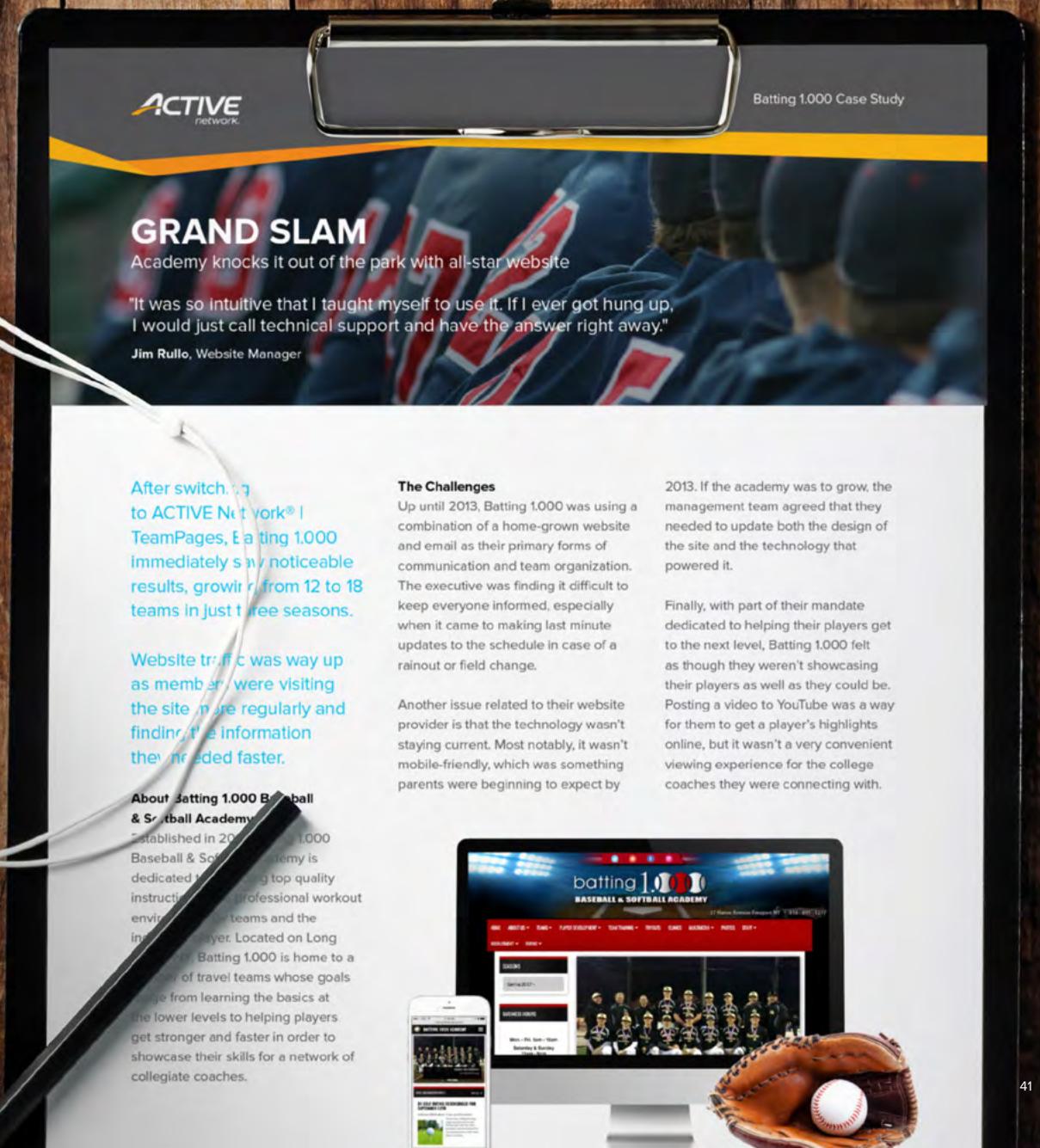
## CASE STUDIES

Case studies tell the stories of ACTIVE customers in order to highlight the benefits of our products.

They should be personable and authentic. Use real-life photos whenever possible and add functional and inspirational photos where you can to emphasize the product or add to the aesthetic of the piece.

Pull quotes can be used to in either all-caps or “emphasized copy” text formats. Most case studies will feature a quote in the hero area, as well (see right).

These pieces are usually one or two pages and laid out in a vertical format at 8.5 x 11in.



ACTIVE  
Network

Batting 1,000 Case Study

### GRAND SLAM

Academy knocks it out of the park with all-star website

"It was so intuitive that I taught myself to use it. If I ever got hung up, I would just call technical support and have the answer right away."

Jim Rullo, Website Manager

After switching to ACTIVE Network® TeamPages, Batting 1,000 immediately saw noticeable results, growing from 12 to 18 teams in just three seasons.

Website traffic was way up as members were visiting the site more regularly and finding the information they needed faster.

#### About Batting 1,000 Baseball & Softball Academy

Established in 2007, Batting 1,000 Baseball & Softball Academy is dedicated to providing top quality instruction and professional workout environments for teams and the individual player. Located on Long Island, Batting 1,000 is home to a variety of travel teams whose goals range from learning the basics at the lower levels to helping players get stronger and faster in order to showcase their skills for a network of collegiate coaches.

#### The Challenges

Up until 2013, Batting 1,000 was using a combination of a home-grown website and email as their primary forms of communication and team organization. The executive was finding it difficult to keep everyone informed, especially when it came to making last minute updates to the schedule in case of a rainout or field change.

Another issue related to their website provider is that the technology wasn't staying current. Most notably, it wasn't mobile-friendly, which was something parents were beginning to expect by

2013. If the academy was to grow, the management team agreed that they needed to update both the design of the site and the technology that powered it.

Finally, with part of their mandate dedicated to helping their players get to the next level, Batting 1,000 felt as though they weren't showcasing their players as well as they could be. Posting a video to YouTube was a way for them to get a player's highlights online, but it wasn't a very convenient viewing experience for the college coaches they were connecting with.

## WHITE PAPERS

White papers delve more deeply into a variety of topics of interest to our current and potential clients.

Because they are usually made available as online downloads, the horizontal layout (14 x 8.5in) is generally the best option. It fits screens nicely and makes the piece easy to read.

You can get creative with the imagery and layout of the pages. Four column layouts are a great starting point, but feel free to modify in order to fit the copy length and “feel” of the piece.

Document name and sections in the upper right corner are on an as-needed basis.

Note:

There are exceptions to almost every rule. These templates are meant to be a guide, but there is a bit of flexibility to accommodate the needs of a particular piece. Use good judgment and consult the design team to decide when templates setups need to be adjusted.



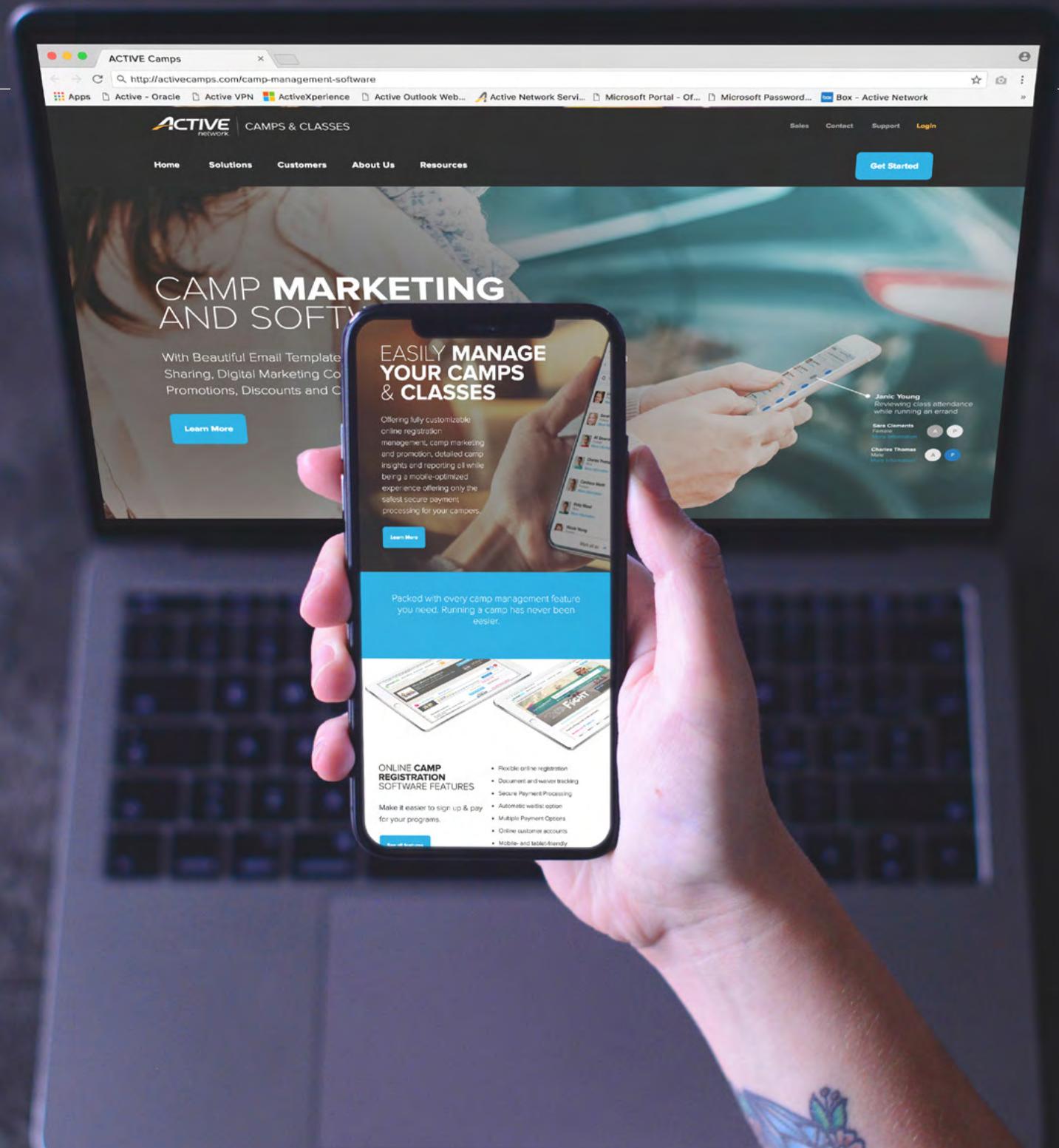


## B2B WEBSITES

More and more, customers discover and communicate with ACTIVE through our websites, making it more important than ever that we tell our story and showcase our voice and brand.

It's essential that potential clients' initial contact with ACTIVE, along with all other interactions (even between different markets and products) be consistent and carry our message.

Make sure to contact Design whenever new website pages or updates are required.





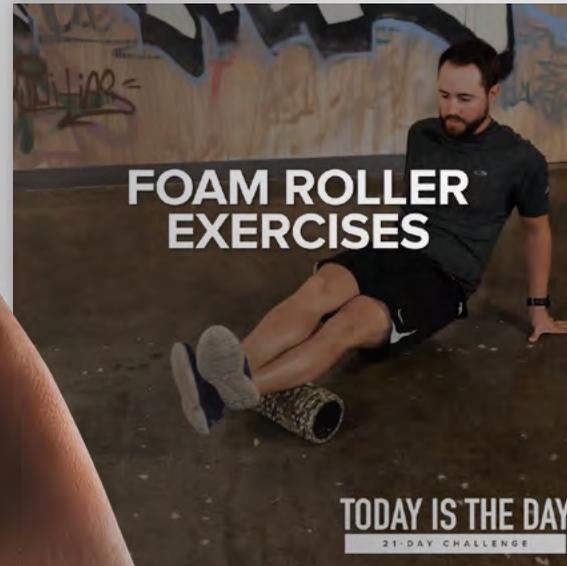
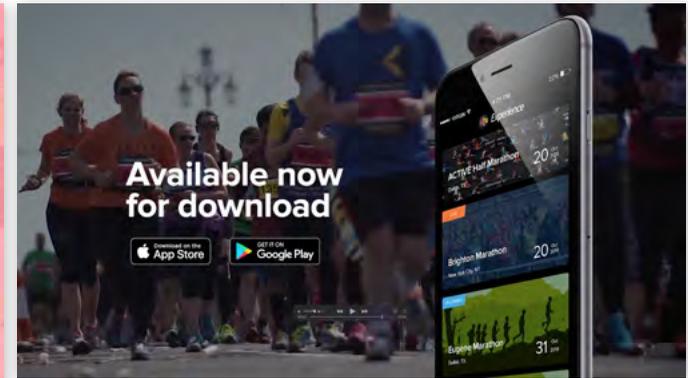
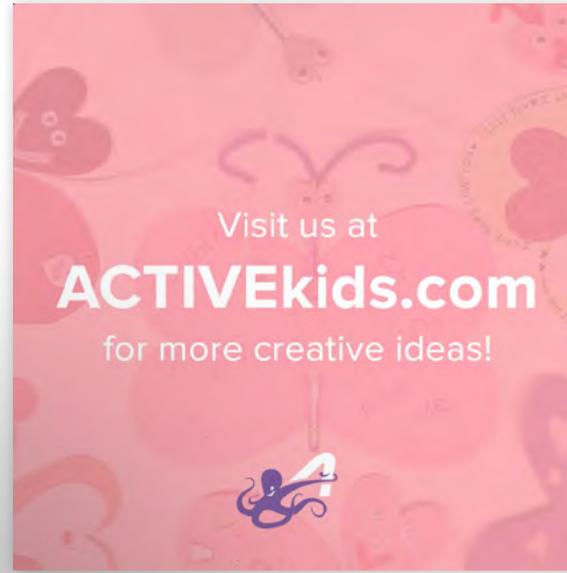
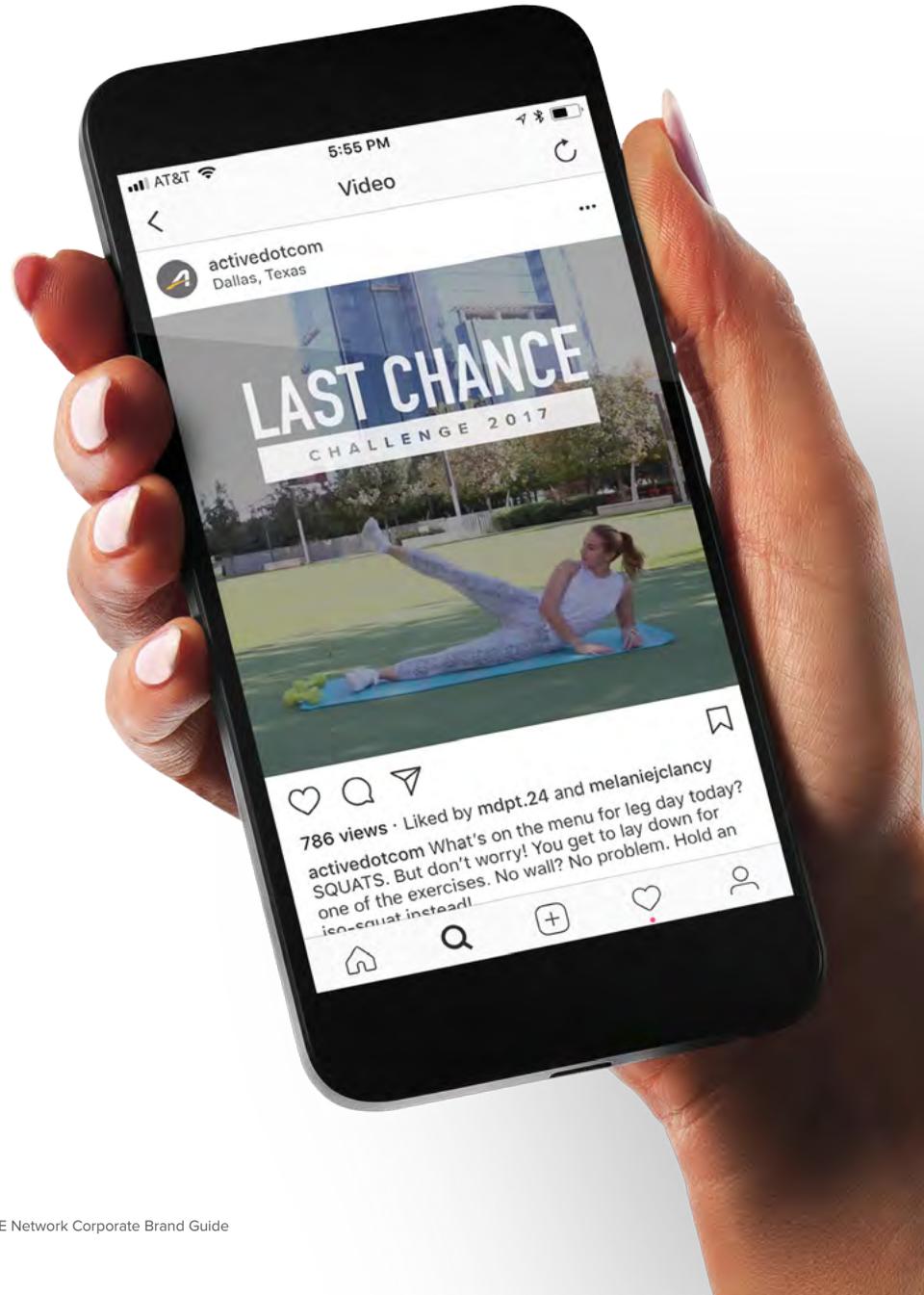
## VIDEOS

Video is fast becoming an essential social media and marketing medium. Viewers are much more likely to interact with and share content in this format, so we need to be ready to embrace it.

Like all of ACTIVE's collateral, we need to ensure that our videos project ACTIVE's look, feel and voice. This cuts across all uses of video from email to websites to social media and beyond.

The following page contains examples and references for text and logo overlays on video, which should stay consistent regardless of format.



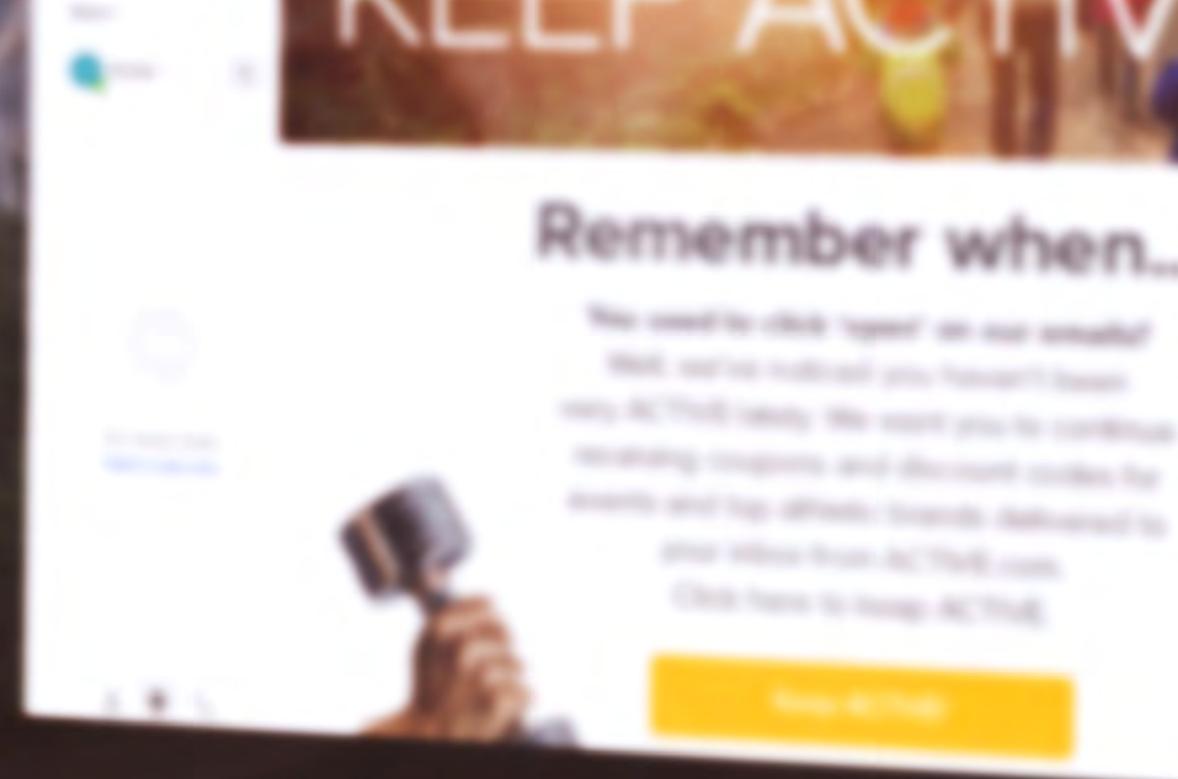
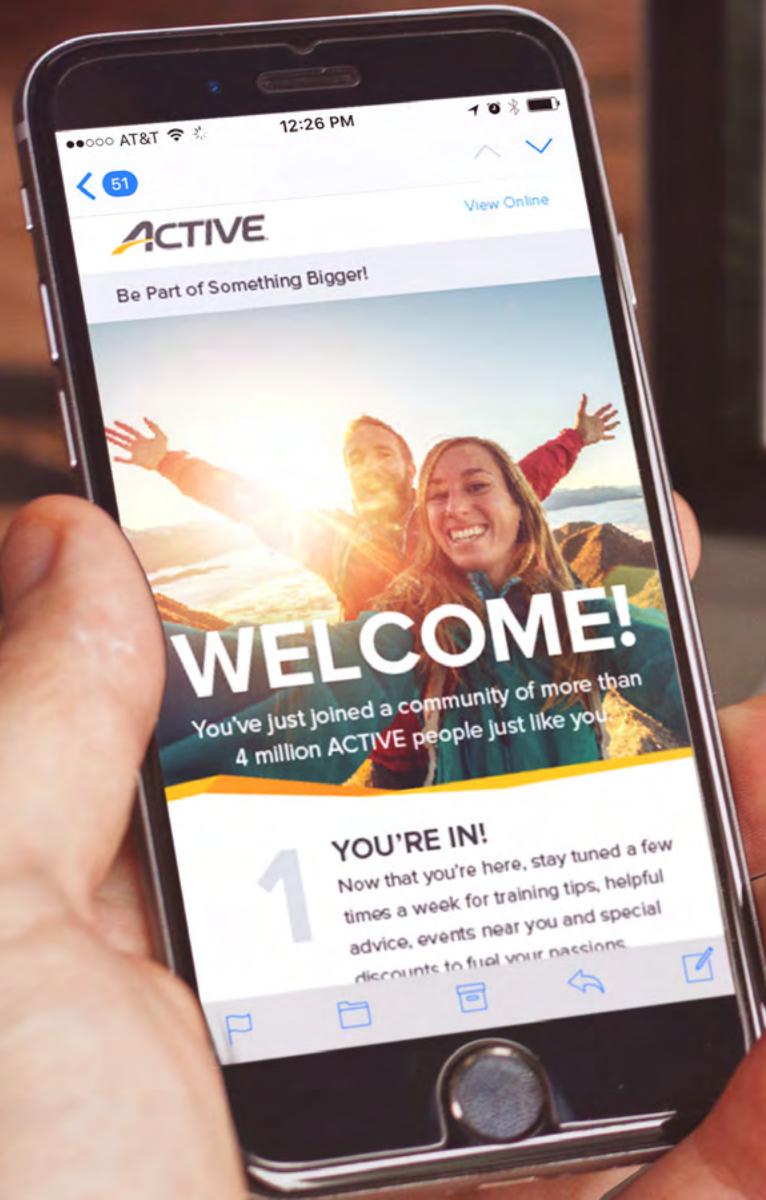




## EMAIL COMMUNICATION

Email is an essential part of how we convey the ACTIVE brand and offerings to our customers.

Email designs should be engaging, informative, and easy to read and scan for recipients on the go.

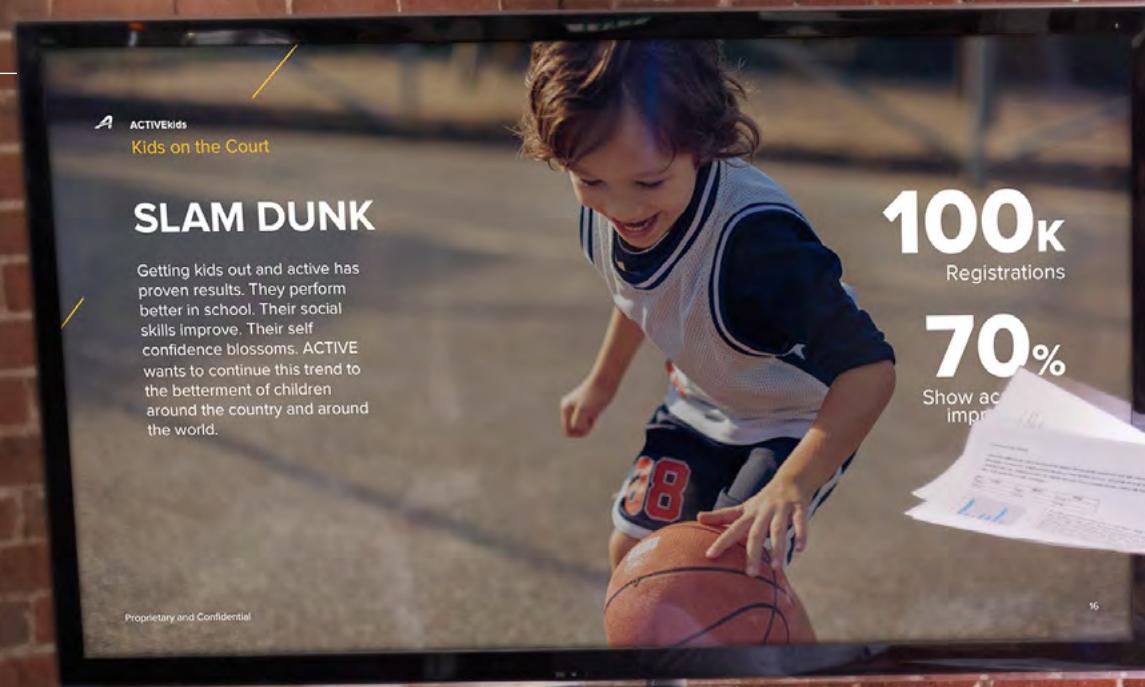




## POWERPOINT PRESENTATIONS

Multimedia presentations are an essential customer touchpoint and can greatly impact ACTIVE's first impression.

PowerPoint presentation templates have been created for the Marketing team in order to keep ACTIVE's brand consistent and to maintain our high graphic standards.

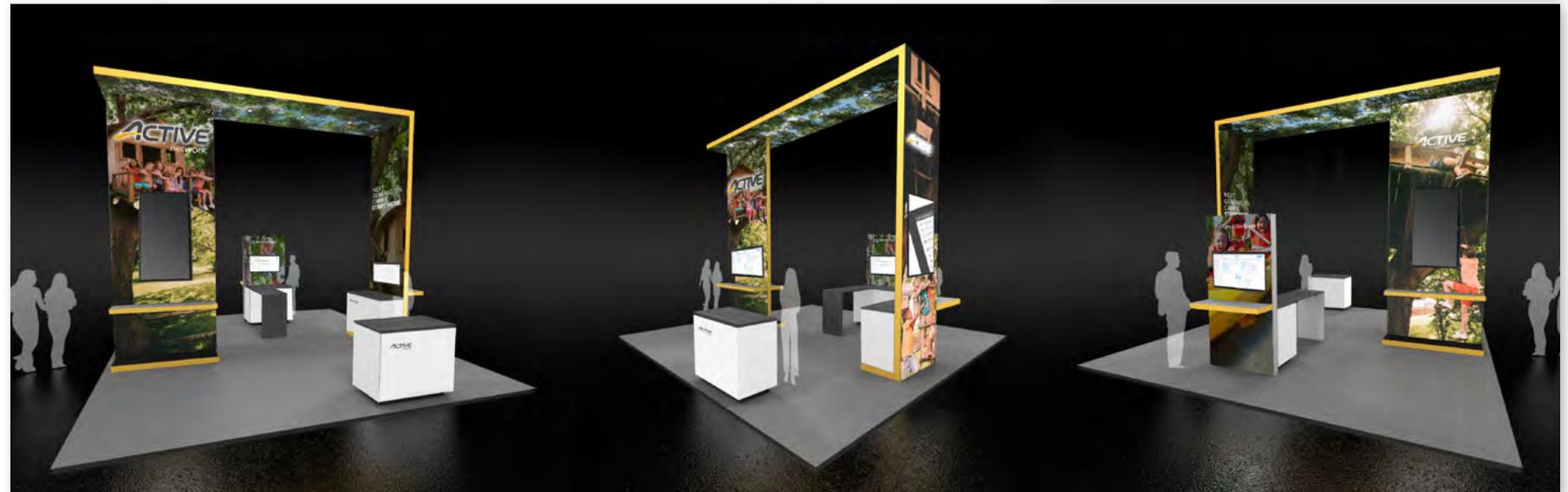


## TRADE SHOW BOOTHS

Trade show booths are a highly-visible marker of the ACTIVE brand. We want to ensure designs are of the highest quality and visually display ACTIVE's voice.

Specific market needs and applications can be customized to meet market objectives and this framework should be established between corporate marketing, marketing, and design.

However, despite and project-specific necessities, trade show booths and collateral should always "family" with our other ACTIVE collateral to create a consistent brand experience.



## TRADEMARKS & COPYRIGHT

ACTIVE adds the TM designation to any brand the company wants to claim ownership of and promote (if it's a service, use SM).

Legally, the TM means a company is claiming ownership under common law (without formal registration); whereas, the R is a formally registered trademark under statutory law (which provides more rights and damages if someone uses the mark without permission, i.e., infringes on the mark).

Use the ™ or ® designation upon first reference in brochures, press releases, newsletters, blogs, social posts, etc.

If you are using the mark several times within a single one of the aforementioned types of communication, you need not include the symbol each time as long as at least one prominent usage includes it.

Notes:

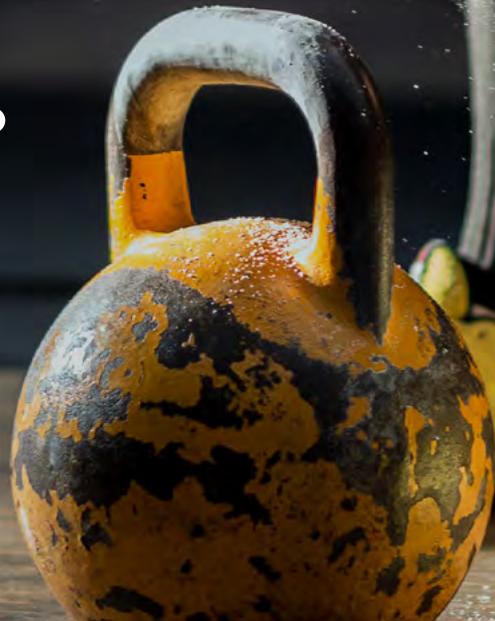
- + In doubling up brand/products, the written version would look like the following: ACTIVE Network® | ACTIVEkids™
- + When you manipulate the logo as with the lone "A" in ACTIVEkids using the animal shapes, it is not covered as a registered trademark.

Use care in which images you select to use in any ACTIVE collateral. It is not acceptable to use images, video, audio, or any other media offline without the proper license.

Make sure any non-stock race photos have been approved for use in your specific piece. Do not use any likeness (photos, images, signatures, etc.) of celebrities or other people without permission as it is a copyright infringement. When searching on a stock photo site, it is helpful to filter out results that are marked "for editorial use only." Since our purposes are commercial, that license does not extend to us.



**NOW GET OUT  
THERE AND DO  
SOMETHING  
AWESOME.**





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