

POSITIVE ACTIVITIES MARKETING TOOLKIT

Branding Guidelines

A logo is usually the first element of an organisation's brand that a customer sees. It is therefore essential that the logo is used correctly.

Activities Oxfordshire Logos

Oxfordshire County Council and other organisations, who register their activities on the activities Oxfordshire database and website, can use the following logos on their publicity materials alongside their own logos.



The banner is designed to be used at the top or bottom of flyers, letters, emails, etc. and should run from one side of the page/sheet to the other.

Partner logos should appear elsewhere on the document and not within the activities Oxfordshire banner.

How NOT to use the logo

The logo must not be horizontally or vertically stretched in any way. Make sure you resize the logo proportionally. Incorrect examples are shown below:



Do not stretch the logos to make them longer without adjusting the height proportionately



Do not put a line around the logos



Do not stretch the logos to make them taller without adjusting the width proportionately

An Activities Oxfordshire poster and certificate are available to use to promote particular activities as well as the Activities Oxfordshire website. If you need any advice or support in using the logo or logos in different formats, please contact the Integrated Youth Support Service on 01865 328908 YSSOxon@oxfordshire.gov.uk.

GET INVOLVED, GET ACTIVE AND BE CREATIVE

Meet new people and do something different...

**SPORT, MUSIC, DRAMA, VOLUNTEERING,
YOUTH CLUBS, DANCE, OUTDOOR ADVENTURE,
CANOEING, ICE SKATING, FILM MAKING...**

are just some of the activities for young people 13 – 19
(and up to 24 for young people with learning disabilities)
that you can find on www.activitiesoxfordshire.info



A free website which lists all types of organisations that offer positive activities to young people. Activity Providers can (and should!) add their opportunities using the online tools.