

MOVE IT
OR LOSE IT!®

BRANDING TOOLKIT



About us

Move it or Lose it was formed as a result of years of collaboration with scientists and experts in healthy ageing to develop the FABS Training Programme. Each Move it or Lose it class covers Flexibility, Aerobic, Balance and Strength providing the four vital components of older adult fitness as per the Chief Medical Officer (CMO) guidelines. The programme is made up of exercises that are safe, enjoyable, effective and accessible to everyone whatever their ability, and can be done seated or standing. Move it or Lose it classes ensure age or ability are no longer barriers to an active lifestyle, helping people to live longer, healthier, happier lives.

If you have any queries please contact
admin@moveitorloseit.co.uk.

Contact Us

For queries regarding the use of the Move it or Lose it brand, FABS brand or any of the specifications outlined within this guide please contact admin@moveitorloseit.co.uk.

Approval

Use of our logo in any medium should be approved prior to its use. Please email artwork to admin@moveitorloseit.co.uk.





The brand name

“Move it or Lose It” is our brand name and our sub-brand is ‘FABS’ which should be used in these formats. They should not be altered or shortened. For example; ‘Move it’ or ‘FAB’S’ are NOT correct representations of our brand names. Note: this list is not exhaustive.

Radio; please ensure that for radio advertising and interviews the radio station uses “Move it or Lose It” or “FABS” and not an abbreviation of our brand names. The correct use of these brand names must be specified in any radio commercial brief. Interviews; please brief the interviewer before the interview commences to ensure our full brand names are used in the interview.

PR; please ensure that our brand names are used in full, not shortened. We recommend obtaining a draft for approval wherever possible.



The brand values



Our brand values need to be incorporated into the tone of any communications. This could be via a website; emails; literature; conversations and class delivery. This list is not exhaustive:

- The customer is at the heart of everything we do
- Committed to making a positive change in the lives of older people
- Delivering fun and innovative solutions to create a healthier ageing population
- Providing quality, engaging and ethical services
- Dedicated to the ongoing development of informed health and fitness solutions



The brand personality



Our brand personality needs to be incorporated into how all staff, instructors and the company conducts itself when communicating with a customer or potential customer to ensure that a consistent message is being communicated.

- Customer Centric
- Informed
- Motivated
- Innovative
- Ethical

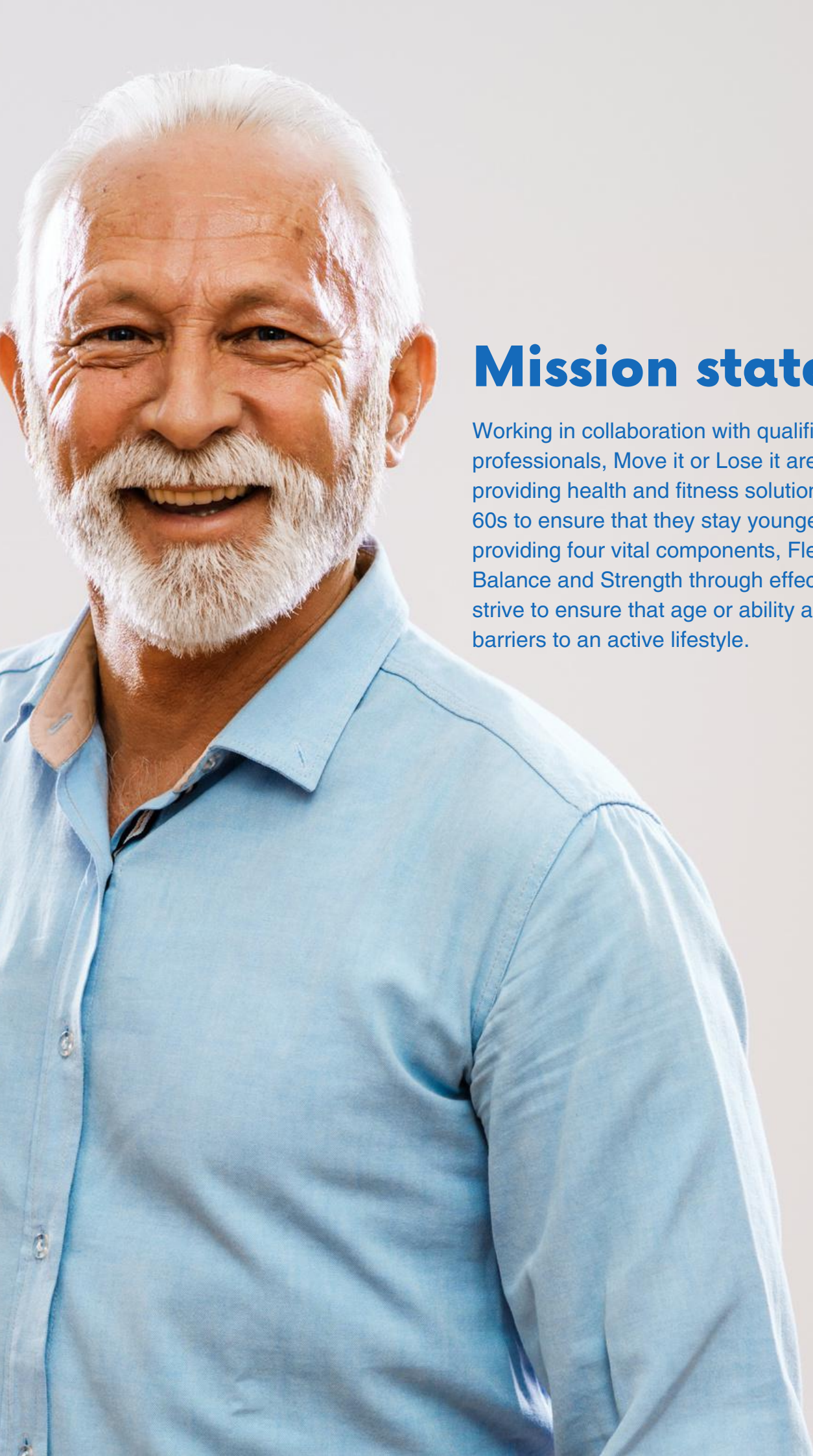


Positive, aspirational and relatable.



The imagery for Move it or Lose it should embody a vibrant mix of positivity, aspiration, and relatability. Please ensure any image you use reflects the ethos of empowerment and vitality, aiming to inspire and resonate with our audience. From individuals joyfully engaging in physical activity to

scenes depicting achievable fitness goals, every image exudes a sense of enthusiasm and possibility. We aim to cultivate a visual narrative that encourages older people to embrace an active lifestyle while fostering a deep connection with the Move it or Lose it brand.



Mission statement

Working in collaboration with qualified health professionals, Move it or Lose it are dedicated to providing health and fitness solutions to the over 60s to ensure that they stay younger for longer. By providing four vital components, Flexibility, Aerobic, Balance and Strength through effective exercise we strive to ensure that age or ability are no longer barriers to an active lifestyle.



COLOURS



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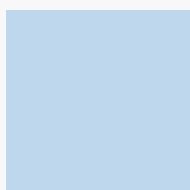
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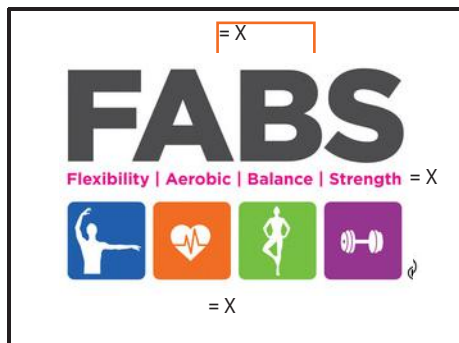
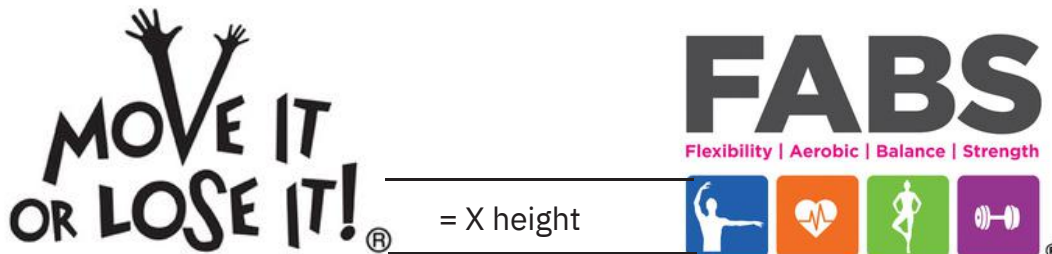
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LOGO



The clear space is the area which surrounds the logo. "X" is the height of the letter "I" in the Move it or Lose it & "Flexibility" icon in the FABS logo. This represents a minimum clear space that should be retained around the logo. This will ensure the logo is clear across all marketing materials.

Please try to avoid printing the logos smaller than 20mm in width. Do not distort the logo vertically or horizontally or rearrange the logo elements.



Grammar glitches & spelling slip-ups:

Frequent errors in grammar and spelling can inadvertently detract from the professionalism and credibility of Move it or Lose it instructors.



Move it or Lose it

One common mistake lies in misspelling the brand name, such as **Move it or Loose it** or **Move it to Lose it**. These variations not only dilute our brand identity but also risk confusing potential participants. By adhering to the correct spelling and usage of **Move it or Lose it**, instructors uphold the integrity of our brand and ensure clear communication with our audience. Consistency in branding strengthens recognition and fosters trust, ultimately contributing to the success and reputation of our classes. Therefore, instructors must remain vigilant in avoiding these common pitfalls and championing the correct representation of Move it or Lose it.



Another common mistake involves the incorrect capitalisation of the brand name. It's crucial to remember that only the initial letters "M" and "L" should be capitalised, with the rest of the words in lowercase. Inconsistencies in capitalisation can dilute brand recognition and detract from the professionalism of our communications. By adhering to the correct capitalisation of **Move it or Lose it**, instructors maintain brand integrity and ensure a cohesive representation across all platforms and materials.



Over 70s

One common grammar mistake that Move it or Lose it instructors may encounter is the incorrect use of apostrophes in age categories such as **over 60s**, **over 70s**, and **over 80s**. It's essential to note that these terms do not require apostrophes, as they are used to indicate age ranges rather than possession, so **over 60's** is incorrect. Maintaining this grammatical accuracy ensures clarity and professionalism in our communications with participants, reinforcing the credibility of our classes and the Move it or Lose it brand.



Intellectual property

All copyright, trade mark and other intellectual property rights attached to the Move it or Lose it or FABS logos and any related logo remain the sole property of the company. Employees and licensed instructors must notify the company immediately of any infringement or challenge to the validity or ownership of any of the trademarks; or of any element of the company's branding. The company must provide any assistance that it may require in defending its rights. The Move it or Lose It and FABS logos and their brand identity elements are an integral part of the company's intellectual property.

Requesting logo artwork files

It is not necessary for suppliers to recreate the 'Move it or Lose It' or 'FABS' logos. They are available on the instructor dashboard under 'marketing materials'.

Stationery

Pre-designed stationery has been designed for your convenience to assist in the promotion of Move it or Lose it classes. Contained within the Instructor dashboard of the website you will find promotional literature that can be easily downloaded. These include flyers, press release templates and approved logos.

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