



BRAND GUIDELINES

2020

canfitpro[™]

canfitpro[™]

canfitpro[™] is a registered trademark and so must include the trademark symbol (TM)

Introduction

It is critical that each time the public comes in contact with the canfitpro, its corporate identity is communicated in consistent visual terms, whether it is portrayed on signage, letterhead or digital. Anyone using the visual identity of the canfitpro commits to respecting the graphic standards set out in this document.

The Logo

General Guidelines for Use of the Logo



The logo should appear on a white or light background whenever possible to ensure clear visibility. The logo should never be incorporated into text or used in conjunction with other graphic elements except as noted in these graphic standards. When reproducing the logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. The canfitpro name is set in a modified Roboto Black Italic font. No other font may be substituted. No elements can be added to the logo other than as specified in these graphic standards. The logo is custom drawn. Do not attempt to recreate this artwork.

Subsidiary Logos

General Guidelines for Use of the Subsidiary Logos

canfitpro | 2020

canfitpro | EAST

canfitpro | MONTREAL

canfitpro | WINNIPEG

canfitpro | CALGARY

canfitpro | EDMONTON

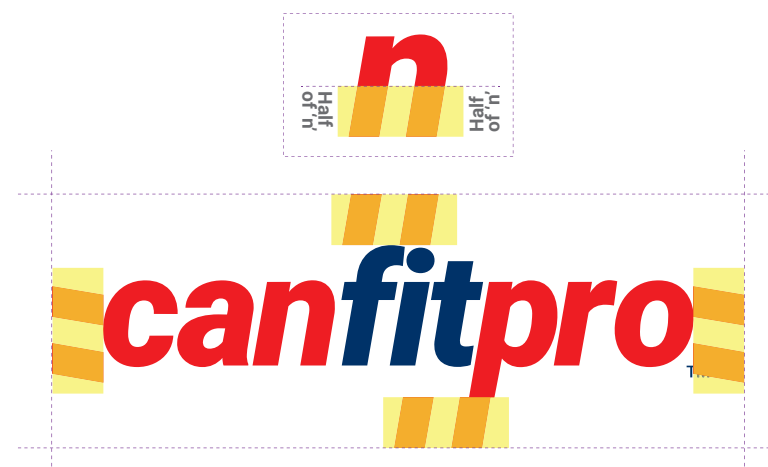
canfitpro | VANCOUVER

While the logo type is the main identifier for the company, other logos are included in the visual system. These include event logos. Further information on the usage requirements for these marks can be found in subsequent pages of this document.

The Logo

Safety Zone

There is a minimum space maintained around the logo to set it apart from other graphic elements. This safety zone should be equal to the half height of letter 'n' in the logo. In general the logo should have significant white space around it and not be crowded by other elements.



The safety zone is equal to the half length of the 'n' in the logo.
This distance must be maintained around the entire logo.

Minimum Size

Minimum width of the logo should not be less than 0.75 inches. There is no maximum size.



Minimum size is 0.75" measured horizontally.

Logo



Black & White



Logo reversed with appropriate safety zone



Logo usage on colour background



Logo Uses

Usage of the Logo

In order to preserve the integrity and consistency of the logo, it must be used as specified in this guide. The following examples of how the logo should not be used can provide some further clarity on this.

- The logo is a stand-alone design and must appear separate from other elements in all applications.
- The logo may not be used within a sentence, phrase or headline.
- No words or images should crowd, overlap or merge with it, nor should it be placed on a photo or design that obscures the words.
- The logo is a registered trademark and must not be altered. For example, it cannot be shaded, shadowed, applied with an outer glow, screened, used in outline form, or filled with a texture or photo.
- Proportions of the logo must remain the same in either reduction or enlargement. It may not be stretched out of proportion in either direction.
- The logo may not be cropped; it must be used in its entirety.
- When using the logo, the registered trademark symbol (TM) must always appear.
- The logo should not be rotated or tilted, except by special approval on promotional and specialty items.

Do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.



Can use logo with white background with safety zone.



Can use logo in white with safety zone.



Can use logo in white with safety zone.



Can surprint the reversed logo on a dark background



www.canfitpro.com



canfitpro



canfitpro



canfitpro



canfitpro™



canfitpro™



canfitpro



Cannot use the logo where not visible clearly.



Cannot use the logo where not visible clearly.

Digital Use

Whenever possible, the logo should appear in positive form, in colour, and on a clean white background. Ideal placement of the logo is in the upper left-hand corner. All guidelines listed on page 8 also apply to the logo in electronic form when it appears on any website.

Colour Palette

Primary Colour Palette

canfitpro logo contains two colours. It is also available in CMYK, RGB, web, black & white and reverse. No other colours are acceptable. It is recommended that, where possible, the logo remain positive and sit on a white background.



#ed1c24
R237 G28 B36
C0 M100 Y100 K0



#003469
R0 G52 B105
C100 M65 Y0 K50

Secondary Colour Palette

A secondary colour palette exists to compliment the primary colours of the canfitpro logo. These colours can be utilized for canfitpro marketing collateral, web based applications or advertising. These colours are never to be used in the canfitpro logo itself.



#69c7c1
R105 G199 B193
C56 M0 Y29 K0



#58595b
R88 G89 B91
C0 M0 Y0 K80



#68C7C1
R104 G199 B193
C56 M0 Y29 K0



#d31f53
R211 G31 B83
C14 M100 Y60 K0



#ffd400
R255 G212 B0
C0 M15 Y100 K0



#F15B27
R241 G91 B39
C0 M80 Y96 K0



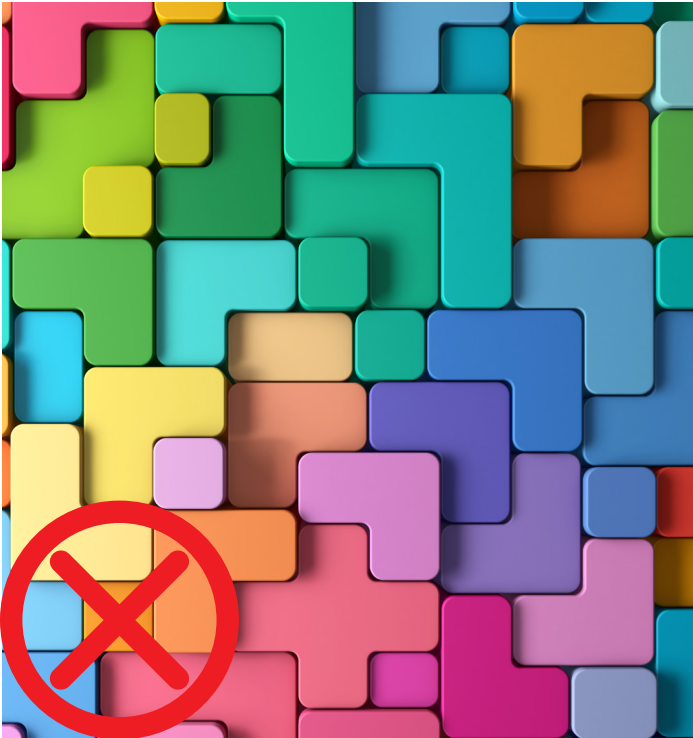
#00bdf
R0 G191 B223
C70 M0 Y10 K0

Images

It is encouraged to use simple, clear and less cluttered images. Colours in the image should be light but sophisticated and leaning towards, blue, grey and white. Saturated and dramatic images are discouraged. Overly colourful images and backgrounds are not allowed.



Overly colourful and saturated images



Multi-colour backgrounds



Dramatic images



Images

Single tone images may be used. However, multi tone images are not permitted. Condensed and expanded images cannot be used.



Primary Typography - Print

The primary typeface to be used is Roboto. It is a large typeface family and offers a number of weights and condensed versions. All weights may be used.

Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Light Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Medium Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Black Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Light Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary Typography - Print

The secondary typefaces may also be used.

Raleway

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Medium Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Extra Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Black Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Good Headline Pro

Good Headline Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Good Headline Pro Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Good Headline Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Good Headline Pro Black Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Good Headline Pro Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Good Headline Pro Ultra Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Playlist Script

Playlist Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Playlist Script Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Digital & Online Typography

The digital typeface to be used is Roboto too. It is a large typeface family and offers a number of weights and versions. All weights and style may be used.

Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Light Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Black Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald

Oswald Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Semi Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Playlist Script

Playlist Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Playlist Script Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890



Event Logos and Usage

canfitpro proudly produces the most comprehensive events dedicated to the education and innovation in the fitness industry. canfitpro Events have an individual identity that should be used in all literature, signage and promotional materials for the corresponding events. The use of all canfitpro Event logos are intended to promote participation at the shows. Whenever possible, these logos should appear in colour on a white or light background to ensure clear visibility. When reproducing the logo, always use the official artwork from the electronic files provided. The elements of the logo are fixed and should never be redrawn or altered in any way. No other font may be substituted. No elements can be added to the logo other than as specified in these graphic standards. These logos should never be incorporated into a sentence, phrase or headline; crowded, merged or overlapped with words or images; placed on a photo or design that obscures the words; cropped or stretched disproportionately; be changed in colour in any way. The logo is custom drawn. Do not attempt to recreate this artwork.

canfitpro | 2020

Safety Zone



Black & White

canfitpro | 2020

Reverse on Primary Colour

canfitpro | 2020

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro | 2020

Logo reversed with safety zone

Reverse

canfitpro | 2020

Logo reversed with safety zone

Text usage under event logo



Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette

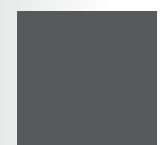


#003469
R0 G52 B105
C100 M65 Y0 K50



#d31f53
R211 G31 B83
C14 M100 Y60 K0

Secondary Colour Palette



#58595b
R88 G89 B91
C0 M0 Y0 K80



#a51240
R165 G18 B64
C15 M100 Y60 K25



#d24570
R210 G16 B112
C15 M88 Y38 K0

Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular



canfitpro / CALGARY

Safety Zone



Black & White

canfitpro / CALGARY

Reverse on Primary Colour

canfitpro / CALGARY

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro / CALGARY

Logo reversed with safety zone

Reverse

canfitpro / CALGARY

Logo reversed with safety zone

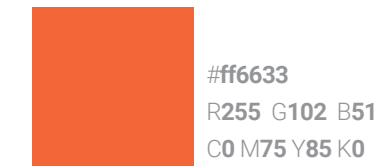
Text usage under event logo



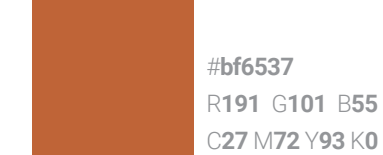
Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette



Secondary Colour Palette



Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular



canfitpro | EAST

Safety Zone



Black & White

canfitpro | EAST

Reverse on Primary Colour

canfitpro | EAST

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro | EAST

Logo reversed with safety zone

Reverse

canfitpro | EAST

Logo reversed with safety zone

Text usage under event logo



Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette



Secondary Colour Palette



Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular



canfitpro | EDMONTON

Safety Zone



Black & White

canfitpro | EDMONTON

Reverse on Primary Colour

canfitpro | EDMONTON

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro | EDMONTON

Logo reversed with safety zone

Reverse

canfitpro | EDMONTON

Logo reversed with safety zone

Text usage under event logo

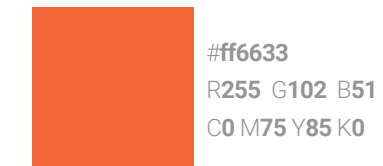
canfitpro | EDMONTON
NOVEMBER 2-3, 2020 / EDMONTON

canfitpro | EDMONTON
NOVEMBER 2-3, 2020
EDMONTON CONVENTION CENTRE

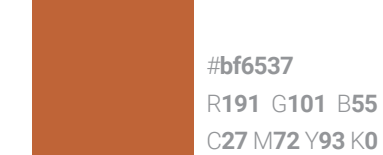
Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette



Secondary Colour Palette



Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular



canfitpro / VANCOUVER

Safety Zone



Black & White

canfitpro / VANCOUVER

Reverse on Primary Colour

canfitpro / VANCOUVER

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro / VANCOUVER

Logo reversed with safety zone

Reverse

canfitpro / VANCOUVER

Logo reversed with safety zone

Text usage under event logo



Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette



#003469
R0 G52 B105
C100 M65 Y0 K50



#69c7c1
R105 G199 B193
C56 M0 Y29K0

Secondary Colour Palette



#58595b
R88 G89 B91
C0 M0 Y0 K80



#007880
R0 G120 B128
C73 M0 Y24 K45

Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular



canfitpro | WINNIPEG

Safety Zone



Black & White

canfitpro | WINNIPEG

Reverse on Primary Colour

canfitpro | WINNIPEG

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro | WINNIPEG

Logo reversed with safety zone

Reverse

canfitpro | WINNIPEG

Logo reversed with safety zone

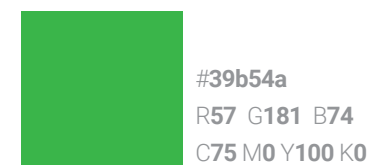
Text usage under event logo



Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette



Secondary Colour Palette



Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular



canfitpro | MONTRÉAL

Safety Zone



Black & White

canfitpro | MONTRÉAL

Reverse on Primary Colour

canfitpro | MONTRÉAL

Logo reversed with safety zone

Reverse on Primary Colour

canfitpro | MONTRÉAL

Logo reversed with safety zone

Reverse

canfitpro | MONTRÉAL

Logo reversed with safety zone

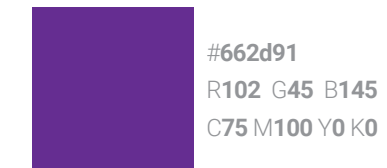
Text usage under event logo



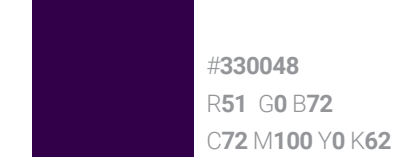
Bottom text should be in Robotto Bold in all caps and smaller point size than logo lettering. Text lines under the logo should not exceed three.

Colour Palette

Primary Colour Palette

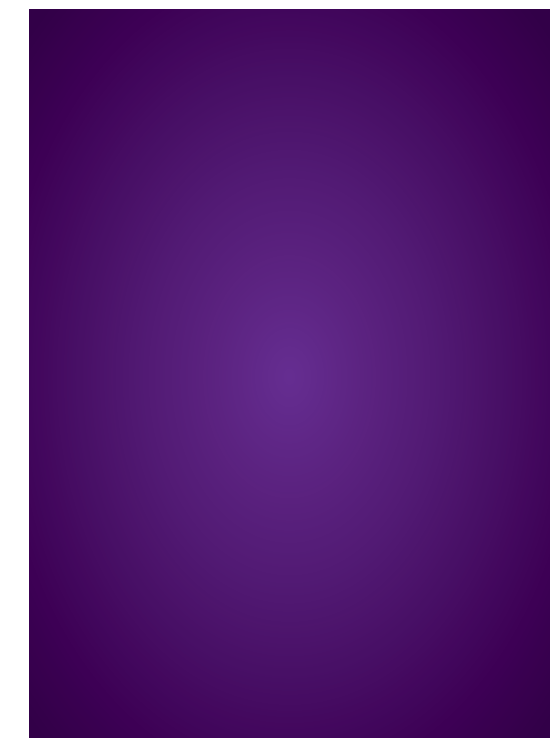


Secondary Colour Palette



Vignette Color Palette

Vignette can be used combining dark and light shade, both linear and circular





To request artwork for any one of the
canfitpro logos, please contact the
Marketing Department,
canfitpro.

110-225 Select Ave., Toronto, ON, M1X 0B5
Local: 416-493-3515 x330 Toll Free: 1-800-667-5622 x330
Fax: 416-493-1756 Email: jgazmen@canfitpro.com