Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
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 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.

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.

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 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 fit pro brand guidelines

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.
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.

**Primary Colour Palette**

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
<th>YR</th>
<th>CM</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ed1c24</td>
<td>red</td>
<td>237</td>
<td>28</td>
<td>36</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#003469</td>
<td>blue</td>
<td>0</td>
<td>52</td>
<td>105</td>
<td>100</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Secondary Colour Palette**

A secondary colour palette exists to complement 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.

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
<th>YR</th>
<th>CM</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>#d31f53</td>
<td>magenta</td>
<td>211</td>
<td>31</td>
<td>83</td>
<td>14</td>
<td>100</td>
<td>60</td>
</tr>
<tr>
<td>#00bfdf</td>
<td>cyan</td>
<td>0</td>
<td>191</td>
<td>223</td>
<td>70</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#69c7c1</td>
<td>light green</td>
<td>104</td>
<td>199</td>
<td>193</td>
<td>56</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>#f15b27</td>
<td>red</td>
<td>241</td>
<td>91</td>
<td>39</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#68c7c1</td>
<td>light green</td>
<td>104</td>
<td>199</td>
<td>193</td>
<td>56</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>#f6400</td>
<td>orange</td>
<td>255</td>
<td>212</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td>#ffdead</td>
<td>pink</td>
<td>255</td>
<td>191</td>
<td>193</td>
<td>56</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>#ff5722</td>
<td>orange</td>
<td>255</td>
<td>87</td>
<td>34</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#ff0000</td>
<td>red</td>
<td>255</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Colour Palette**

A secondary colour palette exists to complement 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.
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.
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 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Secondary Typography - Print

The secondary typefaces may also be used.

**Raleway**
- **Raleway Medium**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Medium Italic**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Bold**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Bold Italic**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Extra Bold**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Extra Bold Italic**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Black**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Raleway Black Italic**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**Good Headline Pro**
- **Good Headline Pro Bold**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Good Headline Pro Bold Italic**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Good Headline Pro Black**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Good Headline Pro Black Italic**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Good Headline Pro Ultra**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
- **Good Headline Pro Ultra Italic**
  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 Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

*Roboto Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

*Roboto Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

*Roboto Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

*Roboto Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

*Roboto Black*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

*Roboto Black Italic*

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

Reverse on Primary Colour

Reverse

Text usage under event logo

Bottom text should be in Roboto 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.

AUGUST 14-18, 2020 / TORONTO

METRO TORONTO CONVENTION CENTRE
canfitpro I CALGARY

Safety Zone

canfitpro I CALGARY

Black & White

canfitpro I CALGARY

Reverse on Primary Colour

canfitpro I CALGARY

Reverse on Primary Colour

canfitpro I CALGARY

Reverse

canfitpro I CALGARY

Text usage under event logo

canfitpro I CALGARY

NOVEMBER 2-3, 2021 / CALGARY

NOVEMBER 2-3, 2021
CALGARY CONVENTION CENTRE

Colour Palette

Primary Colour Palette

Reverse on Primary Colour

Logo reversed with safety zone

Reverse

Logo reversed with safety zone

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

Vignette Color Palette

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

Safety Zone

Black & White

Reverse on Primary Colour

Reverse on Primary Colour

Reverse

Text usage under event logo

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

EAST
MARCH 21-23, 2020
HALIFAX CONVENTION CENTRE

Colour Palette

Primary Colour Palette

Reverse on Primary Colour

Logo reversed with safety zone

Reverse on Primary Colour Reverse

Logo reversed with safety zone

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

Secondary Colour Palette

Vignette Color Palette

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

Primary Colour Palette

<table>
<thead>
<tr>
<th>Hex Code</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FF6633</td>
<td>255</td>
<td>102</td>
<td>51</td>
<td>0</td>
<td>75</td>
<td>85</td>
<td>0</td>
</tr>
</tbody>
</table>

Secondary Colour Palette

<table>
<thead>
<tr>
<th>Hex Code</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>#A1562D</td>
<td>161</td>
<td>86</td>
<td>45</td>
<td>27</td>
<td>72</td>
<td>93</td>
<td>18</td>
</tr>
</tbody>
</table>

Vignette can be used combining dark and light shade, both linear and circular.
canfitpro \ EDMONTON

Safety Zone

Black & White

Reverse on Primary Colour

Reverse on Primary Colour

Text usage under event logo

Bottom text should be in Roboto 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.
Safety Zone

Black & White

Reverse on Primary Colour

Text usage under event logo

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)

Reverse on Primary Colour

Logo reversed with safety zone

Reverse

Logo reversed with safety zone

**Text usage under event logo**

(canfitpro \ WINNIPEG)

APRIL 25-27, 2020 \ WINNIPEG

APRIL 25-27, 2020 \ WINNIPEG CONVENTION CENTRE

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**Colour Palette**

**Primary Colour Palette**

![Primary Colour Palette](image)

**Secondary Colour Palette**

![Secondary Colour Palette](image)

**Vignette Color Palette**

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

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

Safety Zone

Black & White

Reverse on Primary Colour

Text usage under event logo

Bottom text should be in Roboto 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