

# Guidelines on use of Active IQ Logo

## Active iQ

### Primary logo (positive)

This is the primary logo that should be used for the new dual brand.



### Primary logo (negative)

The logo can also be used in white on a grey background.



## Active iQ

### Secondary logo (positive)

You will see the secondary logo used in our marketing and communications materials when the primary logo cannot be used due to space restrictions.



### Secondary logo (negative)



**Exclusion zone**

The exclusion zone for our sub-brands, when using the full NCFE logo, is the width of the logo itself.

**Minimum size**

Do not use the logo at sizes smaller than those listed.



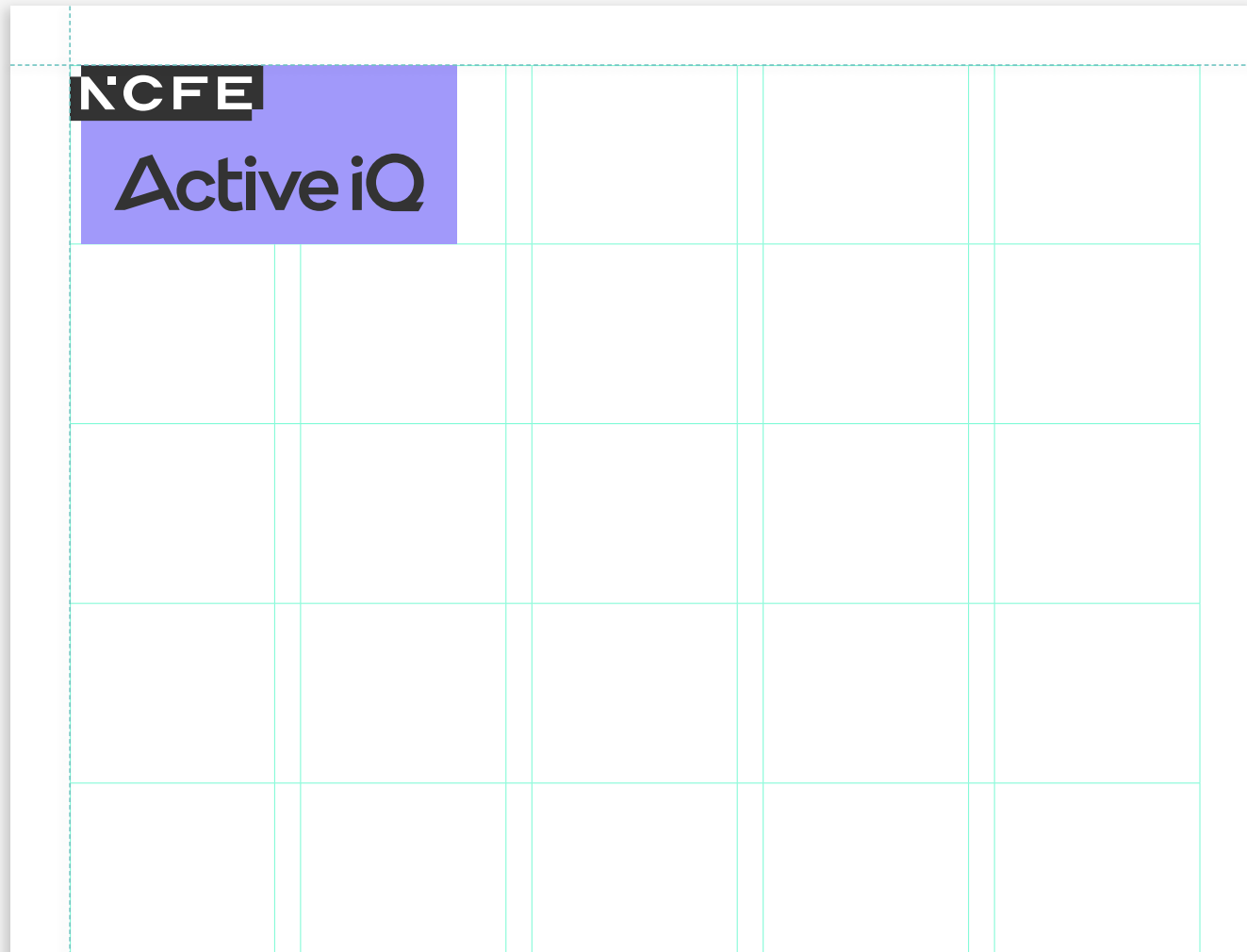
**Print**  
30mm  
**Digital**  
100px



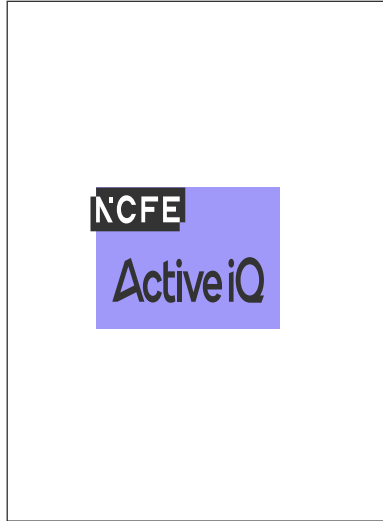
**Print**  
30mm  
**Digital**  
100px

**Using the logo**

- The Active IQ full colour logo is always used on a white background.
- Depending on background colour or stock, white-out or black-out versions of the logo are available and can be requested and used when appropriate.
- The logo should always be placed in the top left corner in documentation, report covers and PowerPoint templates.
- On digital applications the size of the logo should be balanced proportionally with the rest of the design.



# Do-not



**Do not** stretch the logo



**Do not** use the full colour logo on a black or dark grey background



**Do not** use the logo on any colour background



**Do not** change the colour of the logo



**Do not** extend or manipulate the logo in any way

# Brand in action

## Advertising



**NCFE**  
**Active iQ**

### Leading the way in training the fitness and wellbeing sector

In an industry where cost is often the focus, Active IQ stands apart by delivering more. We know that price matters, but when it comes to qualifications, reliability, and long-term success, quality is non-negotiable.

- ✓ **Industry-leading qualifications** – designed with employers to meet workforce demands
- ✓ **Comprehensive support** – a dedicated team invested in your success
- ✓ **Added value** – free CPD, FitPro membership with eLearning purchases, and extra resources at no cost
- ✓ **A trusted partner** – transparent pricing, no hidden fees, and a gold-standard reputation

Visit [www.activeiq.co.uk](http://www.activeiq.co.uk) to start your journey as an Active IQ approved centre.

## Report cover



## Social media

The secondary logo will be used by the central marketing and comms team on our social media and digital marketing assets.





## External Newsletter

### Introduction from Lisa Skelton, Active IQ's Head of Business Development

Welcome to the July edition of the Active IQ newsletter.

As we reach the end of the 2025/26 academic year, we'd like to thank you for your continued support, collaboration and engagement. It's been another year of progress across the physical activity and wellbeing sector, and we're proud to have worked alongside training providers, employers and partners to support the development of a skilled, trusted workforce.

This will be our final newsletter before the summer break, returning in September with the latest sector updates, insights and news from Active IQ.

We hope you have a relaxing and enjoyable summer, and we look forward to working with you again in the new academic year.

**Lisa Skelton,**  
Head of Business Development

Developed in response to growing demand for high-quality Pilates provision, these qualifications are designed to equip instructors with the knowledge, skills and confidence to deliver safe, effective and professional sessions, while helping to raise standards across the sector.



The new qualifications are:

- [Level 3 Diploma in Instructing Pilates Matwork](#)
- [Level 3 Certificate in Instructing Pilates Studio Reformer Sessions](#)

You can now find full details on our website, including qualification specifications and guidance. If you'd like to learn more or discuss delivery, you can also get in touch with our team through the qualification pages.

[Find out more](#)



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