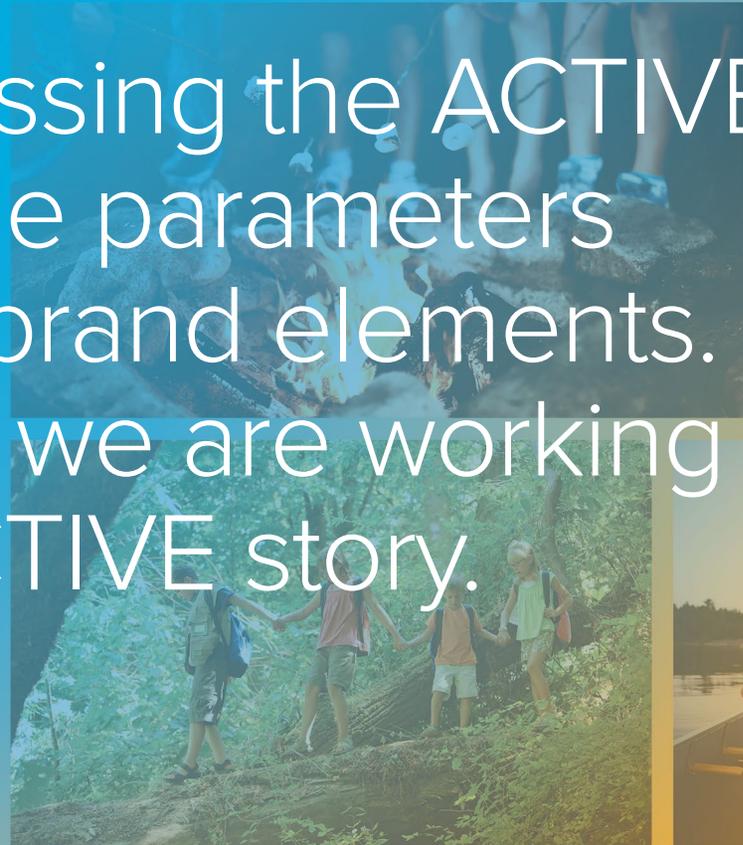


BUILDING THE ACTIVE BRAND

The first step in expressing the ACTIVE Brand is articulating the parameters around all necessary brand elements. In outlining this guide, we are working towards telling the ACTIVE story.



BRAND GUIDELINES

At ACTIVE Network, we want you to be able to create fantastic applications with the ACTIVE Network APIs. At the same time, we don't want users to get confused about who is responsible for the data they are accessing, so we have some brand guidelines.

Why our branding is important to your customers:

- The ACTIVE and ReserveAmerica (Campground API) brands hold credibility in the mind of the customer. They serve as a seal of approval giving customers the confidence to transact through a trusted source.
- As consumer utilities, ACTIVE.com® captures and records registration activity providing people with a record of their personal registration history if they need it at a future date and ReserveAmerica (Campground API) captures and records campground, day use area and cabin reservations for customers while storing a record of their reservations.
- Transacting for an ACTIVE powered activity or ReserveAmerica (Campground API) powered campground tells your customer who they need to call if they need help. ACTIVE's standard of excellence provides customers with 24/7 support 365 days a year and customized support is available for ReserveAmerica customers.

NAMING

“ACTIVE.com”, “ACTIVE Network”, “ACTIVE Access”, and/or “ReserveAmerica” cannot be the first word in your application’s name. It can be used in the name of your app, for instance “x for ACTIVE.com” or “x with ACTIVE Network”, “your ACTIVE Access”, “x’s ReserveAmerica Manager”, etc.

This makes it clearer that your application is from you and not from ACTIVE or ReserveAmerica (Campground API).

First word in your application’s name **CANNOT** be:

~~ACTIVE.com~~

~~ACTIVE Network~~

~~ACTIVE Access~~

~~ReserveAmerica~~

It **CAN** be used in the name of your app, for instance:

x for ACTIVE.com

x with ACTIVE Network

your ACTIVE Access

x’s ReserveAmerica Manager

BRANDING ATTRIBUTION HIGHLIGHTS

- DO include proper attribution to ACTIVE API by reading our Brand Guidelines.
- DO use a different key for each of your different applications (ie. iPhone vs. BlackBerry vs. Android vs. Web).
- DO be creative and develop innovative applications. Inspire yourself with the App Gallery.
- DON'T manipulate, modify or edit the data.
- DON'T blur the line or otherwise confuse users about the differences between your brand and ACTIVE Network's brand, ReserveAmerica (Campground API), or other ACTIVE Network partner brands.
- DON'T alter the ACTIVE Network brand in any way, or use non-approved creative assets.

WHY ALL THE RULES?

- We want to ensure a great customer experience.
- We want things to work.
- We want to honor our obligation to content makers.
- We want to ensure the ACTIVE Network brand is used appropriately.

We're actively engaged with our developer community, so please keep an eye on our blog for updates and join us on the Developer Forum if you have any questions.

REQUIRED ATTRIBUTES

Your application must feature the appropriate button and/or logo on every page or screen on which the ACTIVE Network API (activities, events, campgrounds, assets, etc) has a presence and adjacent to where the implementation appears in your UI.

Attribution applies to both website and/or mobile app usage.

Brand Package: Download the logos, buttons, and icons in a variety of approved colors.

BUTTONS

ACTIVE

There are 4 different button colors for you to choose from.

An important note, apply the buttons correctly to ensure that its visual impact and overall integrity are not diluted or compromised. Do not alter, redraw, resize or reconfigure the buttons. Please use the approved electronic files only when including the buttons in your design layout. Required on all pages featuring ACTIVE event detail content or ReserveAmerica (Campground API) campground detail content. This button is used when linking directly to the event content on Active.com (or other ACTIVE web property). Choose the buttons appropriate for your application.

The ACTIVE register now buttons should be used for ACTIVE events and activities while the ReserveAmerica (Campground API) buttons should be used for campgrounds hosted on ReserveAmerica.

ACTIVE

STANDARD



HOVER

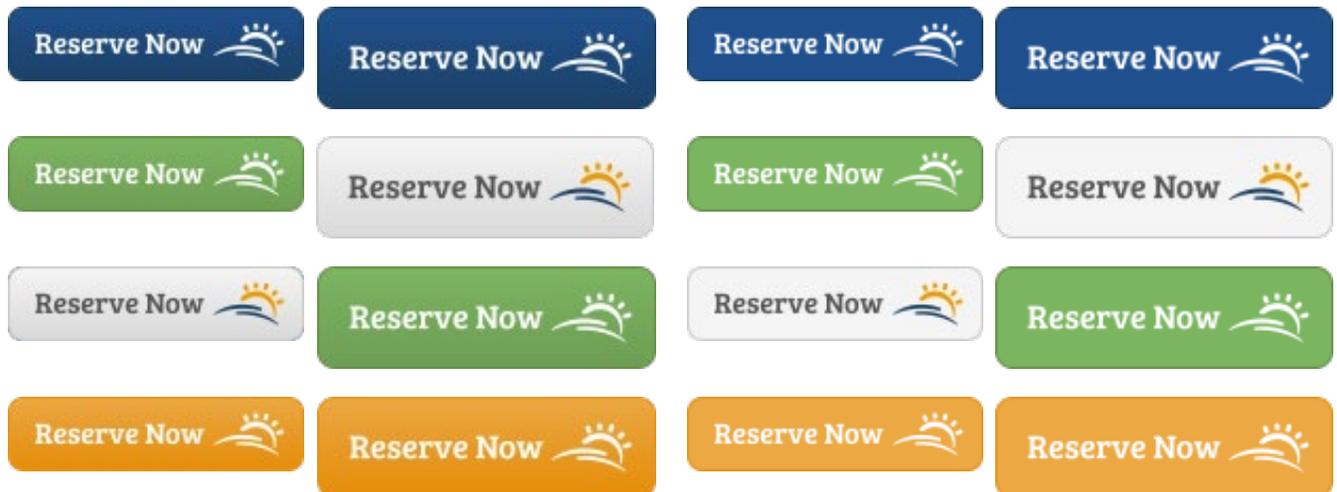


CAMPGROUND API

MINIMUM 140x35PX

MINIMUM 160x48PX

HOVER COLOR



ICONS & MOBILE APP BUTTONS CAMPGROUND API

There are 2 styles of icons for you to choose from. These can be used on event calendars, mobile apps, and other placements where ACTIVE or ReserveAmerica (Campground API) data and assets are present.

Web icon minimum size: 26px X 26px

ACTIVE



MOBILE



SOCIAL

CAMPGROUND API



MOBILE



SOCIAL

POWERED BY ACTIVE LOGO USAGE REQUIREMENTS

Powered by ACTIVE logo for web and mobile. Required on all pages featuring ACTIVE or ReserveAmerica (Campground API) content. Suggested placement on the upper right of a list/display of activities, events or campgrounds from ACTIVE or ReserveAmerica.

100% TREATMENT



- LOGO WITH NO BACKGROUND
- LOGO USED ON WHITE BACKGROUND
- LEAVE A MINIMUM 12PX OF CLEARSPACE AROUND THE LOGO



- REVERSED OUT LOGO WITH GOLD 'SWOOSH'
- LOGO USED ON DARK BACKGROUND
- LEAVE A MINIMUM 12PX OF CLEARSPACE AROUND THE LOGO

50% MINIMUM SIZE USAGE



- LEAVE A MINIMUM 6PX OF CLEARSPACE AROUND THE LOGO

LAYOUT EXAMPLES

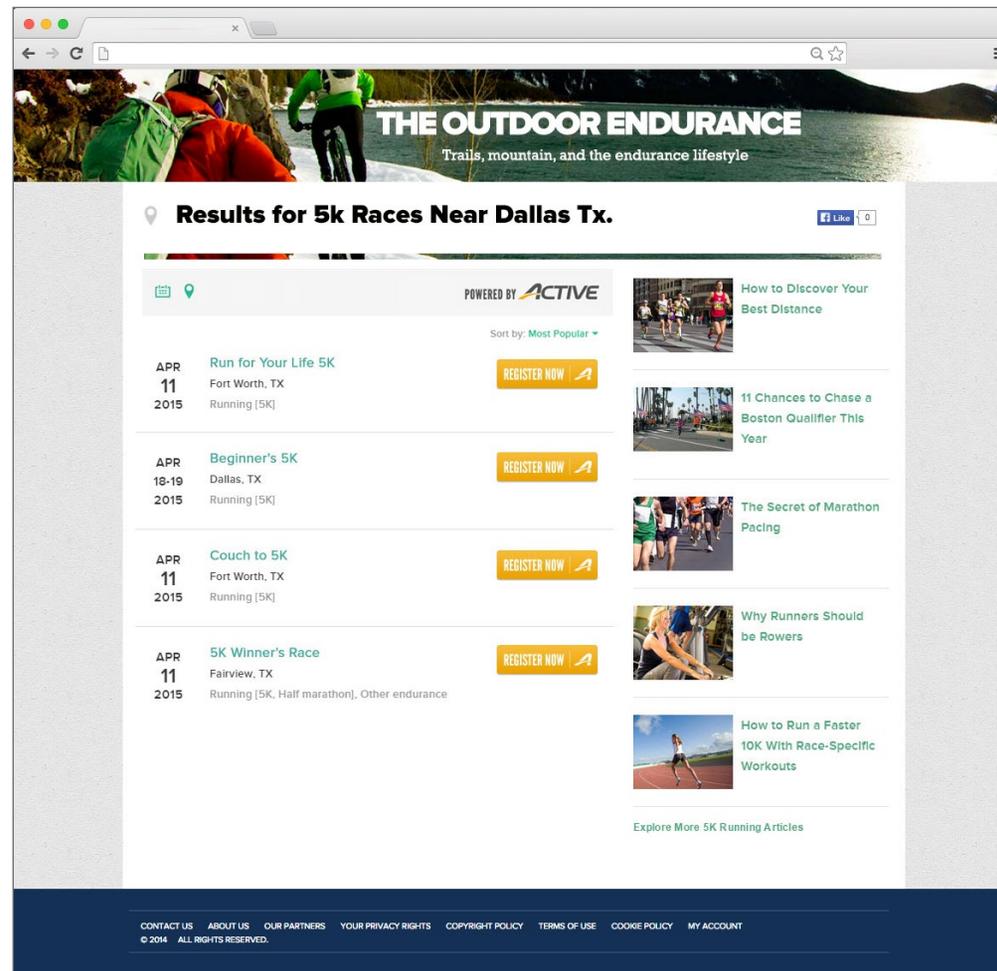
ACTIVE

LIST OF ACTIVITIES

This is an example of where the logos and buttons should be placed in relation to the ACTIVE data.

The “powered by ACTIVE” logo is located in the upper right of the list of ACTIVE events and activities.

The “Register Now” button is placed next to each event which links directly to the event registration page on Active.com.



ACTIVITY DETAILS PAGE

When displaying a page with ACTIVE event details, it is required that a “Register Now” button is displayed on the page if online registration is available.

The screenshot shows a web browser displaying the ACTIVE website. The header features a banner for "THE OUTDOOR ENDURANCE" with the tagline "Trails, mountain, and the endurance lifestyle". The main content area is for the "American Outdoors Triathlon" held in Grandview Tx. on June 21, 2015. A map on the left shows the location near Royce City, Texas. The event description states it is a USAT sanctioned event with registration fees of \$12 for a one-day permit or \$45 for an annual membership. A "\$25 Early Bird" discount is available for those who register before May 10, 2015. A prominent orange "REGISTER NOW" button is displayed. Below the main text, there are sections for "Details" and "Date". The "Details" section includes information about timing chips, awards, and the course (swim, bike, and run). The "Date" section lists the race date, start time (7:30 AM), and the location (Rocky Hills Facility, 1210 S. Armaresto Dr, Rockawayery, TX). The "Course" section describes the 150 yard indoor pool swim, 7 mile mountain bike, and 2 mi run. At the bottom of the page, it says "POWERED BY ACTIVE" and includes a footer with contact information and copyright notice.

THE OUTDOOR ENDURANCE
Trails, mountain, and the endurance lifestyle

American Outdoors Triathlon Like 10
Grandview Tx. June 21, 2015

This Triathlon is a USAT sanctioned event. All participants must be a current annual member and purchase a one day permit for \$12 or a \$45 annual membership through online registration or at packet pick up.

\$25 Early Bird
\$35 if purchased after May 10, 2015

[REGISTER NOW](#)

Details

Timing chips are assigned to participants according to bib number. Please pick up your timing chip the morning of the race at the chip timing station beginning an hour before race start. **ALL TIMING CHIPS SHOULD BE RETURNED AFTER YOU CROSS THE FINISH LINE.** A \$30.00 fee will be charged to the participant if the timing chip is not returned. Awards are based on chip times.

Swim Course: The swim will be a snake swim in a 25 yard indoor pool.

Bike course: The first and last mile of the bike are on a concrete path. The rest of the bike portion takes you through the mountain bike trails.

Run course: The run will be an out and back behind the facility part on grass and part on a concrete path. There will be an aid station at the run start and at the turn around.

The course officially closes at 11am for all participants.

Date

June 21, 2015.
Race starts at 7:30 AM.
Rocky Hills Facility
1210 S. Armaresto Dr
Rockawayery, TX

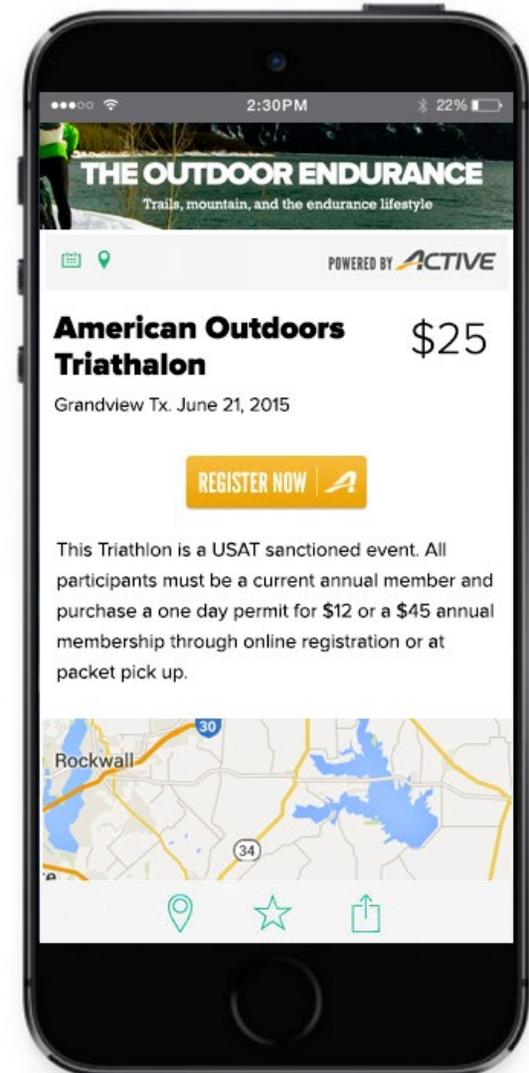
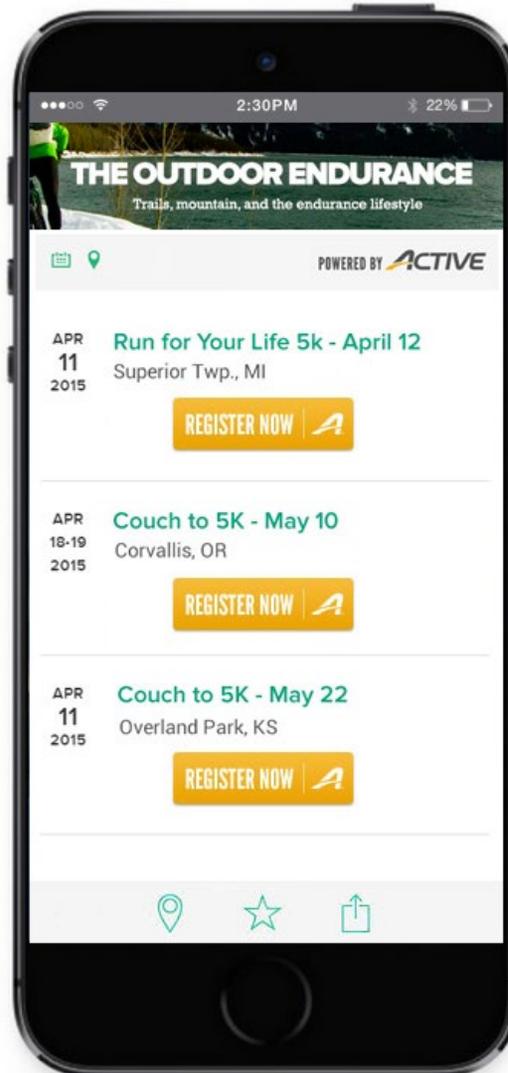
Course

150 yard indoor pool swim / 7 mile mountain bike / 2 mi run

POWERED BY **ACTIVE**

CONTACT US ABOUT US OUR PARTNERS YOUR PRIVACY RIGHTS COPYRIGHT POLICY TERMS OF USE COOKIE POLICY MY ACCOUNT
© 2014 ALL RIGHTS RESERVED.

MOBILE EXAMPLE



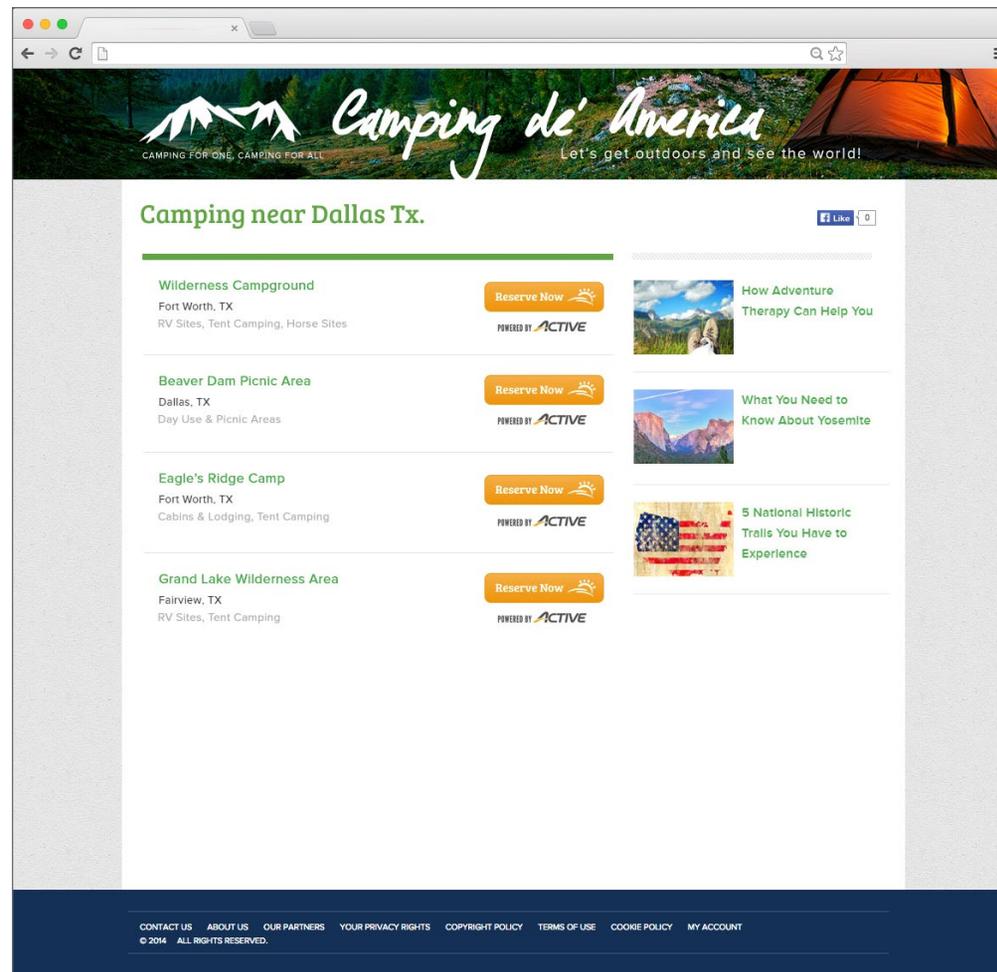
RESERVE AMERICA
LAYOUT EXAMPLES
CAMPGROUND API

CAMPGROUND ACTIVITIES

This is an example of where the logos and buttons should be placed in relation to the ReserveAmerica data.

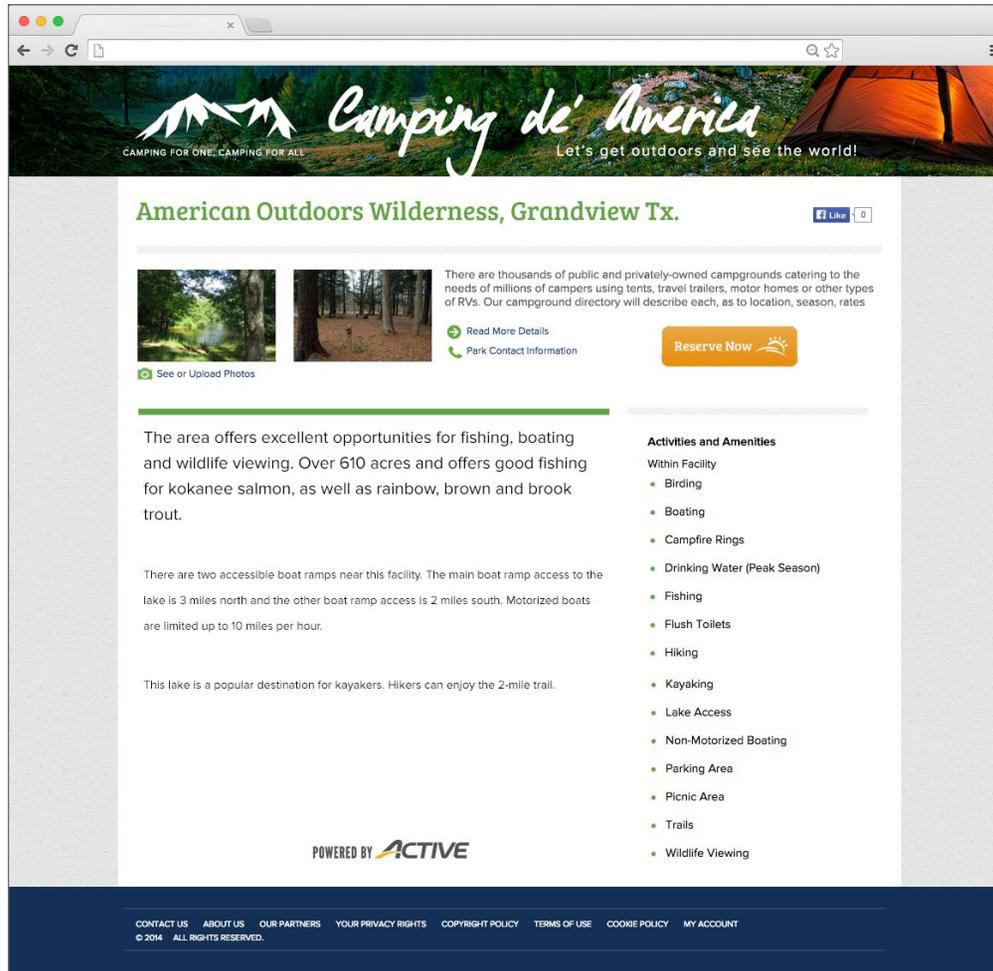
The “Powered by ACTIVE” logo is located next to each item in the list of Reserve America campground listings.

The “Reserve Now” button is placed next to each campground which links directly to the campground information page on ReserveAmerica.com.



CAMPGROUND DETAILS PAGE

When displaying a page ReserveAmerica campground details, it is required that a “Reserve Now” button is displayed on the page.



IMPROPER BRAND ATTRIBUTION

IMPROPER BRAND ATTRIBUTION

As shown in the examples below, please do not recreate the logo or alter the configuration, type style or relative proportions.

✗ DO NOT CHANGE COLORS



✗ DO NOT REARRANGE THE LAYOUT



✗ DO NOT STRETCH OR DISTORT



✗ DO NOT RESIZE ANY OF THE ELEMENTS



✗ DO NOT CHANGE OR ALTER FONTS

