

the Slimming World[®] logo and offers

Logo

Please always use the Slimming World logo as shown, complete with the strapline 'touching hearts, changing lives'.

To ensure that colours are consistent the following 4-colour breakdown should be adhered to.

 **C 0 M 100 Y 80 K 10**

 **C 0 M 0 Y 0 K 100**

All advertising templates within these guidelines and those provided online are based on these colour breakdowns. Please provide your advertising supplier with these should there be any doubt.

The Slimming World logo must never be used smaller than 24mm wide.

For online use, please download an RGB logo from www.slimmingworld.co.uk/ads



Full colour

Black wording with red orbit printed out of four colour process



Single colour black

All logos used within these guidelines are four colour process.



Special offers

Use in positions shown within these guidelines, as big as possible. Offers will change during the year.

When downloading the artwork, please select the correct country and campaign.

The Slimming World logo and advertising artwork within these guidelines are used under licence from Miles-Bramwell Executive Services Limited, trading as Slimming World. They are provided only for Slimming World Consultants to promote their groups, and must not be used for any other purpose without the written approval of Slimming World.

advert construction

All advert styles are correct as shown in this guide. It's important that the styles shown are not stretched or distorted to fit newspaper space. Proportions must remain as indicated.

Height 90mm (9cm)

Width 64mm (6.4cm)

This example shows the minimum size for an advert featuring one group.

These are basic rules for the construction of an advert, no matter what size and shape.

Day

Helvetica Black
upper case
no smaller than 9pt

Town/Village

name (eg Mancot)
Helvetica Black
no smaller than 7pt

Location, address and Consultant details

Helvetica Light
no smaller than 7pt



WARNING:

Paying less for a small advert is a false economy. Your group details get squashed in a tiny space, the advert has much less impact and potential members just look straight past it. Spending slightly more or, better still, sharing the cost of an advert with your team will give you a higher impact advert that's much greater value for money... and it will bring many more new members to your group/s.

Please note that we will not supply artwork any smaller than the minimum sizes featured in these guidelines.

construction dos and don'ts



Always use the guidelines outlined here. They've been especially designed to promote special offers, to complement your 7 Prong Attack materials and to highlight your group, to help you inspire as many new members as possible for your investment.



Logo

AT ALL COSTS AVOID:



X Changing the relationship of the elements within the logo



X Stretching or pulling the logo out of proportion



X Reversing out the logo



X Using the logo at an angle

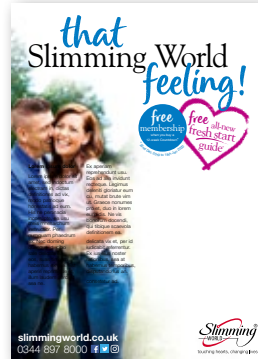


X Overlapping or touching any other text or image with the logo



X Changing the colours of the logo

Adverts



SOME DON'TS:

- ✗ Don't stretch or distort the advert vertically or horizontally
- ✗ Don't change the layout of the new group or Consultant details, by adding in starbursts etc
- ✗ Don't change the layout of the group details
- ✗ Don't add extra text within the advert



- ✗ Don't remove the image or re-arrange any of the elements
- ✗ Don't add extra borders to any of the elements
- ✗ Don't reposition the logo or alter the general layout of the design
- ✗ Don't separate the image from the strapline
- ✗ Don't use a different typeface
- ✗ Don't crop or distort the image within the layout
- ✗ Don't remove any special offer small print

construction basic group details



that
Slimming World
feeling!

free membership
when you buy a
12-week Countdown*

free all-new
fresh start
guide

MONDAY
Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

TUESDAY
Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

WEDNESDAY
Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

THURSDAY
Mancot
Sports and Social Club
Leeches Lane, 7.30pm
Tel: Jeannie
01244 819448

slimmingworld.co.uk
0344 897 8000   

Slimming
WORLD®
touching hearts, changing lives

Example

Always reflect the style shown here.

Place your group details and telephone number clearly and prominently in the space provided.

Keep the Head Office group enquiry telephone number clearly placed as shown. We provide a full enquiry service between 8am and 7pm from Monday to Friday, and Saturday 9am till 5pm.

If you or the newspaper office have any queries over layout please call the marketing team at Head Office on **0344 892 0435** (for ROI call **01 656 9600**).



additional information



Career opportunities*

A small box can be added to the bottom of adverts – where space allows – to highlight the career opportunities available within your team/district. This should only be included with your line manager’s approval.

Please request that your newspaper contact follows the template below:

CAREER OPPORTUNITIES (self employed) for members past and present. For more information contact Judy on 01234 5678910



New Consultant/new group*

New Consultants should have priority billing on any team advert, and their new group promoted prominently using the styling below.

To make these details stand out, use a box with a 2mm corner radius and a 15% tint fill (colour ads only). The border thickness should be 0.5pt. For mono ads, the box should not be tinted.

NEW CONSULTANT Witney

Congregation Church
 Monday 7.30pm
 Tel: Sarah 01302 771899

NEW GROUP Witney

Congregation Church
 Monday 7.30pm
 Tel: Sarah 01302 771899

* These promotional boxes are not available to download from the website. All other guidelines apply.

portrait advert sizes



colour portrait downloadable adverts:

- 64mm x 90mm (1 group)
- 87mm x 100mm (1 group)
- 98mm x 139mm (max 4 groups)
- 105mm x 148mm (max 7 groups)
- 114mm x 120mm (max 4 groups)
- 117mm x 170mm (max 7 groups)
- 133mm x 180mm (max 11 groups)
- 138mm x 237mm (max 13 groups)
- 148mm x 210mm (max 10 groups)
- 150mm x 200mm (max 10-11 groups)
- 210mm x 297mm (max 24 groups)
- 265mm x 340mm (max 40 groups)

black & white portrait downloadable adverts:

- 64mm x 90mm (1 group)
- 98mm x 139mm (max 4 groups)



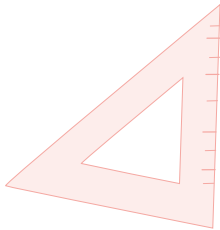
The number of groups advertised is dependent on the size of ad and amount of text to be included.

Figures above are based on (87 characters) 6 lines of text for each group.

For larger ads or team ads please get in touch with the marketing team at Head Office on **0344 892 0435** or email **ad.request@slimmingworld.co.uk** (for **ROI** call **01 656 9600**).

Before you send the group details to the ad request email, please check with your team that they are correct as later amends may delay your advert.

landscape advert sizes



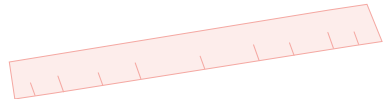
colour landscape downloadable adverts:

- 110mm x 70mm (max 3 groups)
- 100mm x 100mm (max 4 groups)
- 120mm x 85mm (max 4 groups)
- 145mm x 70mm (max 4 groups)
- 148mm x 105mm (max 7-8 groups)
- 190mm x 80mm (max 7 groups)
- 200mm x 100mm (max 7 groups)
- 210mm x 148mm (max 7-8 groups)
- 265mm x 170mm (max 19 groups)
- 270mm x 180mm (max 19 groups)
- 297mm x 210mm (max 19 groups)



black & white landscape downloadable adverts:

- 110mm x 70mm (max 3 groups)
- 145mm x 70mm (max 4 groups)
- 190mm x 80mm (max 7 groups)



The maximum number of groups is a guide based on the smallest typesize and on standard group information size.

It's recommended you display fewer groups at a larger font size for maximum impact.