

# Active Marion Project

Media Toolkit



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*Helping citizens adopt and maintain healthy lifestyles and to have fun while doing it!*

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## What is Active Marion Project?

*WHAT IS AMP? AMP IS MOVEMENT—AND A MOVEMENT.*

Active Marion Project (AMP) is a challenge to residents of Marion County to get up and moving towards a more active lifestyle. AMP is energetic, inspiring and fun. Through community and workplace initiatives, fun challenges, free fitness classes, health behaviors messaging and education, and events, AMP aims to motivate the community to become healthier, together.

## Components of Active Marion Project

Active Marion Project (AMP) is a project of the Marion County Hospital District. With a focus on fitness and nutrition in a fun and competitive environment, we are promoting a culture of health to residents of Marion County. This culture will ultimately help us prevent chronic, long-term illnesses such as obesity, diabetes and heart disease. Here are the 3 components of AMP:

**Smart Phone Application**- a competition-based smart phone application that tracks activity, provides health information, and rewards users for physical activity.

Application Components:

- Free to download - available for IOS and Android smart devices
- Integrates with FitBit, Apple Health, and Google Fit
- Earn points for each step. The more points, the more rewards
- Join a team to build a social support network, and view leaderboards
- Messaging allows users to communicate with fellow teammates
- Notifications: upcoming challenges, wellness tips, events, motivational quotes
- Calendar of community events focused on health behaviors, nutrition and exercise
- Quarterly challenges and recognitions

**Health Education Campaign**- AMP increases awareness, fosters healthy behaviors, and encourages physical activity. AMP inspires activity through notifications and calendar features on the smart phone application, and through print, mass and social media.

**Workplace Wellbeing**- initiatives that strive to improve the organizational health of participating employee and employers.



## Branding Standards and Graphics

### LOGO- BLACK and WHITE

The AMP logo is the identifying mark for all communications from our brand. The mark comes in two versions, depending on the application of use. The BLACK version should be used in applications with a dark or busy background. The WHITE version can be used in applications with simple, light colored backgrounds.

### COLORS + GRADIENTS

The AMP brand is energetic, with a colorful pallet to support that theme. Black and white should be used as primary background colors with solid colors used as accents. Gradient swatches should be used in color overlay applications only.

### IMAGERY

Our imagery is active, vibrant and real. Subjects should feel authentic and include a variety of ethnicity and age to represent the broad user base of our app.

### TYPOGRAPHY

The primary typeface for our brand is DIN Bold and Regular. Large headlines should utilize DIN Bold while secondary headlines can use DIN Regular set to a +75 letter spacing. Long-form body copy smaller than 18pt should use Helvetica Neue Light. Audiowide is the official AMP mark typeface and should only be used in select applications when referencing the AMP brand.

### DESIGN ELEMENTS

For full bleed images we have the option to apply a gradient color overlay from our swatch library. The logo + phone treatment should be used in conjunction with download focused creative to further emphasize that our primary customer touchpoint is through our app.

### DESIGN ELEMENTS

There are a variety of design elements available in our brand library. To emphasize the active nature of our brand we have two unique versions of our brand arrows for use. The Overlap version of the arrows can be used as an image color overlay and container, while the Pattern version should be used as a secondary design accent.

### HASHTAGS

#popupfitness #AMPMarion #AMPdUp #Jointhemovement #yearofnoexcuses

Learn more at [www.ActiveMarion.com](http://www.ActiveMarion.com) and follow on social media @ActiveMarion

## Quotes

“Marion County is in the bottom quartile of the Robert Woods Johnson County Health Rankings. Using this data and recommendations from the County Health Improvement Plan, the Marion County Hospital District developed Active Marion Project (AMP).”

“AMP addresses health behaviors, specifically physical activity, to have a large impact on individuals health.”

“Consistent physical activity, including walking, improves quality of life, promotes healthy aging, maintains mental health, and prevents chronic disease. By moving more and finding ways to enjoy physical activity, we can create a community that thrives on healthy behaviors.”

“With a focus on fitness and nutrition in a fun and competitive environment, we are promoting a culture of health to residents of Marion County. This culture will ultimately help us prevent chronic, long-term illnesses such as obesity, diabetes and heart disease.”

“Active Marion Project (AMP) acts as a challenge to residents of Marion County to get up and start moving towards healthier lifestyles. Through community and workplace initiatives, fun challenges, and health messaging and education, AMP aims to motivate the community to become healthier, together.”

