

SWIM FOR LIFE®

LOGO GUIDELINES



The logo for the Society's new national learn-to-swim program – Swim for Life® – emphasizes the key word SWIM / NAGER punctuated by an exuberant stylized splash, atop the Society's name. The 3-colour logo incorporates the Society's corporate blue (PMS 300) and black with a 50% screen of cyan.

Use of the Swim for Life logo

Affiliates may use the Swim for Life logo on their websites, publications like recreation brochures or other Affiliate communications and promotions.

Swim for Life is a registered trademark of the Lifesaving Society and should normally carry the registered trademark symbol ® in English or ^{MD} in French.

When Swim for Life / Nager pour la vie recurs often in a document, use the registered trademark symbol in the first instance and forego it in subsequent occurrences. Somewhere include the phrase: "Swim for Life® is a registered trademark of the Royal Life Saving Society Canada."

Symbols become meaningful through frequent and consistent usage. Consistency is crucial: please follow these rules whenever you use the Society's Swim for Life logo:

Swim for Life® is a complete learn-to-swim program that leads seamlessly into the Lifesaving Society's lifesaving training awards. You're never too young to start, and never too old to learn. Swim for Life offers different strokes for different folks – of all ages and abilities – and makes sure kids are Water Smart® before they get in too deep.

On a white or light-coloured background

Depending on the specifics of your application(s) and budget:

1st choice: 3-colour logo



2nd choice: 1-colour black



On a dark background



Always

- Use all the elements of the logo.
- Leave “white” space around the perimeter of the logo. Avoid crowding the logo with other logos or copy or the edges of paper.

Never

- Alter the logo in any way (e.g., delete the Lifesaving Society name; use any other colours or switch the colours around; try to combine the Society’s corporate logo or any other logos with the Swim for Life logo.)
- Apply the logo in a size so small that the Society’s name is obscured.

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SWIM FOR LIFE LOGO GUIDELINES

C - 50%
M - 0%
Y - 0%
K - 0%

PMS 300

SWIM
FOR LIFE®
LIFESAVING SOCIETY

PMS 300

NAGER
POUR LA VIE^{MD}
SOCIÉTÉ DE SAUVETAGE

C - 50%
M - 0%
Y - 0%
K - 0%

C - 0%
M - 0%
Y - 0%
K - 100%