

# SWIM TO SURVIVE®

# LOGO GUIDELINES



Basic swimming ability is a fundamental requirement in any meaningful attempt to eliminate drowning in Canada. Swim to Survive® is aimed at children, especially the 60 per cent who never take swim lessons. But people of all ages should be able to perform the Swim to Survive standard.

## Use of the Swim to Survive logo

Lifesaving Society Affiliates and organizations offering Swim to Survive may use the Swim to Survive logo on their websites or promotional materials.

Swim to Survive is a registered trademark of the Lifesaving Society and should normally carry the registered trademark symbol ® in English or <sup>md</sup> in French.

When Swim to Survive / Nager pour survivre recurs often in a document, use the trademark symbol in the first instance and forgo it in subsequent occurrences. Somewhere include the phrase "Swim to Survive 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 to Survive logo:

## On a white or light-coloured background

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

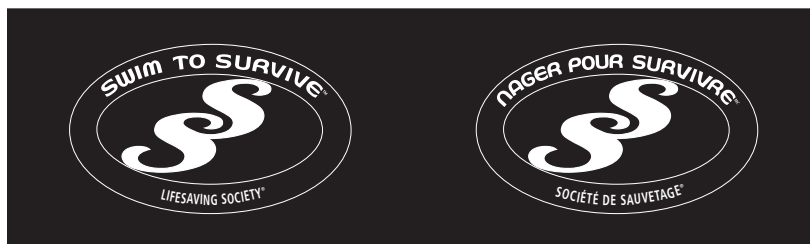
1st choice: 3-colour logo



2nd choice: 1-colour black



## On a dark background



The Lifesaving Society's Swim to Survive standard defines the minimum swim skills needed to survive an unexpected fall into deep water. Because most drownings occur close to safety, and most victims had no intention of going into the water, Swim to Survive focuses on three basic survival skills:

**ROLL** into deep water

**TREAD** water for one minute

**SWIM** 50 metres.

## 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., change the font; 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 to Survive logo).
- Reproduce the logo in a size so small that the Society’s name is obscured.
- Resize the logo disproportionately.

® Swim to Survive is a registered trademark of the Royal Life Saving Society Canada.

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# SWIM TO SURVIVE LOGO GUIDELINES

C - 97%  
M - 76%  
Y - 4%  
K - 0%

Pantone 7462C

C - 34%  
M - 0%  
Y - 88%  
K - 0%

Pantone 373C

C - 42%  
M - 2%  
Y - 11%  
K - 0%

Pantone 630C

