



LIFESAVING SOCIETY

The Lifeguarding Experts

VISUAL IDENTITY GUIDELINES SUMMARY FOR AFFILIATE MEMBERS

*Symbols become meaningful through frequent and, most importantly, consistent usage. Over time, as Canadians are repeatedly exposed to the Lifesaving Society's graphic identity, our logo will become a powerful symbol of what we are about. But consistency is crucial: **Please follow these rules whenever you use the Society's graphic identity:***

On a white or light-coloured background

- First choice: 2 colours; Blue 300 of the Pantone Matching System (PMS) and black: Print the symbol and signature statement – *The Lifeguarding Experts* – in PMS 300 blue; the name of the Lifesaving Society in black.
- Second choice: 1 colour: whenever possible, print everything in PMS 300 blue. Otherwise print everything in black.

On a dark background

- Print everything in white.

Always

- Use *all* the elements of the corporate identity: symbol, name and signature statement
- Leave “white space” around the whole thing. The *minimum* space required is about the size of one of the “ovals” in the symbol.

Never

- Change the relationship between the symbol and the name of the Society.
- Alter the shape or the angle of the symbol.
- Delete the signature statement.
- Use any other colours or switch the colours around.
- Use any other typeface.
- Use the symbol as a letter “S” in the name of the Society or another word.
- Reproduce the identity so small that you cannot read the signature statement.
- Combine the Society's visual identity with any other logos or visual identities.

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**Usage on Affiliate Member Stationary, Business Cards, Web sites,
and other communication pieces**

- Only Affiliate Members in good standing (Affiliation fee is paid, account is current) may use the Lifesaving Society's identity. For these Affiliate Members who wish to profile their membership with the Lifesaving Society, we recommend the following wording with or without the Lifesaving Society logo:
 "Affiliate Member of the Lifesaving Society"
- If the Lifesaving Society logo is used, Affiliate Members must follow the guidelines on the previous page. On Affiliate Member stationary, business cards, etc. the Society's logo should be placed in a subsidiary capacity to the Affiliate Member's own corporate identity so it is clear that the communication is from the Affiliate Member and not the Society.

*If you're unsure about something or need clarification or more information,
contact Ed Bean or Adrian Herscovici at the Lifesaving Society office,
400 Consumers Road, Toronto, M2J 1P8 Phone 416-490-8844 Fax 416-490-8766
Email: experts@lifeguarding.com Web: www.lifesavingsociety.com*