

## VISUAL IDENTITY GUIDELINES SUMMARY

Taken from the *Graphic Design Standards Manual* for the Society's corporate identity.

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*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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### **The circular bilingual logo**

- The circular bilingual logo is a special use logo which may be used when a bilingual application is required for which the formal bilingual corporate logo is inappropriate.
- Colour preferences are as described previously: First choice, on a light background, words and lines in black; S-shape symbol in PMS 300 blue; Second choice, 1 colour PMS 300 blue or black. On a dark background: everything white.



*For further information, contact Ed Bean or Wendy Mahony at the Lifesaving Society office,  
400 Consumers Road, Toronto, M2J 1P8 Phone 416-490-8844 Fax 416-490-8766  
Email: [experts@lifeguarding.com](mailto:experts@lifeguarding.com) Web: [www.lifesavingsociety.com](http://www.lifesavingsociety.com)*