

NATIONAL LIFEGUARD

LOGO GUIDELINES



The logo is designed to speak to participants enrolled in structured, organized aquatic programs like learn-to-swim, lifesaving, lifesaving sport, lifeguarding and aquatic sports; and to those who frequent supervised aquatic facilities.

Symbols become meaningful through frequent and consistent usage. Over time, as Canadians are repeatedly exposed to the National Lifeguard graphic identity, it will become a powerful and evocative symbol. **Consistency is crucial:** follow these rules whenever you use the Society's graphic identity.

Which logo to use?

- Use the unilingual French or English logo on unilingual vehicles. The bilingual logo is normally reserved for use on bilingual vehicles.

In the National Lifeguard logo, a lifeguard proudly stands vigilant over Canada's waters, backed by Canada's national symbol and supported by the Lifesaving Society – Canada's Lifeguarding Experts.



On a white or light coloured background

1st choice: 4-colour process

2nd choice: print the logo in black



On a dark background

4-colour: preserve the integrity of the colour logo by placing a white keyline around it.



1-colour: reverse the logo out in white.



Always

- Use the National Lifeguard logo as is.
- Protect the integrity of the logo by ensuring sufficient “white space” around the logo. The minimum space required is the height of the word LIFEGUARD or SAUVETEUR.

Never

- Alter or remove any elements of the logo.
- Use any other colours or switch the colours around.
- Substitute another typeface.
- Combine the National Lifeguard logo with any other logos or visual identities.
- Reproduce the logo so small that you cannot read the Society’s name.
- Do not disproportionately resize the logo.

For further information, contact Ed Bean or Adrian Herscovici at the Lifesaving Society office,
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LOGO COLOUR BREAKDOWN

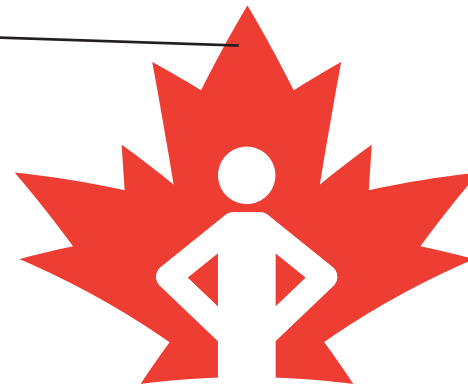
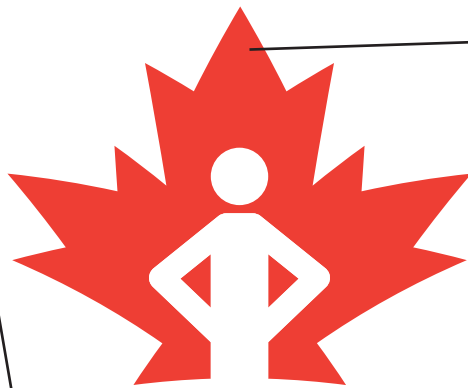
Intérieur	Contour
C: 100	C: 100
M: 40	M: 44
J: 0	J: 0
N: 0	N: 75

Haut dégradé	Haut dégradé
Début intérieur	Fin intérieur
C: 100	C: 75
M: 40	M: 33
J: 0	J: 0
N: 0	N: 0

Haut dégradé	Haut dégradé
Début intérieur	Fin intérieur
C: 100	C: 75
M: 40	M: 33
J: 0	J: 0
N: 0	N: 0

C: 0
M: 90
J: 86
N: 0

Bas dégradé	Bas dégradé
Début intérieur	Fin intérieur
C: 100	C: 100
M: 40	M: 44
J: 0	J: 0
N: 0	N: 75



NATIONAL LIFEGUARD
LIFESAVING SOCIETY

SAUVETEUR NATIONAL
SOCIÉTÉ DE SAUVETAGE

Intérieur
C: 100
M: 44
J: 0
N: 75

Bas dégradé	Bas dégradé
Début intérieur	Fin intérieur
C: 100	C: 100
M: 40	M: 44
J: 0	J: 0

C: 0
M: 0
J: 0
N: 100