

# SWIM TO SURVIVE®PLUS

## LOGO GUIDELINES



The Lifesaving Society's highly successful Swim to Survive® program is aimed at elementary school age children (Grade 3). The Society's Swim to Survive® Plus program builds on the three Swim to Survive skills and is aimed at middle-school aged children (Grade 7).

### 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 recurs often in a document, use the trademark symbol in the first instance and forgo it in subsequent occurrences. In body copy, you may use Swim to Survive® Plus in the first instance and Swim to Survive+ thereafter.

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:

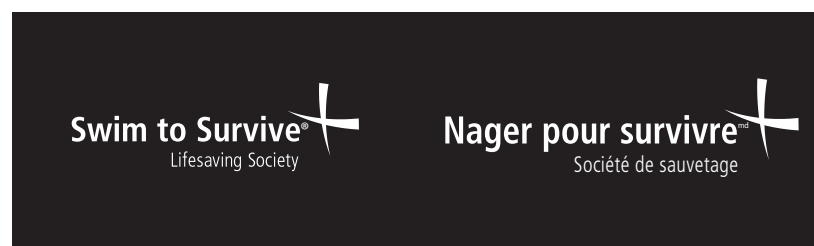
1st choice: 3-colour logo



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:

**ROLL** into deep water

**TREAD** water for one minute

**SWIM** 50 metres.

Participants in Swim to Survive+ execute these same skills wearing clothing, **PLUS** interval swims, **PLUS** land-based **TALK, REACH, THROW** assists.

## 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.

For further information, contact Ed Bean or Adrian Herscovici at the Lifesaving Society office:  
400 Consumers Road, Toronto, Ontario 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)

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

July 2012

SWIM TO SURVIVE+

# LOGO GUIDELINES

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

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

Pantone 373C

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

Pantone 630C

**Swim to Survive®**  
Lifesaving Society

