

# School Swimming and Water Safety Charter Stamp

## Guidelines for use

Swim England's School Swimming and Water Safety Charter Stamp is a unique designation which indicates that a school has signed up to work in partnership with Swim England to use the School Swimming and Water Safety Charter.

It effectively demonstrates to the outside world that the school has committed to 'Take School Swimming Seriously' and is a useful way of communicating the positive benefits of that commitment to pupils, teachers and parents.

It is provided to primary schools in England who have officially signed up to the School Swimming and Water Safety Charter.

The Stamp is provided as a jpeg file for use on official documentation. Suggested uses include:

- Website
- Social media sites
- Headed paper
- Any documentation concerning school swimming
- School newsletters
- Brochures and promotional materials.

## SUPPORTING ORGANISATIONS

In selected circumstances, local authority or private pool operators, swim schools and other supporting organisations may also be individually authorised to use the School Swimming and Water Safety Stamp designation. This will indicate their support of the School Swimming and Water Safety Charter by working in collaboration with School Swimming and Water Safety Charter schools.

Those individual organisations wishing to use the School Swimming and Water Safety Charter Stamp in their materials should contact Swim England directly at [schoolswimming@swimming.org](mailto:schoolswimming@swimming.org), providing the details of the authorised primary school(s) that they are working with.

## USE OF THE STAMP

This is our preferred presentation of the School Swimming and Water Safety stamp. Where possible the grey format as shown should be used in all communications, tilted at either 5 degrees or -5 degrees.

The proportions and positioning of the elements are carefully considered and should not be altered, distorted or colour adjusted when reproduced or applied to any communication.

In text, the programme name should always be formatted as School Swimming and Water Safety Charter.

## MONO LOGOS

These are our preferred versions of the School Swimming and Water Safety stamp on dark background and when using a single colour print.



### EXCLUSION AND MINIMUM SIZE

To maintain integrity of the stamp it must be positioned within its own clear space. This space is marked in the blue. The exclusion zone can be increased but never decreased.

To ensure quality of definition and legibility, do not reproduce the stamp smaller than 30mm in width.



30mm