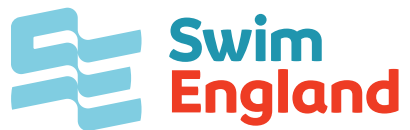


Logo **Guidelines**

Following the Swim England
Learn to Swim Programme

Version 1.0
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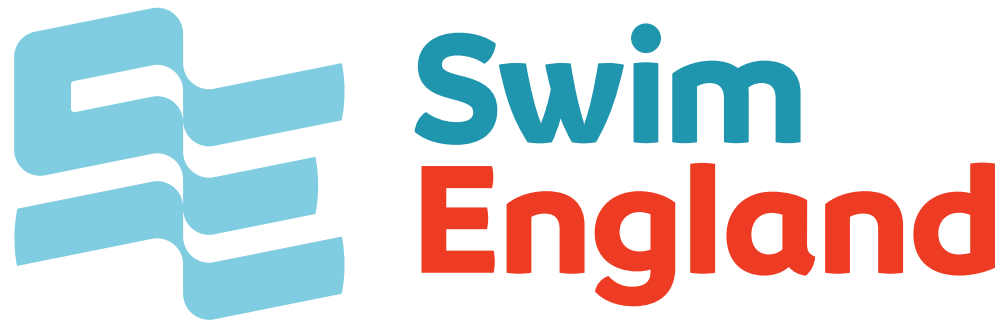
About us

Swim England is the national governing body for swimming in England. We help people to learn how to swim, enjoy the water, and compete in our sports of swimming, diving, water polo and synchronised swimming.

Swim England is the brand name of the Amateur Swimming Association and is how we refer to ourselves in communications.

Our master logo represents the whole of the organisation and comprises two elements: The SE wave element and the Swim England wordmark.

Our SE wave device presents our initials within the movement of water. The wave device and Swim England wordmark must appear together as shown in the logo.



FOLLOWING THE SWIM ENGLAND LEARN TO SWIM PROGRAMME LOGO

This special logo has been created for businesses following the Swim England Learn to Swim Programme. It can be used on marketing collateral to communicate to your customers that you are a provider of our leading Learn to Swim Programme.

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.

Where possible the full colour version should be used in all communications.

The master logo must always appear with the programme wording as shown in the logo lock up, and never in isolation.



FOLLOWING THE SWIM ENGLAND LEARN TO SWIM PROGRAMME LOGOS EXCLUSION AND MINIMUM SIZE

This clear space for our Following the Swim England Learn to Swim Programme logo has been defined as the height of the England letter E as shown. This area must remain clear of other graphical elements including imagery and text. The exclusion zone can be increased but never decreased.

To ensure quality of definition and legibility, the logos must not be reproduced smaller than 9mm in height for print and 26px for screen. Some reproduction techniques may not be capable of retaining the desired clarity, so it is advisable to test applications prior to production where possible.



COLOUR AND MONO LOGOS

These are the colour and mono versions for the Following the Swim England Learn to Swim Programme logo.

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.

The reversed out spot version shown bottom left is reserved for use on our solid red brand colour only.



PRIMARY COLOUR PALETTE

The Swim England palette has been created to provide consistency and build recognition across our communications. Our aqua colours, inspired by the environment that we work in, are balanced by the our signature interpretation of England red.

Where possible our colours should be reproduced using Pantone spot colours. When this is not suitable, refer to the values stated across the other colour systems.

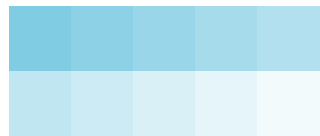
SPECIAL APPLICATIONS

Some reproduction techniques, including embroidery and fabric printing, may alter colour appearance. It is advisable to test all special applications prior to production. Permission must be granted by Swim England before any colour variations are made.



Pantone 2905C

C45 M1 Y0 K1
R127 G205 B226
#7FCDE2



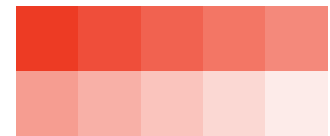
Pantone 7704C

C93 M4 Y8 K24
R33 G149 B174
#2195AE



Pantone 485C

C0 M95 Y100 K0
R238 G58 B36
#EE3A24



Before submitting any artwork for approval please check that all of the relevant guidelines in this document have been followed.

If you have any queries about usage or the work you are producing, please contact the relevant contact at Swim England for help and advice.

CONTACTS

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