




# BRITISH SWIMMING **BRAND GUIDELINES**

## CONTENTS

|          |                              |           |
|----------|------------------------------|-----------|
| <b>1</b> | <b>Introducing the Brand</b> | <b>03</b> |
| 1.1      | British Swimming             | 04        |
| 1.2      | Consistency                  | 04        |
| 1.3      | Production                   | 04        |
| <b>2</b> | <b>The Logo</b>              | <b>05</b> |
| 2.1      | Understanding the Logo       | 06        |
| 2.2      | Logo Colours                 | 07        |
| 2.3      | Clear Space                  | 08        |
| 2.4      | Minimum Size                 | 09        |
| 2.5      | Colour Variations            | 09        |
| 2.6      | Logo Misuse                  | 10        |
| 2.7      | Logo Size & Positioning      | 11        |
| 2.8      | Sub Brands                   | 12        |
| 2.9      | Sponsor Designations         | 13        |



# **1** INTRODUCING **THE BRAND**

## 1.1 BRITISH SWIMMING

British Swimming is the National Governing Body for Swimming, Disability Swimming, Diving, Synchronised Swimming, Water Polo and Open Water in Great Britain. It is responsible internationally for the high performance representation of the sport.

British Swimming seeks to enable its athletes to achieve medal success at the Olympics, Paralympics, World Championships and Commonwealth Games.

## 1.2 CONSISTENCY

A brand is a shorthand representation communicating in words, or via a symbol, everything a company is, does and stands for. Achieving the goal of having a strong brand requires a conscious, co-ordinated, consistent approach to communications and behaviour.

The purpose of these brand guidelines is to ensure the consistency in the look, feel and way in which British Swimming is presented to all our various stakeholders.

When messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to book awareness and heighten brand recognition.

## 1.3 PRODUCTION

To ensure consistency and adherence to the identity guidelines, internal departments requiring and organising materials carrying the British Swimming logo, are asked to direct all requirements to [ben.tarrant@swimming.org](mailto:ben.tarrant@swimming.org).

External organisations are asked to gain approval by using the Logo Approval Form available from [ben.tarrant@swimming.org](mailto:ben.tarrant@swimming.org).



# **2** THE LOGO



## 2.1 UNDERSTANDING THE LOGO

The British Swimming brand is designed to represent Britishness, performance excellence and aquatics. This is reinforced by the use of colour through the core palette which consists of Union Jack Red, Union Jack Blue with Cyan bringing in the element of water.

The contemporary font in the wordmark ensures that the logo expresses the organisation as a modern, forward-thinking governing body.

The British Swimming symbol personifies all of the aquatic disciplines - the movement of a diver, the motion of a swimmer through water, synchronised swimmers working together in unison, two opposing water polo teams.

Together all of these disciplines form the British Swimming symbol which, through its upward motion, represents the ambition of the organisation to consistently raise standards and performance.



## 2.2 LOGO COLOURS

Rather than use an obvious Union Jack within the logo, the design reflects Britishness through the use of the Union Jack colours, and aquatics through the use of Cyan.

Where possible, the logo should appear on white which adds the white element of the Union Jack colours. Please see section 2.5 on page 9 for logo colour variations.

Below sets out the colour values for print with Pantone inks and CMYK (4-colour printing) and RGB values for on-screen viewing.

### Union Jack Red



Pantone 186



C: 0%  
M: 91%  
Y: 76%  
K: 6%



R: 189%  
G: 48%  
B: 53%

### Union Jack Blue



Pantone 280



C: 100%  
M: 72%  
Y: 0%  
K: 18.5%



R: 31%  
G: 66%  
B: 132%

### Cyan



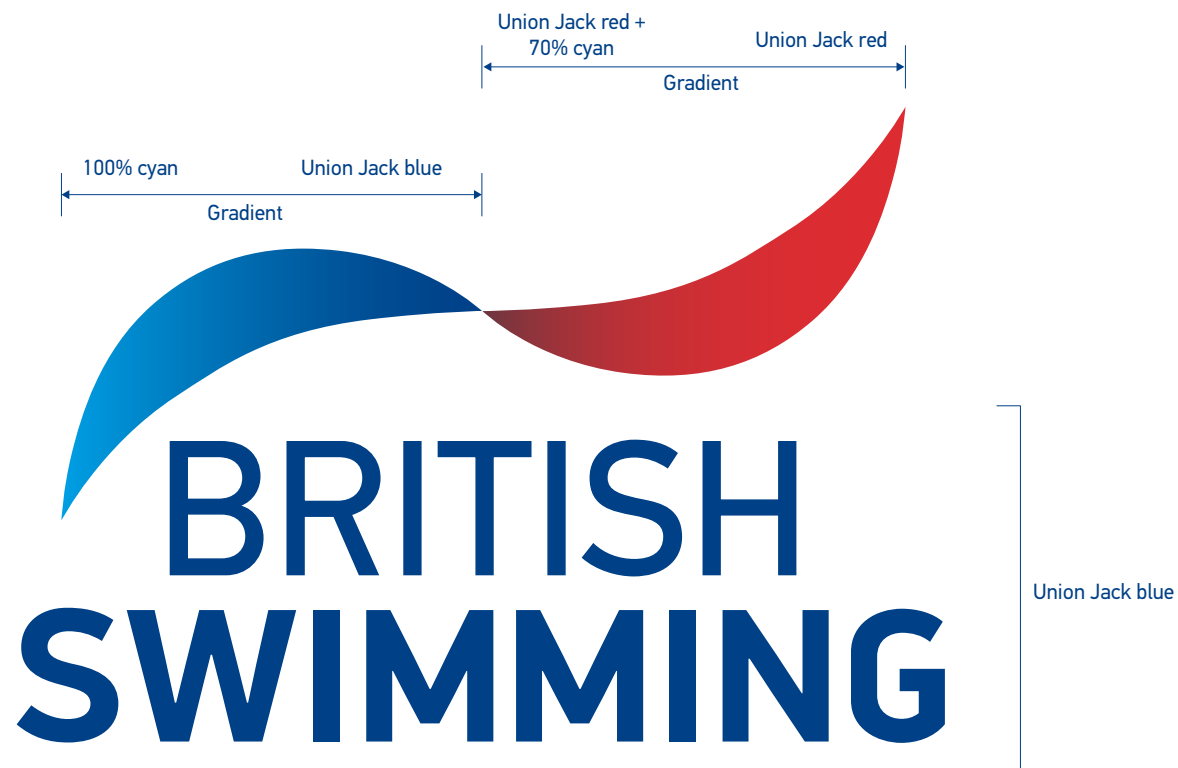
Pantone Process Cyan



C: 100%  
M: 0%  
Y: 0%  
K: 0%



R: 0%  
G: 157%  
B: 224%



## 2.3 CLEAR SPACE

To protect the British Swimming logo's integrity a minimum clear space should be maintained around the logo as an exclusion zone. This space isolates the logo from other graphic elements such as other logos, copy or photography that may interfere. The minimum clear space around the logo is defined as the height of the 'B' in the wordmark.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.





## 2.4 MINIMUM SIZE

The British Swimming logo has been designed to be bold and impactful. It achieves this in various sizes. However, when reproduced too small the impact is compromised. To ensure the logo is reproduced to retain its strength in small sizes, it should measure no less than 15mm across the width.



## 2.5 COLOUR VARIATIONS

The British Swimming logo should be reproduced in colour whenever possible on a white background. For instances where full colour is used but the logo is placed on a black background the 'symbol' should appear in colour and the 'wordmark' should appear in white. On any other dark colour background, the full-reverse in white version should be used. Where colour is not available, the logo should be reproduced in solid black, or as a full-reverse in white, out of a dark or black background.

Where the British Swimming logo is placed on a photographic image, the area behind the logo and its exclusion zone should be light enough to provide contrast for the colour or solid black logo, or dark enough to provide contrast for the full-reverse in white logo.



*Spot colour logo, CMYK logo or RGB logo for use on white backgrounds or where there is sufficient contrast between the logo and background for reproduction.*



*Spot colour logo, CMYK logo or RGB logo for use on black backgrounds where colour reproduction is available.*



*Black logo for use where colour reproduction is not available.*



*Full-reverse logo for use on black or dark backgrounds where colour reproduction is not available or a viable option.*



## 2.6 LOGO MISUSE

Incorrect use of the British Swimming logo not only compromises its integrity but reduces its effectiveness.

To ensure accurate and consistent reproduction of the logo always use the approved digital artwork which is available from [ben.tarrant@swimming.org](mailto:ben.tarrant@swimming.org).

Never alter the logo or attempt to recreate it.

These examples of logo misuse are only a sample and in no way represent an exhaustive list.



*Do not change the colour of the logo*



*Do not change the proportions of the logo elements*



*Do not typeset the wordmark*



*Do not stretch the logo disproportionately*



*Do not rearrange the elements of the logo*



*Do not use low resolution Jpeg images of the logo in print. Always obtain the original approved digital artwork for correct reproduction*



*Do not remove the gradient from the symbol*



*Do not put the logo in a box*



*Do not convert the logo to greyscale*

## 2.7 LOGO SIZE AND POSITIONING

Ideally the logo should be a minimum width of 15% of the shortest edge wherever it appears. The exception to this is where that would cause the logo to be less than 15mm wide. In these instances the logo should be used at a width of 15mm.

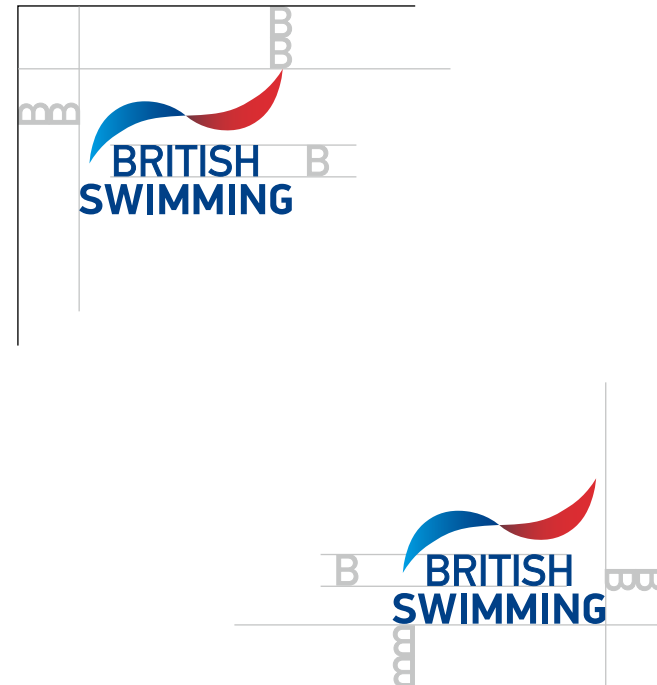
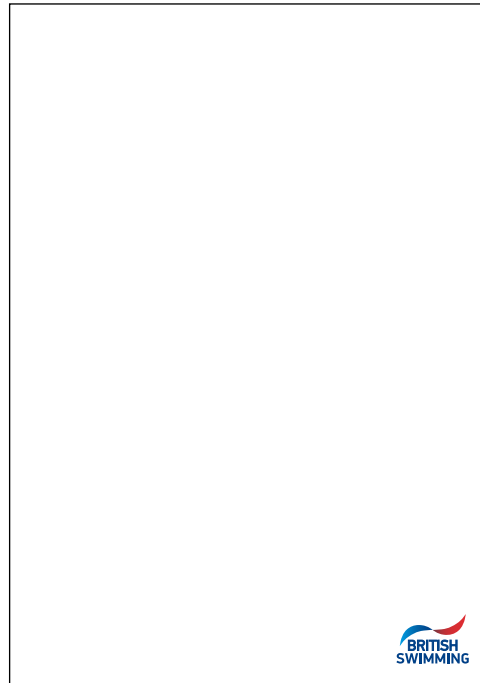
Wherever possible the logo should be placed either in the top left-hand corner or lower right-hand corner, ensuring consistency and reinforcing brand awareness.

Clear space from the edge is equal to two times the height of the letter 'B' as illustrated. Ensure the clear space is equal on both edges as shown below.

*Top left-hand corner*



*Lower right-hand corner*



## 2.8 SUB BRANDS

British Swimming has four sub-brands, these are diving, synchronised swimming, water polo and masters swimming, each (with the exception of swimming) with its own sub brand logo.

The same rules of use associated with the British Swimming logo on the previous pages apply to these logos.



## 2.9 SPONSOR DESIGNATIONS

Sponsors may use the logo with their official designation.

### Sponsor family:

Principal Partner  
Funding Partner  
Broadcast Partner  
Official Partner  
Official Supplier

To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork which is available from [ben.tarrant@swimming.org](mailto:ben.tarrant@swimming.org).

