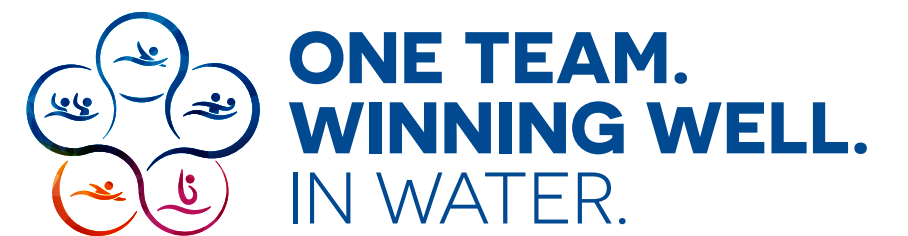


# BRITISH SWIMMING BRAND GUIDELINES



## **BRITISH SWIMMING**

British Swimming is the National Governing Body for Swimming, Para-Swimming, Diving, Artistic Swimming, Water Polo and Marathon Swimming 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 and European Championships and Commonwealth Games.

## **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 generate awareness and heighten brand recognition.

## **MISSION:**

To be one of the premier global aquatics nations, winning gold medals and positively influencing the sport at an international level

## **VALUES:**

**PRIDE**

**INNOVATION**

**INTEGRITY**

**FUN**

01

# OUR LOGOS

## 1.1 UNDERSTANDING OUR LOGO

The British Swimming logo 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 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 the 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.



## 1.2 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.



### 1.3 SUB BRANDS

The main corporate identity is British Swimming, which embodies the main logo and corporate branding; this identity is also used for Water Polo, Artistic Swimming and High Diving.

Each key discipline (Swimming, Diving, Para-Swimming) has its own specific sub brand including logo, colour and graphic elements.

The logo colours and style remain the same, however the text changes depending on discipline.



Corporate

Swimming

Water Polo

Artistic Swimming

High Diving



Diving



Para-swimming

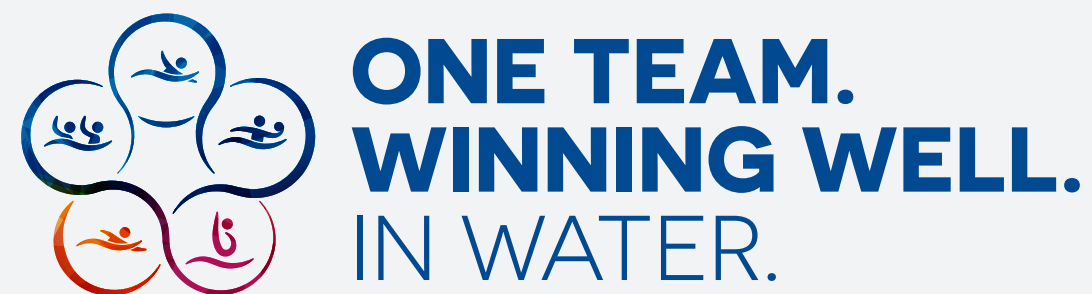
### 1.4 SECONDARY LOGO

This secondary logo has been designed to lift and create the identities of the various disciplines, whilst incorporating our key values of being one team.

Each circle represents a discipline, each with its own key range of colours presented in an overarching circle that joins them all together.

This creates the visual expression of what British Swimming represents - various sports that are joined together by the values they hold.

The curve in the adjoining circle follows the same design as the main British Swimming logo, linking the secondary logo back to the main British Swimming logo.



This logo should sit alongside the British Swimming logo where possible. If it needs to sit separate then the sizing propositions still apply (please see page 8).

**ONE TEAM.  
WINNING WELL.  
IN WATER.**

The shortened secondary logo can be used if the full secondary logo has already been used in the application. It can also be used as a title or design tool.

### 1.5 LOGO LOCK UPS

On all material, where possible, the British Swimming logo and sub brand logos are to sit with the secondary logo. A horizontal lock up should be used with the correct spacing.

If the full logo lock up has already been used in the application, the shortened secondary logo can then be used independently. The shortened secondary logo can also be used as a title or design tool.



Full logo lock up





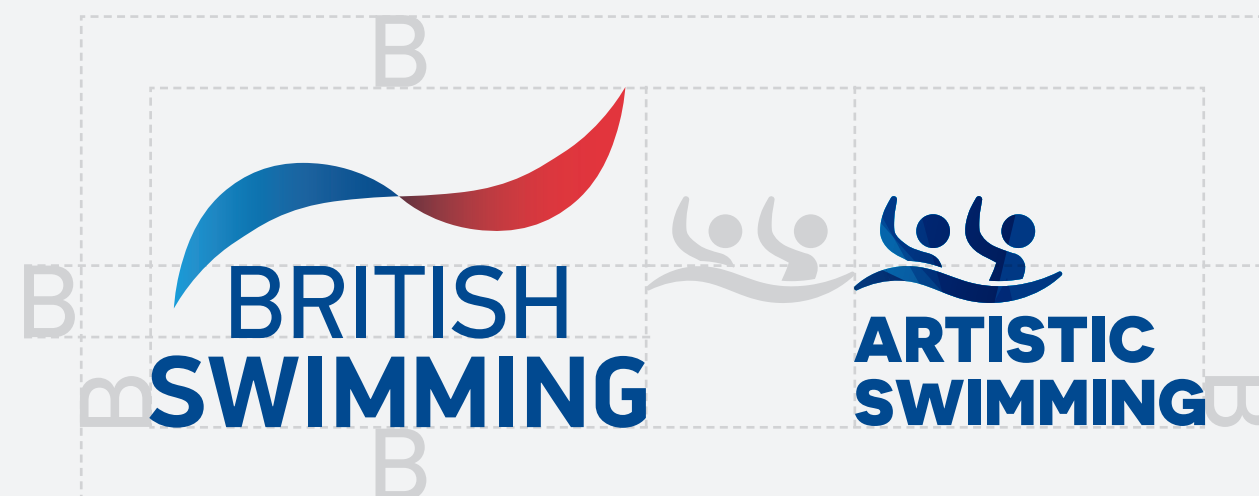
## OUR LOGOS

### 1.6 DISCIPLINE DEVICE LOCK UPS

On occasions where the disciplines without sub brand logos (Water Polo, Artistic Swimming and High Diving) need to be identified, the British Swimming logo and discipline device can come together to form a horizontal lock up.

The discipline device should never be used as a logo independantly and the correct spacing should be used.

Artistic Swimming



Water Polo



High Diving

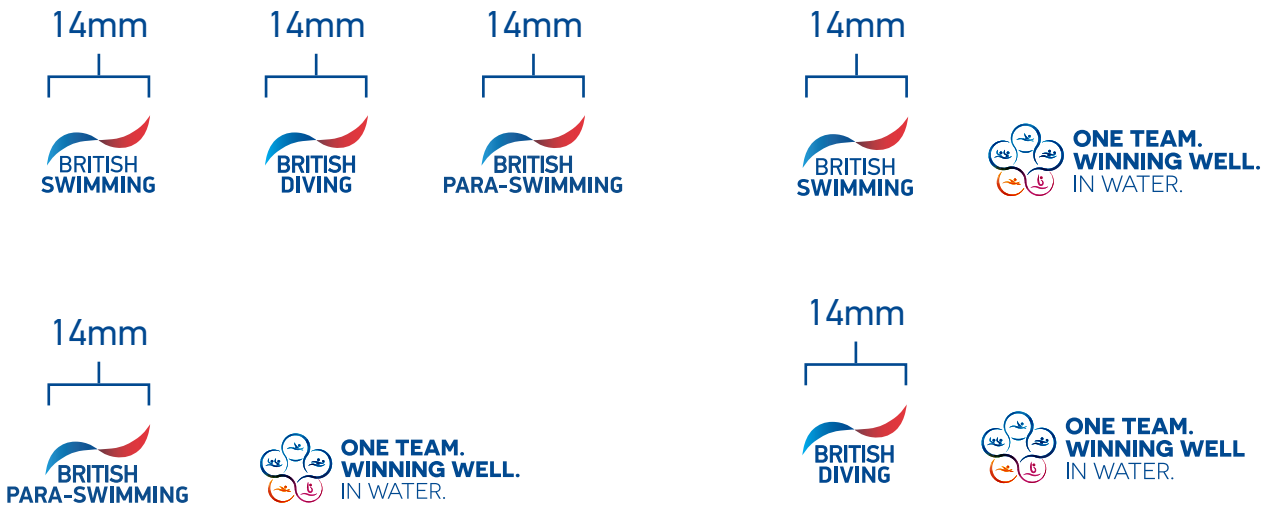
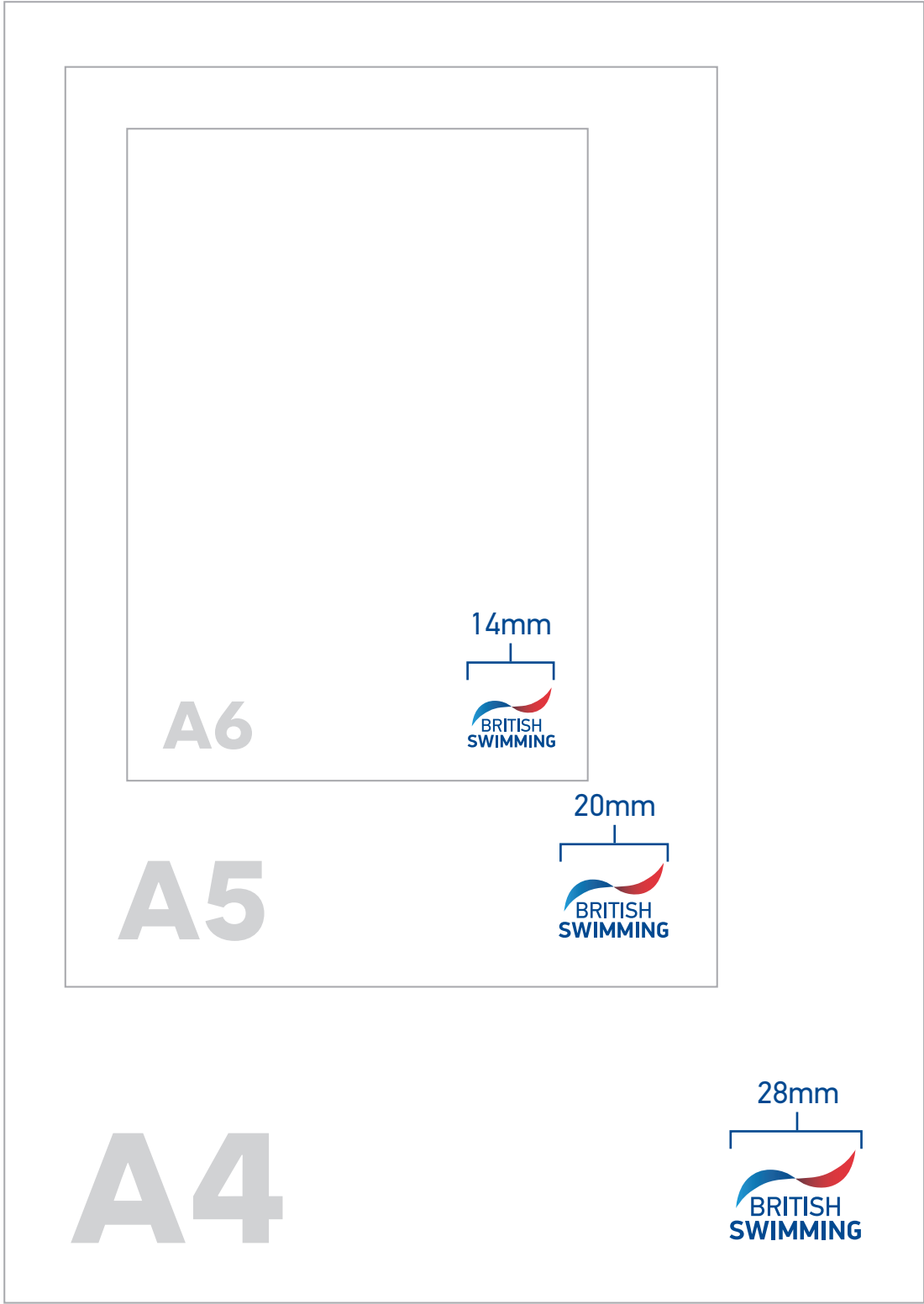


OUR LOGOS

1.7 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 14mm across the width of the symbol when used on its own or in a lock up.

Please also see our recommended sizes for printed literature for the logo, sub brand logos and lock ups.



## 1.8 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:

**[BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)**

Never alter the logo or attempt to recreate it.

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

## OUR LOGOS



Do not use a colour logo on a black background.



Do not change the proportions of the logo elements or the lock up proportions.



Do not stretch the logo disproportionately.



Do not remove the gradient from the symbol.



Do not convert the logo to greyscale.



Do not use corporate branding with a discipline logo.



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



Do not change the colour of the logo unless to black or white.



Do not put the logos in a box.

## OUR LOGOS

### 1.9 COLOUR VARIATIONS

The British Swimming logo should be reproduced in full colour wherever possible and on a white background. On any colour background, the full-reverse in white version should be used. Where full colour is not available, the logo should be reproduced in Union Jack Blue, or as a full-reverse in white.

Where the British Swimming logo and secondary logo lock up 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 Union Jack Blue logo, or dark enough to provide contrast for the full-reverse in white logo.

If not sitting on a white background the following logos should only ever sit on the following colour backgrounds.

Corporate: Multi-coloured

Swimming: British Swimming Blue

Diving: British Swimming Pink

Para-Swimming: British Swimming Orange



02

# OUR **COLOURS**

2.1 OUR 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 1.8 on page 11 for logo colour variations.

We also have specific colours for our different disciplines. These colours come together to make the corporate branding.

OUR COLOURS

UNION JACK **BLUE**

PANTONE: 280

CMYK: 100% / 72% / 0% / 19%

RGB: 17% / 68% / 132%

CYAN

PANTONE: PROCESS CYAN

CMYK: 100% / 0% / 0% / 0%

RGB: 0% / 157% / 224%

UNION JACK **RED**

PANTONE: 186

CMYK: 0% / 91% / 76% / 6%

RGB: 220% / 47% / 52%

CYAN

UNION JACK **BLUE**

UNION JACK **RED**

+ 70% **CYAN**

UNION JACK **RED**

Secondary Colours

BRITISH SWIMMING **BLUE**

PANTONE: 298C

CMYK: 86% / 6% / 10% / 0%

RGB: 0% / 162% / 211%

BRITISH DIVING **PINK**

PANTONE: 219C

CMYK: 9% / 89% / 2% / 0%

RGB: 218% / 54% / 138%

BRITISH PARA-SWIMMING **ORANGE**

PANTONE: 144C

CMYK: 0% / 54% / 100% / 0%

RGB: 241% / 138% / 0%

03

# OUR **TYPOGRAPHY**

## OUR TYPOGRAPHY

### 3.1 OUR FONTS

To ensure consistency and a unified look in the use of typography for all communications Novecento Sans and PF DinText Pro should be used. Both typeface families support the boldness and simplicity of our logos.

The recommended use for Novecento Sans Wide is for headlines where the normal and the bold weights should be used together to reflect the different weights in both logos. Novecento Sans Light should be used to highlight pull-quotes and Demibold should be used for subheaders.

Body copy should always use PF DinText Pro Regular and any italic text within the body copy should use Regular Italic.

It is also very important to set your body copy with the correct line spacing (leading). Leading is the vertical distance between lines of type. When setting the leading on Adobe InDesign, we use 'Auto' +1.

Where these fonts are not available, our default font is Arial. Arial and Arial Black should be used for headlines, Arial Narrow to highlight pull-quotes and Arial Bold for subheaders. For body copy use Arial in regular or italic.

SIZE:  
80PT

LEADING:  
97PT

THIS IS NOVECETO

SANS WIDE

SIZE:  
50PT

LEADING:  
61PT

"THIS IS  
NOVECENTO  
SANS LIGHT"

**SIZE:**  
**14PT**

**LEADING:**  
**17.8PT**

*This is PF DIN Text Pro Italic. This is PF DIN Text Pro Italic.*  
*This is PF DIN Text Pro Italic. This is PF DIN Text Pro Italic.*  
*This is PF DIN Text Pro Italic. This is PF DIN Text Pro Italic.*

**SIZE:**  
**17PT**

**LEADING:**  
**21.4PT**

THIS IS NOVECENTO SANS DEMIBOLD

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04

# OUR **GRAPHIC** **ELEMENTS**

## OUR GRAPHIC ELEMENTS

### 4.1 DESIGN DEVICES

There are graphic devices that reference the British Swimming symbol in either its shape or the diagonal line from the two outermost points, as illustrated. The diagonal line is set at a 26 degree angle.

The secondary logo also holds some of the design devices but these must be used sparingly and only within the specific discipline areas unless used in the corporate branding. Please see the discipline style guides (pages 22 - 25) to find out more.



## 4.2 CORPORATE SUPERGRAPHIC

A supergraphic is the centrepiece of a brand identity, designed to work both alongside other brand elements or as a standalone graphic.

Our disciplines each have individual supergraphics that come together to form the corporate supergraphic.

The vibrant colours and layered texture have been designed to bring life into our communications whilst representing our values.

The supergraphic should take up the entirety of the screen/page or be cut horizontally at an angle of  $26^\circ$  and placed on a white background.

Any text overlapping the supergraphic should be white or placed in a white text box.

For a vertical cut, the supergraphic shard should be used with the aspect ratio maintained when resized. The two cuts of the shard can be used together or as two individual pieces.

**CORPORATE SUPERGRAPHIC**



**CORPORATE SUPERGRAPHIC GRADIENT - SET TO  $45^\circ$**



**CORPORATE SUPERGRAPHIC SHARD**

05

# OUR **IMAGERY**



## OUR IMAGERY

### 5.1 CORPORATE IMAGERY

Please see a sample board of imagery from all British Swimming disciplines.

This is not all of our available images; if you would like any images please contact our Marketing Department: [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)





06

# OUR DISCIPLINE STYLE GUIDES

## 6.1 SWIMMING

The British Swimming sub brand uses the corporate logo and lock up, but has its own graphic device, colour and supergraphic.

The British Swimming sub brand should be used in documents relating to the sport of swimming or the British Swimming team.

The guideline for the application of the British Swimming corporate brand elements (logo, lock up, fonts and supergraphic) should be applied to the British Swimming sub brand elements.

The British Swimming logo can be used in full colour or in white on British Swimming Blue. British Swimming Blue can be paired with Union Jack Blue to add a splash of colour to documents.

The British Swimming graphic device is a design tool not a logo and therefore should not be applied prior to the use of the British Swimming logo. The graphic device is designed to bring colour and life to the British Swimming brand, adding to its visual identity.

Logo



Logo Lock Up



Colour

BRITISH SWIMMING **BLUE**

**PANTONE: 298C**

**CMYK: 86% / 6% / 10% / 0%**

**RGB: 0% / 162% / 211%**

Graphic Device



**ONE TEAM.  
WINNING WELL  
IN WATER.**

Supergraphic



## 6.2 DIVING

The British Diving sub brand has its own logo, lock up, graphic device, colour and supergraphic.

The British Diving sub brand should be used in documents relating to the sport of diving or the British Diving team.

The guideline for the application of the British Swimming corporate brand elements (logo, lock up, fonts and supergraphic) should be applied to the British Diving sub brand elements.

The British Diving logo can be used in full colour or in white on British Diving Pink. British Diving Pink can be paired with Union Jack Blue to add a splash of colour to documents.

The British Diving graphic device is a design tool not a logo and therefore should not be applied prior to the use of the British Diving logo. The graphic device is designed to bring colour and life to the British Diving brand, adding to its visual identity.

Logo



Graphic Device



Logo Lock Up



**ONE TEAM.  
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IN WATER.**

Colour

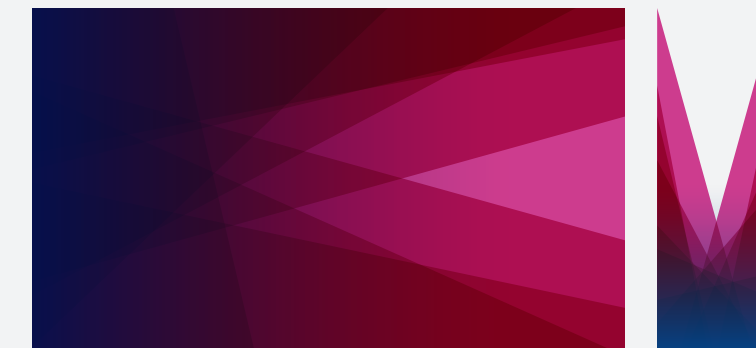
BRITISH DIVING **PINK**

**PANTONE: 219C**

**CMYK: 9% / 89% / 2% / 0%**

**RGB: 218% / 54% / 138%**

Supergraphic





### 6.3 PARA-SWIMMING

The British Para-Swimming sub brand has its own logo, lock up, graphic device, colour and supergraphic.

The British Para-Swimming sub brand should be used in documents relating to the sport of para-swimming or the British Para-Swimming team.

The guideline for the application of the British Swimming corporate brand elements (logo, lock up, fonts and supergraphic) should be applied to the British Para-Swimming sub brand elements.

The British Para-Swimming logo can be used in full colour or in white on British Para-Swimming Orange. British Para-Swimming Orange can be paired with Union Jack Blue to add a splash of colour to documents.

The British Para-Swimming graphic device is a design tool not a logo and therefore should not be applied prior to the use of the British Para-Swimming logo. The graphic device is designed to bring colour and life to the British Para-Swimming brand, adding to its visual identity.

Logo



Logo Lock Up



Colour

BRITISH PARA-SWIMMING **ORANGE**

**PANTONE: 144C**

**CMYK: 0% / 54% / 100% / 0%**

**RGB: 241% / 138% / 0%**

Graphic Device



**ONE TEAM.  
WINNING WELL.  
IN WATER.**

Supergraphic



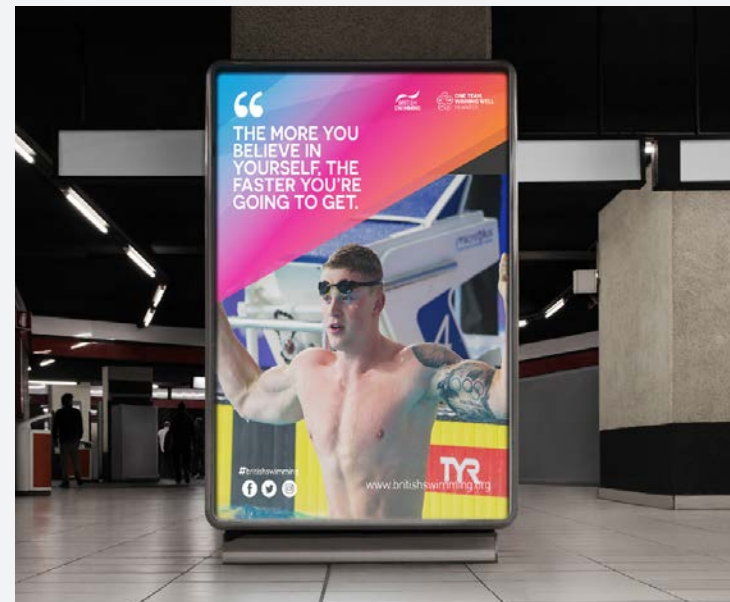
07

# OUR **BRAND** **IN USE**

## 6 OUR BRAND IN USE

### 6.1.1 CORPORATE EXAMPLES

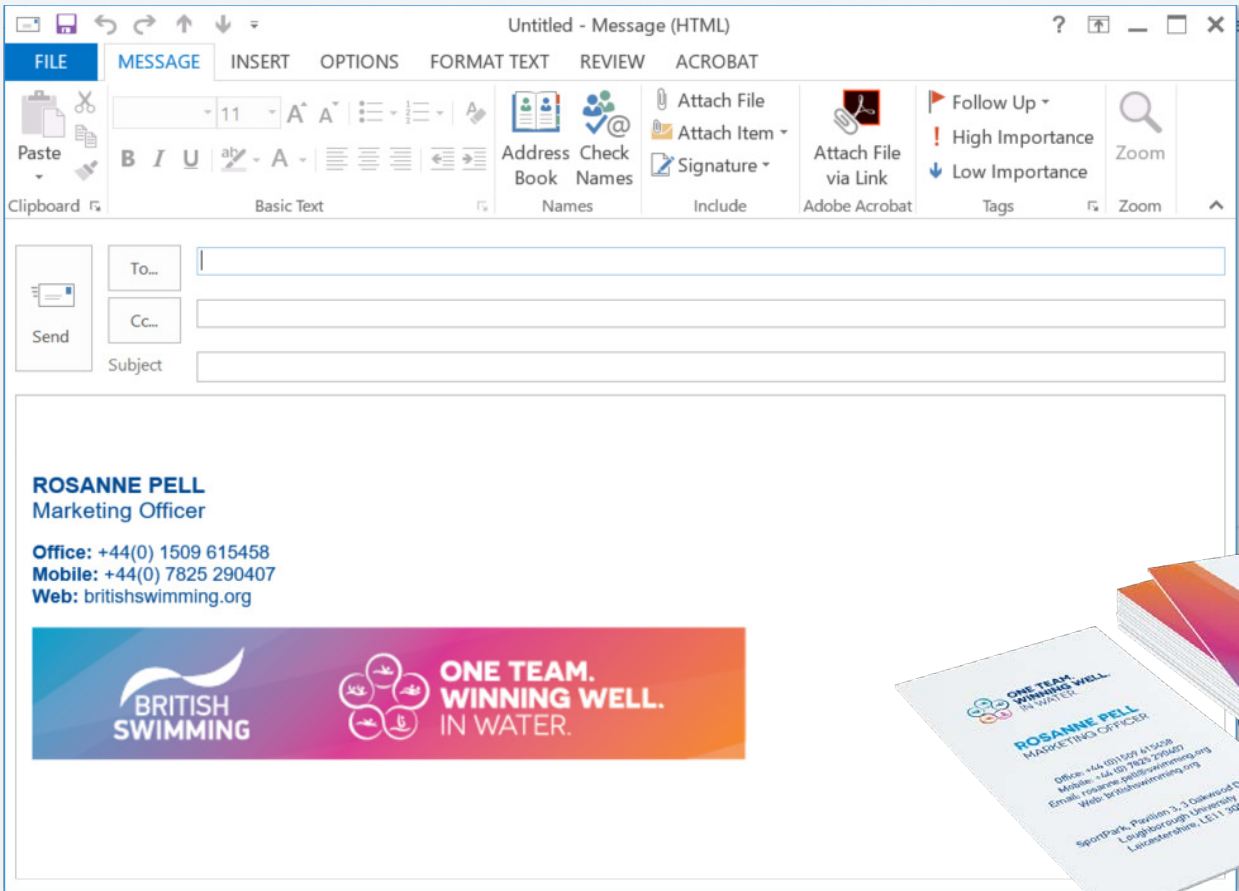
To obtain further examples or guidance, please contact [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)



6 OUR BRAND IN USE

6.1.2 CORPORATE STATIONERY

A number of stationery templates have been created that remain consistent and adhere to the British Swimming style. To obtain a template, please contact [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)





6.1.3 CORPORATE  
POWERPOINT TEMPLATE

A number of templates have been created to assist PowerPoint users when making documents, so that they remain consistent and adhere to the British Swimming style. To obtain a template, please contact [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)





## 6 OUR BRAND IN USE

### 6.2.1 DISCIPLINE EXAMPLES

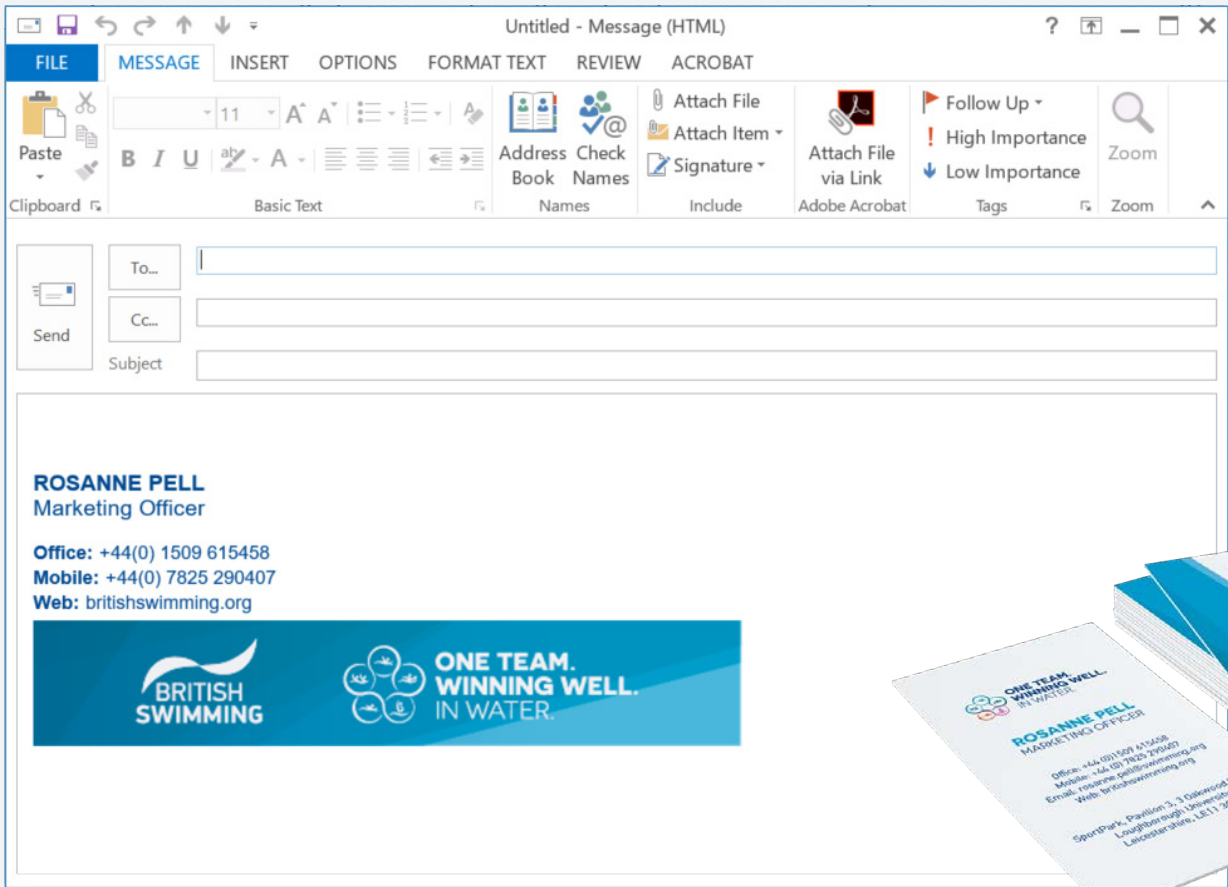
To obtain further examples or guidance, please contact [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)



6 OUR BRAND IN USE

6.2.2 DISCIPLINE STATIONERY

A number of stationery templates have been created for each discipline that remain consistent and adhere to the individual discipline style. To obtain a template, please contact [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)





### 6.2.3 DISCIPLINE POWERPOINT TEMPLATES

A number of templates have been created to assist PowerPoint users when making documents, so that they remain consistent and adhere to the three discipline styles. To obtain a template, please contact [BSMARKETING@SWIMMING.ORG](mailto:BSMARKETING@SWIMMING.ORG)







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