



# Identity Guide

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The identity elements presented in this Guide are Copyright © of the Canadian Red Cross Society and, for protecting their integrity, must be used only as indicated.

For any questions regarding the identity elements and usage guidelines, please contact your regional Red Cross Swimming & Water Safety Representative or via email at [myrcsupport@redcross.ca](mailto:myrcsupport@redcross.ca) (please use “Red Cross Swim Identity” in the subject line).

# The Red Cross Swim Logo

## Standards for Use

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The Red Cross Swim logo is an original design that identifies the Swimming and Water Safety umbrella program of the Canadian Red Cross. The logo is provided in finished form and must be used without any alterations such as adding or removing components or changing proportion of elements, their placement, colours, and fonts.

The logo comes in a standard version and a black and white version – each with six configurations (two unilingual and four bilingual). When placed on a dark background, both the standard and the black and white logos can be reversed (see guidelines on page 6). Below, the logo in standard version English:



## Use by a Third Party

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Red Cross Training Partners can use the Red Cross Swim logo only when promoting the Red Cross Swim programs. In doing so they must follow the guidelines included in this Identity Guide.

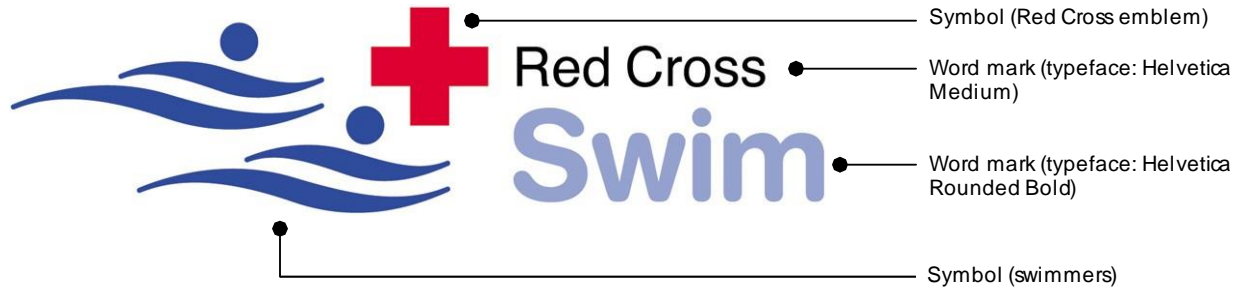
The Red Cross sponsors and other Red Cross partners can use the Red Cross Swim logo on a per project basis when a review process is in place, by following the guidelines included in the Identity Guide.

The logo cannot be used to:

- endorse other programs, organizations, or services
- brand in-house developed programs
- brand own or another party's resale products

## Logo Elements

The Red Cross Swim logo has four elements:



## Logo Configurations

The Red Cross Swim logo has six configurations, dictated by the languages used. Below, the six configurations for the standard version:

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



## Colour Reproduction

The Red Cross Swim logo has three colours (red, blue and black) with very specific shades. Reproducing the exact shade is essential to the integrity of the logo. To facilitate accurate printing at all times, the logo is available in PMS (Pantone Matching System) and in standard 4-colour/CMYK (cyan, magenta, yellow, and black).



These colours are exactly reproduced when printed on coated paper. When printed on uncoated paper, the logo will have slightly different colours.

### Digital Media Colours

For Webpages and electronic materials, the logo is used in the RGB (Red Green Blue) colour palette.

The red cross symbol is Red = 237, Green = 27, Blue = 47.

The “Red Cross” text is Red = 35, Green = 31, Blue = 32.

The swimmers symbol is Red = 0, Green = 91, Blue = 171.

The “Swim” text is Red = 127, Green = 159, Blue = 211.

## Black & White Reproduction

The Red Cross Swim black and white logo contains the red cross emblem set as 60% black instead of red and the word “Swim” set at 40% black instead of blue. The cross and “Swim” never appear as solid black (unless photocopied from a 4-colour original).

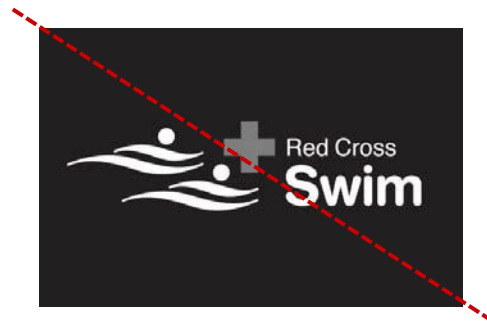
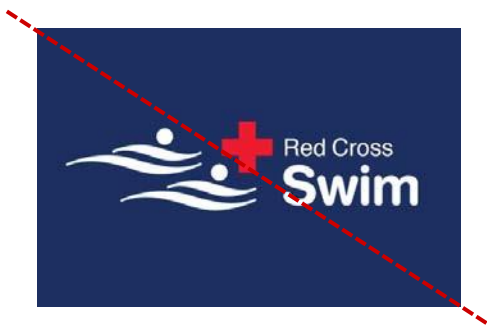


## Reversed Reproduction

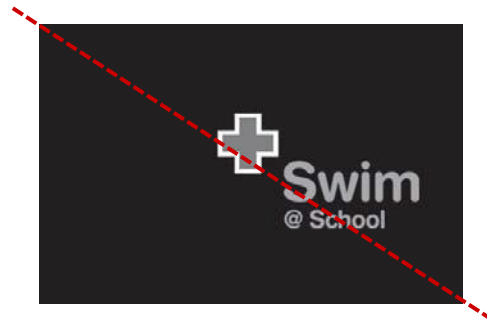
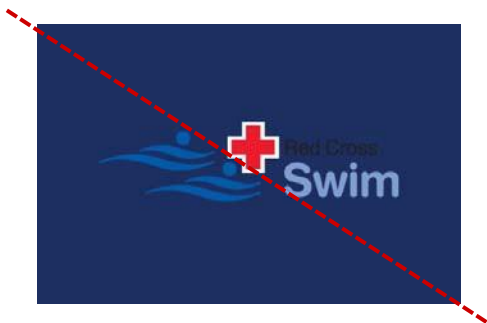
Reversal in white is acceptable when the logo is used on a dark solid background. In the reversed reproduction, the only element that keeps its original colour is the cross symbol.



A white key line around the Red Cross emblem exists to provide a release from the coloured background. In the reversed reproduction, the cross cannot appear without the white key line.



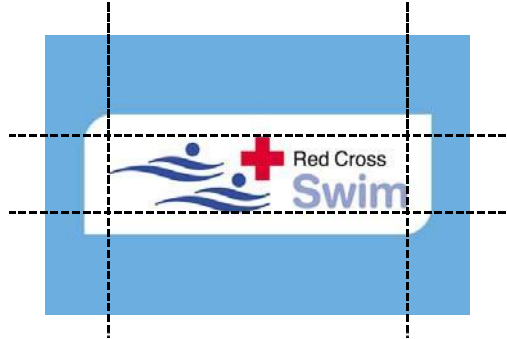
If the reversal in white is not used on a dark solid background, a white space around the original logo must be used instead (see next section). Also the logo is not meant to be reversed out of a photograph or illustration (see next section).



## Position Guidelines

### Use of White Space

An equal amount of “white space” must appear around the logo when the white space is used as a separating area between the logo and a background image or a solid colour background.



The white space is mandatory when the logo is placed on an image/illustration or on a solid colour background (where otherwise it may become undistinguishable and lose its integrity).



When the logo is placed on a solid dark colour, the reversal logo version may also be used (see previous section).

# Logos of Red Cross Swim Programs

## Applicable Guidelines

The Red Cross Swim is the umbrella name for the programs listed next. The Red Cross Swim logo guidelines presented in the previous chapter apply to all these logos (each program has its own logo).

**Red Cross Swim Preschool:** 8-level program for ages 4 months to 6 years, that teaches introduction to swimming, basic swimming skills, and water safety

**Red Cross Swim Kids:** 10-level program for ages 5 to 12 years, that teaches introduction to swimming, complex swim skills development, and water safety

**Red Cross Swim Adapted:** Red Cross Swim Adapted is for swimmers with disabilities and uses the progressions in Red Cross Swim Preschool and Red Cross Swim Kids programs.

**Red Cross Swim @ School:** 3-level participation-based program for schools with focus on preparing students to participate safely in aquatic activities

**Red Cross Swim @ Camp:** 3-level participation-based program for camps with focus on preparing campers to participate safely in aquatic activities.

**Red Cross Swim Basics:** class for adults and teens that teaches fundamental swimming and safety skills

**Red Cross Swim Strokes:** class for adults and teens that focuses on stroke development and increasing endurance

**Red Cross Swim Sports:** aquatic sampler for adults and teens that introduces basic skills for nine aquatic sports and activities (each in 2 sessions)

## Program Logo Elements

A program logo has an additional element to the Red Cross Swim logo, i.e. the individual program name:





## Red Cross Swim Preschool Logo Set

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



## Red Cross Swim Kids Logo Set

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



## Red Cross Swim @ School Logo Set

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



## Red Cross Swim Basics Logo Set

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



## Red Cross Swim Strokes Logo Set

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



## Red Cross Swim Sports Logo Set

### Unilingual English



### Unilingual French



### Bilingual Vertical English First



### Bilingual Vertical French First



### Bilingual Horizontal English First



### Bilingual Horizontal French First



# Other Identity Elements

## Names of Programs

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The names of the umbrella program (Red Cross Swim) and of individual programs (e.g. Red Cross Swim Kids) are intellectual property of the Canadian Red Cross Society and fall under strict usage guidelines.

The names should be used unaltered (e.g. by removing, adding, rearranging order, or changing the spelling of any word) and written in capital initial letters at all times.

Example of unacceptable usages: “Swim Preschool program”, “Preschool program”, “Swim Kids Level 1”.

For more emphasis, the program name can be written in bold (**Red Cross Swim**), italics (*Red Cross Swim*), quotation marks (“Red Cross Swim”), and/or using a colour different from the rest of the text.

## Program Slogan

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The program slogan is a trademark of Canadian Red Cross and comes in English and French. The slogan should be used unaltered (e.g. by removing, adding, rearranging order, or changing the spelling of any word) and written as shown below:

**Swim with the best!®**

**La natation à son meilleur!®**

**Swim with the best!® | La natation à son meilleur!®**

**La natation à son meilleur!® | Swim with the best!®**

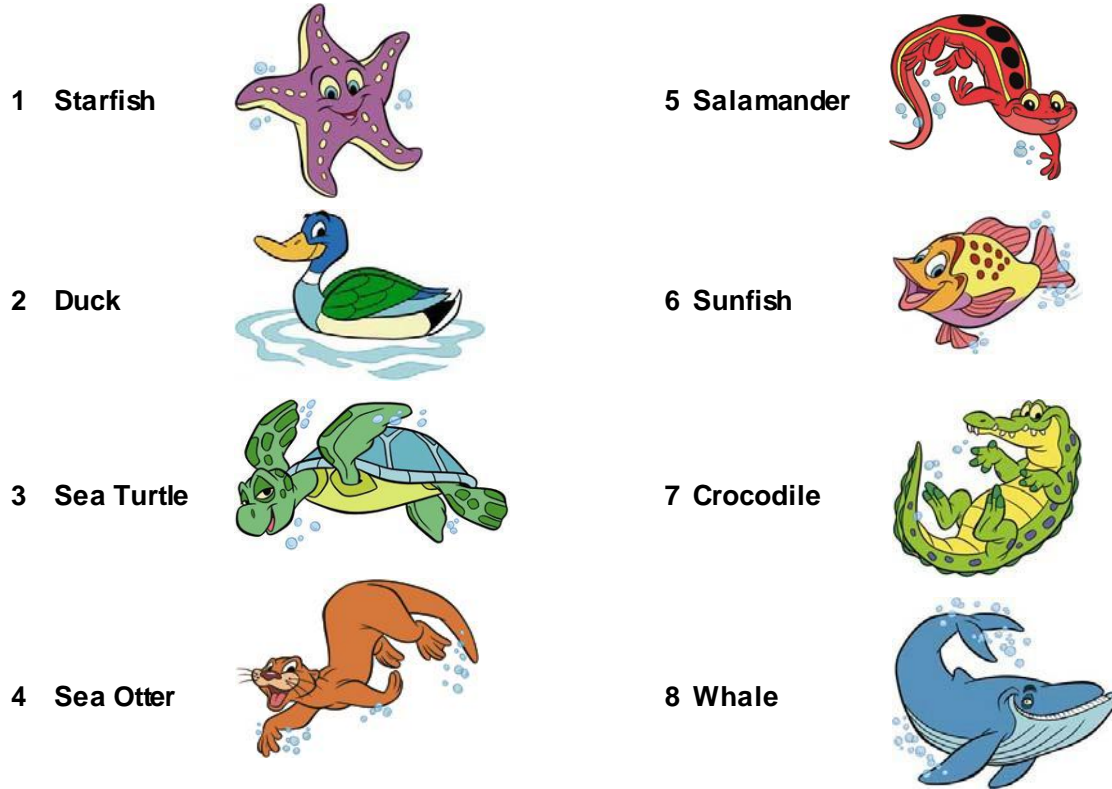
The slogan is associated only to the Red Cross Swim programs (see program list on page 8) and to the Instructor Development Program offered by the Canadian Red Cross.

The slogan will be used by the Canadian Red Cross staff only when promoting these programs. The only materials where Training Partners will use these slogans are the ones created and provided by Canadian Red Cross.

Training Partners cannot use the slogan on materials created in-house or by a third party. For such pieces, the Training Partners can apply for a formal permission on a per project basis. Red Cross may grant permission if the piece promotes solely the Red Cross programs mentioned above.

## Red Cross Swim Preschool Mascots

Each of the eight levels of the Red Cross Swim Preschool program has an animal theme and a corresponding mascot, designed to engage participants, encourage skill development, and be a fun part of the lessons. The mascots are graphics only—there is no text:



### Standards for Use

The mascots are copyright of the Canadian Red Cross Society and are solely associated with the Red Cross Swim Preschool program.

The mascots must be used as provided and cannot be visually altered in any way such as changing their orientation, shape, or colours, or adding or removing components.

The mascots are also available in line art for black & white or one-colour reproduction.

### Use by a Third Party

The Red Cross Training Partners can use the mascots only when promoting the Red Cross Swim Preschool program to the public. The mascots must be accompanied by the Red Cross Swim Preschool logo or program name at all times.

The mascots cannot be used to:

- endorse other programs, organizations, or services
- brand in-house developed programs
- brand own or another party's resale products