

# Logo Guidelines

SwimMark Accreditation

**Version 1.0**  
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Association (Swim England) 2017

The logo consists of the word "SwimMark" in a sans-serif font. The "S" is blue, "wim" is red, and "Mark" is blue. A red checkmark is integrated into the top of the "M".

SwimMark

# About

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.

SwimMark is our quality accreditation for clubs. It recognises good governance and effective, ethical and sustainable club development and growth. Clubs which have achieved SwimMark standards also automatically receive Sport England's Clubmark status.

The logo for SwimMark features the word "Swim" in a dark blue, rounded sans-serif font, followed by "Mark" in a red, outlined sans-serif font. A red checkmark is positioned over the 'i' in "Swim".

SwimMark

## DESIGNATIONS

A special logo has been created for each of the three SwimMark levels.

Clubs may use their awarded designation logo on all marketing collateral to communicate to customers that you have achieved the SwimMark standard of quality operation.

The logos are:

- SwimMark Essential Club
- SwimMark Network Member
- SwimMark Performance [discipline]

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 logo features the word "SwimMark" in a blue sans-serif font with a blue swoosh over the "i". The word "ESSENTIAL CLUB" is written in red, all-caps, sans-serif font below it.



The logo features the word "SwimMark" in a blue sans-serif font with a blue swoosh over the "i". The words "NETWORK MEMBER" are written in blue, all-caps, sans-serif font below it.



The logo features the word "SwimMark" in a blue sans-serif font with a blue swoosh over the "i". The words "PERFORMANCE SWIMMING" are written in blue, all-caps, sans-serif font below it.



The logo features the word "SwimMark" in a blue sans-serif font with a blue swoosh over the "i". The words "PERFORMANCE DIVING" are written in blue, all-caps, sans-serif font below it.



The logo features the word "SwimMark" in a blue sans-serif font with a blue swoosh over the "i". The words "PERFORMANCE SYNCHRO" are written in blue, all-caps, sans-serif font below it.



The logo features the word "SwimMark" in a blue sans-serif font with a blue swoosh over the "i". The words "PERFORMANCE WATER POLO" are written in blue, all-caps, sans-serif font below it.

## SWIMMARK LOGO EXCLUSION AND MINIMUM SIZE

The clear space for our SwimMark logo has been defined as the height of the letter 'a' in Mark 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 7mm in height for print and 20px 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.

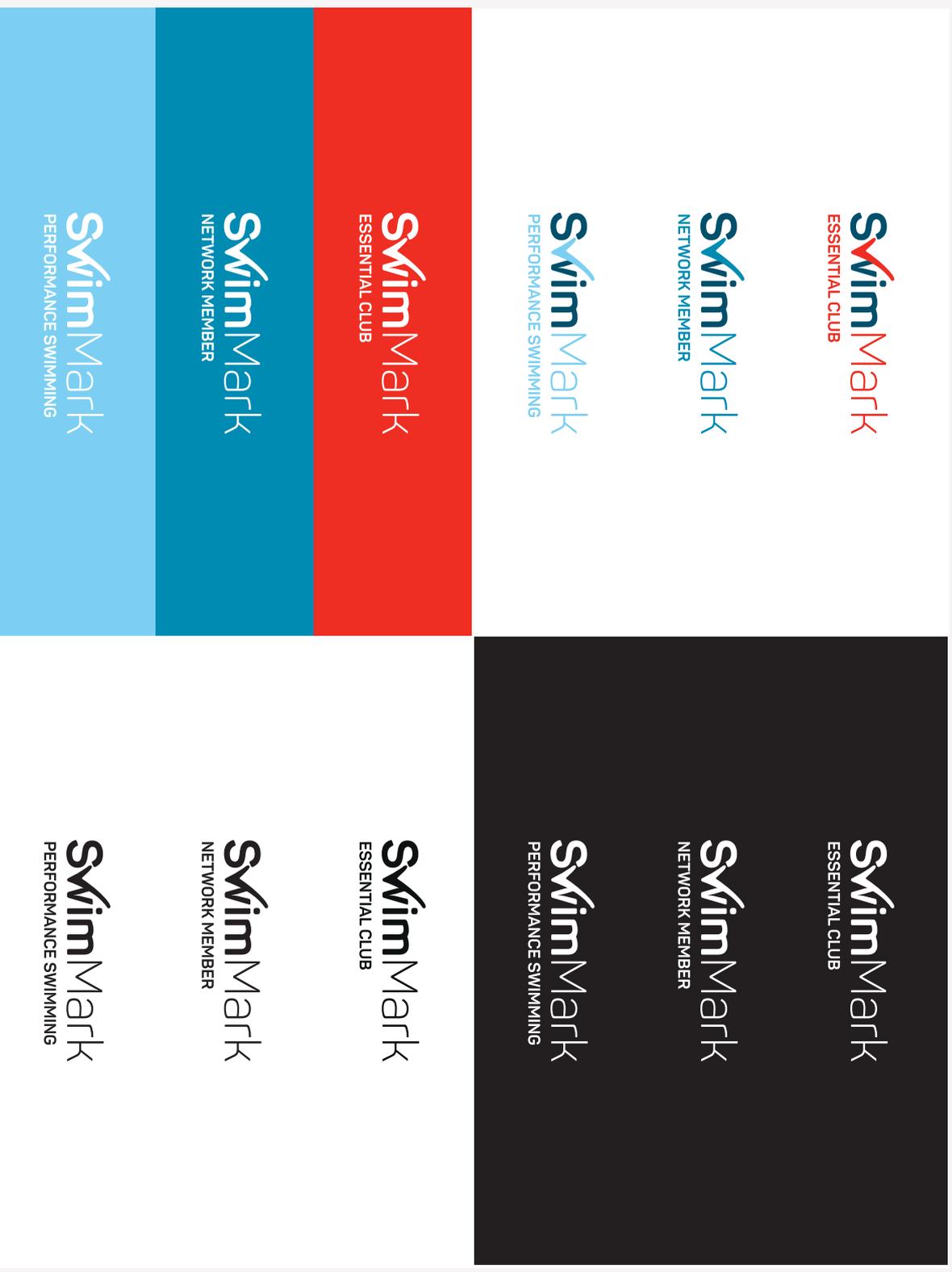


## COLOUR AND MONO LOGOS

These are the colour and mono versions for the SwimMark logos.

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 version shown bottom left is reserved for use on our solid brand colours only.



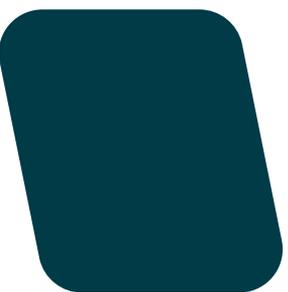
## PRIMARY COLOUR PALETTE

The SwimMark 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.

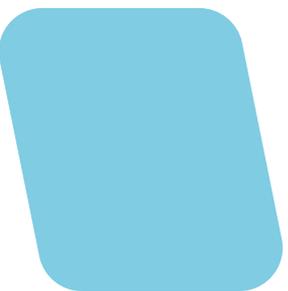
### SPECIAL APPLICATIONS

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.



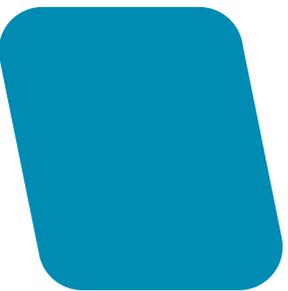
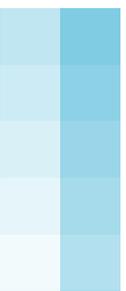
**Pantone 7708C**

**C100 M18 Y12 K59**  
**R15 G60 B71**  
**#0F3C47**



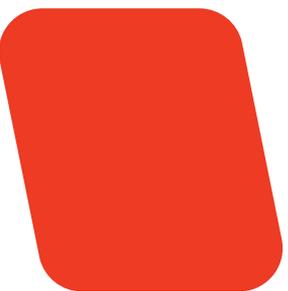
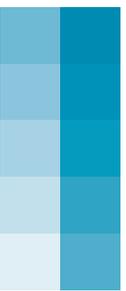
**Pantone 2905C**

**C45 M1 Y0 K1**  
**R127 G205 B226**  
**#7FCDE2**



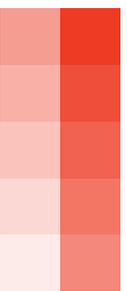
**Pantone 7704C**

**C93 M4 Y8 K24**  
**R33 G149 B174**  
**#2195AE**



**Pantone 485C**

**C0 M95 Y100 K0**  
**R238 G58 B36**  
**#EE3A24**



## SWIMMARK LOGO CLOTHING EXAMPLE

Shown here is our preferred placement of the SwimMark logo on your club team shirts.

Where more than one logo appears on clothing, the primary logo should appear on the left breast as shown, and support logo on the right.

Your club logo is shown here as the primary logo and positioned on the left; the SwimMark logo is shown as the support logo and positioned on the right.



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**

**Karen Williams**

**Head of Brand and Marketing**

T: 01509 640343 (DD)

M: 07583 083635

E: karen.williams@swimming.org

**Melanie Pollard**

**Head of Design**

T: 01509 640232 (DD)

E: melanie.pollard@swimming.org

