

Swimming WA Brand Guidelines

June 2016



Swimming - an essential part of the Western Australian way of life

Introduction

These guidelines are designed to help Swimming WA staff, affiliated Clubs, sponsors and suppliers use the Swimming WA brand consistently and in line with our marketing strategy.

After two years of getting Western Australian swimming into a position where it has strong foundations and a stable platform, the period ahead is all about:

Opportunity

The opportunity to...

Reach your potential

Be part of a community

Swim for life

Challenge yourself

Have an impact

Teach

Lead

Grow & progress

Our brand unites the many aspects of our sport and also differentiates us from other sports and organisations.

Our Association has a unique and challenging mission - to ensure swimming is an essential part of the Western Australian way of life.

To do this, Swimming WA must work closely with our Clubs and our Members, together with other supporters of swimming, to ensure everyone has the toolkit to effectively communicate with our many and varied audience.

Enjoy using these guidelines - you'll discover they provide a framework that will make your work far more efficient, ensuring we can focus on providing all Western Australians with the **opportunity to swim**.

Contents

Our brand

- Brand statement
- Brand values
- Our intellectual property

Brand tools

- Logos
- Colours
- Font
- Graphic devices
- Imagery

Tone of voice

- How we write
- Capitalisation
- Lexicon

Our brand



Swimming - an essential part of the Western Australian way of life

Brand statement

Swimming WA will create and provide opportunities for all Western Australians to participate in swimming as an essential part of their physical and mental wellbeing.

Our Clubs are incubators in which community spirit is developed. They offer a nurturing and inclusive environment and provide opportunities for swimmers, coaches, officials and volunteers to get the best out of themselves.

As the State's peak swimming association, Swimming WA welcomes and encourages all ages and abilities to join a swimming club and enjoy the benefits of a life-long love of swimming.

Brand values

Swimming WA's brand values define our priorities and therefore direct our actions.

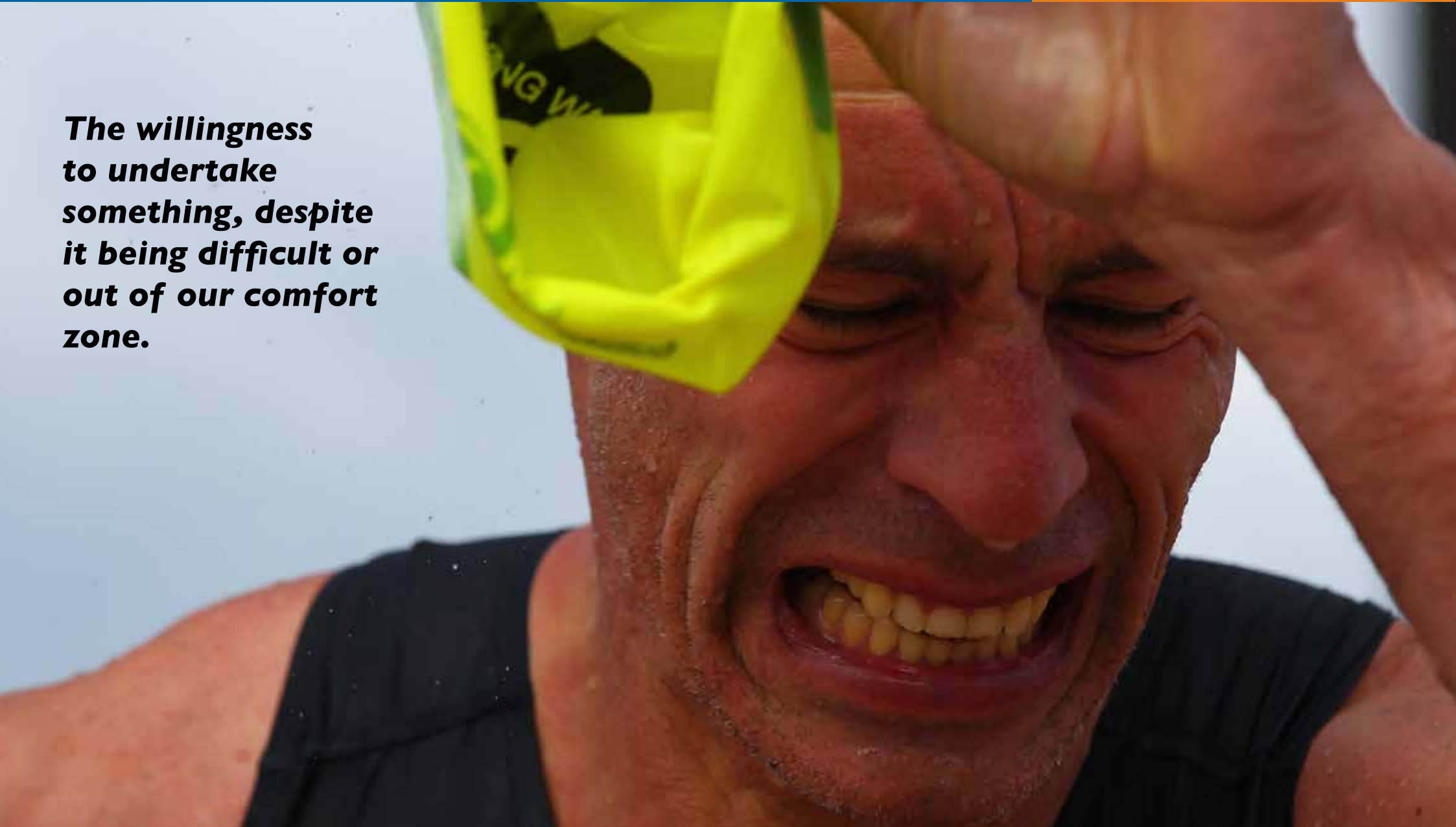
They remind us of the core reasons we undertake each and every programme and initiative.

All communications should hark back to the brand values in look, feel and strategy.

Value I - Courage



The willingness to undertake something, despite it being difficult or out of our comfort zone.



Swimming - an essential part of the Western Australian way of life

Value II - Inclusion



***Being open and
available to everyone.***



Swimming - an essential part of the Western Australian way of life

Value III - Excellence



Extremely high quality, and highly valued and regarded.



Swimming - an essential part of the Western Australian way of life

Value IV - Passion



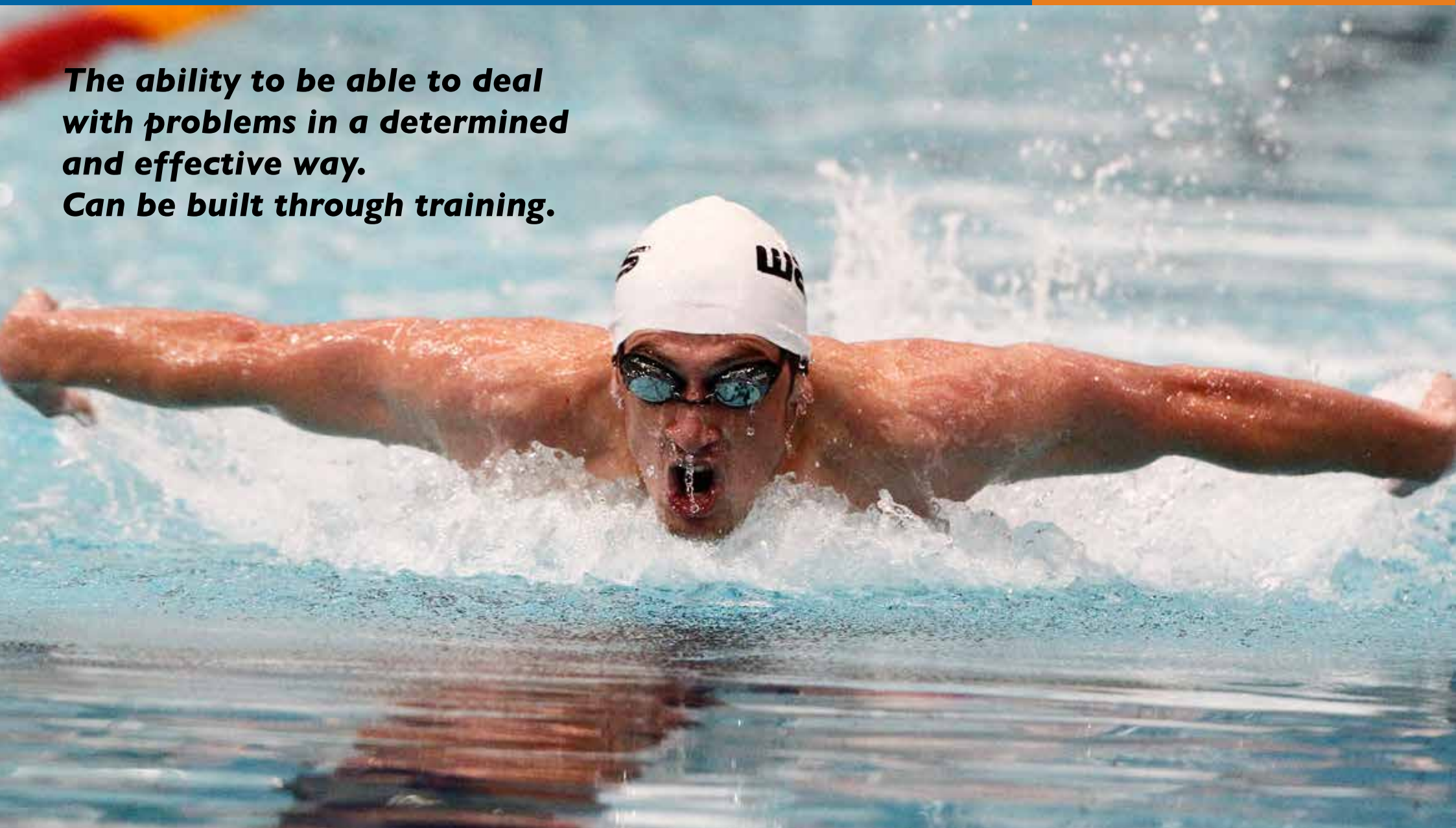
***Strong feelings of excitement
and enthusiasm.***

Swimming - an essential part of the Western Australian way of life

Value V - Strength



***The ability to be able to deal
with problems in a determined
and effective way.
Can be built through training.***



Swimming - an essential part of the Western Australian way of life

Value VI - Empathy



The ability to understand and share another person's experiences and emotions.



Swimming - an essential part of the Western Australian way of life

Brand values

These values underpin our core vision at Swimming WA - to provide all Western Australians with the opportunity to swim.

When briefing and developing marketing material, or choosing imagery, ensure you incorporate one, some or all of these brand values into your brief and design.

Here are some examples of our brand values at work...



The opportunity to reach your potential

Courageously developing new programmes and initiatives to grow swimming;

Empathetic about the issues faced by clubs in our community;

Passionate about unearthing and supporting future champions;

Has the **strength** to provide leadership to our clubs and members;

Constantly striving for **excellence** via the implementation of the Strategic Plan 2015-2018;

Inclusive to all - no matter what your age group, ability, location or background.



The opportunity to learn to swim

Passionate about swimming as a whole of life experience;

Focused on excellence in teaching and water safety;

Inclusive of all abilities;

Proactively developing the strength of our children and of our swimming Clubs.

Providing a transition from the learn to swim environment into swimming Clubs and on to a life-long participation in swimming.



The opportunity to challenge yourself

Courageously looking outside the pool to ensure our sport continues to grow and is open to everyone;

Ensuring the **excellence** of the in-water experience is unrivalled in its precision;

Passionate about bringing open water swimming to regional WA;

Including like-minded aquatics bodies in decision making and events for the betterment of the sport.

Our intellectual property

SWA's intellectual property comprises of its intangible assets that hold a commercial value.

Examples of our IP include:

Swimming WA logo;

Open Water Swimming Series logo;

WestSwim logo;

Images;

Video footage;

Programme logos and names (ie.

SunSmart Splash & Dash);

The manner in which we run our competitive events - pool and the Open Water Swimming Series.

These assets can be used by Swimming WA, affiliated clubs, members, media outlets, sponsors, Swimming Australia and other state swimming associations and relevant government departments, subject to the guidelines outlined in this document.



Logos

The Swimming WA horizontal logo is the preferred version and should be used where possible.

The colour logo should always be used on a white background.

The half reverse logo should only be used on the SWA blue background.

The negative mono logo should preferably be used on the Swimming WA Orange, Swimming WA Blue or black background (where colour is not available).

The mono logo should only be used where a colour application is not available.

Swimming WA

Horizontal



Full colour



Half reverse



Mono



Negative mono on Swimming WA Orange



Negative mono on Swimming WA Blue



Negative mono on black

Logos

The Swimming WA stacked logo is to be used where space is limited.

The colour logo should always be used on a white background.

The half reverse logo should only be used on the SWA blue background.

The negative mono logo should preferably be used on the Swimming WA Orange, Swimming WA Blue or black background (where colour is not available).

The mono logo should only be used where a colour application is not available.

Swimming WA

Stacked



Full colour - stacked



Half reverse on SWA blue



Mono - stacked



Reverse mono on Swimming WA Orange



Reverse mono on Swimming WA Blue



Reverse mono on black

Logos

Swimming WA

WA's state colours are gold and black. Given gold's propensity to become dull when flat, Swimming WA utilises a brighter yellow to represent the gold in specific circumstances relating to our competitive pool swimming and State Open Water Swimming Championships.

The mono logo should be the only Swimming WA logo used on the Swimming WA State Yellow background.

The usage of these colour combinations is strictly restricted and should only be used in conjunction with events and programmes of significance at a state or national level.

State colours



Mono stacked on Swimming WA State Yellow



Mono horizontal on Swimming WA State Yellow



Swimming WA State Yellow - stacked



Swimming WA State Yellow - horizontal

Logos

WestSwim

The WestSwim logo should only be used in conjunction with official WestSwim programme collateral.

The full colour logo is the preferred version and should be used at all times when a white background is available.

The reverse white logo should preferably be used on a WestSwim aqua or SWA blue background.

When colour is not available, the mono or reverse white on black logos should be applied.

WestSwim

Full colour

WestSwim

Reverse white on WestSwim dark blue

WestSwim

Reverse white on black

WestSwim

Mono

WestSwim

Reverse white on WestSwim light blue

Logos

Open Water Swimming Series

The Open Water Swimming Series logo has been developed to build the distinct brand of this growing SWA programme.

The full colour logo comes in two versions - dated and undated.

The dated version should be used on all relevant collateral and material relating to a specific Series.

The undated version should be used on placements that may span several years and Series.

The mono logo should be used sparingly and only if colour is not available.



Full colour - undated



Mono



Full colour - dated

Logos

Occasionally Swimming WA develops event or programme specific logos.

Ensuring consistency across our logos is important to continue to build the Swimming WA brand.

Events & Programmes

When developing or briefing in a new logo please consider the following:

Who is the audience?

How will the logo be used?
ie. how will it be applied - visit the Application section for ideas of the different options available.

How will the Swimming WA logo be incorporated?

How will the Swimming WA colours (all or some) be incorporated?

How will the relevant graphic device be incorporated?

Bubbles - WestSwim
Ripples - Pool (development)
Splash - Pool (competiton)
Waves - Open Water

How long will the logo be relevant?

Will the logo be needed in both stacked and horizontal variations?

What file formats are required?

How will required sponsor logos be incorporated?

What sign off from sponsors is required?

Logos

Events & Programmes

Correct components

Incorporates Swimming WA logo;

Utilises Swimming WA Blue and Orange;

Stacked and horizontal applications;

Provided in different file formats.



Incorrect components

Doesn't incorporate Swimming WA logo, or provide guidelines for use of Swimming WA logo in association with this image;

Stacked version only.

Correct components

Provided in different file formats;

Sponsor incorporated;

Utilises Swimming WA Blue.



Logos Rules

Using our logos incorrectly results in a negative impact on the organisation and the SWA brand, and also cheapens the document or item on which the logo features.

Please use the Swimming WA logos as specified in these guidelines.



Do not use a logo that has a poor contrast with its background.



Do not squeeze the space around the logo.



Do not distort the logo.



Do not crop the logo.



Do not adjust the size of any components of the logo



Do not create new versions of the logo



Do not place the logo on a detailed image



Do not add a border to the logo



Do not place the logo on an angle

Logos Rules

Clear space

This is the minimum area surrounding the logo that must remain clear of any other text or graphic object.

The minimum amount of space to leave around the logo is indicated in the clear zone.

Where possible, try and leave more clear space than indicated by the clear zone, but never less.

The clear zone is always proportional to the size of the logo.



The clear zone around the SWA logos is equivalent to the height of the word Swimming (excluding the dot over the i and the loop of the g).



The clear zone around the WestSwim logo is equivalent to the gap between the main body of the i and the dot above the i.



The clear zone around the OWS Series logos is equivalent to the height of the Open Water Series text.

Logos Sponsors

Principle Partner

Swimming WA's sponsors are integral to the success of our sport.

Our Principle Partner is Hancock Family Medical Foundation and therefore this logo must appear on **all external collateral and documentation that also features the Swimming WA logo.**

Please respect the logo and utilise the same rules that apply to the SWA logos.

NB. The Hancock Family Medical Foundation Logo should never be larger than the SWA logo.



HANCOCK
FAMILY MEDICAL FOUNDATION (INC)

Horizontal - colour



HANCOCK
FAMILY MEDICAL FOUNDATION (INC)

Horizontal - mono



HANCOCK
FAMILY MEDICAL FOUNDATION (INC)

Stacked - colour



HANCOCK
FAMILY MEDICAL FOUNDATION (INC)

Stacked - mono

Always seek sign off on sponsor logo use from the SWA Sponsorship Coordinator.

Logos Sponsors

Gold, silver & bronze

Our gold, silver and bronze tier sponsors are allocated certain properties on which their logo is featured.

Do not use sponsor logos without first checking with the Sponsorship Coordinator if their useage is required, relevant and correct.

Unless otherwise agreed, ensure sponsor logos are not larger than the SWA logo or the Principle Partner logo.

Do not distort, change or manipulate any sponsor logos.

Always seek sign off on sponsor logo use from the Swimming WA Sponsorship Coordinator, allowing enough time for external approval.

Colours

Swimming WA has three colour palettes that align with its three key programmes and logos - Swimming WA, WestSwim and the Open Water Swimming Series.

For consistency please apply these colours in all collateral and published material.

The Swimming WA orange can be used to complement the WestSwim and OWS Series colours where required.

Use of tints

Tints should only be used for pullout boxes, backgrounds, watermarks, graphs and charts.

Swimming WA
SWA Orange
SWA Blue
SWA State Yellow



C0, M59, Y100, K5
R232, G125, B30
Pantone 1595



C100, M45, Y0, K18
R0, G101, B164
Pantone 301



C0, M5, Y85, K0
R255, G231, B63
Pantone 107

WestSwim
Light blue
Dark blue



C80, M0, Y0, K0
R0, G185, B242
Pantone 306

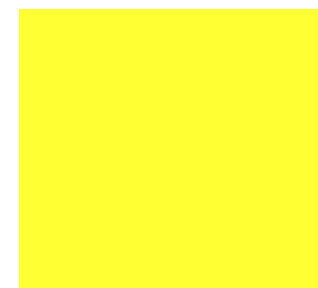


C100, M87, Y20, K10
R31, G62, B124
Pantone 534

Open Water Swimming Series
OWS Blue
OWS Yellow



C93, M58, Y18, K2
R0, G120, B153
Pantone 660



C6, M0, Y89, K0
R255, G255, B51
Pantone 395

Fonts

Primary font

Gill Sans is our primary font and should be used in all published communications.

Gill Sans Light is our body copy and sub-heading typeface and should be used with a 100% tint for all colours.

Gill Sans Bold is our heading typeface and should be used with a 100% tint for all colours.

Coloured text can be used when required for headings and subheadings. Colours should be avoided in body copy.

Subheadings should be two points larger than the body text.

Body copy in word documents such as letters, memos and media releases should be size 11. For optimal size on other documents and communications please refer to the specific templates.

Gill Sans Light Italic should only be used for break-out quotes.

This is an example of how a break-out quote should be incorporated into a document.
Swimming WA

Secondary font

Where Gill Sans is not available Arial can be used for body copy and headlines in printed communication and emails.

Graphic devices

Swimming WA is a diverse association that spans learn to swim right through to participation events for all ages.

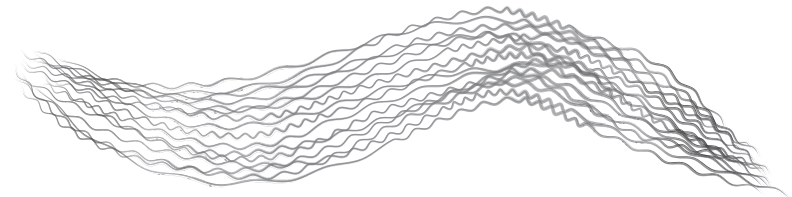
The one key factor across all of our programmes and events is water.

There are four distinct graphic devices to use across different areas of the Association, as well as corporate elements that can be used independently or to complement the water designs.

WestSwim



Pool - development



Pool - competition



Open Water Swimming Series



Graphic devices

Corporate

Swimming WA's corporate image is more formal and conservative than that of our public programmes and events.

Clean lines, with subtle but clear links via the Swimming WA Blue and Swimming WA Orange and a focus on the Association's mission statement dominate our Corporate communications.

Key devices include the standard header and footer and the secondary header for within documents.

Templates for all corporate communications are available.

With headline



SWA header - with headline. Allow white space at top of the page. Spans the width of the entire page.



SWA header - without headline. All white space at the top of the page. Spans the width of the entire page.

Subheading here

SWA secondary header. Line is SWA blue. Spans the width of the entire page.

Swimming - an essential part of the Western Australian way of life

SWA footer. Spans the width of the entire page. Sit flush with the bottom of the page.

Imagery

Imagery underpins all of Swimming WA's collateral and marketing material and it is therefore vital the images used reflect the brand values and are appropriate to the market.

The images chosen to be included in the Swimming WA image library all fit without our brand values - demonstrating all or a combination of these factors.

Amateur photography **should not** be used on any published material at any time.

Amateur photography can be uploaded to social media sites when appropriate. If unsure please consult with the Marketing & Communications Manager.

Our imagery should showcase:

Courage

Passion

Excellence

Strength

Inclusion

Empathy

Imagery Library

The Swimming WA image library is currently located on the server:

- 4. Marketing & Communications
- 5. Marketing
- 4. Brand Guidelines

You can search for images in two ways - by theme or by use.

Within the THEME folder are five categories:

- OWS Series;
- Swimming WA - competition & elite;
- Swimming WA - participation;
- Swimming WA - corporate;
- WestSwim.

There may also be sub-categories within each area.
For example, within participation there are sub-categories for clubs, junior swimmers and volunteers.

The USE folder can be used to find appropriate images for particular applications, for example:

- PowerPoint presentations;
- Event programme covers;
- Pull up banners.

Imagery Themes



The images within the Swimming WA - Participation folder are to be used in conjunction with the following programmes:

Junior Dolphins

SunSmart Splash & Dash

Summer League

They also showcase the positive benefits of joining a Swimming WA affiliated swimming club and therefore include images pertaining to clubs, volunteers and the community.

Images should portray **fun, inclusion, community.**

All images within this area should feature:

Multiple participants in out of water imagery;

A focus on fun & comradery in in-water imagery;

Diversity - age, race;

People smiling, laughing, having fun;

Team-mates & parents congratulating and supporting swimmers;

Supporters cheering;

Higher proportion of out-of-water images;

Colour:



Imagery Themes



The images within the Swimming WA - Competition & Elite folder are to be used in conjunction with the following programmes:

Pool competition

Performance Pathways Programme

Elite achievement

This imagery showcases the opportunity for a swimmer to reach their potential and also includes images pertaining to coaching and elite officiating.

Imagery should only feature WA athletes, coaches and officials.

Within this segment there is the opportunity to showcase imagery of mood and tone, including black and white imagery.

All images within this area should:

Showcase the following aspects:

strength;

success;

athleticism;

teamwork;

concentration.

Focus on in-water & pre-competition imagery;

Feature award wins and trophy podiums;

Feature coaches & the coach/swimmer relationship.



Imagery Themes



The images within the Swimming WA - Corporate folder are to be used for items such as:

- Annual reports;
- Board reports;
- Formal communication with Clubs;
- Sponsorship reports and proposals;
- Business media.

The section is split into different areas to ensure all aspects of our diverse Association are included, and includes portraits of staff and the Board.

The overarching themes are **leadership**, **knowledge** and **professionalism** complemented by **accessibility**.

All images within this area should:

Be professional photography (no amateur images)

Showcase the four diverse areas of the association in equal measure:

- Swimming WA - Participation;
- Swimming WA - Competition & Elite;
- WestSwim;
- Open Water Swimming Series.

Showcase equally the people involved in the Association - athletes, officials and coaches;

Feature Swimming WA and sponsor branding where possible;

Highlight SWA Ambassadors and partners.



Imagery Themes

Westswim

The images within the WestSwim folder are to be used only when referring to Swimming WA's learn to swim programme.

This imagery showcases children who are learning to swim, and their instructors.

Viewers will be drawn to the warmth of the images, which should showcase healthy, happy children having fun and learning a skill they will treasure for life.

All images within this area should showcase the following aspects:

Fun;

Education;

Teacher & student support;

Delight;

Diversity.

The focus should be on in-water imagery and where possible should feature multiple swimmers or close-up shots of individuals who are clearly having the time of their life.

The WestSwim logo on the instructors rashies should be featured as much as possible.



Imagery Themes



Swimming WA's Open Water Swimming Series offers people the opportunity to challenge themselves in a professional, fun, safe environment.

OWS Series images showcase two key aspects of the Series:

The challenge

The community spirit

Within these two categories, images should portray the location (sunshine, beach, river), success, enjoyment and contemplation/focus.

Medal photos are used for social media, but are not a focus for other marketing material.

The overarching message behind all images is: "you can do it."

All images within this area should feature:

Diversity - age, race, skill, fitness;

The water, as opposed to sand/grass (can be in the background);

The OWS Series and SWA logos as often as possible.

Personality and images that "tell a story" or excite curiosity about the subject;

Multi-participant photos should be of people celebrating, cheering and smiling.

Single-participant photos should showcase someone contemplating or conquering their challenge.



Imagery Rules

Imagery is a key component of all of our marketing and promotional collateral and it's important we maintain the integrity of our brands by using photos to their best effect.

Amateur photography should only be used on social media and images should always reflect our values and the themes of each key area.

Please use Swimming WA imagery as per these guidelines and in line with the tonal requirements.



Do not use images that do not excite any interest or emotion.



Do not heavily crop images



Do not distort images



Do not use images that showcase our sponsor's competitors (as per image on the left). Use Photoshop to remove brand names as per the correct example on the right.



Do not add borders to images



Do not hide an image behind text.



Do not use images that are too dark.

Imagery Rules

When taking photos please keep in mind how the photos will be used and what resonates with the audience.

Photos taken by staff utilising the SWA camera or iPhones will generally be used on social media.

Focus on the following:

Quality, not quantity;

Groups of two to four people looking at the camera;

Capturing relevant branding;

Avoid taking lots of photos of a group of people at a presentation & wide shots of the pool etc.;

Always aim to capture a subject or mood.



Do capture branding & a subject.



Avoid lots of photos with no focal point.



Do utilise different elements to improve a group shot (shadow, lighting etc.).



Avoid taking images that don't tell a story.

Always ask people if you can take their photo. For children get permission from their parent/guardian/coach/teacher.

Tone of voice



Swimming - an essential part of the Western Australian way of life

Tone of voice

The written word is an extremely important part of brand Swimming WA.

Ensuring consistency across our communication strengthens our messaging and demonstrates our professionalism.

While our messaging and the brand tools we use may change depending on our audience, our tone of voice remains the same and true to our values.

Value

Tone

Courage ————— Confident

Passion ————— Positive

Excellence ————— Inspiring

Strength ————— Direct

Inclusion ————— Welcoming

Empathy ————— Supportive

Tone of voice

How we write

Good writing enables your audience to focus on your message.

The consistent use of simple, concise and non-technical language will ensure everyone, whether they are elite athletes, officials, coaches or parents new to the sport, will be able to understand you.

Our language defines us as much as our logo - please follow the Swimming WA editorial style in all communications.

Keep sentences short and direct.

Spell check all documents, including emails.

Always spell people's names correctly.

Avoid the use of buzzwords (moving forward, reach out).

Avoid exaggeration.

Avoid the use of exclamation marks in all communication except social media.

Don't use caps to EMPHASIZE a point - choose better language.

Don't use quotation marks around words that are not a direct quote.

Tip

Use active, not passive, language

Use positive and proactive language

Explain technical terms

Example

Instead of...

Further information can be found on the Swimming WA website or by phoning the office on (08) 9328 4599.

Use...

Call Swimming WA on (08) 9328 4599 or visit wa.swimming.org.au for more information.

Instead of...

Without increased funding from Swimming Australia, our development programmes will struggle to continue.

Use...

Swimming WA's development programmes will continue to grow and thrive with the support of additional funding.

Instead of...

The CAP included a segment for TOs, which was well attended.

Use...

The free community programme included a popular segment for people interested in volunteering at open water events.

Tone of voice Capitalisation

Overuse of capitals is rife throughout many organisations and at Swimming WA we also tend to fall into the same trap.

Using capitals where not needed detracts from written communications and makes it more difficult for your audience to understand your message.

Only the following words should be capitalised:

The first word in a sentence;

Proper nouns;

- Names
- Countries
- Cities
- Things

Job titles;

Titles of documents.

Incorrect

Swimming WA Alumni were engaged to participate in a number of Swimming WA events including the Swimming WA Conference and Sponsor functions.

The Event will be held at HBF stadium and will be attended by Swimming WA president Jeanette Bailey.

Swimming - An Essential Part of the Western Australian Way of Life.

We are not just remotely interested in being 'Good'.

21 Swimmers and 2 Coaches attended the State competition, which came three weeks after the National Titles.

Correct

Swimming WA alumni were engaged to participate in a number of Swimming WA events, including the Swimming WA conference and sponsor functions.

The event will be held at HBF Stadium and will be attended by Swimming WA President Jeanette Bailey.

Swimming - an essential part of the Western Australian way of life.

We are not just remotely interested in being good.

Or, even better

Excellence is our passion.

Twenty-one swimmers and two coaches attended the state competition, which came three weeks after the Hancock Prospecting Australian Championships.

Tone of voice Sponsor acknowledgement

Our sponsors are incredibly important to us and have chosen to partner with Swimming WA to extend and elevate the reach of their brand.

It is vital we treat their brand - including the title of their company or business - with respect.

Always refer to our sponsor companies by their full name and ensure you check the spelling of names for sponsor representatives, as well as their formal job title.

Naming rights sponsors should always be acknowledged when referring to an event.

This courtesy extends to Swimming Australia sponsors and partners of the other state swimming association.

If in doubt please check with the Sponsorship Coordinator, Chief Executive Officer or Marketing & Communications Manager.

Incorrect

Hancock Prospecting (for Swimming WA)

HFMF

The West

Swimmers world

State Long Course Championships

DSR (on first use)

The Dept. of Sport & Rec

Correct

Hancock Family Medical Foundation

West Australian Newspapers OR

The West Australian OR

SevenWest Media

*note use of italics for a publication title

Swimmer's World

SunSmart State Long Course Age & Open Championships

The Department of Sport and Recreation (DSR)

Tone of voice Club & coach acknowledgement

As the overarching association leading the sport of swimming in Western Australia, Swimming WA is dedicated to the promotion of its athletes, clubs, coaches, officials and volunteers.

As a rule, always refer to an athlete's swimming club and their coach (if known) in all formal written documents.

Refer to the club just by their proprietary name, without the addition of Swimming Club or Swim Club unless the sentence is grammatically incorrect.

The addition of the bracketed abbreviation (c.) to acknowledge the coach is new to Swimming WA, so please ensure you expand to (coach) in the first instance.

Examples

Westside Christ Church Aquatic and Mandurah were named the best clubs of the meet, amassing 240 and 140 points, respectively.

Mandurah Swimming Club's Sian Pritchard said the club is looking to grow its membership by 20 per cent within the next two years.

UWA West Coast Swimming Club's Tamsin Cook, who is under the guidance of coach Mick Palfery, said her win was unexpected.

UWA West Coast Swimming Club's Tamsin Cook (coach Mick Palfery) said the win was unexpected. Meanwhile, 25-year-old Blair Evans (UWSC, c. Bud McAllister), has also made the Australian Olympic team following her gold medal winning swim in the 400m individual medley.

Social media example

T. Cook (UWSC, Palfery) takes out the 800m Women's Free in 8:27.01

Tone of voice

Lexicon

Category	Rule	Our style	Don't use
Spelling	Please use correct Australian English across all communications.	programme organise colour	program organize color
Numbers, dates and percentages	Spell out numbers under 10, unless it's a measurement, date or in a table/graph.	nine 5km	9 five km
	For numbers 10 and over; use numerals.	36	thirty-six
	Numbers that open a sentence should be spelled out.	4,000 people attended.	Four thousand people attended.
	Spell out per cent, except in tables and graphs.	nine per cent 10 per cent 6% (in tables)	9% (except in tables) 10% (as above)

Tone of voice **Lexicon**

Category	Rule	Our style	Don't use
Numbers, dates and percentages cont.	Use a comma in four digit numbers.	4,000	4000
	Always write million and billion in full.	36 million	36m or 36,000,000
	Our long date format is day, month, year	2 June 2016	2/6/16
	Dates ranges should be expressed in the following format	2016/17	2016-17
		2 - 5 September 2016	
		2 September - 5 October	
		2015-2018	
	Use brackets around STD codes	(08) 9328 4599	08 9328 4599
	For international numbers, add the country code and drop the zero in the STD code.	+61 8 9328 4599	61 (08) 9328 4599

Tone of voice **Lexicon**

Category	Rule	Our style	Don't use
Names and titles	Swimming WA should always be written in full in public communications.	Swimming WA	SWA (in public documents)
	Only abbreviate to SWA in internal publications after first referencing in full.	Swimming WA (SWA) - internal documents only	
	The names of newspapers and books should be written in italics.	<i>The West Australian</i>	
		<i>What I learned along the way</i>	
	Always acknowledge appointments to the Order of the British Empire and of Australia.	Dawn Fraser AO MBE	
		Katherine Downie OAM	
	Always acknowledge the full titles of national, state and local government representatives.	Hon. Colin Barnett MLA	
URL	Do not include the www before a website address.	wa.swimming.org.au	www.wa.swimming.org.au

Tone of voice **Lexicon**

Category	Rule	Our style	Don't use
Competition	Competition categories should be written as follows:	12yrs	
		12yrs/O	
		12yrs/U	
	Strokes should not be capitalised, and metre should be shortened to m:	400m individual medley	400m IM
		100m butterfly	100 metre Butterfly
		4x50m freestyle	
	Strokes should only be shortened for social media (or on second use for the individual medley):	100m fly (social media only)	
		200m free (social media only)	
		400m IM (social media & second use only)	