

Swimming WA Brand Guidelines



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 and SPIRIT values.

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

Our SPIRIT values

S - Safety

P - Passion

I - Integrity

R - Respect

I - Inclusion

T - Teamwork

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 we need to ensure everyone has the toolkit to effectively communicate with our growing 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.**

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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 and in which the environment is nurturing and inclusive, providing opportunities for swimmers, coaches, officials and volunteers to grow.

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

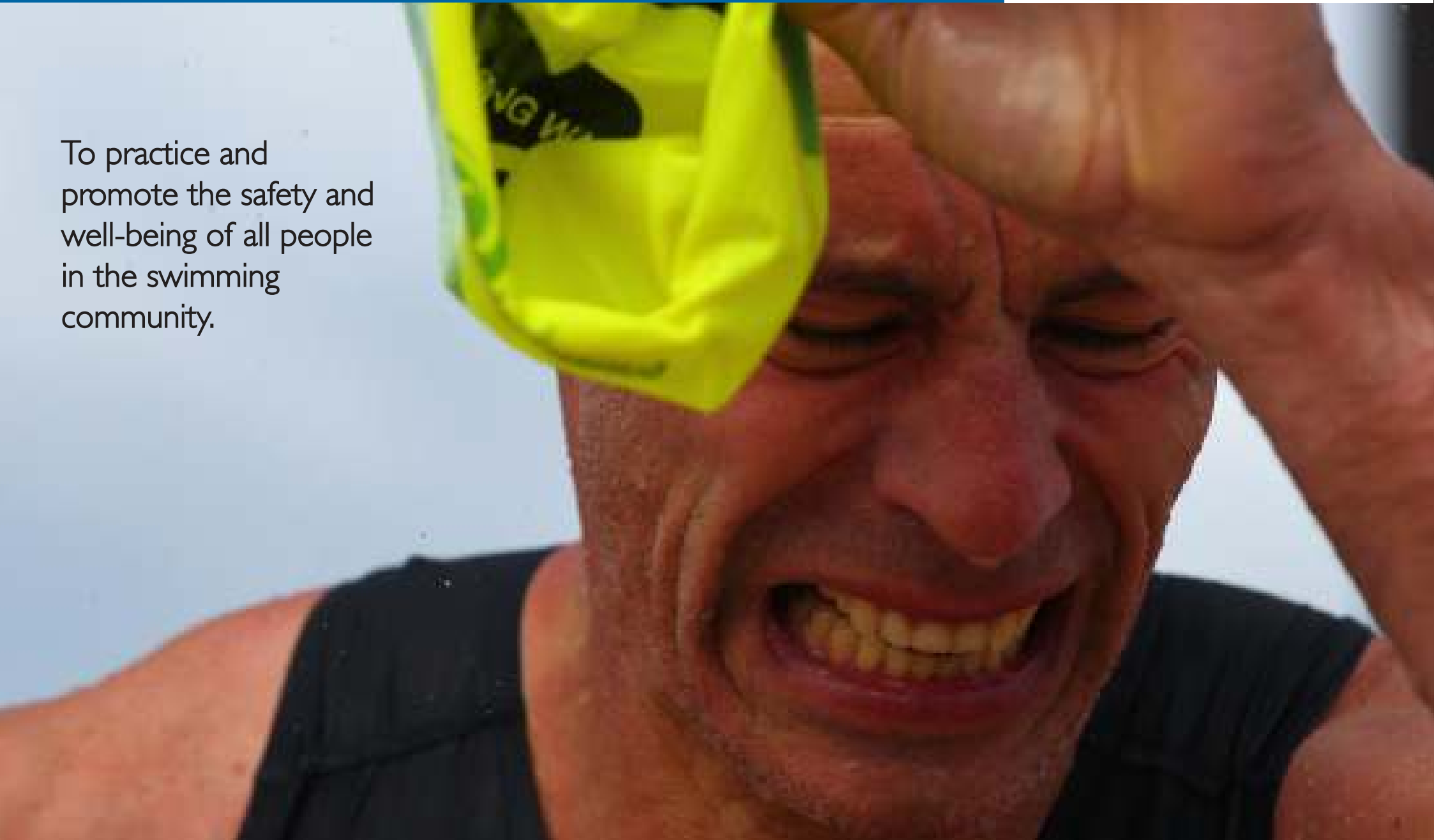
Brand Values - SPIRIT

Swimming WA's SPIRIT 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 SPIRIT values in look, feel and strategy.

To practice and promote the safety and well-being of all people in the swimming community.



PASSION



To have fun whilst
encouraging everyone to be
the best they can be.



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

INTEGRITY



To act ethically, honestly and with transparency.



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

RESPECT



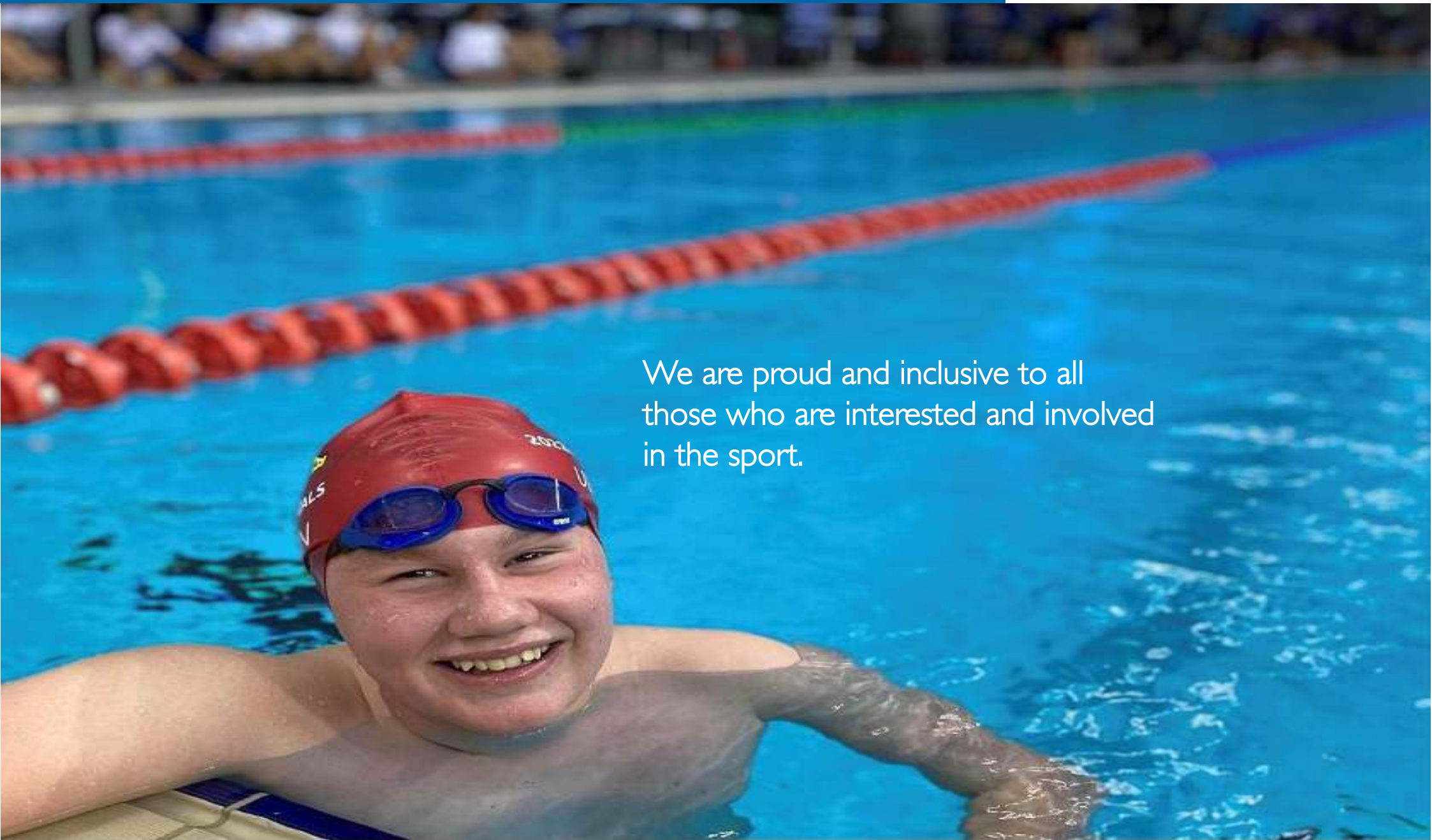
To demonstrate a sense of fair play and value the contribution of everyone in the swimming community

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

INCLUSION



We are proud and inclusive to all those who are interested and involved in the sport.



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

TEAMWORK



To collaborate with purpose. and to
keep each other accountable.

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

SPIRIT Values

Spirit - To practice and promote the safety and well-being of all people in the swimming community.

Passion - To have fun whilst encouraging everyone to be the best they can be.

Integrity - To act ethically, honestly and with transparency.

Respect - To demonstrate a sense of fair play and value the contribution of everyone in the swimming community.

Inclusion - We are proud and inclusive to all those who are interested and involved in the sport.

Teamwork - To collaborate with purpose, and to keep each other accountable.

Our Intellectual Property

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

Examples of our logos are below:

Swimming WA logo;

Open Water Swimming Series logo;

Images;

Video footage;

Program logos and names

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 - Horizontal

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

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



Logos - Stacked

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

The full 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.



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 - State colours

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.

That means any marketing or communications related to state championships for pool or OWS competitions use these logos. Our Western Swimmer monthly newsletter also uses these colours.

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 programs of significance at a state or national level.



Mono gold stacked on Swimming WA State Black



Mono gold horizontal on Swimming WA State Black



Mono stacked on Swimming WA State Gold



Mono horizontal on Swimming WA State Gold



Swimming WA State Gold - stacked



Swimming WA State Gold - horizontal

Open Water Swimming Series

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

There are three colour variations of the logo. The full colour version (pictured on the left) is used on all relevant collateral and material relating to an open water swim series.



Full colour



Mono



Full colour - blue

The mono (black on white) version should be used sparingly and only if colour is not available.

The full colour - blue logo should only be used on the Swimming WA orange background.

Events and Programmes

Occasionally Swimming WA develops event or programme specific logos.

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

For any clarification on this, please refer to the staff at Swimming WA.

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

Who is the audience?

- How will the logo be used, applied, incorporated?
- How will the logo colours (all or some) be applied, incorporated?
- How will the relevant graphic device be incorporated?
- How long will the logo be relevant?
- Will the logo be needed in both stacked and horizontal variations?
- What file formats are required? i.e: PDF, PNG, JPG
- How will required sponsor logos be incorporated?
- What sign off from sponsors is required?

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.



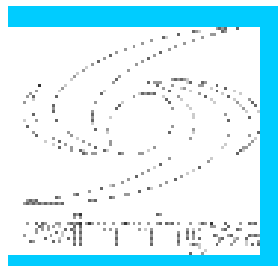
Do not distort the logo.



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

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 OWS Series logos is equivalent to the height of the Open Water Series text above the word SERIES.

Sponsors

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

Our Principal 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. Hancock Prospecting must be referred to as 'Principal Partner' when mentioning Hancock Prospecting in all printed and marketing material. Principal Partner is not needed to appear with their logo and needs to be spelled correctly (not spelled as Principle).

The Hancock Family Medical Foundation Logo should never be larger than the Swimming WA logo. It should be the same height.

Hancock Prospecting also have white, transparent logos (white text, no background) of the two designs on the right that can be used as long as the logos pop against the background.

The image shows the Hancock Prospecting logo in a horizontal, monospace font. The text "HANCOCK PROSPECTING" is white and set against a solid black rectangular background.

Horizontal - mono (white on black)

The image shows the Hancock Prospecting logo in a stacked, monospace font. The words "HANCOCK" and "PROSPECTING" are stacked vertically in a black, monospace font on a white background.

Stacked - mono (black on white)

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

Sponsors

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 Hancock Prospecting 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 numerous colour palettes that align with its key programs and logos - Swimming WA and the Open Water Swimming Series.

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

The Swimming WA orange and blue can also be used to complement the OWS Series where required. The OWS light blue is only used for the OWS logo when necessary.

Use of tints

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

Swimming WA
SWA Orange
SWA Blue
SWA State Gold



C0, M59, Y100, K5 R232,
G125, B30 Pantone 1595
Hashtag = #ea7fd



C100, M45, Y0, K18 R0,
G101, B164 Pantone 301
Hashtag = #0066a4



C0, M5, Y85, K0 R255,
G231, B63 Pantone 107
Hashtag = #ffe73f

OWS Series
OWS Light Blue
SWA Blue SWA
SWA Orange



C80, M0, Y0, K0 R0, G185,
B242 Pantone 306
Hashtag = #00b4f0



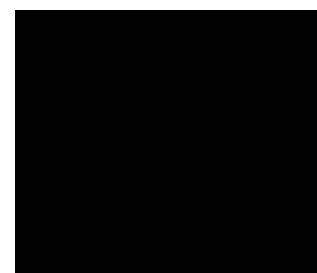
C100, M45, Y0, K18 R0,
G101, B164 Pantone 301
Hashtag = #0066a4



C0, M59, Y100, K5 R232,
G125, B30, Pantone 1595
Hashtag = #ea7fd



Pure white
Hashtag = #ffffff



Pure Black - used for
SWA state black on gold
Hashtag = 000000

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.

Font sizes

Calibri size 11 font is used for Swimming WA emails and signatures.

For body copy in word documents such as letters, memos and media releases, text body is Gill Sans size 11, with headings as Gill Sans size 13 font. For optimal size on other documents and communications please refer to the specific templates.

If adding material to the Swimming WA website, text body moves up to size 14 Gill Sans, with headings as size 16 Gill Sans font for best visibility.

For newsletters such as Western Swimmer (Mailchimp), Open Sans font is used in size 16 for body text, with size 'Subheading 3' used for subheadings.

“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

Corporate

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

Gill Sans font is used for text within the subheading and footer.

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.



SWA A4 letter header - without headline. All white space at the top of the page. Spans the width of the entire page.

SWA A4 letter footer: Spans the width of the entire page. Sit flush with the bottom of the page. Includes Hancock Prospecting, Healthway and Fuel to Go & Play logos.



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

Our imagery should showcase SPIRIT values

Safety

Passion

Integrity

Respect

Inclusion

Teamwork

Themes and Participation

The images within Swimming WA need to show the positive benefits for all ages and demographics joining a Swimming WA club.

They also showcase the positive benefits of junior programmes and members engaging with clubs, volunteers, coaches and the community.

Images should portray **our SPIRIT values**.

All images within this area should feature:

Multiple participants in out of or in water imagery;

A focus on fun & comradery imagery;

Diversity - age, race, ability

People smiling, laughing, having fun;

Team-mates & parents congratulating and supporting swimmers;

Supporters cheering;

Coaches engaging with swimmers

Colour (avoid black and white imagery).



Competition

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

Pool competition

Performance Pathways Programme

Major achievements (both in and out of the pool)

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

Imagery should only feature WA athletes, coaches and officials.

Showcase the athletes engaging with younger generations and highlight their pathways via interviews, articles, blogs etc to entice younger generations to look up to them and set their own short or long-term goals.

All images need to include our SPIRIT aspects:

Safety

Passion

Integrity

Respect

Inclusion

Teamwork

Focus on in-water & pre-competition imagery;

Feature award wins and trophy/medal podiums;

Feature coaches & the coach/swimmer relationship. Coaches work just as hard as the swimmer and deserve recognition.



Open Water Series - 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 the following key aspects:

#comeswimwithus

The SPIRIT values

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 open water swimming images is to show the community spirit, entice people of all ages and abilities to have a go and join the open water swimming community.

Let the scenery imagery do the talking, not the text within the image. Aim to have image take up at least 75% of the image, with text no more than 25%.

All images within this area should feature:

Diversity - age, race, skill, fitness;

Highlight the location of the event (beach, river, lake, dam) and the attraction of these unique venues.

Promote the active and healthy lifestyles, along with environmental factors such as sun, best beaches in Australia, landmarks, community spirit, community exercise and bulk group exercise.

The OWS Series and SWA logos as often as possible.

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

Highlight that swimming is a sport for life and showcase the gaps in ages and abilities (juniors and older competitors).

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 such as phone cameras can be used for social posts but needs to be approved by the Marketing Coordinator before publishing online.

Swimming WA images are not to be doctored other than filters or changing the tone. This means objects or individual appearances should not be altered.

If a photo needs to be photoshopped, it should not be considered at all. Airbrushing is not necessary. Editing of images via airbrushing or Photoshop is only done by the contracted Swimming WA professional photographer where necessary.

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

For all online imagery activity, text should take up no more than 25% of the total image itself, while the picture or combination of pictures within the post takes up at least 75%.



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



Do not heavily crop images



Do not distort images



Do not use images that showcase our sponsor's competitors (i.e. car manufacturer other than New Town Toyota), or use Photoshop to alter objects or individuals.



Do not add borders to images



Do not hide image behind text or exceed >25% for text in image.



Do not use images that are too dark.

Imagery Rules Continued

When taking photos please keep in mind how the photos will be used and what resonates with the audience. Please resort to previous Imagery Themes page.

Focus on the following:

Quality, not quantity;

Avoid taking similar or repetitive images.

Capturing relevant branding;

Avoid taking lots of photos of a group of people at a presentation & wide shots of the pool etc. One or two images or videos uploaded in total is enough.

Always aim to capture a subject or mood.

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



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.

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

Safety

Passion

Integrity

Respect

Inclusion

Teamwork

Tone

Direct

Enthusiastic

Honesty

Recognition

Welcoming

Supportive

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. Don't use ten words when five will do.

Spell check all documents, including emails.

Always spell people's names correctly or use titles if relevant (Ben Popham OAM).

Always bold people's names in articles on first mention, refer to them with surname or title afterwards. (Not required in social posts or emails).

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

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

Don't use caps to EMPHASIZE a point - choose better language. If using caps, use on 1-2 words max (social media only).

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.

Capitilisation

Overuse of capitals is rife throughout many organisations and correct use is paramount.

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:

Warmup will commence at 8:00am.

Proper nouns;

Names

Countries

Cities

Job titles:

Mr, Mrs, Dr, OAM, Chief Executive Officer

Clubs:

Perth City, UWA West Coast

It is also very important to break up long sentences with full-stops and use commas to separate items, words, phrases or numbers where appropriate.

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 Darren Michael.

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, **Darren Michael**.

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

We are not just remotely interested in being good.

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

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. (i.e: Mrs Gina Rinheart or Mrs Rinehart, not Gina).

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

HP

The West

Swimmers world

State Long Course Championships

DSR (on first use)

The Dept. of Sport & Rec

Correct

Hancock Prospecting

West Australian Newspapers OR

The West Australian OR

SevenWest Media

*note use of italics for a publication title

Swimmer's World

Hancock Prospecting WA Long Course Championships

The Department of Sport and Recreation
(DSR after first full mention of department name)

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 by their proprietary name on first mention with the addition of Swimming Club or Swim Club,. You can then mention the swimming club by their proprietry name afterwards (i.e: Mandurah, Perth City, Kwinana).

The names of coaches should always receive recognition alongside the swimmers where known. Names should also be bolded on first use in articles, with surnames used afterwards.

Examples

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

Mandurah'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 Palfrey**, said her win was unexpected.

Meanwhile, 21-year-old **Ben Popham OAM**, coached by **Simon Redmond** at Arena Swimming Club, has made the Australian Paralympic team following his gold medal winning swim in the Men's 100m freestyle (S8).

Social media example

Tamsin Cook, coached by Mick Palfery, takes out the Women's 800m Women's freestyle in 8:27.01

Tone of Voice - Lexicon

Category

Spelling

Rule

Please use correct Australian English across all communications.

Our style

program
organise
colour

Don't use

programme
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

Never open a sentence with numerals

At least 4,000 people attended.

4,000 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	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 weekday, month-day, year	Saturday, February 26th, 2022	26/02/22
	Dates ranges should be expressed in the following format	2016/17	2016-17
	Weekday, Month-Date, Year	Saturday, February 26th, 2022 2020-2023	
	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)
When announcing the passing of individuals, use the term 'Vale First Name & Surname.	Only abbreviate to SWA in internal publications after first referencing in full.	Swimming WA (SWA) - internal documents only	
When referring to someone who has been deceased for more than one week, use the term 'The late First Name & Last Name'.	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 Ben Popham OAM	
	Always acknowledge the full titles of national, state and local government representatives.	Hon. Mark McGowan MLA	
	Do not include the www before a website address.	wa.swimming.org.au	www.wa.swimming.org.au

Tone of Voice - Lexicon

Category

Competition

Rule

Our style

Don't use

Competition categories should be written as follows:

12yrs/O

12yrs/U

A hyphen needs to be included between the number and word 'years' for all written material.

"15-year-old Bianca Monaco"

"15 year old Bianca Monaco"

When discussing results of an age category, it needs to be worked out in brackets.

Rosie Wilson (18yrs/U) won bronze in the 10km

Rosie Wilson 18yrs and under won bronze in the 10km

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)