



BRAND AND DESIGN GUIDELINES 2017



An underwater photograph of a woman and two young children swimming together. The woman, in the center, has reddish hair and is wearing purple swim goggles and a blue bikini top. She is smiling and looking towards the camera. To her left is a young boy with blonde hair, wearing blue swim goggles and blue and white plaid swim trunks. To her right is another young boy with dark hair, wearing blue and red swim goggles and blue swim trunks. They are all swimming in clear, blue water, and there is a lot of air bubbles around them, suggesting they are just started swimming or playing. The image is framed by a large, semi-transparent blue circle.

**Kids have fun and
learn water safety**

Water Skills For Life is an aquatic education initiative providing children 5 – 13 years water safety skills and swimming skills to help keep them safe when they are in, on or near water.

The Water Skills for Life logo has been developed to reflect our New Zealand culture. It is made up of the words 'Water Skills for Life' and a graphic which incorporates two elements:

1. a child 'tamariki' appearing to float or dive in to the water, this graphic element represents the child's life and the teal green colour relates to the words 'for Life' in the logo name.
2. the splash created by the child floating or diving, this graphic element not only represents water but is also in the shape of a fish hook or 'Hei matau' which in Maori representing strength, good luck and safe travel across water. It also relates to the words 'Water Skills' in the logo name.



LOGO VARIANTS

There are two versions of the logo available, landscape or portrait. These have been created to allow maximum brand impact in space provided by the media it is to be used in.

LANDSCAPE VERSION



Wherever possible use the full colour logo.



Black and white
+ 50% Grey



Solid black and white when screens and colour are not available

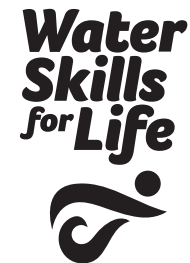


Only white reversed out options are colour on WSNZ blue or white on solid colour.

PORTRAIT VERSION



Wherever possible use the full colour logo.



Solid black and white when screens and colour are not available



Black and white
+ 50% Grey



Only white reversed out options are colour on WSNZ blue or white on solid colour.

USAGE RULES

Basic reproduction

Clear space

Clear space is to be dictated by the lower-case 'a' in the word 'Water'. It should be noted that the lower-case 'a' is taller than it is wide so needs rotating for the top and bottom clear space. Note that the proportions of the graphic in relation to the text for landscape and portrait versions is different.

Minimum sizes

The isolated logo lock-up is not to be reproduced at a size smaller than:

- 28mm in width for printing the landscape version
- 150px in width for digital reproduction of the landscape version
- 12mm in width for printing the portrait version
- 75px in width for digital reproduction of the portrait version

Use of lockup elements

As it's the name of a brand, it will always begin with a capital. The three main words, Water, Skills and Life are always to be capitals. If it starts a sentence - use Water Skills for Life. If it's used during a sentence - it will still be written as Water Skills for Life.

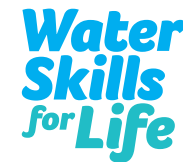


DO



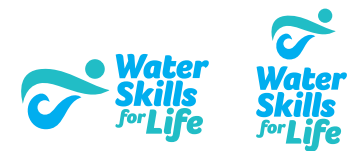
OK to use
on it's own.

DO



OK to use
on it's own.

DON'T



Not OK. When used as lockup
together text and graphic must
only be positioned as per previous
pages, NOT like above examples.

COLOUR PALLET

Teal Green

Pantone PMS 000

CMYK print mix 70C 0M 25Y 0K

RGB Digital mix 32R 190G 198B

Web code # 20bec6



Light Blue

Pantone Cyan

CMYK print mix 100C 0M 0Y 0K

RGB Digital mix 0R 174G 239B

Web code # 00aeef

PHOTOGRAPHY

Images help shape people's perception of the Water Skills for Life brand and although images are not mandatory, they can help to convey the Water Skills for Life message. Suitable images need to be clean, crisp and ideally include a similar hue to the brand colours, teal green and light blue. Images should not illustrate swimming but rather skills such as floating, holding breath, diving, entering and exiting the water. Children should be a good mix of both boys and girls and appear happy, confident and ideally from a range of ethnic backgrounds. Here are some suitable examples:



LAYOUT

Portions of the graphic elements can be used to convey water and motion symbolism. This can be used to crop an image or overlay colour on top of an image. Here are a couple of layout examples:

Flyer



Powerpoint presentation



Pull up banner

