

**Water
Skills
for Life**



BRAND AND DESIGN GUIDELINES 2020





**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 means strength, good luck and safe travel across water. It also relates to the words 'Water Skills' in the logo name.



ACC – OUR SUPPORTING BRAND GUIDELINES



SUPPORTED BY

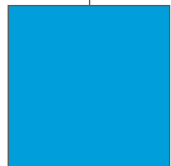


**He Kaupare. He Manaaki.
He Whakaora.**
prevention. care. recovery.

ACC have partnered with Water Safety New Zealand to support the Water Skills for Life programme. A suite of brand 'lock-up' devices have been created for use in all promotional material and must always be used while ACC is a major supporter of the Water Skill for Life programme.

There are three versions of the lock-ups available, **landscape**, **stacked** or **portrait**. These have been created to allow maximum brand impact in space provided by the media that it is to be used in. For instances where the lock-up will be reproduced small there are two other 'options' available for use but where possible the preference is to use 'Option 1'. Note that the scale of the graphic to the text is different for each, DO NOT modify one to make the other.

COLOUR PALLETTE



WSFL Blue

Pantone PMS 7460
CMYK print mix 100C 0M 0Y 10K
RGB Digital mix 0R 159G 218B
Web code #009fda



WSFL Green

Pantone PMS 3262
CMYK print mix 70C 0M 25Y 0K
RGB Digital mix 34R 190G 198B
Web code #00bbc6

SUPPORTED BY

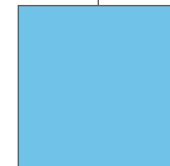


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ACC Dark Blue

Pantone PMS 647
CMYK print mix 95C 64M 22Y 5K
RGB Digital mix 5R 93G 142B
Web code #005e8f



ACC Light Blue

Pantone PMS 297
CMYK print mix 51C 7M 1Y 0K
RGB Digital mix 113R 194G 234B
Web code #72c2ea

WSFL/ACC LOCKUP OPTION 1: FIRST PREFERENCE – Full colour versions

Portrait



SUPPORTED BY



19mm

Stacked



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42mm

Landscape



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90mm

WSFL/ACC LOCKUP OPTION 1: FIRST PREFERENCE – Black & white versions

Portrait



SUPPORTED BY



19mm

Stacked



SUPPORTED BY



He Kaupare. He Manaaki.
He Whakaora.
prevention. care. recovery.

42mm

Landscape



SUPPORTED BY



He Kaupare. He Manaaki.
He Whakaora.
prevention. care. recovery.

90mm

WSFL/ACC LOCKUP OPTION 1: FIRST PREFERENCE – Reversed out full colour versions

Portrait



SUPPORTED BY



19mm

Stacked



SUPPORTED BY



He Kaupare. He Manaaki.
He Whakaora.
prevention. care. recovery.

42mm

Landscape



SUPPORTED BY



He Kaupare. He Manaaki.
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prevention. care. recovery.

90mm

WSFL/ACC LOCKUP OPTION 2: SECOND PREFERENCE – Full colour versions

Portrait



— 17mm —

Stacked



— 25mm —

Landscape



— 60mm —

WSFL/ACC LOCKUP OPTION 2: SECOND PREFERENCE – Black & white versions

Portrait



— 17mm —

Stacked



— 25mm —

Landscape



— 60mm —

WSFL/ACC LOCKUP OPTION 2: SECOND PREFERENCE – Reversed out full colour versions

Portrait



SUPPORTED BY



17mm

Stacked



SUPPORTED BY



25mm

Landscape



SUPPORTED BY



60mm

WSFL/ACC LOCKUP OPTION 3: THIRD PREFERENCE – Full colour versions

Portrait



11mm

Stacked



25mm

Landscape



45mm

WSFL/ACC LOCKUP **OPTION 3: THIRD PREFERENCE** – Black & white versions

Portrait



11mm

Stacked



25mm

Landscape



45mm

WSFL/ACC LOCKUP OPTION 3: THIRD PREFERENCE – Reversed out full colour versions

Portrait



11mm

Stacked



25mm

Landscape



45mm

USAGE RULES

Correct reproduction with ACC supporter logo

Clear space

Clear space is to be dictated by the 'ACC' graphic as shown in the example on the right. This rule applies to ALL lock-up variations and options. The clear space can also be used as a white box to 'hold' the logo on background colours and images as shown right.

Minimum sizes

The logo lock-ups are not to be reproduced smaller than the sizes indicated in this guideline and written on the lock-up file names.

Use of name in text

As it's the name of a brand, Water Skills for Life 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**.

When written in conjunction with ACC, 'ACC' is always to be reproduced in capitals so... **Water Skills for Life supported by ACC**. Given the new naming arrangement between Water Skills for Life and ACC, when in written documents of any significant length or importance the first reference to Water Skills for Life should also include 'supported by ACC'. For example: '**Water Skills for Life supported by ACC**' would be mentioned first and then moving forward '**Water Skills for Life**' ONLY will be referenced.



DON'T X

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He Whakaora.
prevention.care.recovery.



Not OK. Do not change the order of individual items within the lock-ups. They must be reproduced as per the lock-up graphics that are supplied.

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, appear happy, confident and ideally from a range of ethnic backgrounds. Also consider cultural appropriateness, for example for Māori the head is tāpu, therefore being mindful of not putting design text or imagery across or over a person's head and face and when using an image no cropping of faces, necks or heads. Here are some suitable examples:

