

SWIMMING

CANADA

BRAND

GUIDELINES

2015



SWIMMING
CANADA
NATATION

The following brand guidelines are for internal reference by Swimming Canada and its partners. They are intended to provide a foundation for all applications of the Swimming Canada brand, encourage the highest levels of quality, and guide consistency across all touchpoints.

Aligning with these guidelines strengthens your association with the organization and Team Canada. Together, we can inspire all Canadians to connect with the sport of swimming.

Version 1.0 · Spring 2015

RYAN COCHRANE, 2X OLYMPIC MEDALLIST



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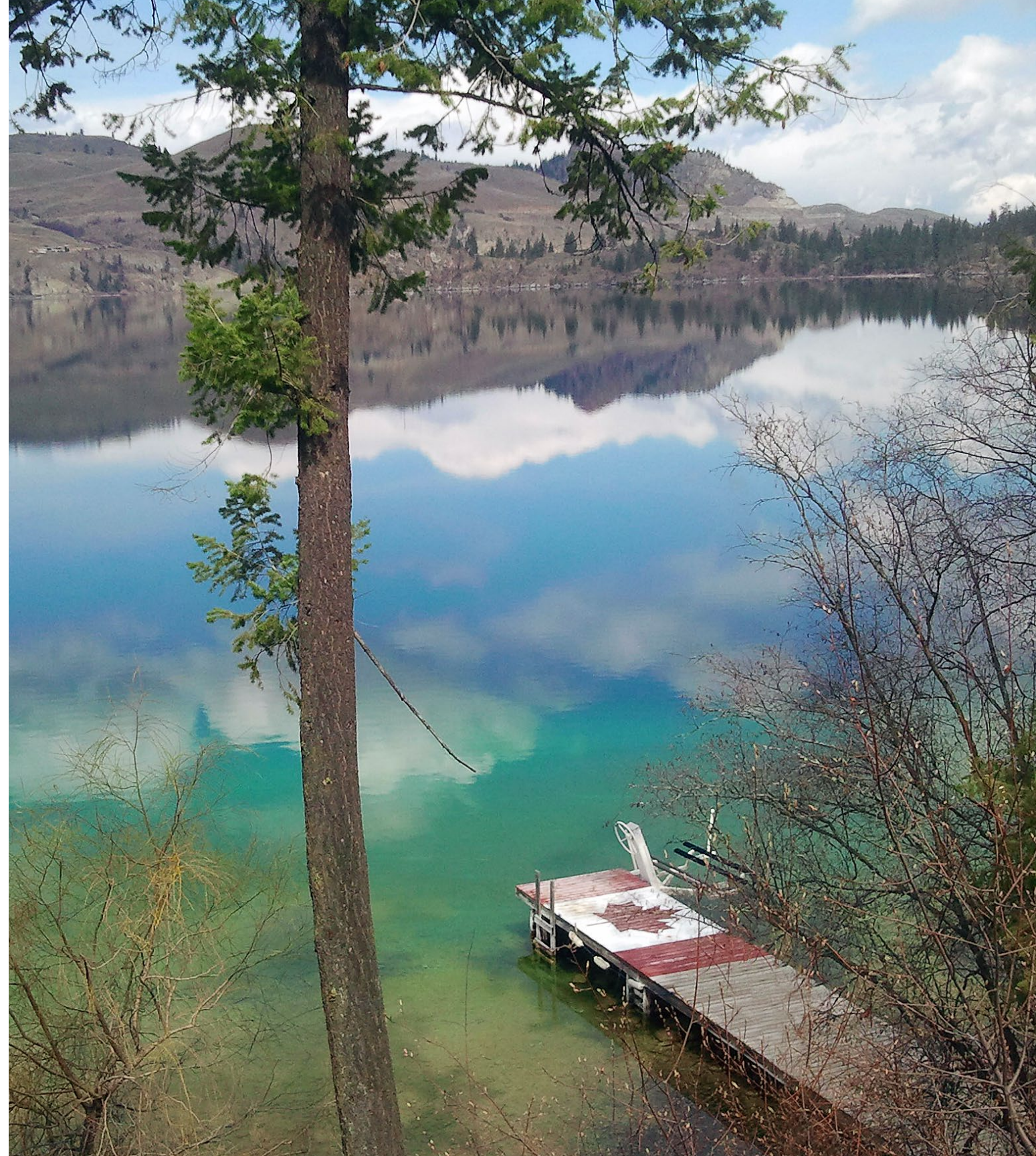
INTRODUCTION

INTRODUCTION

Touched by three oceans and connected by grand waterways, Canada and water are emotionally and geographically inseparable.

Canadians are not intimidated by the elements. We embrace them; we conquer them. When it's frozen, we skate on it. When it's warm enough — and sometimes even when it isn't — we swim in it.

From backyard and community pools to cottages at lakes and rivers. From first swimming lessons to summer lifeguarding jobs to the thrill of standing on the blocks for a race. Moving in, through and around water is ingrained in who we are.



**EACH YEAR, 3 MILLION
CANADIAN CHILDREN
PARTICIPATE IN SWIMMING
LESSONS; THAT'S MORE THAN
ORGANIZED HOCKEY AND
SOCCER COMBINED.**

SWIMMING CANADA

Swimming Canada is the national governing body for all levels of swimming. The organization promotes and manages swimming programs from entry-level to high performance teams and competitions, including world championships and the Olympic Games.

The organization works in conjunction with national partners, provincial branches, and regional clubs to encourage a lifestyle of swimming, fitness and health.

Swimming Canada formed as the Canadian Amateur Swimming Association in 1909, after Canada made its first appearance at the London 1908 Olympic Games. The organization is headquartered in Ottawa with staff around the country, including High Performance Centres in Victoria, Vancouver and Toronto and an Intensive Training Program in Montreal.

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Ottawa ON K1G 6C3

Phone: (613) 260-1348
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Email: natloffice@swimming.ca

Double gold medallist Alex Baumann serves as Canada's flag bearer at the Opening Ceremonies of the Los Angeles 1984 Olympic Games.



TEAM CANADA

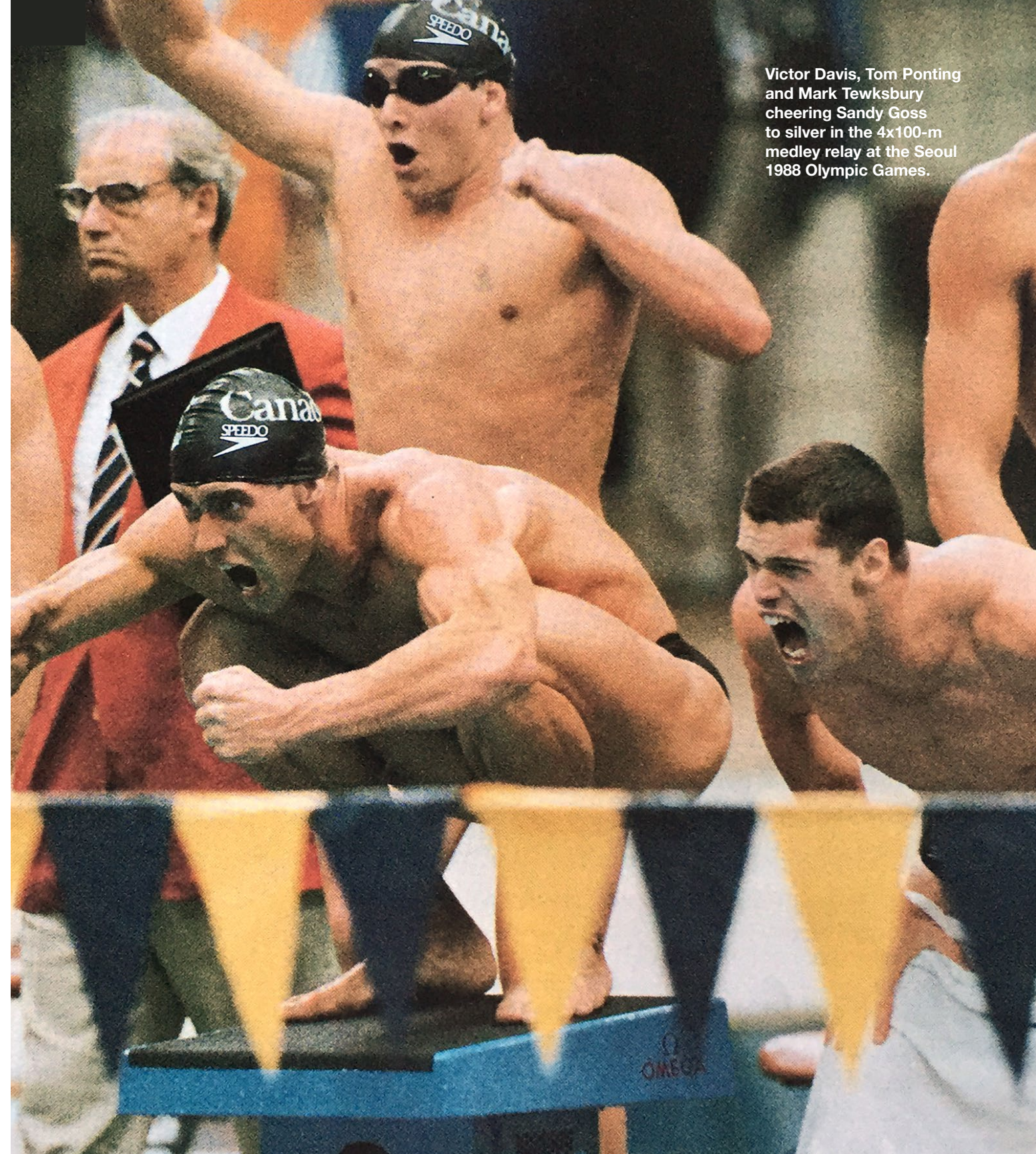
Canadian swimmers have been world record holders, world champions, Olympic and Paralympic medallists. It began in 1912, when George Hodgson won Canada's first two Olympic swimming medals and set a world record in the 1,500-m freestyle. Many followed in his wake.

Elaine Tanner, nick-named "Mighty Mouse", became the first Canadian to win three swimming medals at the Mexico 1968 Olympic Games. In 1976, Montreal was the stage as Canadian swimmers accounted for eight of Canada's 11 Olympic medals. Alex Baumann and Victor Davis led a dominant era of Canadian swimming in the 1980s, winning gold and setting world records at the 1984 Games in Los Angeles. And Mark Tewksbury's 1992 gold medal in the 100-m backstroke in Barcelona remains an iconic Canadian Olympic moment.

Today, the legacy continues with two-time Olympic medallist Ryan Cochrane of Victoria leading a promising young team. On the Paralympic side, Canada is recognized as a world leader, with 19-time medallist Benoit Huot headlining a strong tradition of dominant swimmers with disabilities.

Millions of Canadians swim and tens of thousands of Canadians have dived off the starting blocks with aspirations to represent our nation around the world. Team Canada represents the highest level of athletic achievement and their performances remind each of us to embrace a lifestyle of swimming, sport, fitness and health.

Victor Davis, Tom Ponting and Mark Tewksbury cheering Sandy Goss to silver in the 4x100-m medley relay at the Seoul 1988 Olympic Games.





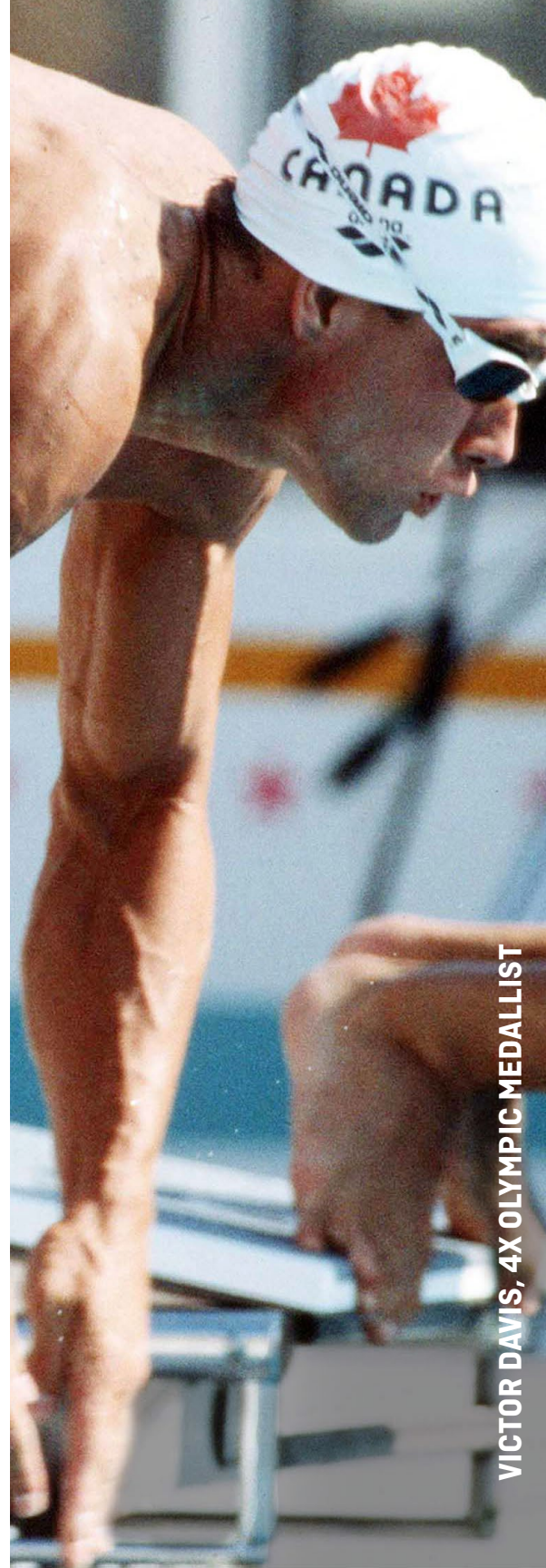
GEORGE HODGSON, 2X OLYMPIC GOLD MEDALLIST



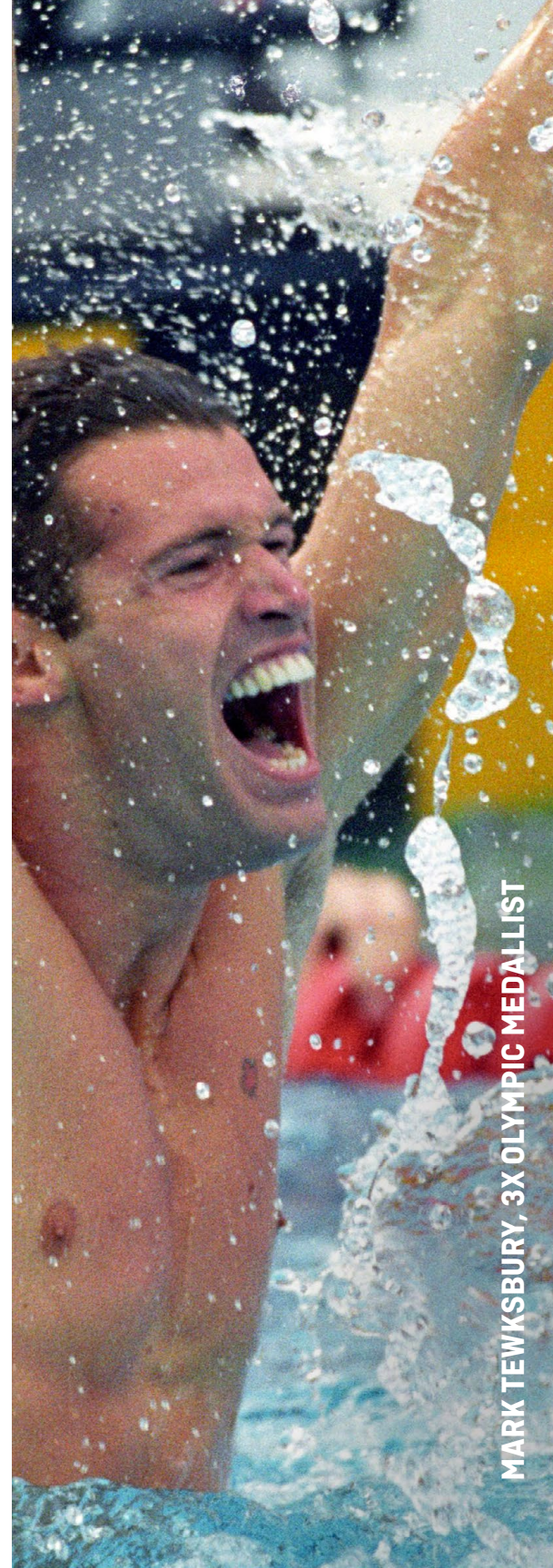
ELAINE TANNER, 3X OLYMPIC MEDALLIST



ALEX BAUMANN, 2X OLYMPIC GOLD MEDALLIST



VICTOR DAVIS, 4X OLYMPIC MEDALLIST



MARK TEWKSBURY, 3X OLYMPIC MEDALLIST



RYAN COCHRANE, 2X OLYMPIC MEDALLIST



ANNE OTTENBRITE, 3X OLYMPIC MEDALLIST



BENOIT HUOT, 9X PARALYMPIC GOLD MEDALLIST



VALERIE GRAND'MAISON, 8X PARALYMPIC MEDALLIST



BRENT HAYDEN, WORLD CHAMPION/OLYMPIC MEDALLIST



EMBLEM

SWIMMING CANADA EMBLEM

COLOURS

 Pantone 185C

 Pantone 2995C



APPLYING THE EMBLEM

COLOURED BACKGROUNDS



White
The preferred emblem should appear on white whenever possible.



Pantone 305C
The preferred emblem may appear on Pantone 305C.



Coloured
The contained emblem should be used on all other backgrounds.



SPECIAL CASE ONLY



Light Grey
For merchandise, the preferred emblem may appear on textured light greys less than 25% black.

GREYSCALE



The black emblem must be used for all greyscale applications.



Never use the full-colour emblem in greyscale applications.



TYPOGRAPHY

TYPEFACES

HEADLINE & DISPLAY COPY

Reminiscent of typography on Canadian swimming uniforms in the 1980s, Ciutadella Bold is the primary typeface of Swimming Canada. All headline and display copy should always appear in Ciutadella Bold, uppercase. Ciutadella was created by Emtype Foundry.

BODY COPY

In most instances, supporting and body copy should be set in Helvetica Neue Regular. When Helvetica Neue is not available, Helvetica or Arial may be used.

CIUTADELLA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WORDMARKS

PREFERRED

SWIMMING
CANADA
NATATION

SWIMMING
CANADA

NATATION
CANADA

REVERSE

SWIMMING
CANADA
NATATION

SWIMMING
CANADA

NATATION
CANADA



COLOUR

WHITE

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

HEX: ffffff

PANTONE 185C

C: 0
M: 100
Y: 75
K: 0

R: 237
G: 25
B: 64

HEX: ed1940

PANTONE 639C

C: 100
M: 20
Y: 10
K: 0

R: 0
G: 148
B: 200

HEX: 0094c8

PANTONE 2995C

C: 90
M: 5
Y: 9
K: 0

R: 0
G: 170
B: 216

HEX: 00aad8

PANTONE 305C

C: 54
M: 0
Y: 6
K: 0

R: 99
G: 203
B: 232

HEX: 63cbe8

PANTONE 3945C

C: 8
M: 2
Y: 100
K: 0

R: 241
G: 228
B: 5

HEX: f1e405

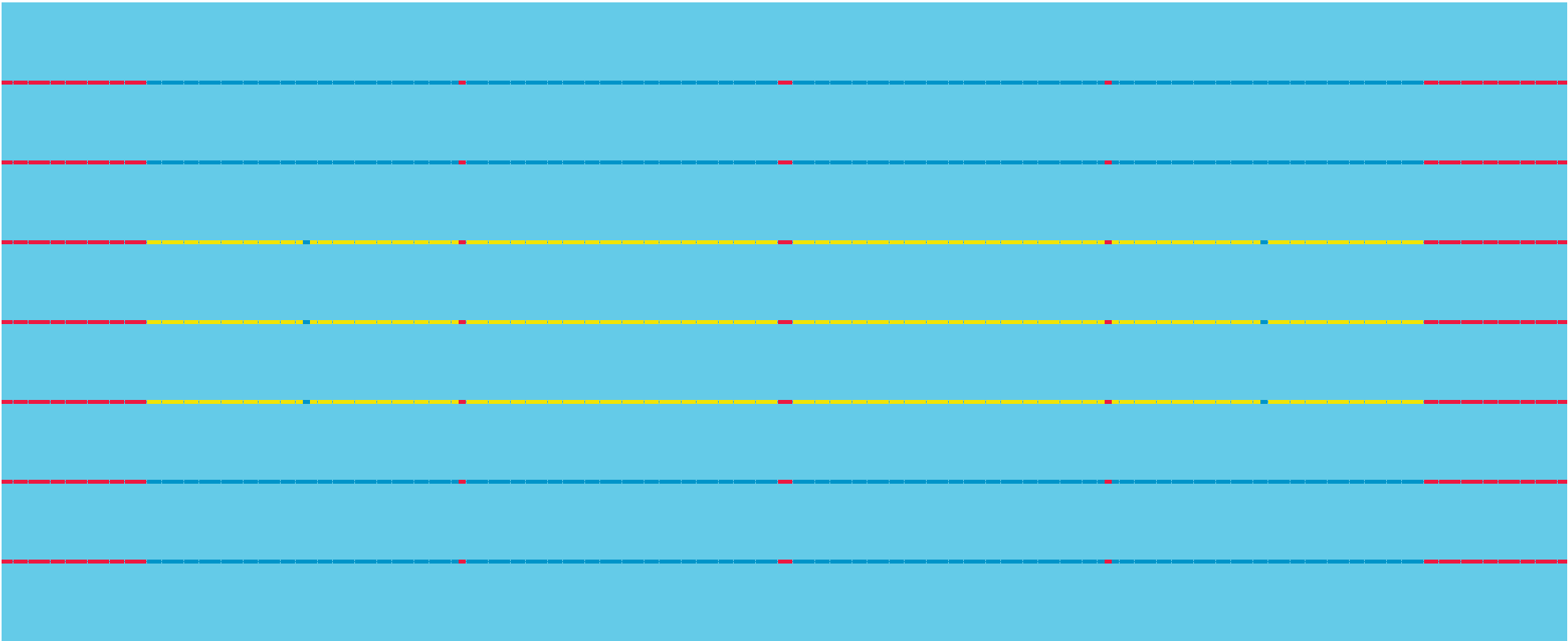


FEATURE GRAPHIC

FEATURE GRAPHIC

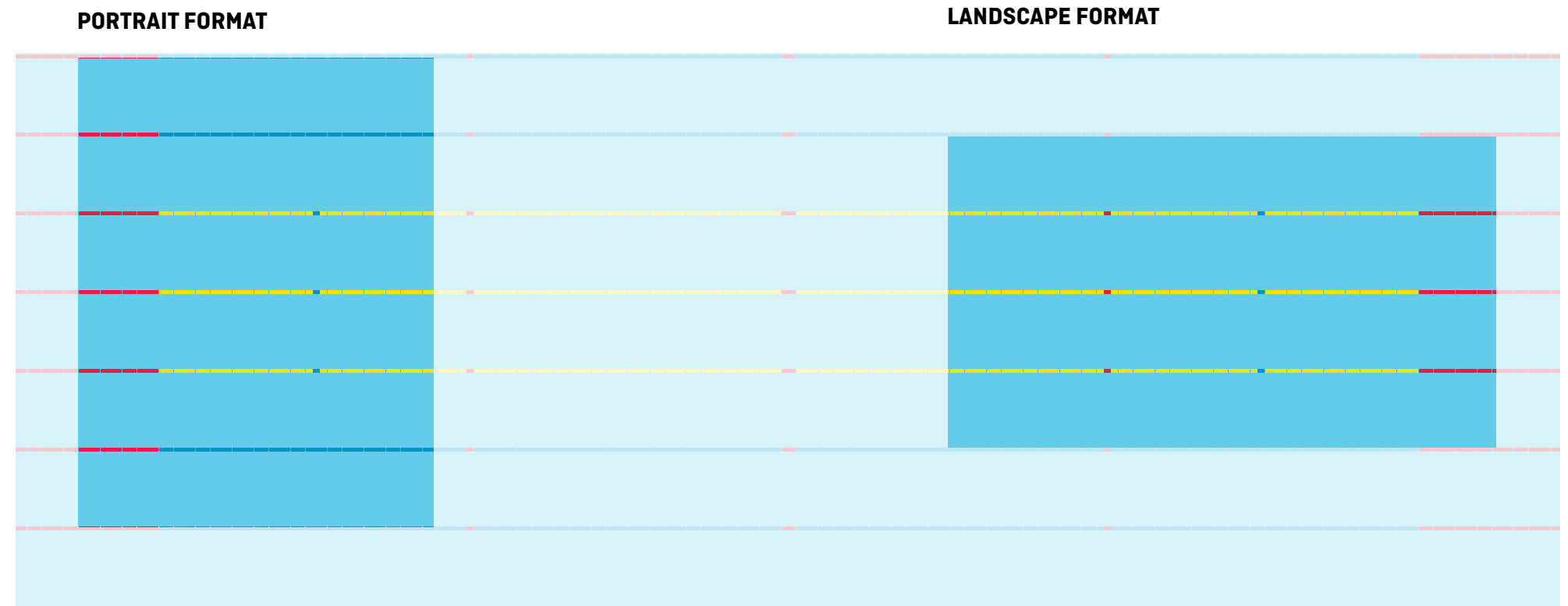
The Swimming Canada feature graphic is based on a technical drawing of an Olympic swimming pool. The feature graphic should always be cropped in application. For cropping examples, please see the following pages.

OLYMPIC-SIZED SWIMMING POOL



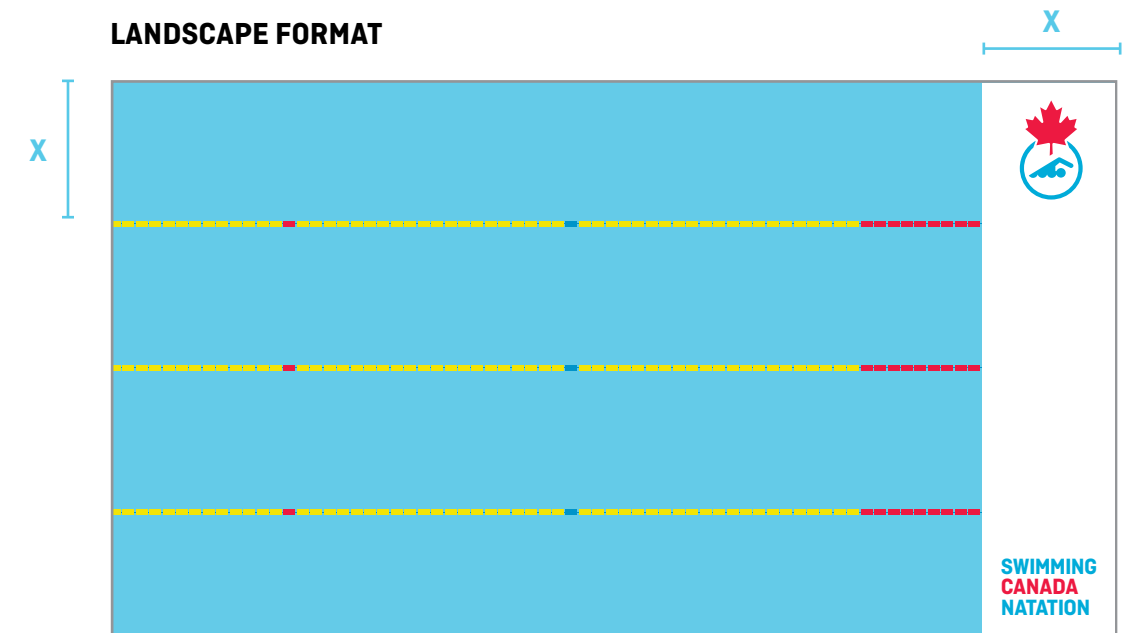
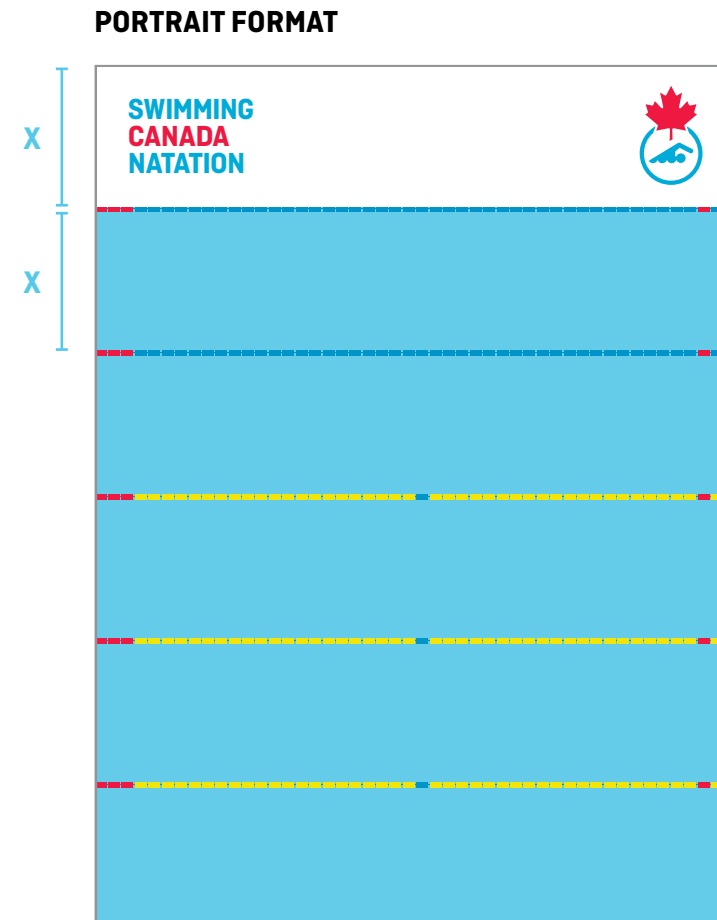
CROPPING

- The top and bottom should always be cropped flush to include a full lane
- It is preferred to include part of the red lane dividers on the left or right side of the crop (as shown here)
- Lanes should usually run horizontal
- The number of lanes within a crop will depend on the amount of text or size of the application



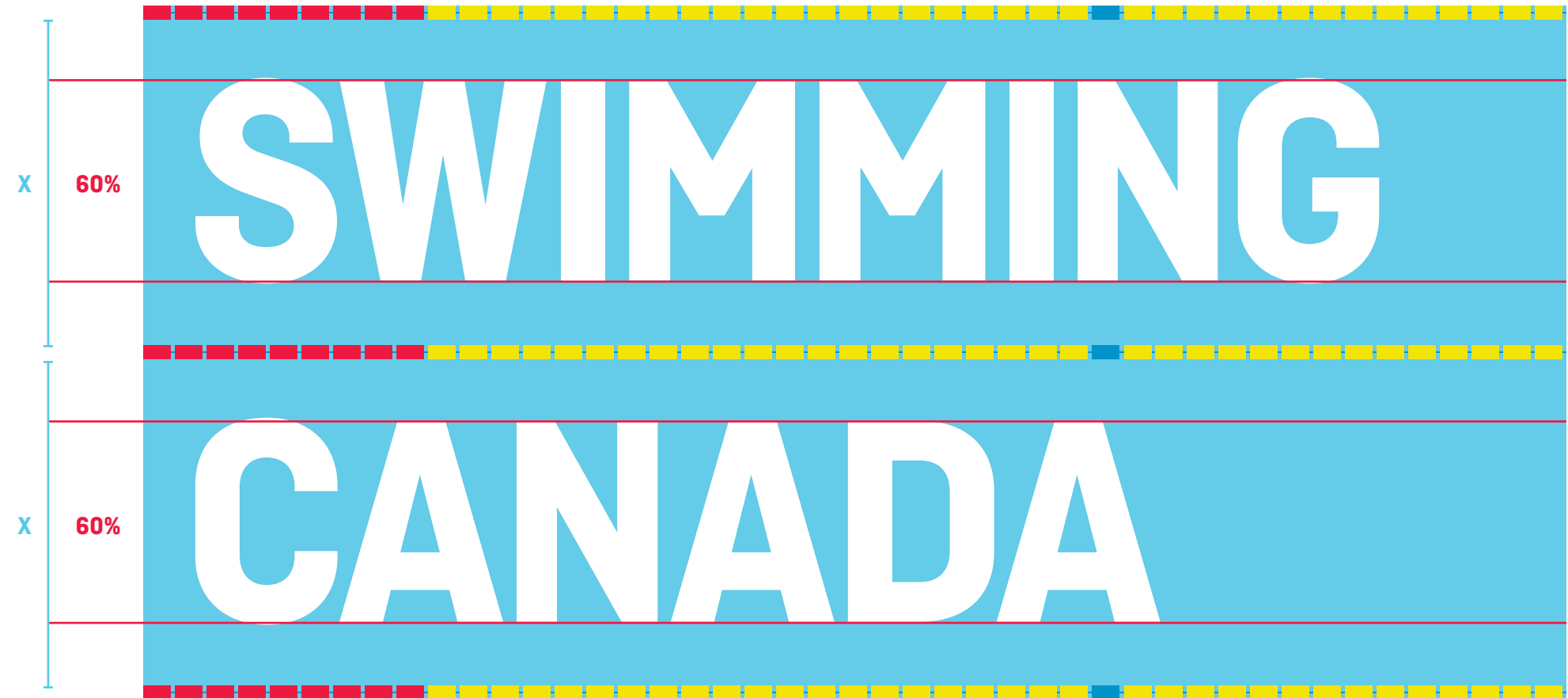
APPLYING THE BRAND

- One lane must be dedicated to the Swimming Canada brand
- The branding lane must be equal to the height of the other lanes
- The Swimming Canada emblem should always appear in the top right corner
- When arranging the emblem with a wordmark, they should be treated as two separate elements positioned away from each other



ADDING TEXT

- Text must be set in Ciudadella Bold, uppercase
- The text should be sized to 60% the height of the lanes



SWIMMING
CANADA
NATATION

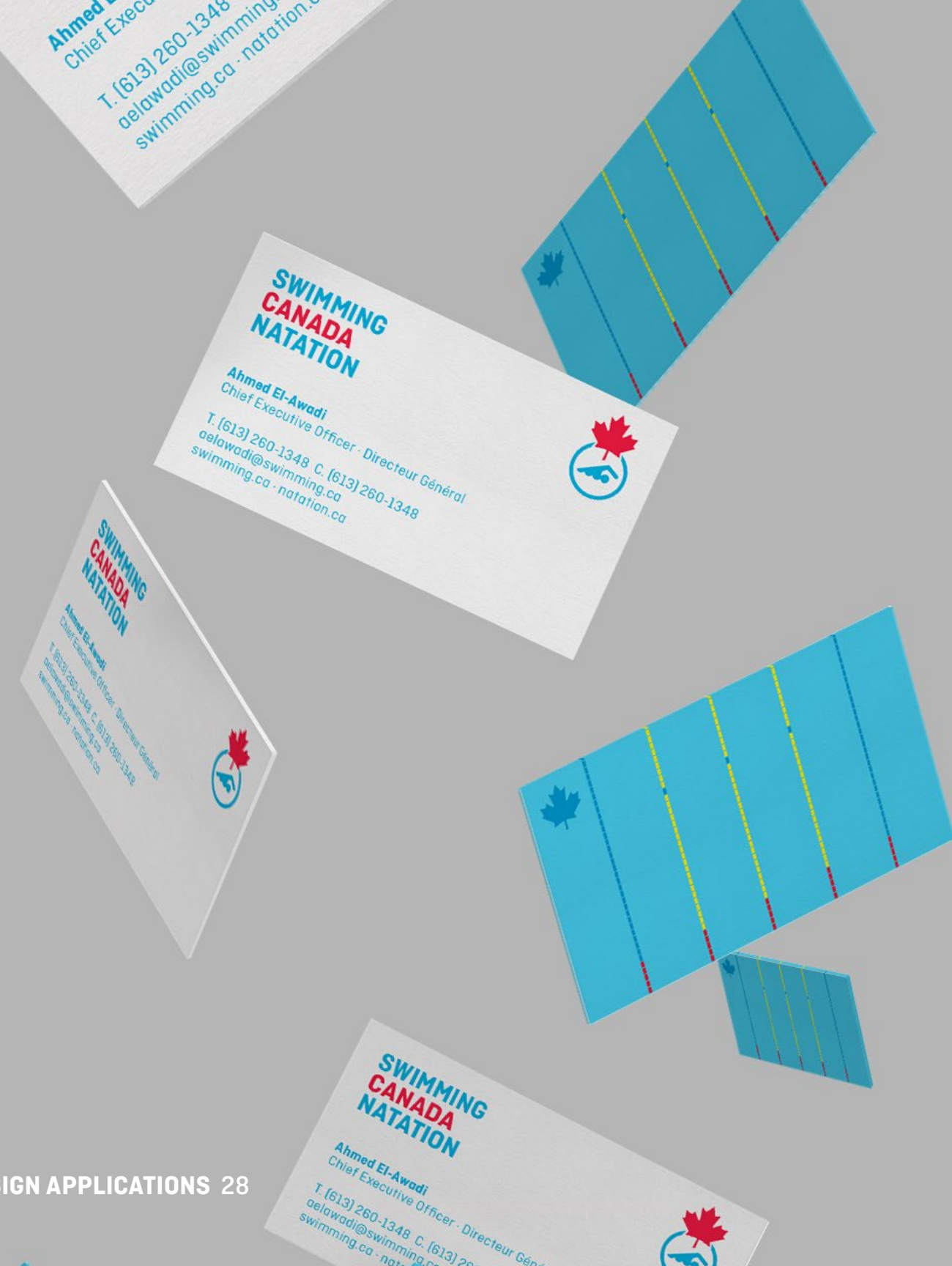


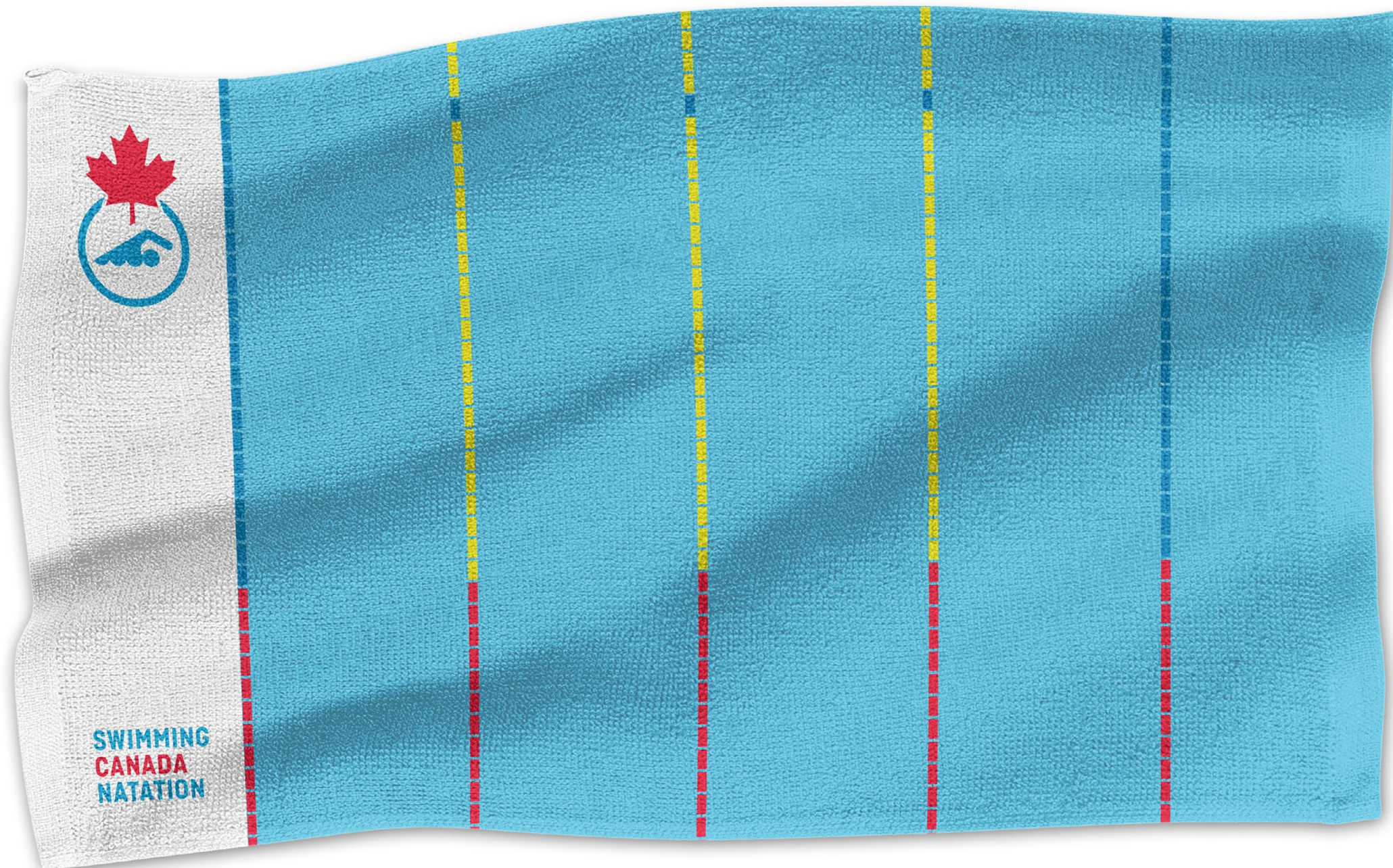
TEAM CANADA MEDIA GUIDE



DESIGN APPLICATIONS















PHOTOGRAPHY & WRITING

PHOTOGRAPHY STYLE

Swimming photography should be thematically consistent across all applications. Images should exemplify one or more of the following:

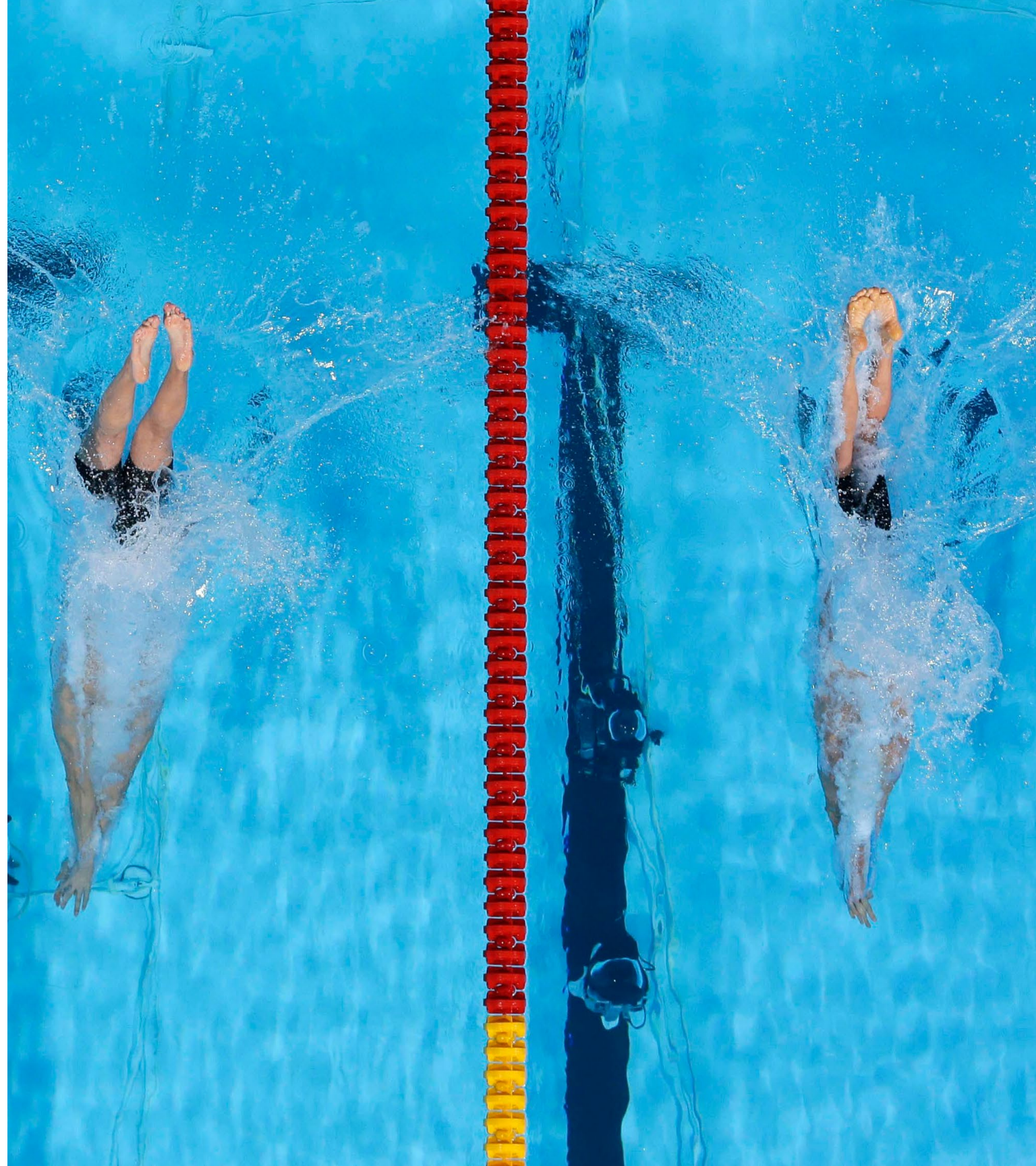
- Iconic
- Athletic
- Emotive
- Proud
- Heritage

On a single, static communication, use one image whenever possible. This respects the integrity of the image and provides a more focused, powerful communication.

When using multiple images, it is encouraged to balance athletes of different genders and use a variety of close-crop, medium, and wide shots to offer the viewer a range of perspectives. Athletes with and without disabilities should be represented equally where appropriate. Multiple images should never be blended, composited or collaged together. Sport and editorial imagery must never be flipped or altered.

ATHLETE PHOTOGRAPHY

Whenever possible, use documentary-style photography to convey a genuine and experiential glimpse into the athletes' lives. Staged photography should be candid, intimate, and authentic.



PHOTOGRAPHY STYLE



ICONIC

This photo of Ryan Cochrane captures a defining moment of an athletic performance with a clean, high-contrast background.



EMOTIVE

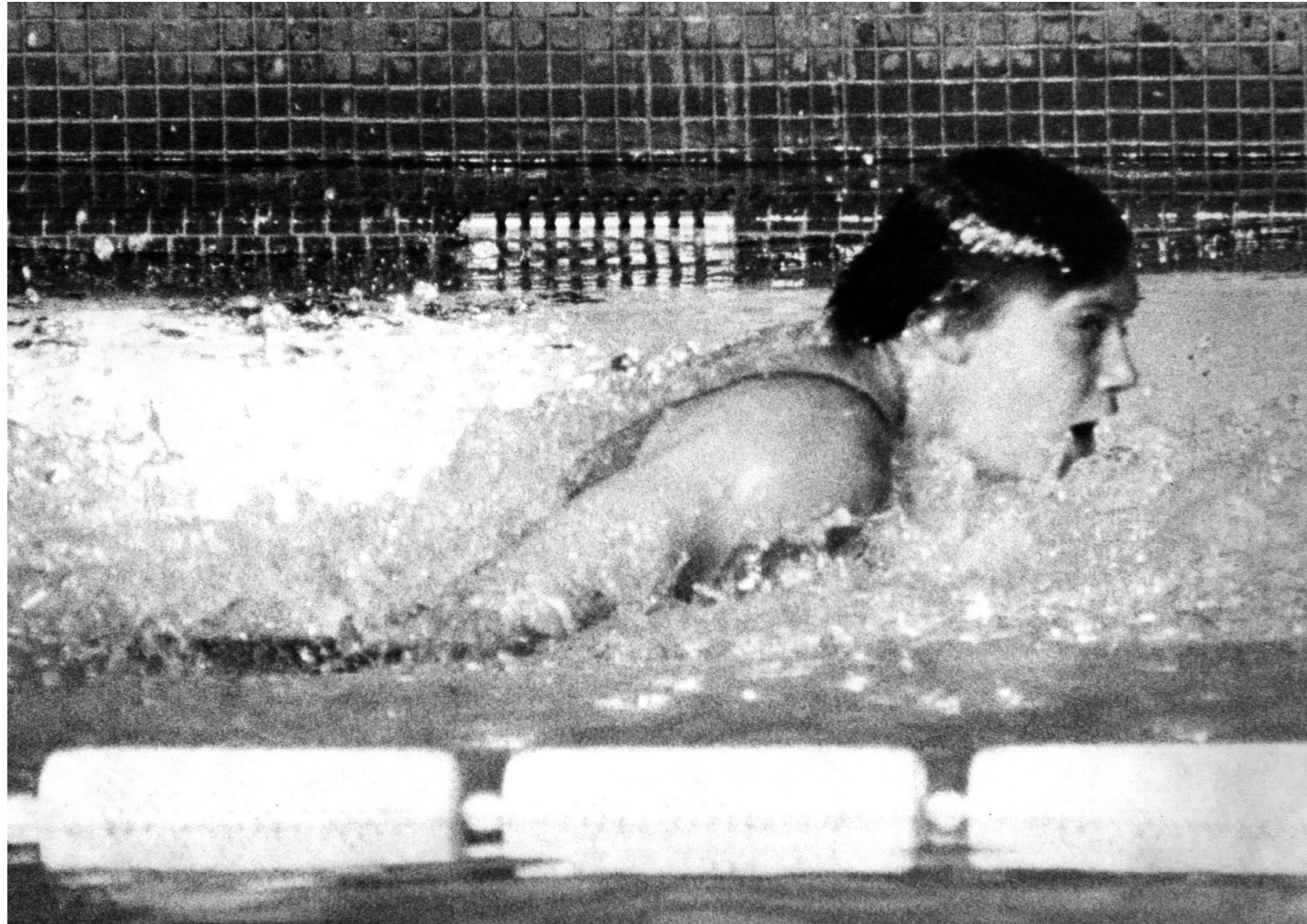
This explosive shot captures the raw, emotional celebration of gold medallist Mark Tewksbury at Barcelona 1992.



PROUD

The women's 4x200-m freestyle relay team celebrates its silver medal performance at the Glasgow 2014 Commonwealth Games.

PHOTOGRAPHY STYLE



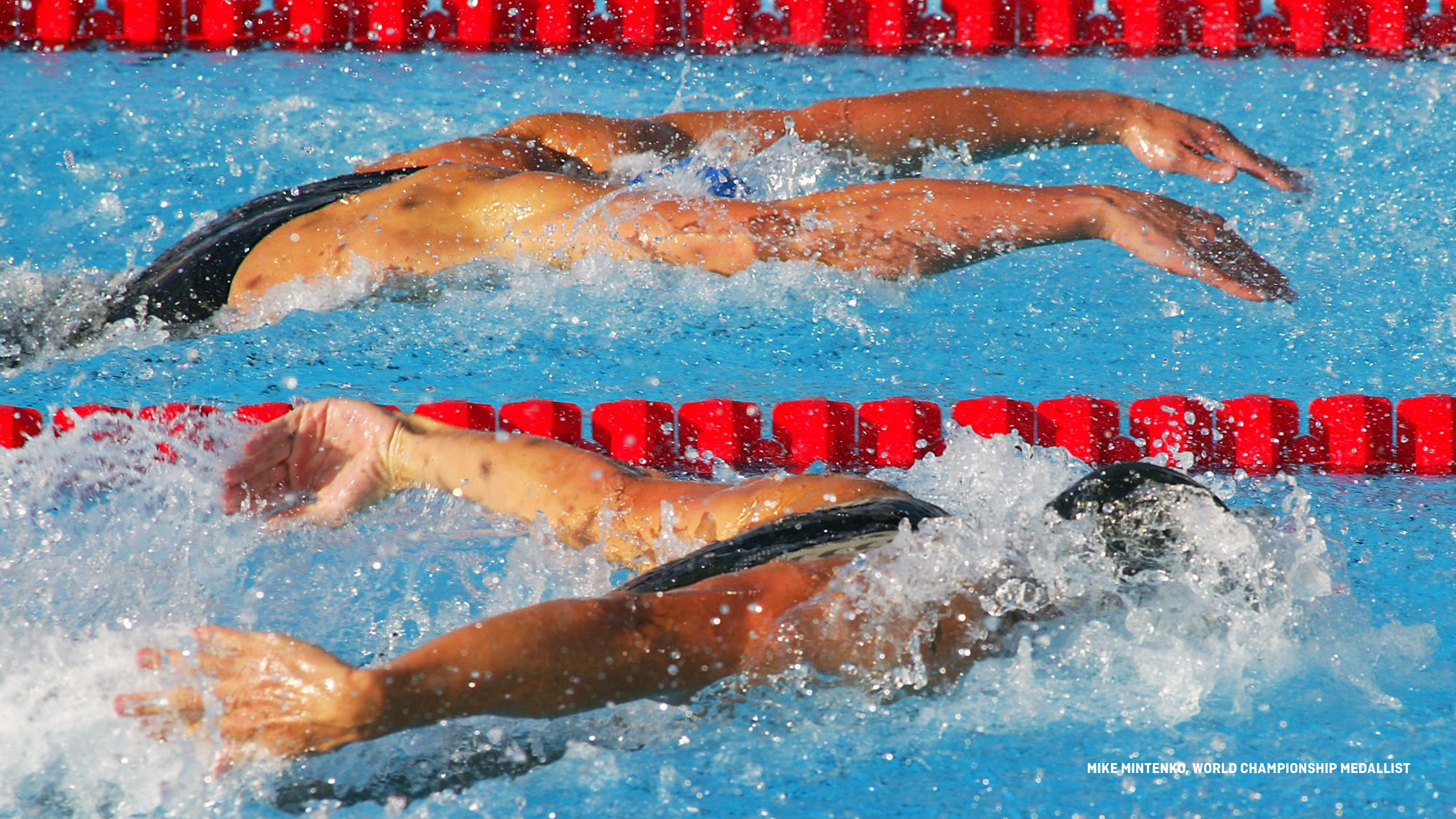
HERITAGE

An athletic shot of Elaine Tanner tributes her historic 3X medal winning performance at the Mexico 1968 Olympic Games.



ATHLETIC

This athletic photo of Brent Hayden captures the power of swimming. The tight crop puts the viewer in the action.



MIKE MINTENKO, WORLD CHAMPIONSHIP MEDALLIST



speedo

BENOIT HUOT, 9X PARALYMPIC GOLD MEDALLIST

HILARY CALDWELL, WORLD CHAMPIONSHIP MEDALLIST



WRITING STYLE & TERMINOLOGY

WRITING STYLE

At the heart of the Swimming Canada brand is the belief that writing and the visual identity must work together to create a remarkable brand touchpoint.

Swimming Canada is progressive, inclusive, and inspiring. The tone of voice should reflect these qualities in a clear, accurate and inspiring manner, without veering into hyperbole. Keep it authentic.

Bring the sport and the team to life with a sense of excitement, motivation and heritage. Our athletes work hard to achieve excellence, not bragging rights. Ensure your writing is equally grounded. We cheer loudly for our team, but always retain a humble, decidedly Canadian sense of pride.

As a standard for written content, Swimming Canada follows Canadian Press Style and the Canadian Oxford Dictionary.

CORRECT TERMINOLOGY USAGE

- Canadian swim team
Canadian Para-swimming team
 - Team Canada
 - Canadian [event] swim team (e.g. world championship, Olympic, Paralympic, Pan Am Games, Parapan Am Games)
 - national swim team
national Para-swimming team
- Avoid: Canadian National Team (redundant), World Team (team represents Canada, not the world)
- Note: Date may precede team name where appropriate and “swim” or “swimming” can be dropped on second references or where otherwise obvious or repetitive

OTHER USAGE NOTES

- Organization should be referred to as “Swimming Canada” in English or “Natation Canada” in French. “Swimming Natation Canada” and “SNC” are legal terms that should be avoided in general writing.
- We use “Para-swimming” (capital “P”/ hyphen/small “s”) but defer to official event names e.g. “Parapan American Games” and “Pan Pacific Para-swimming Championships”
- Swim-a-Thon in English
Nage-o-thon en français
- Swimming Canada High Performance Centre - Location
- High Performance Centre - Location (Note: HPC - Location can be used on second reference)



EVENTS

EVENTS

Swimming Canada hosts three annual national championship events that showcase and develop the country's top athletes. Cities across Canada play host to these events, as Swimming Canada works with local clubs and community members. Official meet names should be used to avoid confusion. Date may precede meet name where appropriate and "swim" or "swimming" can be dropped on second references or where otherwise obvious or repetitive.

Swimming Canada also partners with U.S. Paralympics on the Speedo Can Am Para-swimming Championships, the logo for which will not be changing.



CANADIAN SWIMMING CHAMPIONSHIPS

The Canadian Swimming Championships are a senior national championship meet. This is a high-level meet that often features Olympians competing alongside the next generation of young swimmers.



AGE GROUP CHAMPIONSHIPS

The Canadian Age Group Swimming Championships are a chance for the next generation of swimming stars to shine. Athletes compete against swimmers their own age and typically set multiple Canadian age group records during this important developmental meet.



TRIALS

Team Canada Swimming Trials serve as the main selection meet for each year's major international competitions. Canada's best swimmers train all year for Trials, where they compete to represent Canada on senior and junior national teams.



CANADIAN OLYMPIC & PARA-SWIMMING TRIALS

The Olympic & Para-swimming Trials take centre stage every four years. Even more media and public attention are focused on the swimmers as they make or break their Olympic and Paralympic dreams.



SPEEDO EASTERN OPEN

In addition to national championships, Swimming Canada partners with local organizing committees to run two regional open meets. These competitions offer an opportunity for swimmers to prepare for Team Canada Trials.



SPEEDO WESTERN OPEN





PROGRAMS

CANADA'S SWIM TEAM

Canada's Swim Team is a movement to teach every Canadian child how to swim. Swimming Canada, Canadian Red Cross, Lifesaving Society Canada and the Canadian Medical Association have partnered to ensure that every child learns to swim at least 25 metres non-stop before the age of 12.



The Canada's Swim Team mark, which integrates the Swimming Canada emblem, was inspired by traditional swimming patches that signify an achievement milestone.



CIRCLE OF EXCELLENCE

Swimming Canada’s Circle of Excellence recognizes the greatest Canadian swimmers of all time, along with notable coaches and builders, for their outstanding accomplishments and contributions to the sport.

COLOURS

-  Pantone 185C
-  Pantone 871C



HIGH PERFORMANCE CENTRES

Swimming Canada High Performance Centres provide world-class daily training environments where athletes can access full-time world-class coaching staff and an integrated support team.



ONT



VAN



VIC



MTL

SWIM·A·THON

A program that supports local swimming programs in communities across Canada. Participants earn donations for Swimming Canada member clubs by swimming up to 200 lengths or for two hours. Swimming Canada commits 90 per cent of the funds raised to promote and finance swimming programs in the local community.



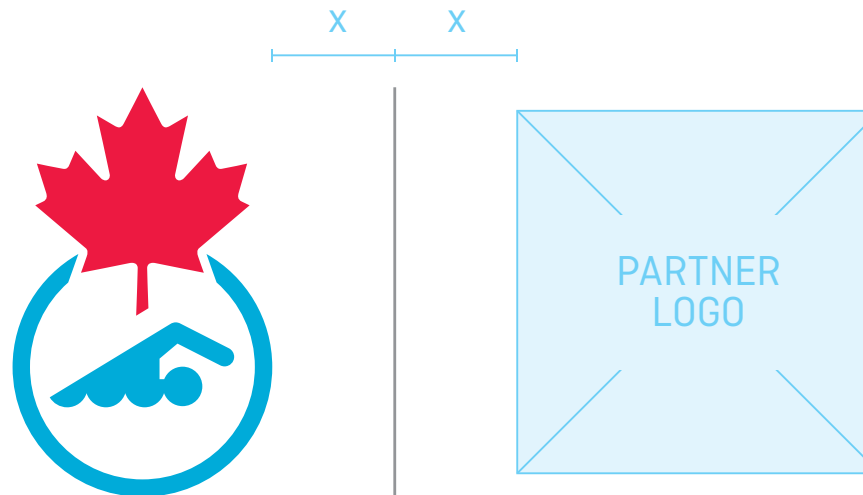


PARTNERS

NATIONAL PARTNERS

When specified in your agreement, Swimming Canada partners may lock-up with the emblem. The partner logo should be scaled so that the visual balance is equally weighted with the Swimming Canada emblem.

All partner lock-ups must be approved by Swimming Canada before use.



PROVINCIAL PARTNERS

Provincial sections are a vital link between Swimming Canada as a national governing body and grassroots swimming at the regional club level.

Provincial emblems are available in English, French and bilingual versions.



PROVINCIAL PARTNERS

Provincial partners may take advantage of design templates for business cards, letterheads and stationary.

For template files, please contact your Swimming Canada representative.





SWIMMING.CA