

# LIFESAVING WORLD CHAMPIONSHIPS ADELAIDE 2018

## LOGO USAGE GUIDELINES

### Introduction

This document provides stakeholders with the basic tools necessary to reproduce the LWC 2018 logo correctly, including colours, sizes and position.

Correct use of the logo will enhance public recognition of the LWC 2018 brand and unify its image. It will also show LWC 2018's commitment to enforcing the Intellectual Property Rights associated with the logo trademark. This is vital for protecting our sponsorship and marketing programmes. By consistent and considered implementation, LWC 2018 will build a recognisable and admired brand.

### Rescue 2018 vs Lifesaving World Championships 2018

Ahead of the 2018 event, the International Lifesaving Federation changed the official naming of the event from the "Rescue" series to "Lifesaving World Championships".

As such, avoid any references to "Rescue 2018" and only refer to the event with its official name, "Lifesaving World Championships Adelaide 2018" or "LWC 2018"

### Versions

There are two versions of the logo

- Standalone LWC 2018 logo (full colour, mono black and mono white)



- The horizontal lock-up with the International Lifesaving Federation and Brand South Australia logos (full colour only)



## Permission for use of the logo

Contact us at [lwc2018@surflifesavingsa.com.au](mailto:lwc2018@surflifesavingsa.com.au) to obtain permission to use the logo, and we will send you the logo and file type required.

The standalone logo should be used by teams and organisations – separate permissions are required to use the ILS and Brand SA logos.

## Clear space

Clear space should surround the logo (with respect to placement adjacent to other logos) to the width of the white band on the logo – as indicated by the pink line in the example to the right.



## Usage on garments

Minimum logo size is 30mm. there is no preference for logo placement.

Please send through final design draft for approval before production.

## Usage on websites/social media

If the logo is placed on your association or club's website, it must hyperlink to the website: <http://www.lifesaving2018.com/>

The logo must be clearly visible – refer to logo application examples at the end of this document.

## Usage on printed collateral (e.g. posters)

Please send through a document draft for approval prior to printing.

The logo must be clearly visible – refer to logo application examples at the end of this document.

## File Types

The logo is available as EPS, PNG or JPG format.

- EPS: the best choice for high resolution printing. It can be re-sized easily without any loss of quality.
- PNG: can be saved with a transparent background which allows you to place your image on top of another image without an outlining white box.
- JPG: a smaller file type, best for email or websites.

## **Colour Specs**

A variation of colours are used in the logo; the main three are

- Blue R0:G178:B237
- Red R239:G43:B44
- Yellow R255:G212:B46

## **Misuse**

Do not alter the logo in any way, alter the lock-up in any way, including but not limited to:

- Distort the logo
- Rotate or crop the logo
- Change the colour of the logo
- Recreate the logo with a different typeface
- Replace the ILS or SATC logo with your own club or organisation logo
- Swap the positions of the logos
- Add a drop shadow behind the logo
- Place the colour logo on a colour background
- Place any logo version on a background that makes it illegible
- Crop the logo
- Create a border around the logo

## Logo Application Examples

### ENSURE STRONG CONTRAST

