



Swim Ireland

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Swim Ireland

Toe in the water. Face in the water. Staying afloat. Touching the bottom. One length without stopping. Fifty lengths without stopping. Diving from the 10 meter board, without a toe out of place. Wading in amongst the horde, without running back out again. Lying flat on my back. Out to the buoy and back. Holding my breath. Holding court. Relaying. Relaxing. Getting used to the water. Getting fit. Getting faster.  
— Me and the water.

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IRELAND**



Section 1

Logo

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Logo

The Swim Ireland logo is a ‘wordmark’ – a logo that consists solely of words without an accompanying logo or icon. The wordmark consists of the words ‘Swim Ireland’ rendered as if resting on the surface of a body of water. The wordmark is a deep turquoise colour and aims to communicate the fluidity of water in a simple and direct way. Secondary wordmarks in black and white are also available for use when coloured reproduction is impossible or when the logo needs to be placed on a colour that clashes with the turquoise colour of the master wordmark.

—

Primary Logo Colour  
Pantone 7466C  
CMYK 86.00.32.00  
RGB 000.168.182

Master Logo



White



Black





Logo Safe Area

The logo safe area is an area surrounding the logo that must be kept free of other graphic elements. The minimum safe area is defined by half the height of the Swim Ireland wordmark. This ensures that the logo is always communicated in its entirety and is never blocked, covered or obscured by other elements in a design. The business card shown below the diagram to the right is a good example of how the safe area should be treated.



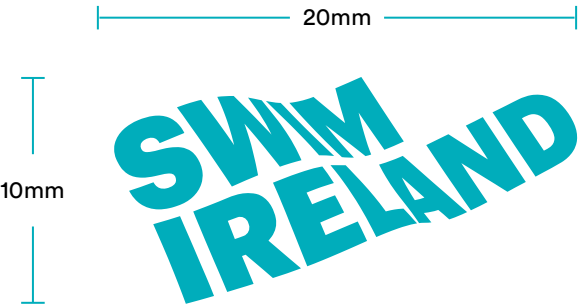
Example: Business Card



# Logo Minimum Size

A minimum size for the logo has been devised in order to assure successful reproduction. The size is based on the height of the wordmark and applies to both screen and print usage. When using the logo in a design do not reduce it in size below 10mm height for print executions and 49px in height on screen.

Minimum Print Height



Actual Size



Minimum Screen Height



Actual Size



### Logo Do's and Dont's

To maintain consistency throughout the application of our identity it is essential that the logo is never altered in any way. Here are a few examples of what not to do. The same rules shown here apply to all the subdivision logos within the brand identity. To ensure that wordmark usage remains consistent it is essential that the logo is always reproduced from the master artwork.

Do not manipulate, stretch, distort or crop the logo.



Do not rotate the logo.



Do not alter the logo colour.



Do not add text or create your own sub-brand.



Do not place the logo in a box or container.



Do not add apply gradients to the logo.



Do not outline the logo.



Do not rearrange the logo positioning.



Do not add additional elements to the logo.





Section 2

Subdivision Logos

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Department Logos

Each department within Swim Ireland is represented by a unique logo. There are three main groups; Provinces, Disciplines and Subdivisions. The Provinces all share the same green colour (to avoid confusion with provincial rugby colours). The other departments are all represented by a unique colour.

Provinces



Masters



Open Water Swimming



Waterpolo



Youth Development



Diving



Clubs and Community



Education



Performance





### Subdivision Colour Palette

This page shows the colour breakdown for each of the department logos. Each department logo has a colour reference for Pantone, CMYK and RGB. Pantone colour matching is a standardized color reproduction system that achieves high quality, single colour print results and should be used when fiscally possible. The CMYK colour values should be used when printing digitally or when using 4 colour printing processes such as lithography. Finally, the RGB colour vaules should be used when reproducing these colours digitally for use on a monitor, tablet or smartphone.

**Provinces**

Pantone 7487C  
CMYK 42.00.62.00  
RGB 142.221.101

**Masters**

Pantone 637C  
CMYK 62.00.08.00  
RGB 078.195.224

**Open Water Swimming**

Pantone 2945C  
CMYK 100.53.02.16  
RGB 000.076.151

**Waterpolo**

Pantone 1235C  
CMYK 00.31.98.00  
RGB 255.184.028

**Youth Development**

Pantone 164C  
CMYK 00.59.80.00  
RGB 255.127.065

**Diving**

Pantone 178C  
CMYK 00.70.58.00  
RGB 255.088.093

**Clubs and Community**

Pantone 674C  
CMYK 16.83.00.00  
RGB 198.087.154

**Education**

Pantone 7635C  
CMYK 00.90.25.08  
RGB 198.054.099

**Performance**

Pantone 419C  
CMYK 86.70.69.95  
RGB 033.035.034

### Secondary Colours

Each colour has a secondary colour that can be used in combination with the primary colour. These colours should be used as background or supporting colours in design layouts when required. The secondary colour references for Pantone, CMYK and RGB usage are outlined opposite.

<p><b>Provinces</b> Pantone 7724C CMYK 82.00.67.11 RGB 000.150.108</p> 	<p><b>Masters</b> Pantone 7461C CMYK 98.24.01.03 RGB 000.125.186</p> 	<p><b>Open Water Swimming</b> Pantone 7466C CMYK 86.00.32.00 RGB 000.168.182</p> 
<p><b>Waterpolo</b> Pantone 164C CMYK 00.59.80.00 RGB 255.127.065</p> 	<p><b>Youth Development</b> Pantone 7466C CMYK 00.32.86.00 RGB 0000.168.182</p> 	<p><b>Diving</b> Pantone 1795C CMYK 00.87.85.00 RGB 210.038.048</p> 
<p><b>Clubs and Community</b> Pantone 7664C CMYK 74.100.00.10 RGB 101.050.121</p> 	<p><b>Education</b> Pantone 7649C CMYK 30.100.00.20 RGB 138.027.097</p> 	<p><b>Performance</b> Pantone Cool Grey 11C CMYK 44.34.22.77 RGB 083.086.090</p> 

### Discipline Logo Lockups

Each swimming discipline within Swim Ireland has its own unique logo and colour. The logos for waterpolo, open water swimming, diving and masters are displayed on this page. A range of files are provided for each logo including EPS files for use in print execution and PNG files for use in digital screen use.





### Subdivision Logo Lockups

Each departmental subdivision within Swim Ireland has its own unique logo and colour. The logos for education, clubs and community, performance and youth development are displayed on this page. A range of files are provided for each logo including EPS, PNG file formats.

Subdivisions



Black Versions



### Provincial Logo Lockups

Each provincial subdivision within Swim Ireland has its own unique logo. The logos for Ulster, Munster, Leinster and Connacht are displayed on this page. A range of files are provided for each logo including EPS, PNG formats.



Ulster



Munster



Leinster



Connacht



Ulster



Munster



Leinster



Connacht

Provincial Logo  
Stacked Lockups

In very limited cases a stacked version of the provincial logo might be needed. Where this is necessary the logos for use in these cases are displayed on this page. A range of files are provided for each logo including EPS, PNG formats.

Provinces



Ulster



Munster



Leinster



Connacht

Black Versions



Ulster



Munster



Leinster



Connacht

When use of the the Swim Ireland “Me and the Water” lockup is required the logos displayed on this page may be used. Where the logo is in full colour the primary Swim Ireland colour should be used. A range of files are provided for each logo including EPS, PNG formats.

Colour Logo



Me and  
the water

White



Me and  
the water

Black



Me and  
the water



Section 3      Brand Expression



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Typography

Circular is the primary font used by Swim Ireland. The typeface is a modern and contemporary reworking of classic geometric sans-serif fonts. It is clear, highly legible and has a friendly and conversational tone. All typography should be set left aligned using a combination of the book and bold weights. Leading should be set to automatic for body copy. For display type above 36pt the leading can be adjusted manually to achieve better results. Manipulating the typeface i.e. stretching, condensing, and outlining are prohibited, and effects like drop shadows must never be used.

LL Circular  
abcABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

LL Circular – Book

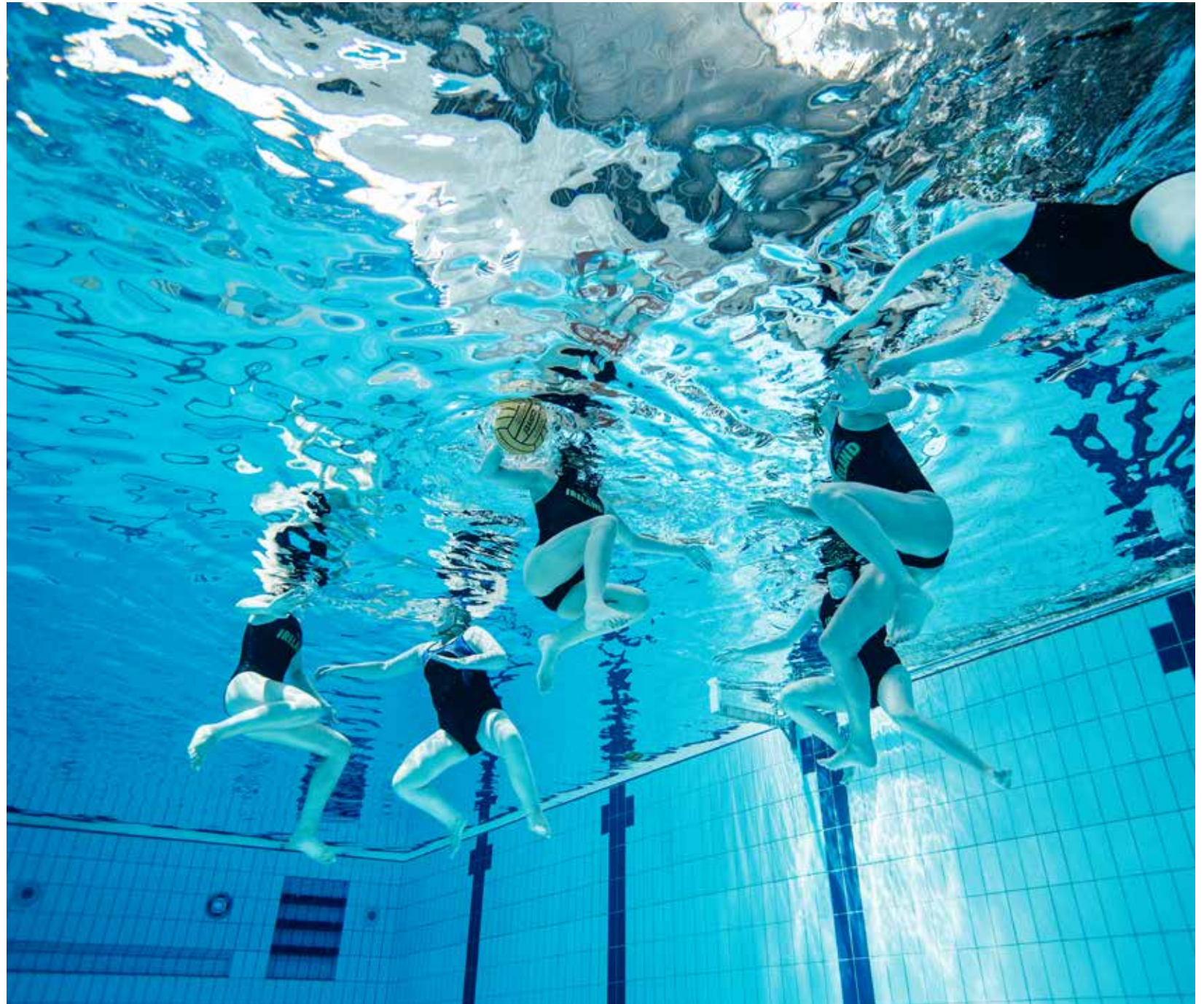
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

LL Circular – Bold

## Photography

Photography should focus on the real, lived experience of swimming in Ireland and represent the sport in an authentic and honest way. Swimming is a highly physical and immersive activity and whether focused on the pool or the ice lake, all photography should aim to capture the sensory experience of being in the water. To achieve this we use a combination of wide shots and extreme close-ups. Wide shots help capture the wider swimming environment; the pool, lake and sea. Close-ups capture the up close and personal experience of being in the the water.

We used a number of different camera types to achieve the wide range of images used throughout the branding. The first was a Nikon D810 high resolution, 36mpx which was used for portraits and shooting in a controlled environment. The second was a Nikon D5, which shoots two frames per second 20 mpx, and was used for low light settings and capturing fast moving subjects. This was also housed in a Subal underwater housing unit and used for the underwater shots. Our photographer also used a series of different lenses throughout the shoots (Nikkor 70-200 2.8, 24-70 2.8, 17-35 2.8, 50 1.8 and 16-35 f4.)





# Image Grading

When grading new images from outside the photography library there is not a catch all grade that can be applied as each of the disciplines that fall under the Swim Ireland banner will be shot under different lighting conditions.

Each image will have to be graded individually to ensure consistency with the brand photography style.

General guidelines that should be followed when grading the images are:

- Brightness levels increased.
- Colour vibrancy increased.
- Higher contrast.
- Warmer tones introduced.
- Small addition of grain.

Opposite are some examples of images as shot out of the camera and after the grading process.

Out of camera shot



Post grade



# Image Grading Don'ts

While all images will need some level of grading opposite are some examples of things to avoid during this process.



Do not use heavy desaturation



Do not add post production effects such as lens flare



Do not combine images



Do not make images black and white



Do not use gradient maps



Do not overly process retouching



Do not use studio lighting gels



Do not add CGI elements



Do not under grade the image



# Close-Up Photography

This page has a selection of photographic close ups showing the intense, visceral experience of being in the water.





# Wide Photography

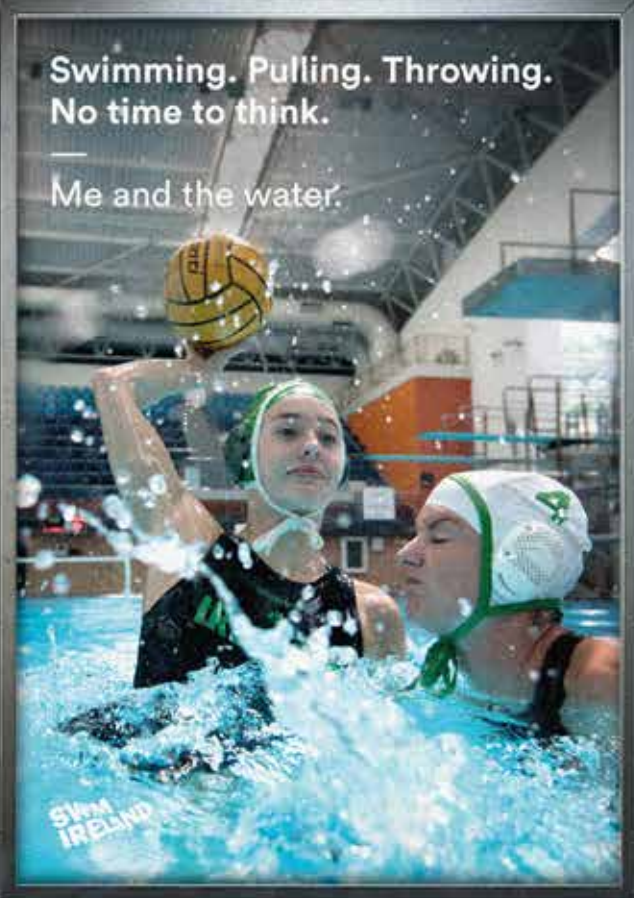
This page has a selection of wide shots that help show the wider swimming environment and the swimmers relationship with it.





## Use of Photography

Photography is an excellent way of communicating the world of swimming in Ireland and as such should be used as frequently as possible across all visual expressions of the brand. When commissioning photography or choosing images from stock photography the images produced should avoid elaborate treatments, special effects or heavy grading.



## Messaging

The Swim Ireland messaging style is friendly, direct and conversational in tone. We speak directly to our audience with confidence, knowledge and enthusiasm. Copy should focus on the human experience of swimming in a personal and intimate tone of voice. The brand typeface Circular should be used for all communications and text should be set in sentence case.



## Patterns

There are four patterns available to use in design layouts to broaden and enhance the visual language of the brand. Three of the patterns are unique designs based on the movement and flow of water. The fourth pattern uses the main Swim Ireland logo which is scaled up to break the border of the design layout. This oversized logo takes on a textural quality and can be used as a background pattern. When using these patterns use two colours that are tonally similar or the patterns will take on a loud, vibrating tone. Only the white logo should be used over patterns for similar reasons.





Section 4

Branding

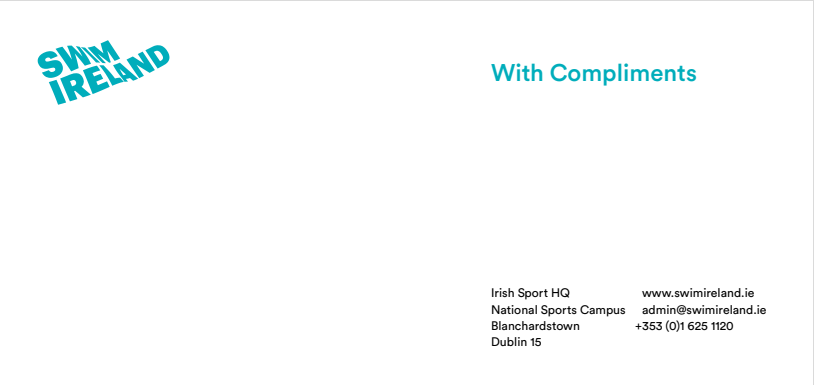


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Stationary

A range of branded stationary is available to use and can be personalised to suit individual employees. When adding personal details to stationary please maintain the type style, weight and size within the artwork files - altering these values will create inconsistencies across the staationary range.



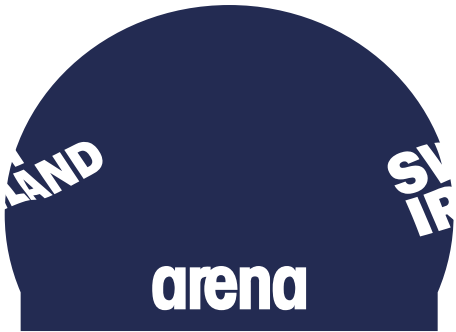
Swim Cap

Arena swim caps are available to brand using the Swim Ireland logo. The logo should be placed on the side of the cap as per the diagram and example to the left. The logo safe area outlined on page 5 must be strictly adhered to when positioning the logo on the cap.

Arena swim caps are available in three sizes: Small, Medium and Large. The measurements are supplied in centimetre and are equal to the circumference of the head when measured just above the ears.

Small	54 – 55cm
Medium	56 – 57cm
Large	58 – 59cm

Front View



Right Side



## Equipment

Swim Ireland branding can be applied to a range of Arena sports equipment. When applying branding the logo safe area outlined on page 5 must be strictly adhered to when positioning the logo. If the material on which the logo is being placed is dark then use the white logo. If the material on which the logo is being placed is bright then use the black logo.



## Training Gear

When applying Swim Ireland branding to training gear adhere to the safe area guidelines and logo colour guidelines from section 1 of the brand guidelines document.





## Swim Ireland

## Contact

Irish Sport HQ  
National Sports Campus  
Blanchardstown  
Dublin 15

[admin@swimireland.ie](mailto:admin@swimireland.ie)  
00353 (0)1 625 1120

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