

# BRAND GUIDELINES

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Version 01. December 2018



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA

A young boy with dark hair is swimming in a pool, with his arms outstretched and a joyful expression. Water droplets are visible in the air around him. The background shows a pool deck and some foliage.

OUR VISION

**“A NATION  
FREE FROM  
DROWNING”**



OUR PURPOSE

“TO LEAD EFFORTS TO  
REDUCE DROWNING &  
INCREASE SWIMMING,  
WATER SAFETY AND  
LIFESAVING SKILLS”



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## OUR BRAND

**Royal Life Saving - Western Australia was established in 1909 and although our landmark/ logo has seen slight changes, our organisation's essence is still the same. Royal Life Saving works to lead efforts to reduce drowning and increase swimming, water safety and lifesaving skills.**

The branding guidelines provide the necessary tools and advice to implement our brand across the organisation and our programs.

It makes us more effective externally - with a single identity we have a greater impact.

It also makes us more efficient internally – as we share materials, ideas, tools and templates.

The guidelines act as a reference guide to ensure we keep the brand and visual identity correct, applying logos, fonts, colours and templates correctly and consistently, maximising the impact of our brand.

The guidelines have been developed for use by Royal Life Saving - Western Australia and respective suppliers. Be sure to provide suppliers with both the branding guidelines and electronic files.

Don't let suppliers mess with our image. Give them electronic artwork and make sure they understand our brand guidelines. Only ever use high quality electronic files.

For external printing always ensure EPS files are used. Do not use JPEG or TIFF files as they do not contain the correct brand colour information and are not suitable for external publishing.

**Version 01. December 2018**



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## OUR LOGO

Our logo is made up of two elements - our symbol that incorporates the life ring, oar, rescue hook and royal crown, and 'Royal Life Saving Western Australia' logotype. Both elements must always appear together.

Our logo can be reproduced in ROYAL Blue, white or black.

For majority of usage the ROYAL Blue version should be used.

The white logo can only be used on a solid colour background.

For cases where colour reproduction is not available the mono version should be used.

The minimum size for the Royal Life Saving logo is 50mm wide.

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### PRIMARY LOGO



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### PRIMARY LOGO - REVERSE



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### PRIMARY LOGO - MONO



Minimum size 50mm

## LOGO USAGE

Our logo should never be changed or altered. It is the signature of our organisation and as such must not be compromised in any way.

The logo should not be used on a complicated image or background.

In special cases where the logo must appear on a complicated image or background, the logo can be contained in a box with rounded corners.

Here are some basic errors to avoid.

### EXAMPLES



Do use the coloured logo on a white background.



Do use the reverse logo on a solid colour background.



Don't distort or alter any of the elements.



Don't change the relationship of the elements.



Only use ROYAL Blue, black or white.



Don't use on a complicated image or background.

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## LOGO VARIATIONS

### Embroidery Only

The primary logo is still the preferred logo however a simplified logo for embroidery purposes has been created which removes the text WESTERN AUSTRALIA as it can be unclear when embroidered. The minimum size for the embroidery panel is 7cm.

Special note: When embroided in certain fabrics (e.g. waffle weave), a Jacquard stitch may be required. Speak with your embroiderer about this to ensure a quality reproduction of the logo.

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### EMBROIDERY LOGO



**ROYAL LIFE SAVING**



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## LOGO CO-BRANDING

When using our logo co-branded with a sponsor or program logo, the Royal Life Saving Saving main logo should always appear to the left with the sponsor or program logo on the right.

The sponsor or program logo should never be greater in size or prominence than the Royal Life Saving logo.

A simple rounded corner line is centred and equally spaced between the two logos.

When using sponsor brandmarks / logos always refer to sponsor's brand guidelines to ensure correct usage.

All cases for co-branding must be approved by the Marketing team.

The minimum size for the Royal Life Saving logo is 50mm wide.

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### CO-BRANDING EXAMPLE



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## LOGO BRANDMARKS

### Royal Life Saving Society – Australia

The Royal Life Saving Society – Australia Brandmark has limited use and is reserved for special applications such as certificates and awards. Permission should be sought from National Office before using this Brandmark on any applications.

The minimum size for the Royal Life Saving brandmark is 20mm wide. This ensures that all text on the logo is legible.

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BRANDMARK: ROYAL LIFE SAVING SOCIETY - AUSTRALIA



### Royal Life Saving Society - Commonwealth

The Royal Life Saving Society - Commonwealth is a respected international organisation with a strong visual identity. As a member branch you are entitled to use the traditional RLSS logo as part of your own identity with the blue version the preferred logo.

Refer to the RLSS Brand and Identity Guidelines for full details.

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BRANDMARK: ROYAL LIFE SAVING SOCIETY - COMMONWEALTH



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## OUR FONTS

### Primary Font

Vag Rounded is Royal Life Saving's primary font for headlines, opening paragraphs and highlighting copy. It is a simple sans serif font with rounded corners.

Titles should be kept short and set in upper case.

Vag Rounded Bold should be used for titles on covers and signage, Vag Rounded Light should be used for internal titles, sub-titles, opening paragraphs or to highlight text to make it more interesting and easy to read.

Typography can appear in any of the core, secondary or program colours, or in black.

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### VAG ROUNDED LIGHT - TITLES AND HIGHLIGHTED COPY

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSPTUVYXYZ  
1234567890

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### VAG ROUNDED BOLD - TITLES AND HIGHLIGHTED COPY

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSPTUVYXYZ  
1234567890



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## OUR FONTS

### Secondary Font

Frutiger is Royal Life Saving's secondary font. It is a sans serif font and is used for body copy and sub-titles.

Frutiger should be used for all typesetting in all printed material.

Frutiger Roman should be used for body copy and Frutiger Bold and Black used for sub-titles or to highlight text.

Upper case can be used for subject headings, but sentences and paragraphs should never be set all in upper case.

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#### FRUTIGER ROMAN 55 - MAIN BODY COPY

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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#### FRUTIGER ITALIC 56 - MAIN BODY COPY AND SUBTITLES

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

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#### FRUTIGER BOLD 65 - SUBTITLES

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

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## OUR FONTS

### Script Font

Freestyle Script Bold Plain is Royal Life Saving's script font and is used in limited use for taglines and pull out quotes.

Freestyle Script Bold Plain should be used in lowercase or sentence case and should never be set all in upper case.

### Digital typeface

Arial is the font used on all electronic media, such as PowerPoint, Word, or in documents that are commonly transmitted electronically, such as press releases.

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#### FREESTYLE SCRIPT BOLD PLAIN - TAGLINES AND QUOTES

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

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#### ARIAL - DIGITAL BODY COPY

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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#### ARIAL BOLD - DIGITAL SUBTITLES

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

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## OUR COLOURS

### Core Colours

Our core colour palette consists of two blues and a charcoal. These colours can be used in backgrounds, typography and icons. Where possible, always use them as solid 100%, with charts being the exception.

The Royal Blue is our main colour and the colour that is always used for our logo.

The Light Blue can be used to bring energy and freshness.

The Charcoal is for body copy.

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### CORE COLOURS

#### ROYAL BLUE

C100 / M30 / Y0 / K55  
R0 / G75 / B118  
Pantone 302C

#### LIGHT BLUE

C100 / M0 / Y0 / K  
R0 / G174 / B239  
Pantone CyanC

#### CHARCOAL

C0 / M0 / Y0 / K80  
R88 / G89 / B91  
Pantone 425C



## OUR PROGRAMS

### Program Logo Lock Ups

The sponsor or program logo should never be greater in size or prominence than the Royal Life Saving logo.

A simple rounded corner line is centred and equally spaced between the two logos.

When using sponsor brandmarks / logos always refer to sponsor's brand guidelines to ensure correct usage.

The minimum size for the Royal Life Saving logo is 50mm wide.

#### LOGO LOCK UP



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



#### KEY PROGRAM COLOUR



C2 / M100 / Y85 / K6  
R200 / G16 / B46  
Pantone 186C



C100 / M30 / Y0 / K55  
R0 / G75 / B118  
Pantone 302C



C54 / M0 / Y100 / K0  
R132 / G189 / B0  
Pantone 376C



C100 / M9 / Y0 / K6  
R0 / G153 / B216  
Pantone CYAN



C68 / M34 / Y0 / K0  
R65 / G143 / B222  
Pantone 279C



C0 / M50 / Y100 / K0  
R247 / G148 / B30



C0 / M10 / Y100 / K0  
R255 / G221 / B0

## OUR PROGRAMS

### Program Colours

We use specific colours to communicate and differentiate our programs.

The Program Colours are to be used in combination with the Core Colours.

Some programs may have secondary colours and/or sub colour waves for specific categories i.e Keep Watch Location categories. Please refer to the Individual Program Guidelines.

#### LOGO LOCK UP



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**Bronze  
Rescue**



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**ROYAL LIFE SAVING**  
WESTERN AUSTRALIA



**FIRST AID**

#### KEY PROGRAM COLOUR



C100 / M50 / Y0 / K0  
R0 / G114 / B188



C0 / M30 / Y49 / K42  
R149 / G105 / B76  
Pantone 876C



C100 / M31 / Y0 / K0  
R0 / G119 / B200  
Pantone 3005C



C100 / M63 / Y16 / K78  
R0 / G38 / B62  
Pantone 2965C



C100 / M53 / Y2 / K16  
R0 / G76 / B151  
Pantone 2945C



C4 / M51 / Y84 / K0  
R237 / G144 / B65



C90 / M12 / Y95 / K40  
R0 / G107 / B53

## OUR PROGRAMS

### LOGO LOCK UP



### KEY PROGRAM COLOUR



C0 / M62 / Y95 / K0  
R232 / G119 / B34  
Pantone 158C



C88 / M0 / Y11 / K0  
R0 / G169 / B206  
Pantone 312C



C100 / M75 / Y0 / K6  
R0 / G53 / B148



C20 / M0 / Y100 / K10  
R194 / G203 / B32



C100 / M90 / Y10 / K0  
R37 / G64 / B143



C100 / M89 / Y0 / K0  
R0 / G20 / B137



C0 / M19 / Y100 / K0  
R255 / G200 / B46



C2 / M100 / Y85 / K6  
R200 / G16 / B46

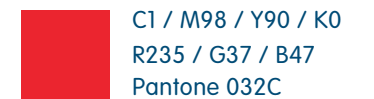
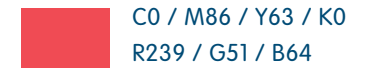


# OUR PROGRAMS

## LOGO LOCK UP



## KEY PROGRAM COLOUR



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## OUR VISUALS

### Photography

Our photo library strongly supports all the brand attributes, demonstrating real situations and real people.

Our photographic style focuses on people and how they interact with our programs. Showing a passion for swimming, dedication to water safety, training and drowning prevention.

Images need to reflect diversity, showing different ages, gender and nationality, as well as a variety of locations.

Images should feel authentic, use colour and avoid over-retouching.

Please contact the Marketing team to access our library of high resolution images.

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### EXAMPLES



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## OUR VISUALS

### Icons

Icons have been developed for use in infographics and to help highlight key activities and services.

### Social Media

Simplified social media icons contained in white circles locked up with address or tag. Used in email signatures and on the back covers of documents.

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### ICONS



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### SOCIAL

-  [RoyalLifeSavingWA](#)
-  [RoyalLifeSavingWA](#)
-  [LifeSavingWA](#)
-  [TheRoyalLifeSavingSociety-WesternAustralia](#)
-  [royallifesavingwa.com.au](#)

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## OUR VISUALS

### Backgrounds

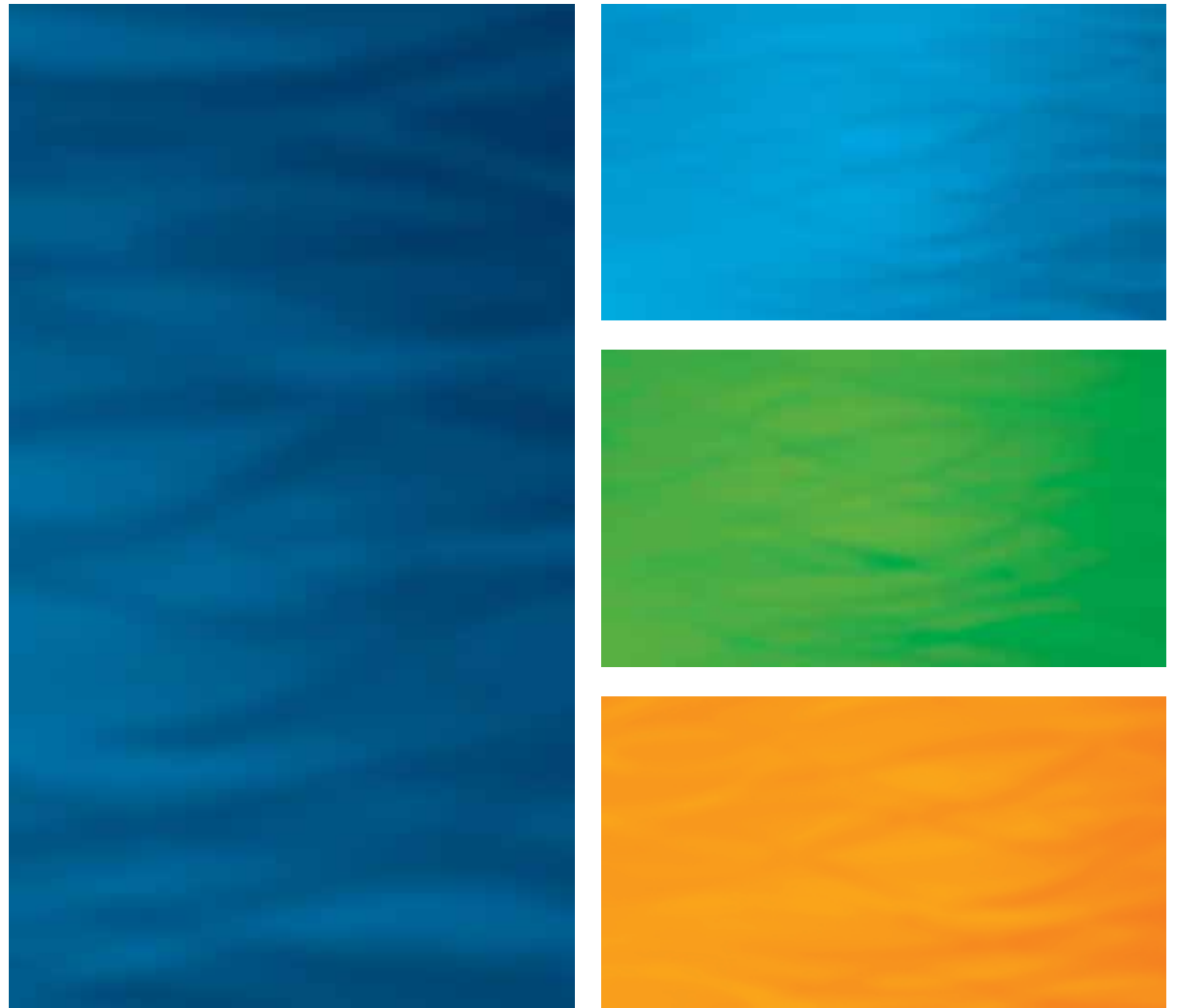
A textured water background has been created for use across materials to provide depth and interest.

Simple line art version can be used for more corporate documents including certificates.

The background is used in our core colours and in relevant program colours.

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### EXAMPLES





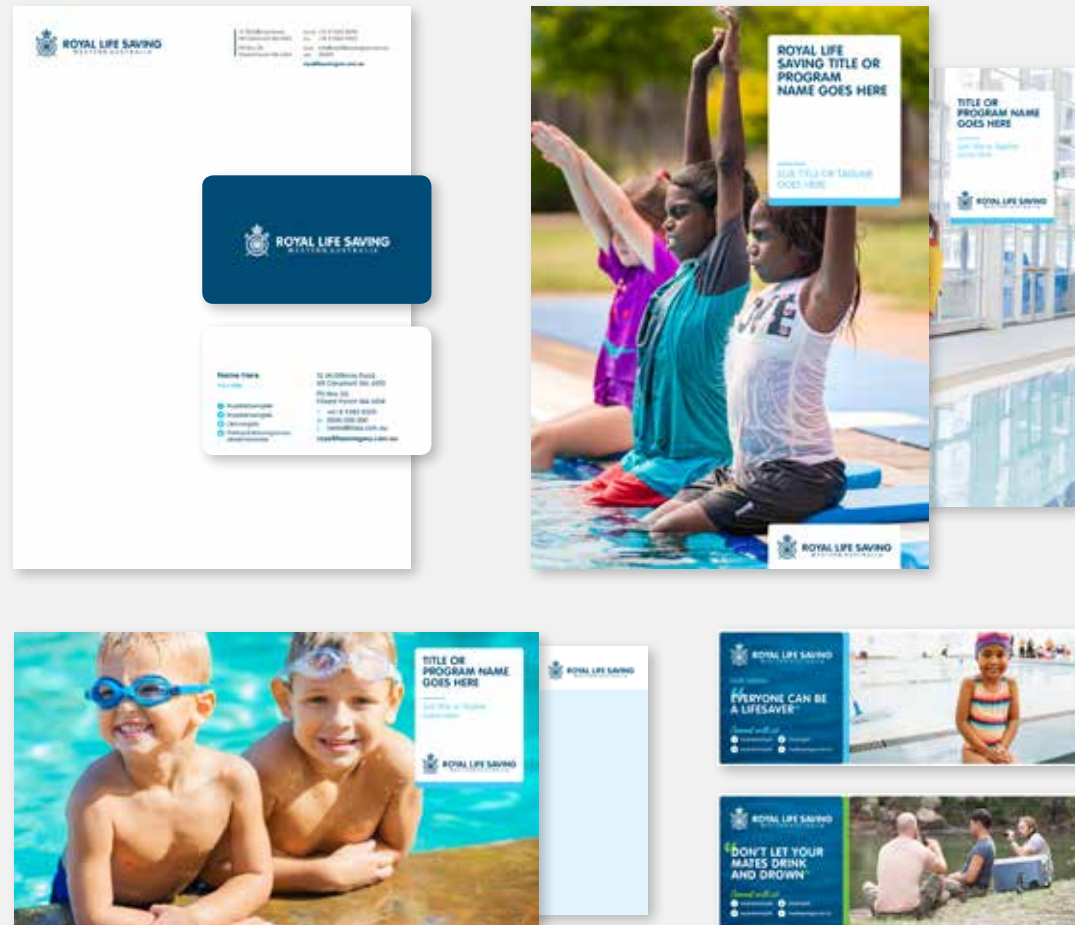
## OUR RESOURCES

A range of resources have been developed to assist program delivery including Powerpoint, Word and Email templates. In addition to, business stationary including business cards, letterhead and memos.

Promotional materials including signage, website and social media banners are also available for use.

Note: Arial is the font used on all electronic media, such as PowerPoint and Word Templates.

### RESOURCES





# ROYAL LIFE SAVING

WESTERN AUSTRALIA

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## MORE INFORMATION

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