



# WATER SAFETY IRELAND

CLOTHING STYLE GUIDE AND APPLICATION



# OVERVIEW



**By ensuring consistency in all applications, these clothing guidelines will help build awareness of Water Safety Ireland and help increase the recognition of all our officials, members and volunteers.**

By adhering to them, you are playing your part in strengthening the **Water Safety Ireland** brand.

**NOTE:** *The designs on the following pages give clear instructions for sizing, colour use and placement of all elements.*

*The appendix holds type templates along with links to logos and fonts which your local signage company/chosen clothing supplier can use to ensure complete consistency.*



## **CLOTHING GUIDELINES COVERING:**

- EXAMINERS
- INSTRUCTORS
- SWIM TEACHERS
- BEACH
- LIFEGUARDS
- OFFICIAL IWS REPRESENTATIVES
- SPORT COMPETITION
- SURF LIFESAVING
- OTHER

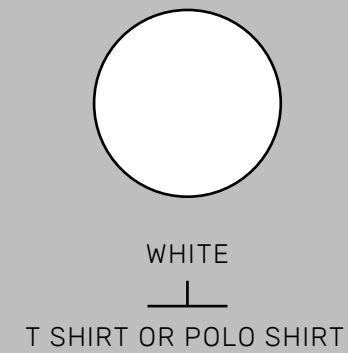
## **COLOUR PALETTE**

## **IWS BRANDING RULES**

## **WHERE TO SOURCE CLOTHING?**



# EXAMINERS



PLACE LOGO  
CA. 150MM  
FROM THE  
SHOULDER SEAM.

ALIGN "EXAMINER"  
WITH THE CIRCLE'S  
CENTERLINE

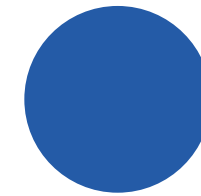


CENTER TEXT ON  
BACK OF SHIRT.  
ALIGN THE TOP OF THE  
TEXT 100mm FROM  
THE NECK SEAM.

- *White polo shirt or t-shirt\* with 'Examiner' in dual language printed/embroidered in large text on rear and in smaller text with new Water Safety Ireland logo on the front.*
- *Navy/dark bottoms – trousers/tracksuit/shorts*
- *Flip flops or light shoes*

*\*Note please seek a sample of the t-shirt/polo shirt from the supplier before ordering to ensure it is of sufficient quality not to be see through.*

# INSTRUCTORS



PMS 293 U ROYAL BLUE

T SHIRT OR POLO SHIRT



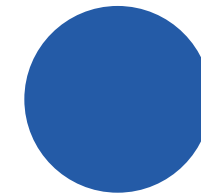
PLACE LOGO  
CA. 150mm  
FROM THE  
SHOULDER SEAM.



CENTER TEXT ON  
BACK OF SHIRT.  
ALIGN THE TOP OF THE  
TEXT 100mm FROM  
THE NECK SEAM.

- *Instructors and Swim Teachers wear the same clothing*
- *Royal Blue (high visibility) T-Shirt or polo shirt with 'Instructor' or 'Swim Teacher' in dual language printed/embroidered in large text on rear with new Water Safety Ireland logo on front left*
- *Navy/dark bottoms/shorts*
- *Flip flops/beach footwear/trainers*

# SWIM TEACHERS



PMS 293 U ROYAL BLUE

T SHIRT OR POLO SHIRT



PLACE LOGO  
CA. 150mm  
FROM THE  
SHOULDER SEAM.

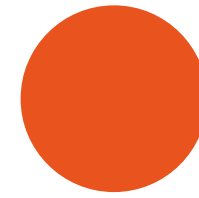


CENTER TEXT ON  
BACK OF SHIRT.  
ALIGN THE TOP OF THE  
TEXT 100mm FROM  
THE NECK SEAM.

- *Instructors and Swim Teachers wear the same clothing*
- *Royal Blue (high visibility) t-shirt or polo shirt with 'Instructor' or 'Swim Teacher' in dual language printed/embroidered in large text on rear and with new Water Safety Ireland logo on front left*
- *Navy/dark bottoms/shorts*
- *Flip flops/beach footwear/Trainers*

# OUTDOOR

## INSTRUCTOR OR SWIM TEACHER



PMS ORANGE 021 C

T SHIRT OR POLO SHIRT



- *If Instructing / Swim Teaching outdoors, a bright orange (high visibility) windbreaker or rash vest in dual language printed / embroidered in large text on rear and in smaller text with new Water Safety Ireland logo on the front*

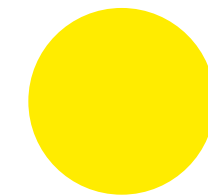
PLACE LOGO  
CA. 150mm FROM THE  
SHOULDER SEAM.

ALIGN "SWIM TEACHER"  
WITH THE CIRCLE'S  
CENTERLINE

CENTER TEXT ON  
BACK OF SHIRT.  
ALIGN THE TOP OF THE  
TEXT 200mm FROM  
THE NECK SEAM.



# LIFEGUARDS



PMS YELLOW C

T SHIRT

## POOL & BEACH

- Yellow t-shirt with red writing 'Lifeguard' in dual language on rear and Water Safety Ireland logo front right

- Red bottoms/shorts

## POOL

- Flip Flops/Runners/Swim Shoes

## BEACH

- Red windbreaker in dual language printed/embroidered in large text on rear and in smaller text with new Water Safety Ireland logo on the front
- Red swimwear with Water Safety Ireland logo
- Sunhat with Water Safety Ireland logo
- Flip Flops /Runners/Swim Shoes



PLACE LOGO  
CA. 150mm  
FROM THE  
SHOULDER SEAM.



CENTER TEXT ON  
BACK OF SHIRT.  
ALIGN THE TOP OF THE  
TEXT 100mm FROM  
THE NECK SEAM.

# OFFICIAL IWS REPRESENTATIVES

## MEN:

- Navy blazer with WSI crest embroidered
- Navy or grey trousers
- White shirt with or without crest embroidered
- WSI tie or WSI Pin/Brooch
- Option to wear own formal clothes with WSI pin/brooch
- Black or Brown Shoes

## WOMEN:

- Navy jacket with trousers/skirt/dress
- WSI scarf or WSI Pin/Brooch
- White shirt with or without crest embroidered
- Option to wear own formal clothes with WSI pin/brooch
- Dark Shoes

## SEMI FORMAL

- Navy Fleece or Navy Waterproof/softshell jacket with WSI crest embroidered (with sleeve or sleeveless)
- Dark Trousers
- White shirt with WSI logo embroidered (optional)





# SPORT COMPETITION

## OFFICIALS



PLACE LOGO  
CA. 150mm  
FROM THE  
SHOULDER SEAM.



CENTER TEXT ON  
BACK OF SHIRT.  
ALIGN THE TOP OF THE  
TEXT 100mm FROM  
THE NECK SEAM.

- Red Jacket with WSI logo
- Navy Polo Shirt with 'Official' in dual language printed/embroidered in large text on rear with new Water Safety Ireland logo on front left .
- Navy/Dark bottoms/shorts

# SURF LIFESAVING

## SPORTS COMPETITORS, COACHES & MANAGERS

- *County Colours permitted for clothing with WSI logo on left breast*
- *Name of county/region can feature on left sleeve and on right breast if desired (text only no logo)*
- *Sport cap in county colours with WSI logo*
- *Rash vests with WSI logo*



# OTHER AD HOC VOLUNTEERS



- *T-shirt, polo shirt colour options: Red, Navy, White with WSI logo (as per Pantone colour reference)*
- *Option to print WSI logo in Colour (ideal) or B&W (if cost an issue)*

# OTHER AD HOC VOLUNTEERS

LOGO CENTERS



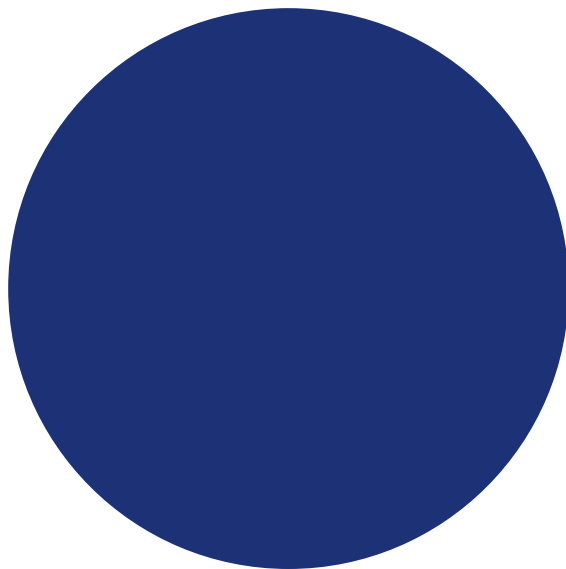
- Hoody/Sweatshirt in Red, Blue, White with WSI logo (as per Pantone colour reference)
- Baseball caps or Beanies in Red, Blue, White with WSI logo (as per Pantone colour reference)
- Beach Windbreaker – red long model (to knees or waist if preferred) with WSI logo
- Navy jacket – unisex with WSI logo



# BRAND COLOURS

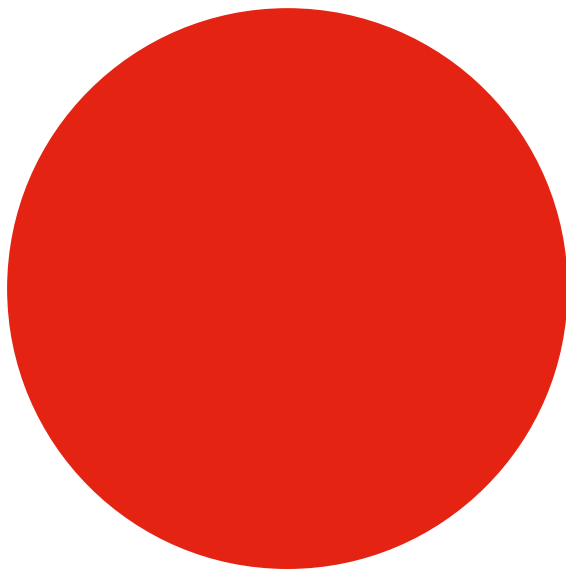
## PRIMARY

PMS 280 C  
CMYK 100 85 5 22  
RGB 25 50 118



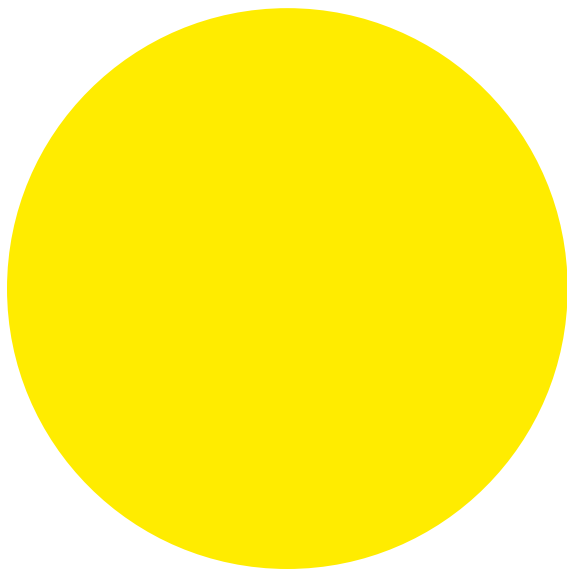
HEX: 193276

PMS 485 C  
CMYK 0 95 100 0  
RGB 228 27 19



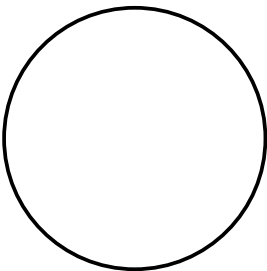
HEX: E41B13

PMS YELLOW C  
CMYK 0 1 100 0  
RGB 255 237 0

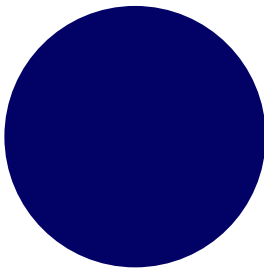


HEX: FFED00

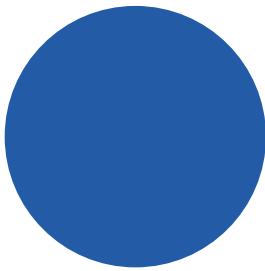
## SECONDARY



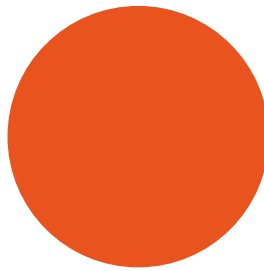
WHITE  
**EXAMINER**



PMS 2757 NAVY  
**OFFICIAL**  
**AD HOC VOLUNTEERS**  
INDOOR



PMS 293 U ROYAL BLUE  
**INSTRUCTOR**  
**SWIM TEACHER**  
OUTDOOR



ORANGE 021  
**INSTRUCTOR**  
**SWIM TEACHER**  
OUTDOOR



# USING OUR LOGO

ONLY EVER USE THE WATER SAFETY IRELAND LOGO EXACTLY AS SUPPLIED. IT SHOULD NEVER BE CHANGED OR ALTERED IN ANY WAY.



PRIMARY LOGO

1 D=LOGO DIAMETER (Ø)



EXAMPLE- IF LOGO Ø IS 40mm,  
PROTECTION AREA IS 50mm

PROTECTION AREA

30mm OR 85 PIXELS

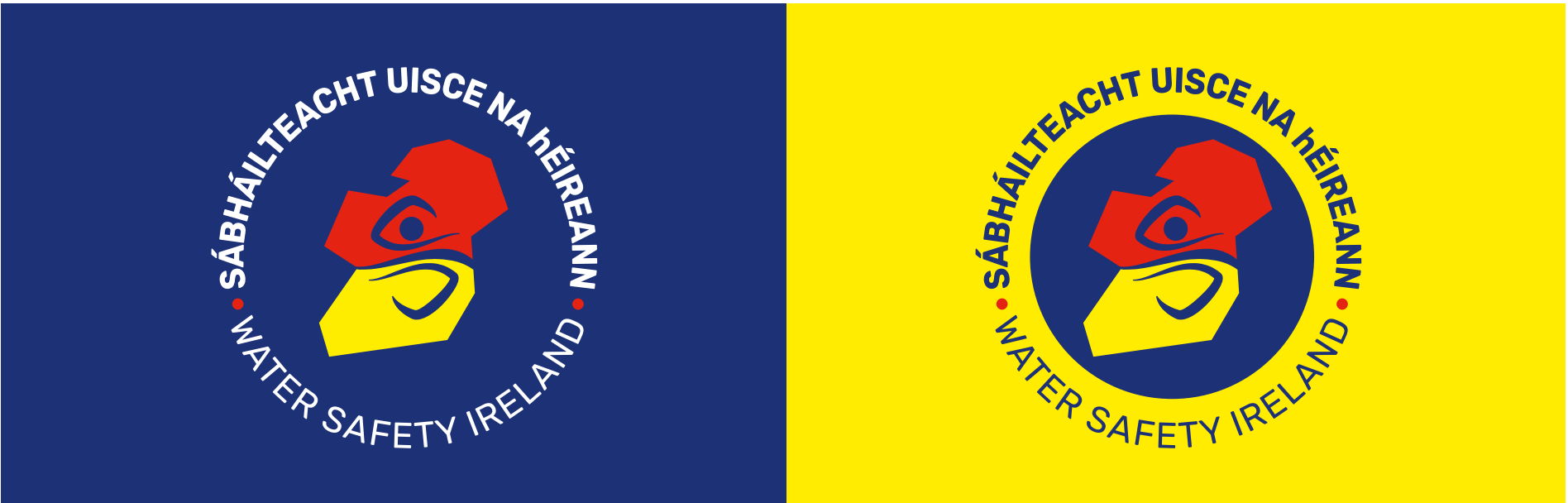


MINIMUM SIZE

Always ensure the correct amount of clear space is maintained

## ON COLOUR

Use white text logo version on dark backgrounds and dark text version on brighter coloured backgrounds.



# USING OUR LOGO

THERE SHOULD ONLY EVER BE A MAXIMUM OF TWO LOGOS PER GARMENT.



Never stretch or distort the logo.



Never change the colour of the logo.



Never change scaling of logo elements.



Never place the logo on a non brand colour



Never place the logo on a busy background.

# NAMING PROTOCOL



NO LOGO FOR LOCAL WSAC.  
NAME ONLY.

**WATER SAFETY IRELAND – KILDARE**

~~**KILDARE WATER SAFETY**~~

**WATER SAFETY IRELAND – CORK**

~~**CORK WATER SAFETY**~~

**WATER SAFETY IRELAND – CLARE**

~~**CLARE WATER SAFETY**~~

# WHERE TO SOURCE?



1

**Source all Swim Caps/Ties/Scarves/Pins via Water Safety Ireland HQ**

2

**Source locally with your preferred suppliers,  
but please ensure these guidelines are fully adhered too**

3

**If you require further assistance please contact Head office**



# APPENDIX

## CLOTHING TEXT TEMPLATES

**NOTE:** All fonts and logos can be downloaded at:  
**[http://tiny.cc/WSI\\_FONTS\\_LOGOS](http://tiny.cc/WSI_FONTS_LOGOS)**





**MÚINTEOIR SNÁMHA**  
**SWIM TEACHER**

**SCRÚDAITHEOIR**  
**EXAMINER**

**TEAGASCÓIR  
INSTRUCTOR**

**GARDA TARRTHÁLA  
LIFEGUARD**

TEXT TEMPLATES



**FEIDHMEANNACH**  
**OFFICIAL**

# THANK YOU!

