



WATER SAFETY IRELAND

DESIGN MANUAL AND IMPLEMENTATION GUIDELINES



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1. OUR VISION



THROUGH EDUCATION, TRAINING AND ACTION, WE WILL FOSTER A CULTURE THAT ENCOURAGES SAFER ATTITUDES AND BEHAVIOURS IN ALL THOSE WHO LIVE, WORK AND PLAY ON OR NEAR WATER IN IRELAND.

Through Ireland's National Drowning Prevention Plan, by 2027 we aim to reduce drownings in Ireland by 50% and, in doing so, make our waters safer for the highest risk populations, groups and communities.



2. BRAND VALUES

WE ARE

PROACTIVE

We strive to promote water safety, raise awareness of dangers and educate with practical advice to save lives.

POSITIVE

We believe, by changing attitudes through education and awareness, we can significantly reduce drownings in Ireland.

PASSIONATE

About water safety best practices in all environments and about facts & figures that can inform change.

PRACTICAL

We guide by experience and observation to deliver real and actionable advice for all members of the public.

3. OUR LOGO



PRIMARY LOGO

1 D=LOGO DIAMETER (\emptyset)



EXAMPLE- IF LOGO \emptyset IS 40mm,
PROTECTION AREA IS 50mm

PROTECTION AREA

30mm OR 85 PIXELS



MINIMUM SIZE

Always ensure the correct amount of clear space is maintained



3. OUR LOGO



**SÁBHÁILTEACHT UISCE
NA hÉIREANN**
WATER SAFETY
IRELAND



**SÁBHÁILTEACHT
UISCE
NA hÉIREANN**



**WATER
SAFETY
IRELAND**

SECONDARY LOGO

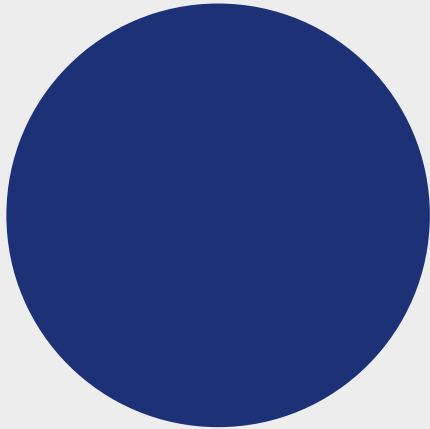
Landscape bilingual and monolingual versions for use only where use dictates
Examples would include event signage, feather flags and small space digital applications.



4. BRAND COLOURS

No other colour should ever be introduced as part of Water Safety Ireland Branding

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



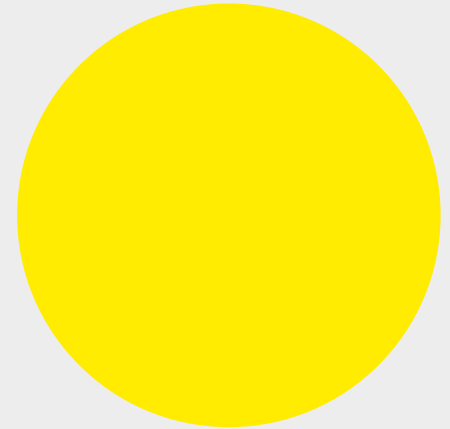
HEX: 193276

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



4. BRAND COLOURS



ON COLOUR

Primary logo has been created with a white text so it can hold on dark and blue backgrounds.



EXAMPLE A



EXAMPLE B



VIGNETTE



WHEN USED OVER AN IMAGE

Primary logo should be applied with a white text. When needed as per Example B, a vignette should be applied to darken the area behind the logo. It should multiply at 70%. Vignette supplied with Water Safety Ireland logo pack via Dropbox link.



5. TYPOGRAPHY

Water Safety Ireland employs two font styles, 'Rubik' and 'Open Sans Condensed'.

'Rubik' is our hero font. It is clean, modern and comes in a variety of weights.

It is Websafe and can be downloaded at the link below:

<https://fonts.google.com/specimen/Rubik>

Press the red + SELECT FONT button and follow download instructions.

RUBIK

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***



5. TYPOGRAPHY



'Open Sans Condensed' is professional, compact and easily legible especially at small sizes. It comes in 3 weights.

We use it mainly in long copy publications.

It is Websafe and can be downloaded at the link below:

<https://fonts.google.com/specimen/Open+Sans+Condensed>

Press the red + SELECT FONT button and follow download instructions.

OPEN SANS CONDENSED

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



THANK YOU!



NOTE: ALL HI-RES LOGOS AND WATER SAFETY IRELAND FONTS CAN BE DOWNLOADED BY CLICKING THE LINK BELOW:

[HTTPS://WWW.DROPBOX.COM/SH/1QRDM3YDI2JJPZX/AAAFHYHVK-_4NHLYT3H4JDBDA?DL=0](https://www.dropbox.com/sh/1QRDM3YDI2JJPZX/AAAFHYHVK-_4NHLYT3H4JDBDA?DL=0)

