SAA LOGOS & COLOR PALETTE

Below are the logos for Swim Across America that you can use for social media posting. Please do not use any other variations or colors of these logos.

Please see the reference below for how to properly size your Swim Across America logo and minimum sizing requirements.

Please see the reference below for the Swim Across America color palette.

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**MAKING WAVES TO FIGHT CANCER**

*full color on white background*

*white on blue background*

*tagline on white background*

**SWIM ACROSS AMERICA**

*Wavemaker badge on white background*

*Wavemaker badge on blue background*

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**PRIMARY COLOR PALETTE**

- PMS 281C
  - C100/ M72/ Y0/ K32
  - R0/ G62/ B126

**SECONDARY COLOR PALETTE**

- PMS 032C
  - C239/ M65/ Y53/ K23

- PMS 299C
  - C65/ M19/ Y0/ K0
  - R0/ G157/ B220

- PMS 2905C
  - C41/ M2/ Y0/ K0
  - R140/ G210/ B244
SAA FONTS

For hero copy/headers, we use Akzidenz-Grotesk Ext. Std., a typeface found in our logo. For sub-headers and body copy, we use a simple, elegant and sophisticated typeface, Helvetica Neue (TT). For apparel, either typeface can be used. Below you will find what both fonts look like.

**BODY COPY**

Helvetica Neue (TT) Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Helvetica Neue (TT) Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Helvetica Neue (TT) Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Helvetica Neue (TT) Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Helvetica Neue (TT) Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Helvetica Neue (TT) Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

**HERO COPY**

Akzidenz-Grotesk Ext Std. Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

**DIGITAL & WEB**

Used only when Helvetica Neue is not available

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ01234

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

SWIM TO FIGHT CANCER IN BOSTON.

Proper use of bold font

DO NOT use 3 SAA colors in hero copy. Please only use 2.

DO NOT use lowercase for hero copy. Always use all caps.

A full branding guide can be obtained by graphic designers for use for marketing collateral and event shirts/posters, etc., by contacting ryan@swimacrossamerica.org.