

# 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.



full color on white background



white on blue background



tagline on white background

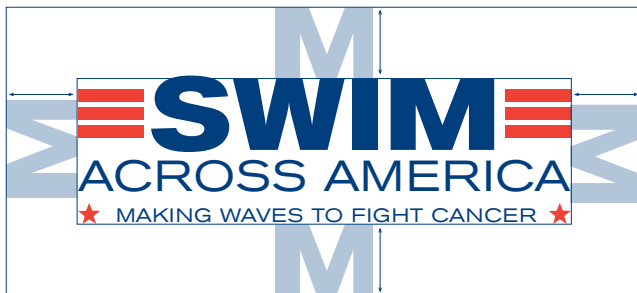


Wavemaker badge on white background



Wavemaker badge on blue background

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



with tagline 2"

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

## PRIMARY COLOR PALETTE

## SECONDARY COLOR PALETTE



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



PMS 032C  
C0/ M90/ Y86/ K0  
R239/ G65/ B53



PMS 299C  
C85/ 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  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Helvetica Neue (TT) Light Italic  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789*

Helvetica Neue (TT) Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Helvetica Neue (TT) Italic  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789*

Helvetica Neue (TT) Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789**

Helvetica Neue (TT) Bold Italic  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789***

### HERO COPY

Akzidenz-Grotesk Ext Std. Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 23456789**

### DIGITAL & WEB

Used only when Helvetica Neue is not available

Arial Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234

Arial Italic  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789*

Arial Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789**

Arial Bold Italic  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789***

**SWIM TO  
 FIGHT CANCER  
 IN BOSTON\***

Proper use of bold font

**SWIM TO  
 FIGHT CANCER  
 IN BOSTON\***

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

**Swim to  
 Fight Cancer  
 In Boston\***

**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](mailto:ryan@swimacrossamerica.org).