



EVENT DIRECTOR BRAND GUIDELINES

This guide provides instructions for Event Directors to properly use the SAA brand in your market. Please make sure that graphic designers still use the full brand guide found at www.swimacrossamerica.org/designers when creating new graphic materials.

DISCLAIMER TO PROFESSIONAL GRAPHIC DESIGNERS AND VENDORS: This brand guide is for the exclusive use of Event Directors and committee members that focus on brand responsibilities.

If you are using any local graphic designers for any of your printed material needs (posters, trifolds, shirts, towels), they'll need to first contact ryanb@swimacrossamerica.org to receive the full brand design guide and confirm knowledge of its contents.

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Examples of appropriate tone and style for our brand voice.

PURPOSE OF CONTENT	APPROPRIATE LANGUAGE	INAPPROPRIATE LANGUAGE
How do we reinforce the brand promise?	The money you raise at the Long Island Sound Swim will support 5 breakthrough beneficiaries in our community. From the first FDA approved melanoma vaccine in 13 years, to patient care in our neighborhoods, your impact helps people in ways that we can see. (clear language, relatable, clear promise, uses inclusive language)	The money we raise at the Long Island Sound Swim supports cancer centers, immunology research, services to cancer patients and pediatric oncology research. (promise is unclear, unmotivating)
How can we convey that we are a swimming, cancer non-profit, but that swimming is not a prerequisite for participation?	At Swim Across America, we are united by our commitment to the fight. You don't have to swim to make an impact. (inclusive, confident, sincere, reveals our connectedness)	Fighters wanted. Whether you are an elite swimmer or willing volunteer, we want you to join us as we fight cancer. (too salesy, too organization-centric)
How can we highlight what our organization has accomplished?	Together, we have raised over \$75 million to fight cancer. (inclusive, accomplished but not boastful)	Swim Across America has raised over \$75 million for cancer, and we are bringing the world closer to a cure. (overpromising, boastful)
How do we solicit donations, participation?	Your contribution matters. — Whether you give of your time, talent or generosity, we promise that your support will help fight cancer in your community. (inclusive, engages audience, forward-thinking)	Swim Across America needs your help. – Can't swim? No problem. Join us as a volunteer or send a contribution to find a cure for cancer. (too desperate, salesy, casual, overpromising)

JUST AS THE SWIM ACROSS AMERICA LOGO IS USED CONSISTENTLY, SO IS OUR NAME AND THE NAMES OF OUR EVENTS.

“**Swim Across America**” is the organization’s formal name.

EXTERNAL COMMUNICATIONS

In all external-facing communications including press materials, print, email and other copy dense communications, the organization’s formal name and event name/location should be used as follows:

First Mention:

Swim Across America
Swim Across America — Baltimore

Subsequent Mentions – you may choose any of the following:

Swim Across America
Swim Across America – Baltimore
SAA
SAA – Baltimore

For TV/radio, the Swim Across America name may not be abbreviated in any way. Please contact ryanb@swimacrossamerica.org if you have questions or need resources for media opportunities.

URLs & EMAIL ADDRESSES

In all communications, whether distributed by the national office or the committee offices, Swim Across America URLs and emails must be uppercase, and shown as follows:

SWIMACROSSAMERICA.ORG
SWIMACROSSAMERICA.ORG/BALTIMORE

SWIM ACROSS AMERICA IS A BLUE DOMINANT BRAND.

Our signature colors are the only colors that should be used to represent Swim Across America on print, signage, apparel, the web, digital advertising, etc.

PRIMARY COLOR PALETTE

PMS 281C (Dark Blue) and PMS 299C (Teal) are the primary colors used in our apparel and all promotional materials (print and digital).

SECONDARY COLOR PALETTE

PMS 032C (Red) is a great accent color used to excite our audience or create emphasis, but it should not be the dominant color in a composition. PMS 2905C (Light Blue) is to be used on PMS 281C (Dark Blue) background only.

PRODUCTION GUIDELINES FOR COLOR

Printing these colors as Pantone Matching System (PMS) spot colors is preferred. 4-color process (CMYK) color matches may be used if production restraints or budget limitations occur. Screen values (RGB) for each color have been provided for online materials, Microsoft® Word, and Microsoft PowerPoint®. Do not use tints or transparency.

PRIMARY COLOR PALETTE



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

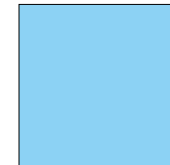


PMS 299C
C85/ M19/ Y0/ K0
R0/ G157/ B220

SECONDARY COLOR PALETTE



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



PMS 2905C
C41/ M2/ Y0/ K0
R140/ G210/ B244

ON A NAVY BACKGROUND:



DO use the light turquoise (PMS 2905C).

ON A WHITE BACKGROUND:



DO use the dark turquoise (PMS 299C).

Below are additional acceptable ways to use the Swim Across America logo.

CORRECT LOGO USAGE

Below, the logo appears in the full color version, or the red/white KO version, on appropriate background colors. These are examples of correct logo usage on print, apparel, swag, etc.



full color on white background



red and KO on PMS 299C



full color on PMS 2905C



navy PMS 281C



white KO on PMS 281C

INCORRECT LOGO USAGE

Below are examples of how not to use the SAA logo.



DO NOT use the logo on background colors not permitted in the Color Palette section.



DO NOT use full color logo on top of photography.



DO NOT change the colors.



DO NOT stretch or distort the logo.



DO NOT use the an altered version of the logo on a contrasting background. Red and light blue is NOT an approved logo.



DO NOT use the an altered version of the logo on a contrasting background. Red with white is NOT an approved logo.

THE SWIM ACROSS AMERICA LOGO SHOULD BE PROMINENT ON EVERYTHING WE PRODUCE.

CLEAR SPACE

An important part of maintaining a consistent presentation of the Swim Across America logo is keeping a clear area around it — free from other text, graphics or illustrations. The minimum amount of clear space surrounding the Swim Across America logo is equal to one height of the “M” in Swim (illustrated to the right). Please abide by the clear space ratio for all artwork or copy surrounding the SAA logo.

MINIMUM SIZE

For print, signage and apparel, the logo should never be smaller than 2” in width and should always appear with the tagline.

The logo may be smaller than 2” and the tagline may be removed if, and only if, the piece of swag being produced is itself smaller than 2”, (which would make the tagline illegible). The logo should never appear without the tagline on print or apparel.



with tagline 2”

For hero copy/headers, we use Akzidenz-Grotesk Ext. Std., a typeface found in our logo (as seen on the previous page). For sub-headers and body copy, we use a simple, elegant and sophisticated typeface, Helvetica Neue (TT). For apparel, either typeface can be used. **Event Directors** should make note of the fonts to use on digital and web communications.

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

HEADER 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

JOIN US IN MAKING WAVES TO FIGHT CANCER

PROIN SEMPER MAURIS A VELIT MALESUADA
 DONEC QUIS QUAM UT ANTE LUCTUS FAUCIBUS.

Quisquam dolor sit amet, consectetur adipiscing elit. Proin semper mauris a vel rtrum interdum neque sit amet suscipit. Aenean id mi faucibus enim fermentum p

Quisque sit amet dui magna, sed ornare ligula. Cum sociis natoque penatibus et m nascetur ridiculus mus. Donec quis quam ut ante luctus faucibus. Praesent in ligula. Curabitur ultricies elementum libero, ac lacinia elit placerat nec.

Maecenas velit velit, elementum eget euismod eu, ultricies id lacus. Aliquam erat vo justo trincidunt vitae interdum tortor ultrices. Morbi quis tellus dui, sed varius sapien

Quisque sit amet dui magna, sed ornare ligula. Cum sociis natoque penatibus et m nascetur ridiculus mus. Donec quis quam ut ante luctus faucibus. Praesent in ligula. Curabitur ultricies elementum libero, ac lacinia elit placerat nec.

★ WWW.SWIMACROSSAMERICA.ORG ★

SWIM TO FIGHT CANCER IN CHARLOTTE

CHARLOTTE OPEN WATER SWIM | SATURDAY, SEPTEMBER 23RD, 2017
 LAKE NORMAN YMCA BEACHFRONT
 1/2-MILE, 1.5-MILE, 3-MILE SWIMS OR A 2-MILE RELAY

BENEFITTING: Carolina HealthCare System Levine Cancer Institute

QUESTIONS? CONTACT MARY AL MARY@SWIMACROSSAMERICA.ORG
 REGISTER TODAY AND LEARN MORE AT: WWW.SWIMACROSSAMERICA.ORG/CHARLOTTE

SWIM ACROSS AMERICA
 MAKING WAVES TO FIGHT CANCER

@CHARLOTTESSAA

sample collateral

WE ARE DRIVEN, PASSIONATE, UNITED AND OPEN.

PHOTOGRAPHY

Use photography from our events. Please do not purchase or use stock photos. Please **DO NOT** use collages or images that have poor resolution or brightness. *DO NOT apply special effects or filters to photography.* A zip file of national SAA-approved pictures can be found at swimacrossamerica.org/directors

ILLUSTRATIONS

In order to represent the Swim Across America brand consistently, we **DO NOT** use illustrations for any promotional materials or on apparel.

Please also use caution when selecting bathing suit images in respect to participants that might not want to be featured or might find unflattering.

UNACCEPTABLE PHOTOGRAPHY USAGE



DO NOT use photography with the old SAA logo.



DO NOT crop into heads. Leave clearance above head and try to display logo in its entirety when possible.



DO NOT apply special effects or Photoshop filters to photography.

ACCEPTABLE EXAMPLES OF PHOTOGRAPHY



UNACCEPTABLE ILLUSTRATION USAGE



DO NOT use an illustration on any promotional products



DO NOT use any illustrations in combination with the SAA logo

HOW WE CONNECT WITH SWIMMERS FOR OUR EVENTS

PROFILE IMAGE

Convert profile icons to the custom SAA logo on a white background with local chapter city.

EVENT HEADER

Use the 2018 Event Header as the cover photo. This is the same image found on our events page for your local chapter.

Email ryanb@swimacrossamerica.org if he doesn't have access to your page and you need these images

SOCIAL MEDIA GUIDE

Use the Social Media Guide created by the National office to receive additional content and ideas. Please email ryanb@swimacrossamerica.org if you need a new copy.

Profile Image

Event Header

The screenshot shows a Facebook event page for 'Atlanta Open Water Swim' on September 22, 2018. The profile picture is the Swim Across America logo with 'ATLANTA' below it. The event header features a large photo of the event site with a lake in the background and the text 'ATLANTA OPEN WATER SWIM 09.22.18'. The page includes a 'Sign Up' button and a 'Send Message' button. The bottom of the page shows interaction buttons: 'Like', 'Follow', '+ Create Fundraiser', and '...'. The page name is 'Swim Across America - Atlanta' with the handle '@saaatlanta'.

BE POWERFUL, INFORMATIVE AND MEMORABLE WITH SOCIAL MEDIA POSTS

Please avoid any shortcuts with creating social media content. While tempting, it's best to stick with the guidelines set below:

1. Stay far away from internet templates! Templates are available from National.
2. Never place the SAA logo, hashtag or copy on top of an image.
3. **DO NOT** center justify the hero/header message.
4. Always use official SAA fonts as specified in this document.
5. **DO NOT** use red backgrounds!
6. Ask ryanb@swimacrossamerica.org if you have any questions before posting :)

To the right, we have posted examples of what **NOT TO DO** when posting on social media. Thank you!



DO NOT use internet templates



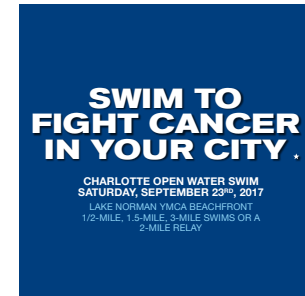
DO NOT use SAA logo on top of an image.



DO NOT use SAA logo with a white background on any image OR background color.



DO NOT use red backgrounds



DO NOT center justify the hero/header message



DO NOT use fonts other than the ones provided and approved by National.



DO NOT put hashtags on photos, photos.

To the right, you will find examples of social media posts that promote the national brand as it should be.

1. DO use photography that captures the passion of the brand, shows the logo and is cropped properly.
2. DO use the Repost app with associated user and give credit (make sure it isn't cropping the Repost badge off).
3. DO use proper hashtags.
4. DO use unique, fun ways to promote fundraising and fundraisers that follow branding guidelines.
5. DO use the gallery option for events. Showcase up to 10 beautiful, inspiring, fun photos from your event!
6. Ask ryanb@swimacrossamerica.org if you have any questions before posting :)

To the right, we have posted examples of what **NOT TO DO** when posting on social media. Thank you!



DO use beautiful photography that is cropped and shows a logo



DO use the REPOST app



DO find unique ways to cleanly promote fundraisers!



DO use inspirational quotes that follow branding guidelines

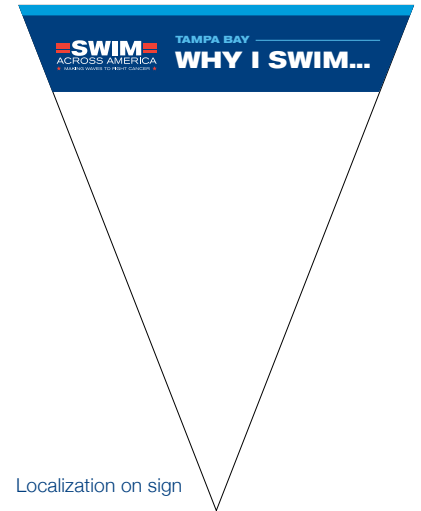


DO post slideshows from your events! Up to 10 beautiful images!

Do you have items you'd like to see localized for your event? Please contact miriam@swimacrossamerica.org for design help and approval. Thanks!



Localization on back of shirt specifies city of event. Please see the 2018 brand recommendations for shirt options



Localization on sign



Localization on koozie



Localization on hat



Localization on sign

SPREAD THE WORD

Please send ryanb@swimacrossamerica.org a request if you'd like to create a local press release from a template.



SWIM ACROSS AMERICA TO HOST INAUGURAL KIAWAH ISLAND OPEN WATER SWIM AND CLINIC

- WHAT:** Swimming enthusiasts, including Olympians, kayakers and volunteers will take part in **Swim Across America's** inaugural Kiawah Island Open Water Swim. The open water clinic and swim will feature participants that fundraise for cancer research. The money raised will benefit the eight named **Swim Across America labs** at world-renowned beneficiaries.
- WHEN:** **Sunday, July 23rd, 2017.** The Open Water Swim will take place from 8 AM -10:30 AM., followed by post-swim festivities from 11 AM to Noon.
- Saturday, July 22nd, 2017.** **Freshfields Village Shopping Center** on Kiawah Island will host **Swim Across America Day** from 2-6 PM. The event will include live music, Olympian appearances, sponsor games, a raffle and participating discounts from stores and restaurants.
- WHERE:** Swimmers will register at Night Heron Park (Kiawah Island) and then make their way to Boardwalk 18 to participate in an open water swimming clinic taught by Olympians and local coaches and trainers. Following the clinic, participants will make their way to the Sanctuary to swim in the ½ mile open water course. Following the event, there will be a ceremony and lunch.
- CONTACT:** Media interested in covering the event or arranging interviews should contact: Ryan Baucom at ryanb@swimacrossamerica.org and (919) 413-4200



Media Contacts:
Lucy Crosswell, 404-983-7406, lucy@projectpr.net
Chrissie Gallentine, 404-785-7614, chrissie.gallentine@choa.org

More than 10 Olympians to Participate in Swim Across America-Atlanta

ATLANTA April, 2017) – [Swim Across America](#) is planning a big splash for the 5th anniversary of the [Atlanta Open Water Swim](#) at [Lake Lanier](#) on Saturday, September 23, 2017.


In celebration of its 5th year, the Atlanta Swim aims to raise \$500,000 after surpassing a \$1.25 million milestone to benefit pediatric cancer research at the [Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta](#). This year's event will include a half-mile, one-mile, 5K, and two-mile relay swims. An inaugural Duck Splash is being offered for less experienced swimmers who want to jump in on the *fun-raising*. Registrants may swim individually or as part of a team to honor friends or family touched by cancer.

More than 10 Olympians are expected to swim the event and participate in an autograph clinic for registered swimmers. Topping the list is Missy Franklin, two-time Olympian and six-time Olympic medalist (2012 and 2016). Other Olympians instrumental to the Atlanta Open Water Swim are Steve Lundquist, Doug Gjertsen, Heather Petri and Kristy Kowal. The full list of SAA Olympians can be found [here](#).

"We always set our sights high, and we've added pool swim fundraisers and other big incentives this year to help our teams reach our 5th anniversary goal," said Megan Melgaard, SAA-Atlanta event chair. "Thanks to the generosity and involvement of Presenting Sponsors Accenture and Cisco, as well as support from dozens of corporate sponsors and civic teams, the Atlanta Open Water Swim is considered a national model."

SPECIAL EVENTS

Please send ryanb@swimacrossamerica.org for collateral ideas to use at autograph stations or for other publicity opportunities



KATIE MEILI
2016 OLYMPIAN
2-TIME MEDALIST AT RIO OLYMPIC GAMES
TEAM USA
SWIM ACROSS AMERICA AMBASSADOR

SWIM
ACROSS AMERICA
★ MAKING WAVES TO FIGHT CANCER ★

FOAC

THANK YOU FOR SUPPORTING

SWIM
ACROSS AMERICA
★ MAKING WAVES TO FIGHT CANCER ★

BENEFITTING:

 RUSH UNIVERSITY
MEDICAL CENTER



**SWIM EASY.
FIGHT HARD.***
THE SWIM IS THE EASY PART

JOIN SWIM ACROSS AMERICA TO HELP FIGHT CANCER!
This summer we invite Summer Leagues, club teams, Masters swimmers, triathletes, water aerobics, or learn-to-swim programs to partner with Swim Across America and raise funds for cancer research. Host a benefit swim and discover the tangible impact your efforts can have on the fight against cancer.

REGISTER TODAY AND LEARN MORE AT:
WWW.SWIMACROSSAMERICA.ORG

SWIM
ACROSS AMERICA
★ MAKING WAVES TO FIGHT CANCER ★

f @SAASWIM

A Swim Across America brand committee compiled these recommendations to ensure consistency in all markets. In the case you prefer to not use the nationally recommended vendors or designs in 2018, you'll need to follow these instructions below.

IF YOU HAVE A DIFFERENT PREFERRED VENDOR

1. Contact ryanb@swimacrossamerica.org and alert him to which vendors you'll be using.
2. Your vendor will be instructed to read through the full brand guide for graphic designers and submit a written agreement that they have completed this action.
3. Any proof must be submitted by the vendor and approved by ryanb@swimacrossamerica.org before collateral/shirts/towels, etc are sent to print.

IF YOU HAVE A DIFFERENT PREFERRED DESIGN OR NEW ITEM

1. Contact ryanb@swimacrossamerica.org and alert him to which branded items you're considering printing (this includes any postcards, flyers, shirts, towels and locally branded items).
2. Your graphic designer will be instructed to read through the full brand guide for graphic designers and submit a written agreement that they have completed this action. This includes graphic designers that have been used in years prior to 2018 as we have updated guides that need to be reviewed.
3. Any proof must be submitted by the designer and approved by ryanb@swimacrossamerica.org before collateral/shirts/towels, etc are sent to print.