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.
Examples of appropriate tone and style for our brand voice.

<table>
<thead>
<tr>
<th>PURPOSE OF CONTENT</th>
<th>APPROPRIATE LANGUAGE</th>
<th>INAPPROPRIATE LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do we reinforce the brand promise?</td>
<td>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)</td>
<td>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)</td>
</tr>
<tr>
<td>How can we convey that we are a swimming, cancer non-profit, but that swimming is not a prerequisite for participation?</td>
<td>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)</td>
<td>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)</td>
</tr>
<tr>
<td>How can we highlight what our organization has accomplished?</td>
<td>Together, we have raised over $75 million to fight cancer. (inclusive, accomplished but not boastful)</td>
<td>Swim Across America has raised over $75 million for cancer, and we are bringing the world closer to a cure. (overpromising, boastful)</td>
</tr>
<tr>
<td>How do we solicit donations, participation?</td>
<td>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)</td>
<td>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)</td>
</tr>
</tbody>
</table>
“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

Just as the Swim Across America logo is used consistently, so is our name and the names of our events.
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.
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.
TYPOGRAPHY OVERVIEW

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
  ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

**DIGITAL & WEB**

- Used only when Helvetica Neue is not available
- Arial Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ1234

- Arial Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

- Arial Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

- Arial Bold Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
PHOTOGRAPHY & ILLUSTRATION USAGE

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. DO NOT use an illustration on any promotional products. DO NOT use any illustrations in combination with the SAA logo

ACCEPTABLE EXAMPLES OF PHOTOGRAPHY

UNACCEPTABLE ILLUSTRATION USAGE
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.
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!
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 fund-raisers 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 you have items you’d like to see localized for your event?
Please contact miriam@swimacrossamerica.org for design help and approval. Thanks!
PRESS RELEASES

SPREAD THE WORD

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

Please send ryanb@swimacrossamerica.org for collateral ideas to use at autograph stations or for other publicity opportunities.
USE OF OUTSIDE VENDOR/DESIGNS

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.