



World Water Safety

## INTERNATIONAL LIFE SAVING FEDERATION

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### ILS POLICY – POL 15

## USAGE GUIDELINES OF THE ILS LOGO

### 1. INTRODUCTION

This document shows the benefit from the power and unity of the International Life Saving Federation's (ILS) logo. It provides the users with the basic tools necessary to reproduce the ILS logo correctly, including colours, sizes and position.

Correct use of the logo will enhance public recognition of the ILS brand and unify its image. It will also show the ILS's commitment to enforcing the Intellectual Property Rights associated with the logo trademark. This is vital for protecting our sponsorship and marketing programmes. By consistent and considered implementation, the ILS will build a recognisable and admired brand that positively reflects the ILS.

### 2. HISTORY OF THE LOGO

Organised international lifesaving activities date back to 1878 when the first World Congress was hosted in Marseille, a city in the South of France. A need for an international forum to exchange ideas was soon recognised. This led firstly to the establishment of the Fédération Internationale de Sauvetage Aquatique (FIS) and then later the formation of World Life Saving (WLS). Both organisations were established to promote still-water and surf lifesaving objectives throughout the world.

FIS and WLS merged in 1993 into the International Life Saving Federation (ILS). When the ILS was formed, a Charter was signed between FIS, WLS and ILS and a new logo was designed by Kevin Weldon AM, the ILS Founding President. The ILS logo was a merging of the logos of FIS and WLS. The common aim of bringing both individuals and organisations inside the new "global circle" for lifesaving protection and security, underlies the ILS logo design.

The colours of white, red, yellow and blue represent well known rescue colours in fresh water, surf and ocean waterways. The logo represents the new pinnacle authority for World Water Safety.

### 3. THE ILS LOGO

#### A. Total Corporate signature

The combination of the ILS circle logo and the Tag Line (World Water Safety) constitutes the total corporate signature. Wherever the total corporate signature appears, the proportions between the symbol and logo are vitally important and must be adhered to.

#### B. Typeface

The typeface used in the logo is Palatino Bold. Other typefaces that can be used are Arial Bold. It is most important to use the ILS signature type as shown in the examples using capital and lower case letters to maintain the corporate logo. Under no circumstances is the ILS type or ILS circle to be changed, stretched, enclosed, reversed or any other effect which changes its signature appearance other than shown within these guidelines.

#### C. The Meaning of the logo



#### D. Colours

Reproduction methods of the logo will vary depending on its application. The artwork within this guide should cover all applications. The colours are specified as either CMKY Process Colours or Pantone Colours, both colours systems are international standards and should always be maintained.

**Colour Logo** (Process Colours or 3 Spot Pantone Colours) examples.



## E. Single and double colour versions

These variations come from the colour palette and can be used on light backgrounds when printable colours are limited and it is not possible to use the full-colour version.

**2 Colour Logo**  
(Spot) Process Blue,  
Red Pantone 032



**1 Colour Logo**  
(Spot) Process Blue  
Pantone



**1 Colour Logo**  
(Spot) Red Pantone  
032



**1 Colour Logo**  
Black with Tint



**1 Colour Logo**  
Line Art



**Base Art**  
For Process Colour  
Reproduction only



## F. Single-colour versions, negative

White on coloured background. The single-colour white version is recommended for use on the vivid coloured backgrounds. It can also be used on photographic and illustrative backgrounds.

### G. Single-colour versions, positive

Vivid palette on vivid background. A slightly darker version is recommended for use on a complementary coloured background. Both the foreground and background colours are from our vivid colour palette.

### H. Single-colour versions, negative

Vivid palette on vivid background. A slightly lighter version is recommended for use on a complementary coloured background. Both the foreground and background colours are from our vivid colour palette.

### I. Single-colour versions, positive

Muted palette. A slightly darker version is recommended for use on a complementary coloured background. Both the foreground and background colours are from the muted colour palette.

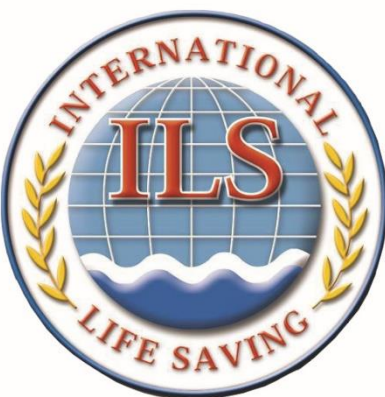
### J. The Logo: acceptable variations



Flat logo



Logo in layers



Logo in 3 D

### K. The Tag Line symbol

The Tag Line to be used under the logo is: **World Water Safety**. The Tag line should be used as frequently as possible wherever space allows.



## L. Logos for reproduction



## 4. USAGE OF THE LOGO

The ILS logo is a trademarks of the International Life Saving Federation. The use of the ILS Trademarks that might cause confusion in the marketplace, including but not limited to in advertising, on websites, or on software may not be used. The ILS protects the ILS Trademarks on behalf of the entire lifesaving community. In fact, the law obligates trademark owners to police their marks and prevent the use of confusingly similar names by third parties. If you have questions about this policy, please contact the ILS Headquarters.

Except as prohibited by law, the person or entity who is using the ILS Trademark under the terms of these Guidelines ("User") acknowledges that the ILS is the sole and exclusive owner of the ILS Trademarks and agrees that it will do nothing inconsistent with such ownership either during the term of such use or afterwards. Specifically, the User will take

no action that will interfere with or diminish the ILS's right in the ILS Trademarks. The User acknowledges that the ILS Trademarks are valid under the applicable law and that the User's utilisation of the ILS Trademarks will not create any right, title or interest in the ILS Trademarks. The User agrees not to apply or assist any third party to register the ILS Trademarks or a confusingly similar designation anywhere in the world. If any application for registration is or has been filed by or on behalf of the User in any country and relates to any mark which, in the reasonable opinion of the ILS, is confusingly similar, deceptive or misleading with respect to, or dilutes or in any way damages the ILS Trademark, the User shall, at the ILS's request, abandon all use of such mark, and any registration or application for registration thereof and shall reimburse the ILS for all costs and expenses of any opposition or related legal proceeding, including attorneys' fees, instigation by the ILS or its authorised representative. Upon the written statement that the User is not using the ILS Trademarks in accordance with these Guidelines, within ten (10) days, User shall modify its use to comply with these Guidelines or cease using the ILS Trademarks.

#### **A. Usage that does not require written permission**

ILS Regional Branches, ILS Full Members, ILS Associate Members, ILS Corresponding Members may use the ILS logo and Tag Line on their letterhead without requiring written permission as long as the use is in compliance with these guidelines. The logo cannot be used adjacent to a commercial name or logo.

#### **B. Usage on Lifesaving Certificates**

ILS Regional Branches, ILS Full Members, ILS Associate Members, ILS Corresponding Members may not use the ILS logo on their certificates, except in the specific situation that such use was approved in writing by the ILS Headquarters and that the appropriate fee was paid.

Where approval has been granted by ILS in writing, the ILS Full Member may use the ILS Approved Certificate logo in accordance with the conditions of use and only within the approvals specified time frame.



#### **C. ILS Accredited or Sanctioned Courses**

ILS Regional Branches, ILS Full Members, ILS Associate Members, ILS Corresponding Members may use the ILS Accredited Course logo if and when an ILS sanctioned course is organised and was approved in writing and beforehand by the ILS Headquarters.



#### D. ILS Sanctioned Events

ILS Regional Branches, ILS Full Members, ILS Associate Members, ILS Corresponding Members may use the ILS Sanctioned Event if and when an event is organised in accordance with ILS rules, conditions or guidelines and was approved in writing and beforehand by the ILS Headquarters.



#### E. ILS Commercial Partners

Only those commercial partners formally approved by the ILS will be permitted to link their products with the ILS Approved Product logo. Approved product suppliers will be identified by attaching the "Approved Product" logo on the approved product. A formal licensing process and subsequent approval can only be sanctioned by the ILS authorities. Once approved, licensed merchants can use the logo in advertising and other promotional activities, when and where appropriate.



#### F. Use of the ILS logo by non-commercial and community web sites

In the past, community members have inquired whether it is permissible to show support for the ILS by:

- Placing the ILS Trademarks on a personal web site or blog to support the ILS.
- Making a page on a social networking web service to support the ILS.
- Linking to the ILS website to provide information or show support for the ILS.

The guidelines relating to such usage are set forth in this section.

It is permissible to use the ILS Trademarks on websites to show your support to the ILS, provided that:

- Approval in writing beforehand was provided by the ILS Headquarters.
- Where possible, the design logo hyperlinks to the ILS website, <http://www.ilsf.org>, or if that is not possible, the site includes a prominent link to the ILS website at <http://www.ilsf.org>.
- Proper trademark symbols are used in connection with the ILS Trademarks.
- The Logo Usage Guidelines are strictly observed.
- The site indicates clearly that it is not affiliated with or endorsed by the ILS; in addition, where possible:
  - The site must include the text "This site is not affiliated with or endorsed by the International Life Saving Federation" prominently on any page that includes the ILS Trademarks, and
  - If the ILS Trademarks appear in a page header or any area that is designed to be presented on more than one page, the notice must also be designed to be presented on all of those pages as well. (i.e., if the ILS Trademarks appear in a

site-wide header, the informational text must appear in that header or an identically site-wide footer).

- The site does not use visual styling that could be confusing to viewers or visitors as to whether the site is hosted by or on behalf of the ILS.
- The site does not display commercial logos on the page where the ILS logo is displayed.
- A copy of the use of the ILS Trademarks is provided to the ILS Headquarters within seven (7) days of its initial use, for example by sending an URL or other copy of such use to [ils.hq@telenet.be](mailto:ils.hq@telenet.be).

#### **G. Use of the ILS logo by commercial web sites**

In the past, commercial members have inquired whether it is permissible to:

- Display a link to the ILS website using the ILS Trademarks from a business web site.
- Display the ILS Trademarks as part of a business approved by the ILS.

The guidelines relating to such usage are set forth in this section.

It is permissible to use the ILS Trademarks on commercial web sites, provided that:

- The web site has non-ILS primary branding.
- The design logo hyperlinks to the ILS website <http://www.ilsf.org>.
- The use does not imply sponsorship or endorsement by the ILS.
- The use of the ILS Trademarks does not imply an association with nor any form of endorsement by the ILS.
- Proper trademark symbols are used in connection with the ILS Trademarks and the trademark attribution statement must appear.
- The site does not use visual styling that could be confusing to viewers or visitors as to whether the site is hosted by or on behalf of the ILS.
- A copy of the use of the ILS Trademarks is provided to the ILS headquarters within seven (7) days of its initial use, for example by sending a URL or other copy of such use to [ils.hq@telenet.be](mailto:ils.hq@telenet.be).

#### **H. Use of the ILS logo on Promotional events**

In the past, community members have inquired whether it is permissible to use the ILS Trademarks to promote events such as championships or other life saving activities. The guidelines relating to such usage are set forth in this section.

It is permissible to use the ILS Trademarks in such promotional events, provided that:

- The use does not imply sponsorship or endorsement by the ILS.
- The use of the ILS Trademarks does not imply an association with or endorsement of the event.
- Proper trademark symbols are used in connection with the ILS Trademarks.
- The Logo Usage Guidelines are strictly observed.
- A copy of the use of the ILS Trademarks is provided to the ILS Headquarters before the event or promotional event takes place.

If some goods are given away at the event, the ILS logo may not appear on such goods.

#### **I. Use of the ILS logo in Publications**

It is permissible to use the ILS Trademarks in the title and content of a publication, provided that:



- The use does not imply sponsorship or endorsement of the publication by ILS.
- Proper trademark symbols are used in connection with the ILS Trademarks.
- The Logo Usage Guidelines are strictly observed.

A copy of the use of the ILS Trademarks is provided to the ILS Headquarters before the publication.

#### **J. Usage of the ILS logo that Require Prior Written Approval**

In all cases, not identified above, a written approval is requested.

### **5. USAGE OF THE LOGO IN CONJUNCTION WITH THE LOGO OF THE LIFESAVING WORLD CHAMPIONSHIPS**

#### **A. Communication Objective**

- To enhance the recognition and reputation of the Lifesaving World Championships with standardised visual identity guidelines that can be applied consistently to multiple events over time.
- To communicate “at-a-glance” the date and location of the Lifesaving World Championships.
- To ensure recognition of the Lifesaving World Championships as an ILS event.

#### **B. Communication Objective**

- The ILS has the intention to enhance the recognition and reputation of the Lifesaving World Championships with standardised visual identity guidelines that can be applied consistently to multiple events over time.
- To communicate “at-a-glance” the date and location of the Lifesaving World Championships.
- To ensure recognition of the Lifesaving World Championships as an ILS event.

#### **C. Target Groups**

- Primary: ILS Member Federations/Organisations.
- Secondary: collaboration partners/organisations/individuals who are closely aligned with lifesaving and lifesaving sport.

#### **D. ILS Relationship**

- The ILS owns the Lifesaving World Championships and all associated properties.
- The ILS will plan and stage the Lifesaving World Championships in cooperation with partners. The relationship is clear in the operational contract for the event. Compliance with this visual identity guideline is part of the operational contract.

#### **E. World Championships name**

- The official name of the World Championships is “Lifesaving World Championships.”

#### **F. Visual Identity**

- The ILS provides the visual identity rules within which the host designs the Lifesaving World Championships identity.

- The ILS will have a visual identity with the Lifesaving World Championships such that the casual observer will recognise an ILS association with the event.
- The ILS provides the visual identity rules within which the host designs the Lifesaving World Championships identity.
- The ILS must approve the visual identity of each Lifesaving World Championships.
- The ILS Board of Directors (alone) may approve title sponsorship.
- The visual identity of a Lifesaving World Championships must mandatory include:
  - The ILS Logo. The ILS identity must conform to ILS visual identity guidelines.
  - The words: Lifesaving World Championships.
  - The World Championships Location. The World Championships host city/town (e.g. "Madrid") alone, or the city/town and country if the city/town alone is an insufficient identifier (e.g. "Porto, Portugal").
  - The World Championships identity must be easily adaptable to large and small applications across a variety of media including: print (e.g., posters, brochures); electronic (email, web); fabric (e.g., T-shirts, banners, flags); merchandise (e.g., mugs, pens, key chains, glass).
  - The host can include an event logo.
  - The location and year.
  - The Event logo and ILS logo form together the Lifesaving World Championships logo.
- The visual identity must:
  - Give priority use to the colours of ILS; red, yellow and blue.
  - Be as simple as possible.
  - Be clear and legible in black/white as well as colour applications.
  - Be clear and legible when reduced in size for use in smaller applications such as letterhead and merchandise.

## G. Examples

The 2016 Lifesaving World Championships



The 2018 Lifesaving World Championships



## **6. USAGE OF THE LOGO IN CONJUNCTION WITH THE LOGO OF THE ILS WORLD CONFERENCE ON DROWNING PREVENTION (WCDP)**

### **A. Communication Objective**

- The ILS has the intention to enhance the recognition and reputation of the conference with standardised visual identity guidelines that can be applied consistently to multiple events over time.
- To communicate “at-a-glance” the date and location of the conference.
- To ensure recognition of the conference as an ILS event.

### **B. Target Groups**

- Primary: ILS Member Federations/Organisations.
- Secondary: collaboration partners/organisations/individuals who are closely aligned with drowning prevention, aquatic lifesaving, resuscitation and emergency care, lifesaving and lifeguarding education, water safety, rescue, lifesaving/guarding services, etc...

### **C. ILS Relationship**

- The ILS owns the World Conference on Drowning Prevention and Exhibition and all associated properties.
- The ILS will plan and stage the Conference in cooperation with partners. The relationship is clear in the operational contract for the event. Compliance with this visual identity guideline is part of the operational contract.

### **D. Conference name**

- The official name of the conference is “World Conference on Drowning Prevention”.
- The name can be abbreviated as “WCDP (year)”. However the short form version is for internal ILS communication and only after the full title has been used.

### **E. Visual Identity**

- The ILS provides the visual identity rules within which the host designs the Conference identity.
- The ILS will have a visual identity with the conference such that the casual observer will recognise an ILS association with the event.
- The ILS must approve the visual identity of each Conference.
- The ILS Board of Directors (alone) may approve title sponsorship.
- The visual identity must mandatory include:
  - The ILS Logo on the left. The ILS identity must conform to the ILS visual identity guidelines.
  - The words: WORLD CONFERENCE ON DROWNING PREVENTION in the typeface Alte Haas Grotesk and the script font is Marydale.
  - The Conference Location, The Conference host city/town (e.g. “Madrid”) alone, or the city/town and country if the city/town alone is an insufficient identifier (e.g. “Porto, Portugal”).
  - The Conference identity must be easily adaptable to large and small applications across a variety of media including: print (e.g., posters, brochures); electronic (email, web); fabric (e.g., T-shirts, banners, flags); merchandise (e.g., mugs, pens, key chains, glass).

- The host can include on the right, an event logo.
- The location and date can be on the right side or below the logo as presented in the examples hereunder.
- The visual identity must:
  - Give priority use to the colours of the ILS; red, yellow and blue.
  - Be as simple as possible.
  - Be clear and legible in black/white as well as colour applications.
  - Be clear and legible when reduced in size for use in smaller applications such as letterhead and merchandise.

## F. Examples

