

# NATIONAL DROWNING PREVENTION WEEK

# LOGO GUIDELINES



The Society designates the third week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention. The specific dates are featured in the NDPW logo and updated each year.

## Use of the NDPW logo

Lifesaving Society Affiliate Members and organizations hosting, planning or participating in NDPW events may use the NDPW logo on their websites or promotional materials.

Symbols become meaningful through frequent and consistent usage. Consistency is crucial: please follow these rules whenever you use the NDPW logo:

NDPW provides a focus around which community Water Smart® educators can plan news releases, do television and radio interviews, and deliver public demonstrations and other events. Many successful community events are launched with a Mayor's Proclamation of Drowning Prevention Week.

## On a white or light-coloured background

Depending on the specifics of your application(s) and budget:  
1st choice: use the colour logo



2nd choice: black & white logo



## On a dark background



### Always

- Use all the elements of the logo.
- Leave "white" space around the perimeter of the logo. Avoid crowding the logo with other logos or copy or the edges of paper or screen.

## Never

- Alter the logo in any way (e.g., change the font; delete the Lifesaving Society name; add additional elements; change the dates; use any other colours or switch the colours around; try to incorporate the Society's corporate logo or any other logos).
- Reproduce the logo in a size so small that the Society's name is obscured.
- Resize the logo disproportionately.

For further information, contact the National Public Education Commissioner at the Lifesaving Society National office:

287 McArthur Avenue, Ottawa, Ontario, K1L 6P3

Phone: 613.746.5694

Web: [www.lifesaving.ca](http://www.lifesaving.ca)

® Water Smart is a registered trademark of the Royal Life Saving Society Canada.

May 2016