

School Swimming and Water Safety Charter Stamp

Guidelines for use

'Swim England' School Swimming and Water Safety Charter Stamp is a unique designation which indicates that a school has signed a partnership with Swim England to be the School Swimming and Water Safety Charter.

It is an effective demonstration of how the school has committed to 'Take School Swimming Seriously' and is a reflection of communicating the positive benefits of having committed to pupils, teachers and parents.

It is provided to primary schools in England who have officially signed up to the School Swimming and Water Safety Charter.

The Stamp is provided as a jpeg, the following are official documentations. Signed, the include:

- Website
- Social media site
- Headed paper
- Any documentation concerning school swimming
- School newsletter
- Brochure and promotional material.

SUPPORTING ORGANISATIONS

In elected civic, municipal, local authority, private pool operators, swimming school and other supporting organisations may also be identified as a holder of the School Swimming and Water Safety Stamp designation. This will indicate their support of the School Swimming and Water Safety Charter by working in collaboration with School Swimming and Water Safety Charter schools.

Those identified as organisations wishing to be the School Swimming and Water Safety Charter Stamp in their material should contact Swim England directly at school_swimming@swimming.org, providing the details of the authority/primary school(s) that they are working with.

USE OF THE STAMP

This is a preferred presentation of the School Swimming and Water Safety Stamp. Where possible the graphic for material should be used in all communication, tilted at a 5 degree or -5 degree.

The proportion and positioning of the elements are carefully considered and should not be altered, distorted or color adjusted when reproduced or applied to any communication.

In the event, the program name should always be formatted as School Swimming and Water Safety Charter.

MONO LOGOS

The standard preferred version of the School Swimming and Water Safety Stamp on dark background and when using a single color print.



EXCLUSION AND MINIMUM SIZE

To maintain integrity of the amp, it should be positioned vertically on a clear space. This space is marked in the blue. The exclusion zone can be increased or decreased.

To ensure equality of definition and legibility, do not reproduce the amp smaller than 30mm in width.

