


SWIM TAYKA

Brand Guidelines 2020

Logó

The logo consists of the words "SWIM" and "TAYKA" stacked vertically. The letters are a vibrant blue and have a rounded, bubbly, sans-serif font. The negative space within the letters is filled with white, creating a water-like effect. The letters are slightly irregular, with some curves and gaps that suggest movement and fluidity.

SWIM
TAYKA

SwimTayka's aim is to teach the life skills of swimming and water stewardship so protecting future generations of children and safeguarding our precious open water environments across the globe.

The Fun and happiness in which we give to the children we teach is represented in our visual brand identity. The logo incorporates the waters natural curves into the negative space, a visual element taken from the place we predominantly teach.



SWIM
TAYKA



SWIM
TAYKA

The Logo should only ever be used in white on dark backgrounds and the SwimTayka brand blue on light.



In order to maintain clarity of our logo, it must always be surrounded by a minimum clear space.

The minimum space surrounding the full logo is equal to the height of the 'S' from the SwimTayka logo itself.

Print: Minimum 12mm spacing
Web: Minimum 50px Spacing

SWIM
TAYKA

Logo animation

Typography

Work Sans

Aa

Used weights: **Work Sans Bold Roman**

Roboto

Aa

Used weights: Roboto Light

Primary font: **Work Sans Bold Roman**

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxy

0123456789&£%

Used weights: **Work Sans Bold Roman**

Download: <https://fonts.google.com/specimen/Work+Sans>

Secondary font: Roboto Light

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxy

0123456789&£%

Used weights: Roboto Light

Download: <https://fonts.google.com/specimen/Roboto>

Teaching the life skills of swimming and water stewardship.

Work Sans Bold Roman

Roboto Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

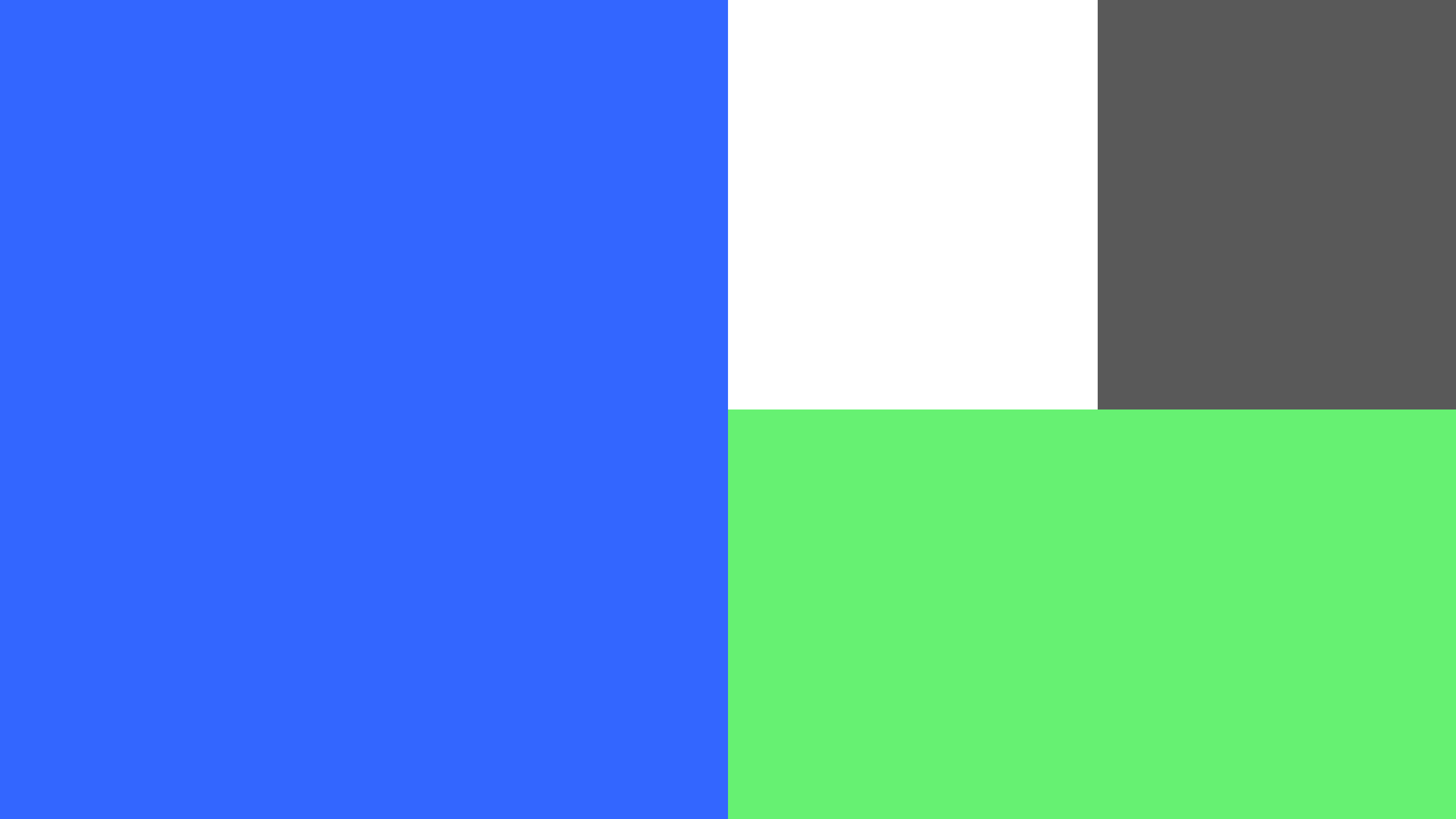
Children impacted around the world:

7,065

42

drowning deaths
every hour, **everyday.**

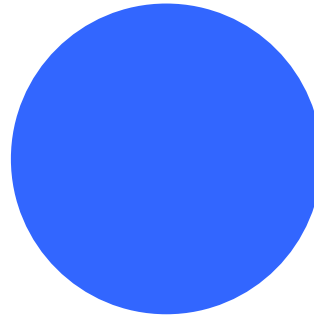
Colour



The SwimTayka brand is rendered in three colours:

- SwimTayka Blue (Water)
- SwimTayka Green (Environment)
- SwimTayka Grey (Information)

Our brand revolves around these core set of colours, and it is important our used correctly and consistently for both print and web.

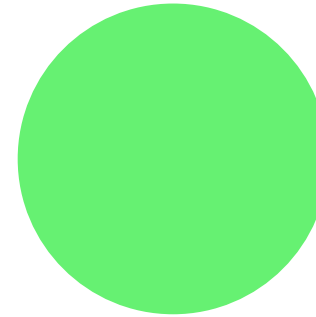


RGB: 50, 102, 255

CMYK: 75, 45, 0, 0

HEX: 3266FF

PANTONE: 2727C

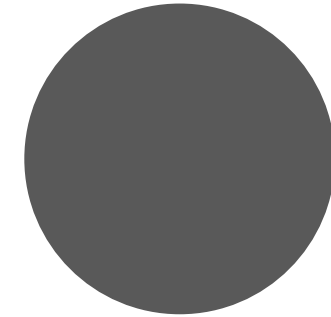


RGB: 102, 241, 114

CMYK: 49, 0, 65, 0

HEX: 66F172

PANTONE: 2268C



RGB: 87, 87, 87

CMYK: 0, 0, 0, 80

HEX: 575757

Mark

The SwimTayka mark is a graphical representation of a wave.

Much like the logo it can be used in white or blue and is designed to sit within the corner of the artboard.

Do not rotate or flip the wave vertically.

T-shirts

