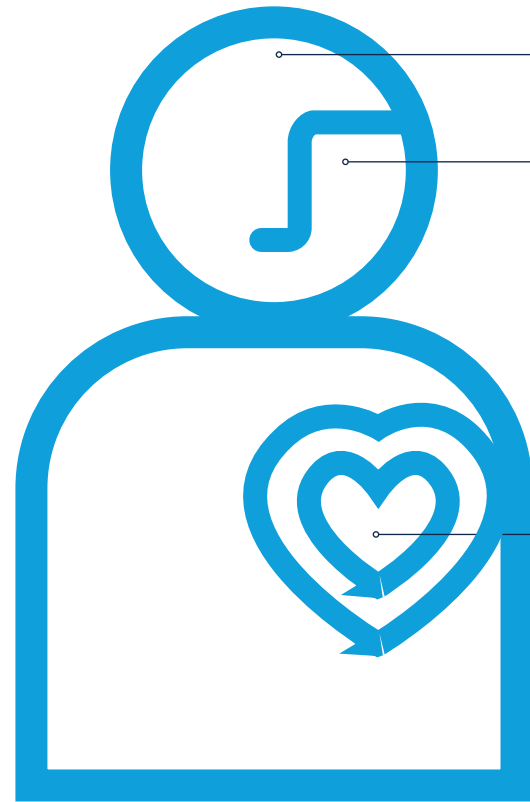




Brand Guidelines



MISSION

To develop aquatic sports in the Americas and help participants achieve individual excellence, in sport and in life.

VISION

Create a thriving aquatic sports community within the Americas.

VALUES

Inclusive. Collaborative. Groundbreaking.





PURPOSE OF BRAND GUIDELINES

PanAm Aquatics' brand is a reflection of the people who make up the organization. From its leadership to its athletes, the brand aspires to celebrate aquatic competition in the Americas.

These brand guidelines are to ensure consistency and professionalism of the PanAm Aquatics brand. Adhering to the guidelines and best practices in this document will help unify the voice and goals from across the Western Hemisphere.

Contact office@panam-aquatics.com for any questions regarding the PanAm Aquatics brand.



VOICE, TONE AND PERSONALITY

- Community
- Energetic
- Diverse
- Physical
- Professional
- Trusting
- Honest
- Agile
- Athletic
- Approachable
- Dedication to Excellence

Communication for PanAm Aquatics should be familiar in tone and professional in context. Concise and simple language should be used so as not to convey an overly legal tone. Communicate honestly and factually — never be assuming or suggestive — and always be respectful. Communicate as a good teammate does.

Social media is a powerful tool. When communicating on social media, be even more concise than in normal communications. Use a familiar tone without losing the professionalism your organization must consistently convey. Keep social media posts positive, celebratory and congratulatory. Avoid humor, criticism and sarcasm. Always stay on topic. PanAm Aquatics social media will inform, empower and lift up your audience.



TARGET AUDIENCE

(In order of priority)

- Aquatic athletes
- National federations and their leadership
- Coaches and officials

Your target audience is not only your members, but also those who support them. As your brand builds its equity, the audience you reach can become your brand ambassadors. They can express your brand through their personal experiences.



WHO ARE YOU?

To communicate your brand, you need to know your brand. Here is the elevator speech that defines the PanAm Aquatics brand:

PanAm Aquatics is the governing body for seven disciplines in aquatic sports in North, Central and South Americas. Those disciplines are artistic swimming, swimming, diving, high diving, water polo, open water and masters.

In a sentence:

We are the organization that brings aquatic sports together in the Americas.



**PANAM AQUATICS
LOGOS AND MARKS**



Primary Full Color



Primary One Color (PMS 299)



Primary One Color (PMS 2767)



Primary One Color Reverse

PRIMARY LOGO

 **PANTONE 2767 C**
CMYK: 100-90-10-77
RGB: 19-41-75
HEX#: 13294B
Madeira: 1976

 **PANTONE 299 C**
CMYK: 79-7-0-0
RGB: 0-163-224
HEX#: 00A3E0
Madeira: 1593

 **WHITE**
CMYK: 0-0-0-0
RGB: 255-255-255
HEX#: FFFFFFFF
Madeira: 1801



Secondary Vertical Full Color



One Color Vertical (PMS 299)



One Color Vertical (PMS 2767)



One Color Vertical Reverse

SECONDARY VERTICAL LOGO



PANTONE 2767 C
CMYK: 100-90-10-77
RGB: 19-41-75
HEX#: 13294B
Madeira: 1976



PANTONE 299 C
CMYK: 79-7-0-0
RGB: 0-163-224
HEX#: 00A3E0
Madeira: 1593



WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
HEX#: FFFFFFFF
Madeira: 1801



Full Color Mark



One Color Mark (PMS 299)



One Color Mark (PMS 2767)



One Color Reverse Mark

PANAM
AQUATICS

Full Color Wordmark

PANAM
AQUATICS

One Color Wordmark (PMS 299)

PANAM
AQUATICS

One Color Wordmark (PMS 2767)

PANAM
AQUATICS

One Color Reverse Wordmark

PANAM AQUATICS WORDMARK

PANTONE 2767 C
CMYK: 100-90-10-77
RGB: 19-41-75
HEX#: 13294B
Madeira: 1976

PANTONE 299 C
CMYK: 79-7-0-0
RGB: 0-163-224
HEX#: 00A3E0
Madeira: 1593

WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
HEX#: FFFFFFFF
Madeira: 1801



PANTONE 2767 C
CMYK: 100-90-10-77
RGB: 19-41-75
HEX#: 13294B
Madeira: 1976



PANTONE 299 C
CMYK: 79-7-0-0
RGB: 0-163-224
HEX#: 00A3E0
Madeira: 1593



WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
HEX#: FFFFFFFF
Madeira: 1801

All logos and text should be clear of the safe areas.



Use the Droplet to measure the safe space around the logos.

When the Droplet is not in the logo, use the "A" in Aquatics to measure the safe space around the logo.



.375" = 3/8 inch = 9.5 mm

Use all PanAm Aquatics logos with the mark not smaller than .375".

When the mark is not present, the overall height should not be less than .375".



Use only the official, unaltered logos provided by PanAm Aquatics.



Do not skew, tilt or change the proportions of the logo.



Do not change the logo's colors.



Do not outline the logo.



Do not place the logo on a neutral background that makes colors difficult to read.



Do not place the logo on busy backgrounds.



Do not crop the logo in any way.



Do not stroke the logo to make it stand out.



Do not add text that impedes on the safe space of the logo or implies affiliation with PanAm Aquatics.



Do not add logos that impede on the safe space of the logo or imply PanAm Aquatics affiliation.



Do not take elements of the logo and recreate a new PanAm logo.



Do not alter the opacity of the logo.

RGB (SCREEN)

RGB is a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.



CMYK (PRINT)

CMYK is a scheme for combining primary pigments. The C stands for cyan (aqua), M stands for magenta (pink), Y for yellow, and K for Key.



SPOT COLOR

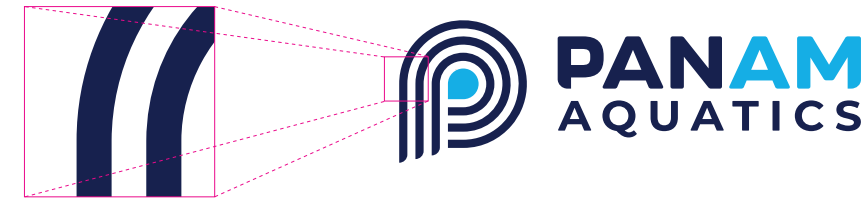
Colors created without screens or dots, such as those found in the Pantone Matching System®, are referred to in the industry as spot or solid colors.

PANTONE MATCHING SYSTEM (PMS)

PMS is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system, printer and other equipment manufacturers can match colors without having to contact one another.

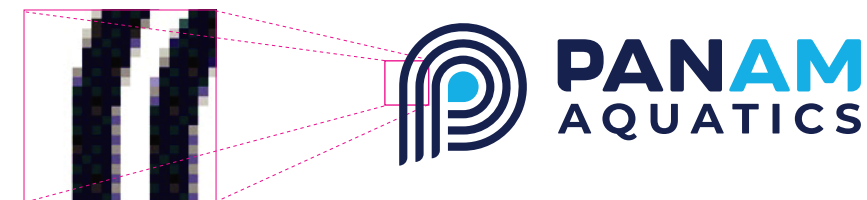
VECTOR

Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curved shape. Common vector formats include AI, EPS, SVG, and sometimes PDF.



RASTER

Raster graphics are bitmaps. A bitmap is a grid of individual pixels that collectively compose an image. Raster graphics render images as a collection of countless tiny squares. Each square, or pixel, is coded in a specific hue or shade. Common raster formats include JPEG, PNG, TIFF, GIF and BMP files.





**PANAM AQUATICS
VISUAL IDENTITY**



Primary Font Families

Display Text

Kalisto Heavy

Kalisto Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Subhead

Montserrat Black

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Body Text

Montserrat Regular

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Alternative Default Fonts *In cases where the primary font families above are not available, Microsoft default font family Century Gothic can be substituted.*

Subhead

Century Gothic Bold

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Body Text

Century Gothic Regular

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Parent Brand



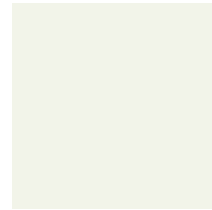
PMS 2767 C
CMYK: 100-90-10-77
RGB: 19-41-75
HEX#: 13294B



PMS 2935 C
CMYK: 100-63-0-2
RGB: 0-87-183
HEX#: 0057B7



PMS 299 C
CMYK: 79-7-0-0
RGB: 0-163-224
HEX#: 00A3E0



PMS 2302 C (10%)
CMYK: 35-6-75-8
RGB: 158-179-86
HEX#: 9EB356



PMS COOL GRAY 1
CMYK: 14-8-15-0
RGB: 217-217-214
HEX#: D9D9D6

Disciplines



Water Polo
PMS 1815 C
CMYK: 2-97-72-52
RGB: 124-38-41
HEX#: 7C2629



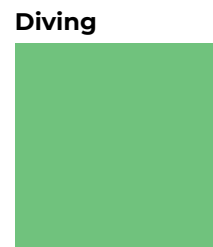
Masters
PMS 1788 C
CMYK: 0-93-82-0
RGB: 238-39-55
HEX#: EE2737



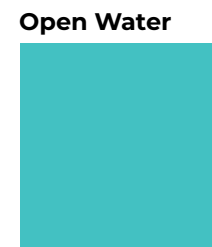
High Diving
PMS 1495 C
CMYK: 0-49-96-0
RGB: 255-143-28
HEX#: FF8F1C



Swimming
PMS 7548 C
CMYK: 0-11-100-0
RGB: 255-198-0
HEX#: FFC600



Diving
PMS 346 C
CMYK: 52-0-50-0
RGB: 113-204-152
HEX#: 71CC98



Open Water
PMS 3252 C
CMYK: 59-0-26-0
RGB: 42-210-201
HEX#: 2AD2C9

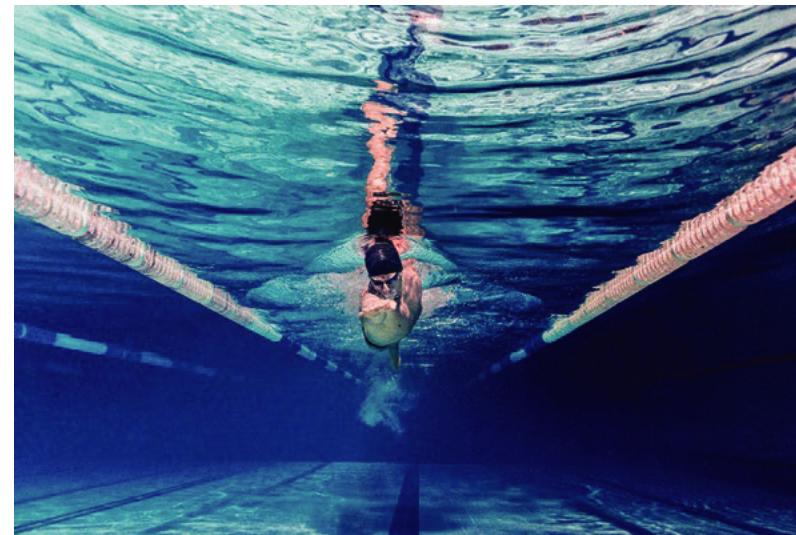


Artistic Swimming
PMS 7670 C
CMYK: 76-75-0-0
RGB: 86-82-148
HEX#: 565294

Achieving a PanAm Aquatics look and feel through photography:



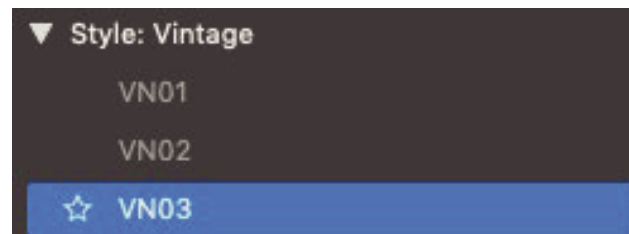
Untreated



Treated

1

(Optional) In Adobe PhotoShop, under Filter > Camera Raw, go to presets options on the side menu. Under Creative, twirl down menu and pick Vintage VN03 camera raw preset.



2

Under Image > Adjustments > Shadows and Highlights, boost the mids and shadows a bit to increase the contrast.



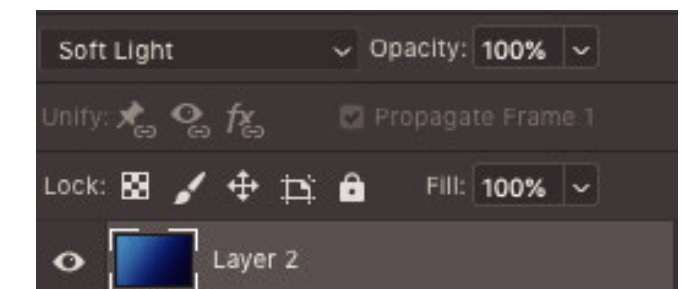
3

Create a gradient swatch using the two blues in the logo (PMS 2935 and PMS 299). Convert those two spot colors to RGB or CMYK.



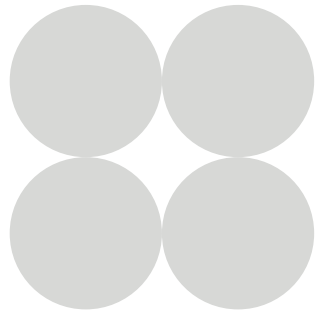
4

Fill a separate layer over top of the photo and set the effect to soft light to boost the color of the water.



ABSTRACT SHAPE

Artistic Swimming



Four circles represent multiple swimmers working in unison.

Diving



Water droplet represents the gravitational movement of a diver.

High Diving



Elongated droplet represents the speed of descent from a high point.

Masters



Abstract shape of swimmer's cap - a call to the athletes' experience.

Open Water



The circle represents the vastness of the open water.

Swimming



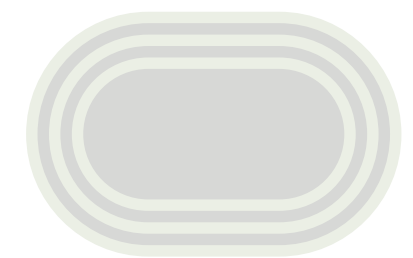
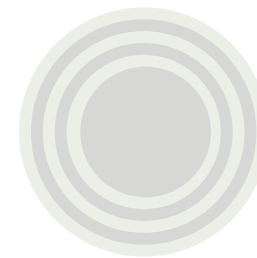
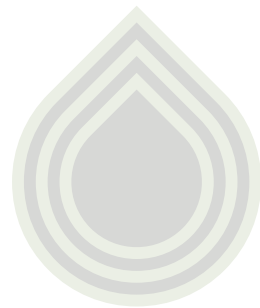
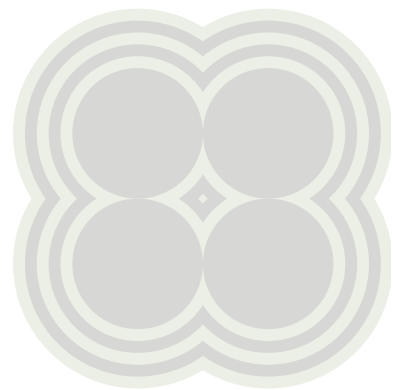
Abstract movement of a swimmer's arm in a freestyle stroke.

Water Polo

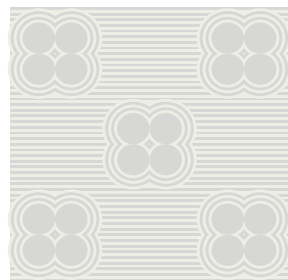


The shape mimics the action of the ball traveling through space.

GRAPHIC ELEMENTS



GRAPHIC PATTERNS



ICONIC MARKS FOR EACH AQUATIC SPORT DISCIPLINE



NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For the parent brand's visual identity, one piece may be dominant in the PMS 2767 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.

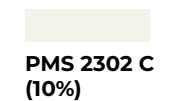
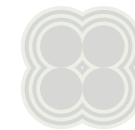


NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For Swimming's visual identity, one piece may be dominant in the PMS 7548 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.





NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For Artistic Swimming's visual identity, one piece may be dominant in the PMS 7670 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.





NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For Masters' visual identity, one piece may be dominant in the PMS 1788 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.



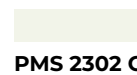
PMS 2767 C



PMS 1788 C



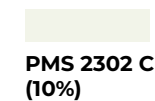
PMS COOL
GRAY 1

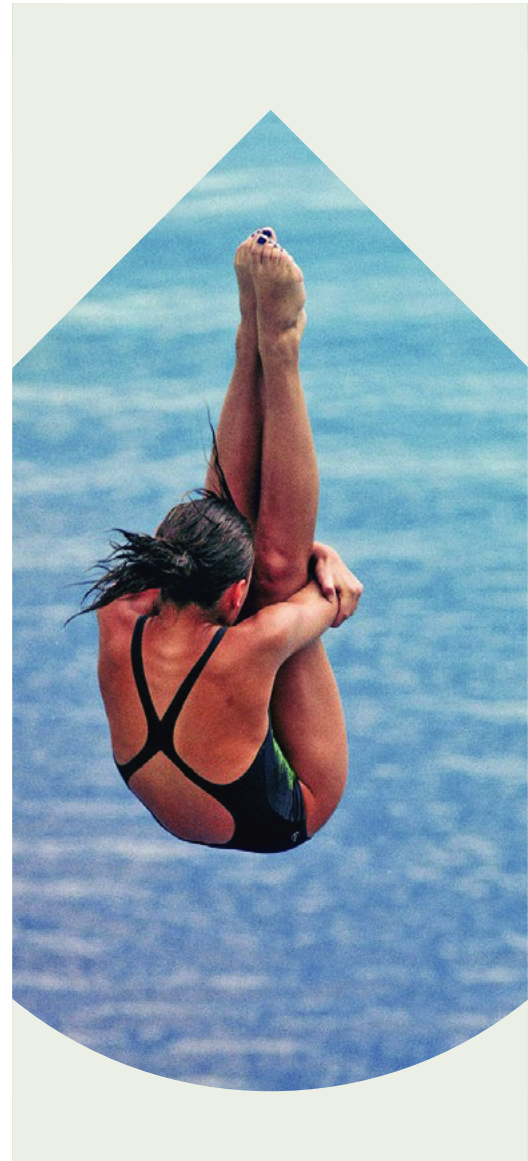


PMS 2302 C
(10%)



NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For Water Polo's visual identity, one piece may be dominant in the PMS 1815 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.





NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For Diving's visual identity, one piece may be dominant in the PMS 346 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.



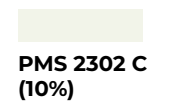


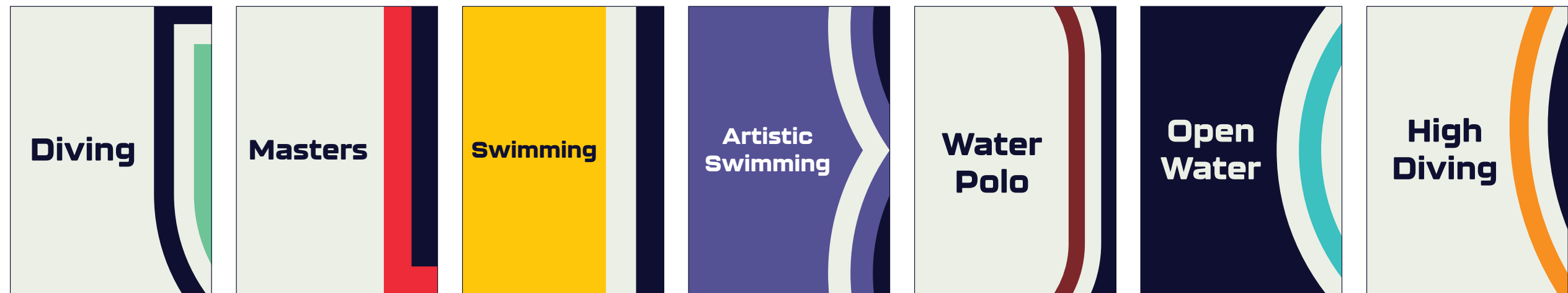
NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For Open Water's visual identity, one piece may be dominant in the PMS 3252 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.

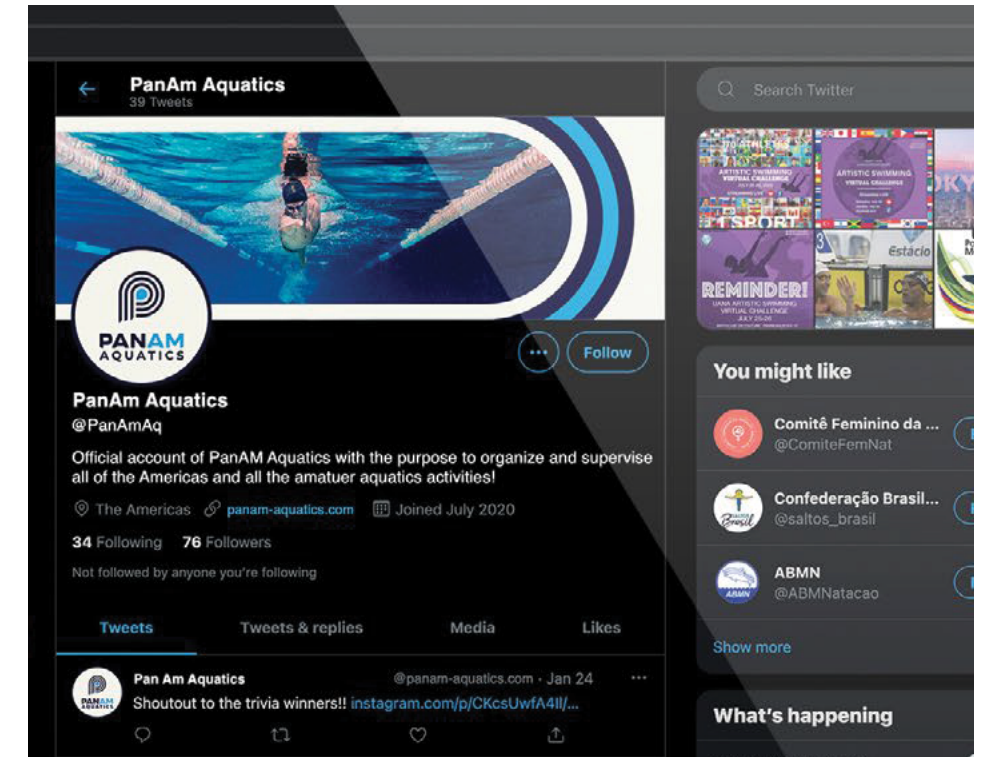
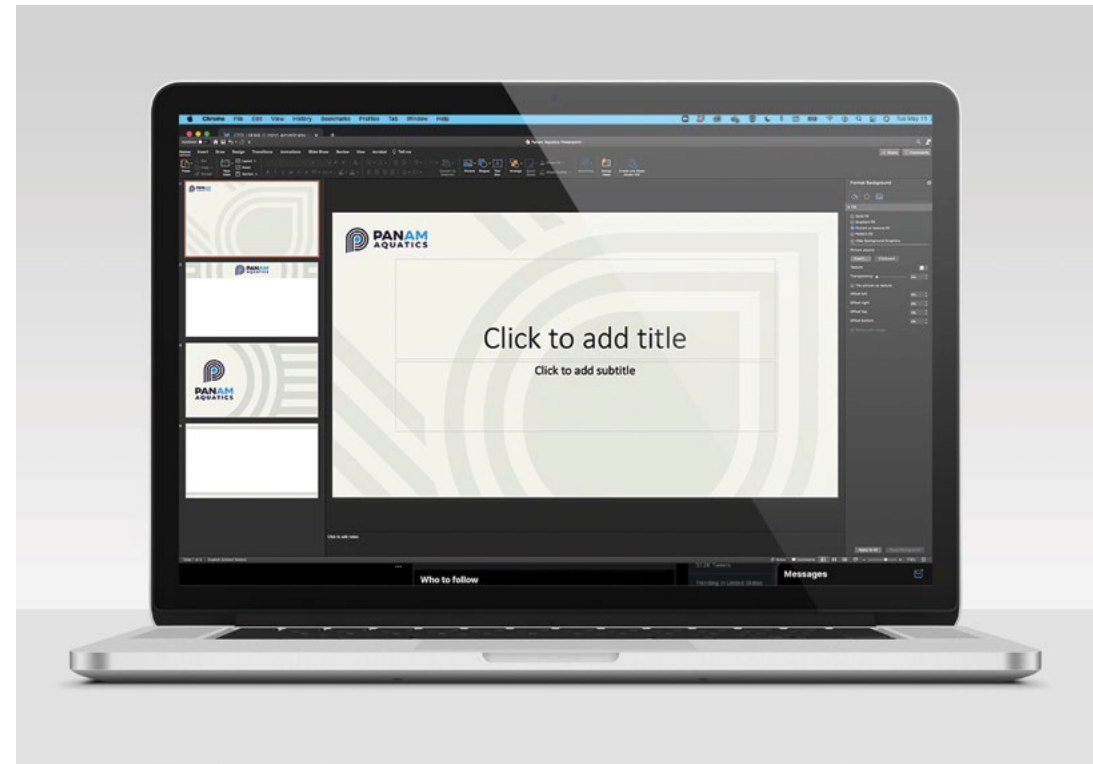
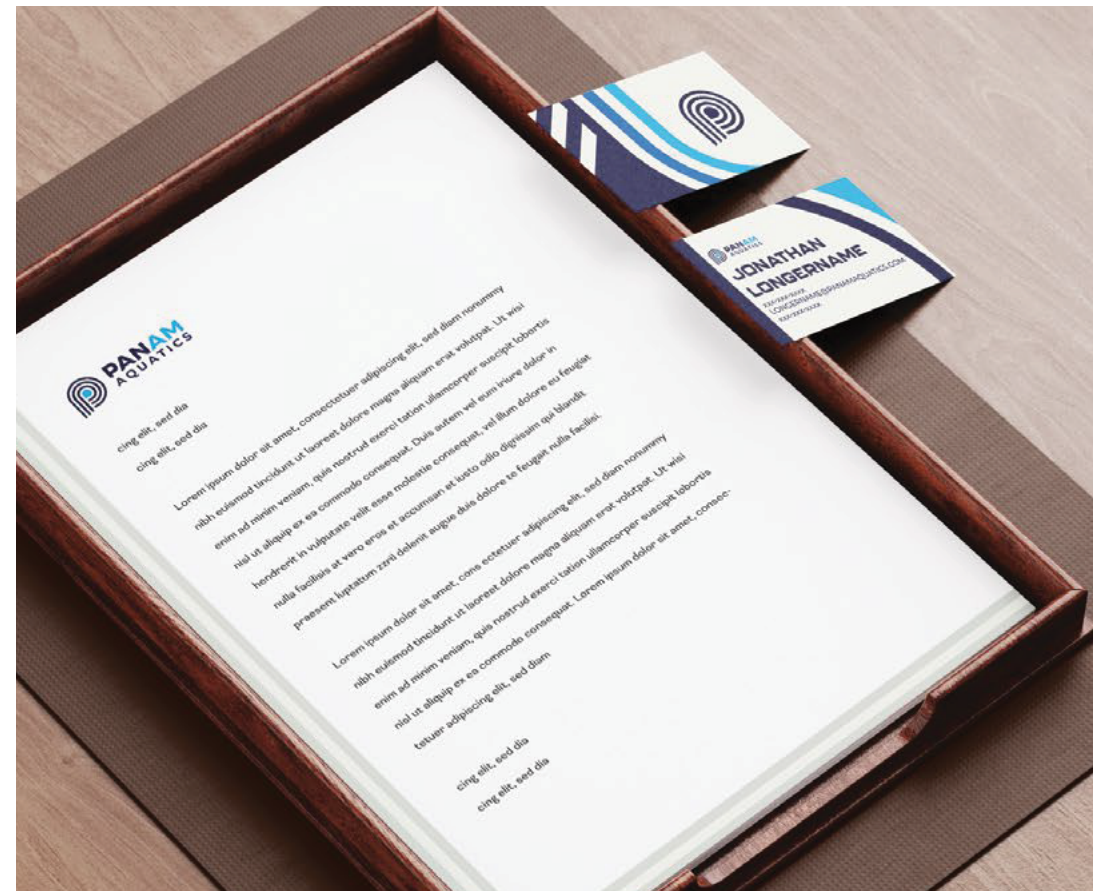




NOTE: Use the color palette in varying ratios of dominant colors between the light and dark values. For High Diving's visual identity, one piece may be dominant in the PMS 1495 color. Another piece may be dominant in the lighter PMS 2302 color at 10% tint. The variations from piece-to-piece should create an overall dynamic visual palette.







PANAM AQUATICS BRAND RENDERINGS

