IISA

INTERNATIONAL ICE SWIMMING ASSOCIATION

2018 BRAND GUIDELINES

Contents

SECTION 1: OVERVIEW

INTRODUCTION

It's conventional wisdom (and conveniently true) that 90% of an iceberg lies under the surface of the water, invisible except to the imagination.

Veteran ice swimmers know this holds true for their sport, too.

The ten percent of the sport that's visible to the observer--the swimmer, the water, the cold—can't begin to express the hidden 90% that draws world-class athletes to try themselves against this, the pinnacle of sport and extreme athleticism. And this 90% can't be simulated. We may idly dip a finger into an iced drink on a sun-dappled afternoon and shiver slightly at the thought of being fully immersed in that icy coldness. But nothing can truly prepare the imagination for the heat-sucking shock of water that seeks to turn blood to ice except the doing. That's why, more than anything athletic, what sets ice swimming apart from all other sports—and ice swimmers apart from all other peak athletes—is the mental game.

The game begins before the water's edge, with the simple decision to disrobe, except for a swimsuit, goggles and a silicone swim cap, and get in the water. It ends when, after 35 or 40 minutes post-swim, the body has finally vanquished an unimaginable coldness that has reached through the fat, muscle and sinew into the bones themselves. Between those markers, the mental game balances the same athletic goals as conventional, "warm water" swimming—breathing, cadence, stroke, speed--against the body's intense, urgent drive to protect itself from the loss of heat, sensation, coordination, and life.

Ice swimming is not a sport for the faint of heart. It's a sport for the great of heart. A sport for fearless athletes who can embrace the great mental game behind this Everest of swimming because they're "never scared to dare."

IISA

One great international association brings these brave swimmers and the countries they represent together: the International Ice Swimming Association (IISA). IISA exists to promote and market the sport of ice swimming, both as an adventure and as a competitive sport. The following pages outline the brand standards, logo guidelines, portfolio and applications of the IISA logo, mark and design system. Please follow these standards with care. If you need to request a change or exception, please contact Ram Barkai at ram.iceswimming@gmail.com

The ultimate water sport
Other water sports may move faster. Go deeper. Swim longer. Deploy more gear. But none challenge the swimmer's body and mind like ice swimming. Whether it's swimming for adventure in Antarctica to win the coveted Ice Mile or swimming for speed in a regulation Olympic pool cooled to just above freezing, no other water sport demands as much of the athletes. This is why we call ice swimming "the ultimate water sport" and why IISA exists to promote it.

SECTION 2: BRAND SIGNATURE

LOGO CONSTRUCTION

This is the master International Ice Swimming Association logo. It should not be altered and it should be reproduced as supplied, and as specified here.

PANTONE: **654 C**
CMYK: **100/71/10/47**
RGB: **1/58/113**
HEX: **#013A71**

Typeface
Gill Sans Semibold

PANTONE: **Process Blue C**
CMYK: **100/31/1/3**
RGB: **0/133/202**
HEX: **#0085CA**

NOTE: Please consult the brand guardians before application of these assets.

www.internationaliceswimming.com

LOGO FAMILY

The International Ice Swimming Association master logo should be used whenever possible in full colour.

Black and white logos: Where colour restrictions exist, the black and white versions of logos can be used.

Pantone logo: Specify the Pantone® corporate colours using the Pantone® matching system when producing professionally printed materials, such as business cards, brochures or letterheads.

CMYK logo: Four colour process (CMYK) is appropriate for all full colour printed applications such as brochures, or when producing printed content for use by a third party, such as a press advertisement.
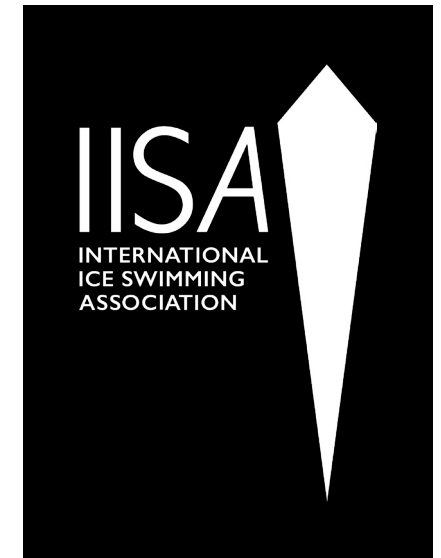
RGB logo: Use the RGB colours for any digital items (such as website graphics and email signatures) and on-screen activity (such as PowerPoint presentations, or videos).

Full colour logo

Black logo

White logo

NOTE: Please consult the brand guardians before application of these assets.

www.internationaliceswimming.com

ICE SHARD

The Ice Shard of The International Ice Swimming Association master logo can be used as a device on its own in certain situations. This includes small spaces such as Favicons and icons, where space for legible text is too small, or where information is provided by a third-party hosting platform, such as a profile picture in social media channels like Facebook, Instagram or LinkedIn.

Full colour ice shard

Black ice shard
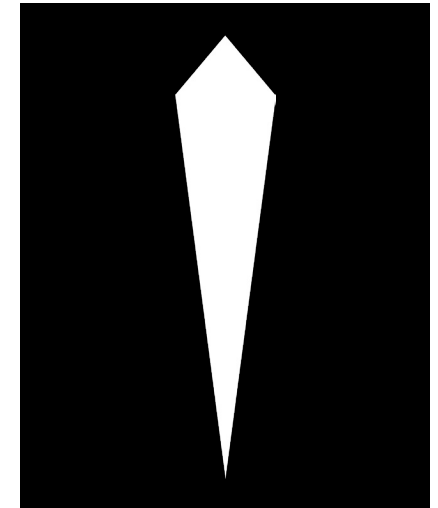
White ice shard

Smallest application:
Favicon (16x16pixels)

NOTE: Please consult the brand guardians before application of these assets.

www.internationaliceswimming.com

INTERNATIONAL LOGOS

For participants and teams, a bespoke logo for each county can be easily created following these principles.

The flag should sit directly above and at the same width as the two 'I's in the IISA wordmark.

The name of the country should sit underneath as indicated.
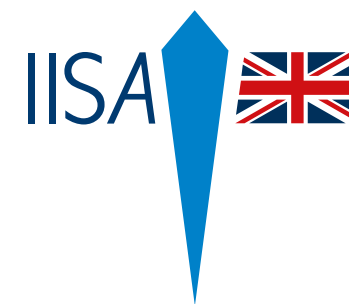
If space is limited, an alternative symmetrical version can be created as indicated.

Additional country logos can be created using the fully editable national logo templates provided. Please contact the International Ice Swimming Association to create a new logo for your country.

Please note: Long names such as 'Netherlands' which contain a lot of characters will need to be smaller in size then indicated. Please adapt as neeeded but do not reduce in scale further than necessary.

IISA
GREAT BRITAIN

Regional logo
with flag

IISA

Regional logo with flag
(small scale variation)

NOTE: Please consult the brand guardians before application of these assets.

www.internationaliceswimming.com

EVENT LOGOS

Different events can be branded and easily identified by simply adapting the logo descriptor.

1 The title of the event will replace the International Ice Swimming Association title in the same font.

2 Where a specific event takes place, follow the example indicated to input sponsor logos, as locations and dates. The sponsor logo must always sit to the right of the IISA logo and must not supersede it in size and footprint. The location, date and any other information must underneath the sponsor logo, in the dark blue brand colour in the size specified in the editable template.

Additional event logos can be created using the fully editable event logo templates provided. Please contact the International Ice Swimming Association to create a new logo for your event.

Please note: *Long words, such as 'championship' which contain a lot of characters will need to be smaller in size then indicated. Please adapt as neeeded but do not reduce in scale further than necessary.*

IISA
**WORLD
CUP SERIES**

IISA
**WORLD
CUP SERIES**

Aqua Sphere®
MUNICH 2019

NOTE: Please consult the brand guardians before application of these assets.

www.internationaliceswimming.com

LOGO SIZING & SPACING

Care is needed to position the logo properly in compositions. These simple steps will help you achieve this, and maintain brand integrity and legibility.

Spacing
Please use the width of the two 'I' letters from the logo as a guide and always ensure this much clear space is around the logo.

Minimum sizing
When using small space logos, please use the version without text and do not size the logo any smaller than 20mm wide.

Minimum size: 20mm

Brand spacing
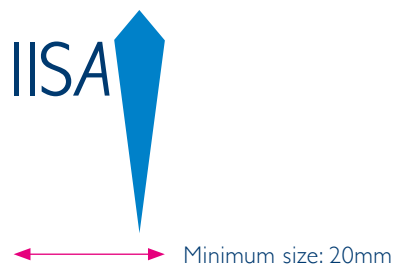
LOGO LOCKUPS

Where logos need to be placed alongside partnering logos or where personalisation needs to occur, please follow the instructions on this page and where necessary, seek support from your brand team to create bespoke logos.

Hierarchy
You should always place IISA logos on the right hand side, so that they come first in order of hierarchy to the majority of viewers.

Sizing and spacing
You must use the templates provided to create logo lock ups, ensuring balance and hierarchy is achieved harmoniously with the master brand.

Please note: Placeholder boxes are shown to demonstration space only. Supporting and partnering logos will not have a visible box around them.

Please see over the page for examples of logo lock ups.

IISA master logo and placeholder container
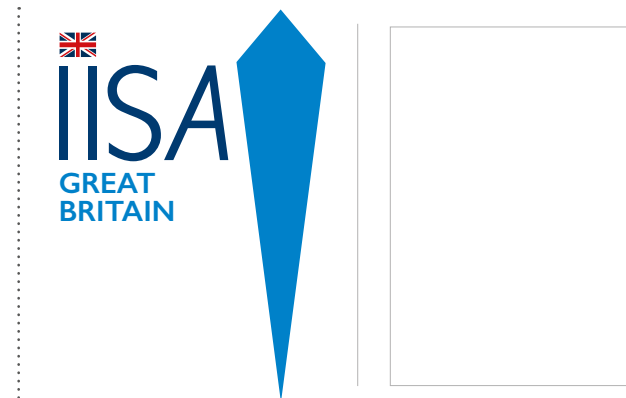
IISA national logo and placeholder container

IISA event logo and placeholder container

LOGO LOCKUPS

Examples of how to use logo lockup templates.

IISA master logo and sponsor logo lockup

IISA national logo and sponsor logo lockup

IISA event logo and sponsor logo lockup

LOGO FRAMES

For general use we recommend the IISA logo be placed without visual constraints. If asset form factors require the logo to be placed inside a shape, we suggest a circle or rounded square

SMALL SPACE LOGOS

In small spaces, where scale would render the legibility of the title problematic. Please use the 'no text' version of the logos. Common examples are the many digital environments on hand-held devices, such as app icons, social media profile pictures and mobile websites.

Guide
If the logo becomes smaller then 30mm in size, please use the 'no text' version of the logo.

Minimum size
If the logo needs to occupy a space smaller than 20mm square, please use the ice shard alone.
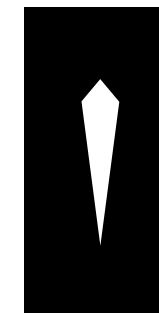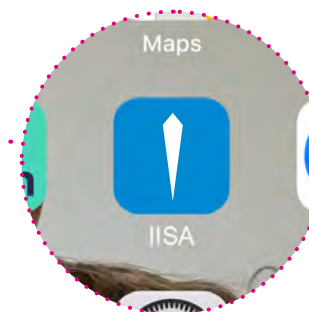
Full colour logo

Black logo

White logo

Full colour ice shard

Black ice shard

White ice shard

INCORRECT
LOGO USAGE

1 Do not change the colour of the logo

2 Do not change the shape or size of any element of the logo

3 Do not use the logo in keyline form

4 Do not apply effects to the logo

5 Do not use a different typeface

6 Do not stretch or condense the logo

7 Do not rearrange the logo elements

8 Do not set the logo at an angle

9 Do not add anything to the logo

10 Do not use a low resolution version of the logo

BRAND TYPEFACES

To ensure consistency of expression of the International Ice Swimming Association brand, please use these fonts in all communications.

Administration typeface

In some situations the International Ice Swimming Association brand fonts may not be licensed and available for use.

This may include advertorials, digital communications such as newsletters, HTML emails and internal communications such as PowerPoint presentations.

In these situations, please use the web-safe and universally available font family Arial.

Brand typefaces

Gill Sans - SemiBold

This is used in headline and subheads
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gill Sans - Bold

Use sparing to highlight keywords or numbers
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gill Sans - Regular

Use for body copy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gill Sans - Light

Use for body copy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Administration typefaces

Arial - Regular

Use for body copy where the main International Ice Swimming Association brand typefaces aren't available.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial - Bold

Use for headlines and subheads where the main International Ice Swimming Association brand typefaces aren't available.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BRAND COLOURS

This is the International Ice Swimming Association brand master colour palette. Please primarily use this colour in all International Ice Swimming Association communications.

**When to use Pantone®, CMYK and RGB colours**

Pantone: Specify the Pantone® corporate colours using the Pantone® matching system when producing professionally printed materials, such as business cards, brochures or letterheads.

CMYK: Four colour process (CMYK) is appropriate for all full colour litho-printed applications such as brochures, or when producing printed content for use by a third party, such as a press advertisement.
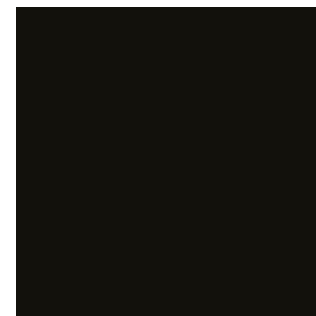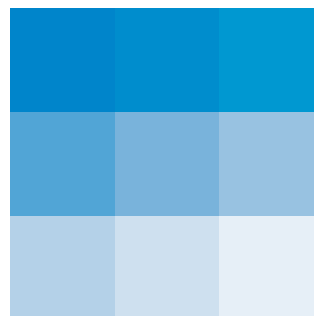
RGB: Use the RGB colours for any digital items (such as website graphics and email signatures) and on-screen activity (such as PowerPoint presentations, or videos).
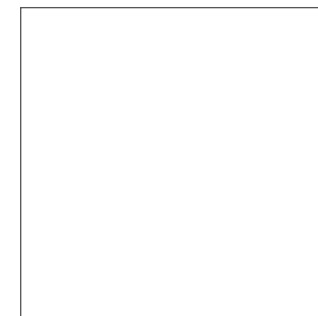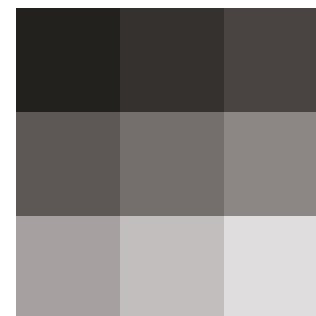
PANTONE: **654 C**
CMYK: **100/71/10/47**
RGB: **1/58/113**
HEX: **#013A71**
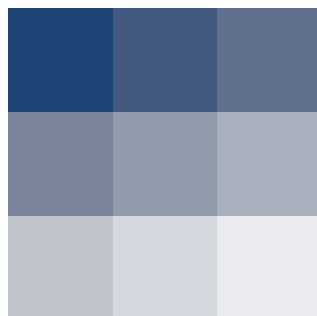
PANTONE: **Process Blue C**
CMYK: **100/31/1/2**
RGB: **0/133/202**
HEX: **#0085CA**

Rich Black
CMYK: **75/68/67/90**
RGB: **0/0/0**
HEX: **#000000**

White
CMYK: **0/0/0/0**
RGB: **255/255/255**
HEX: **#FFFFFF**

Tints: You can use tints of the brand colours in exceptional circumstances, such as in complex diagrams in PowerPoint presentations.

SOCIAL MEDIA

International Ice Swimming Association maintain its brand integrity in digital environments.

In social media, where the size and space available to populate with your graphics is constricted, please use these assets as described.

Use the full colour logo for profile pictures for social media channels like Facebook, Twitter, YouTube, and LinkedIn.

Use diamond shapes for the social network icons to complement the visual language of the brand.

Either of the brand colours can be used, depending on what works best with the design concept.

PHOTOGRAPHY

Photography plays a big part in the visual identity of International Ice Swimming Association.

Imagery, whether from photo shoots you commission or from stock photography libraries must be high quality and professional.

Imagery must always convey the brand concept 'Never be scared to dare' and should convey a feeling of cold wherever possible.
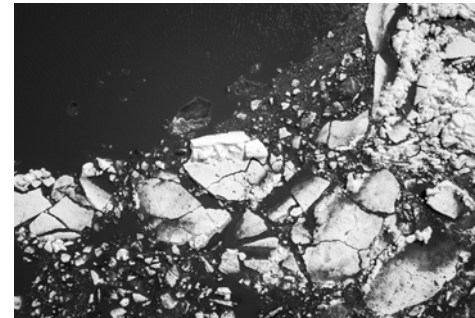
Professional photography of events

Stock photography of cold environments

Stock photography of icy textures

IMAGE TREATMENT

Images can be treated to include the brand colours and to create a cold, crisp visual language.

A simple three step process creates these images.

1. Select the image you wish to apply the treatment to.

2. Convert the image to black and white.

3. Add a solid colour in a new layer on top, in one of the two brand blue colours. Set this layer to the 'Screen' blending mode.

IMAGE TREATMENT

The ice shard shape can also be used as a block of colour on top of images to house text or logos, or to create movement and framing in compositions.

The following page shows some great examples of these devices put into practice in PowerPoint document.

**1.** Select the image you wish to apply the treatment to.

2. Define an area with one of the brand blue colours.

**3.** Apply a transparent blending mode. Typically 'Overlay', 'Multiply' and 'Screen' modes are effective, or simply a reduced transparency.

Note: Blending mode terminology and selection will vary with different software interfaces. This example shows the Adobe InDesign effects panel.
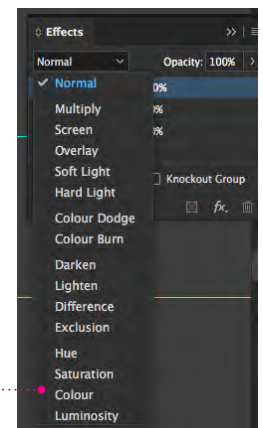
Section 2: Brand Signature: Image treatment - Overlay

An example of the image treatment techniques
applied to a PowerPoint presentation
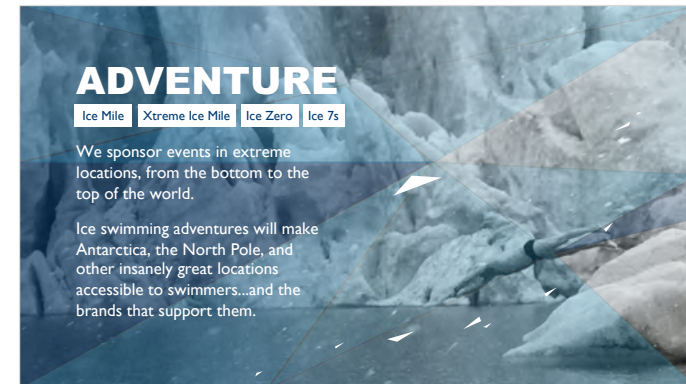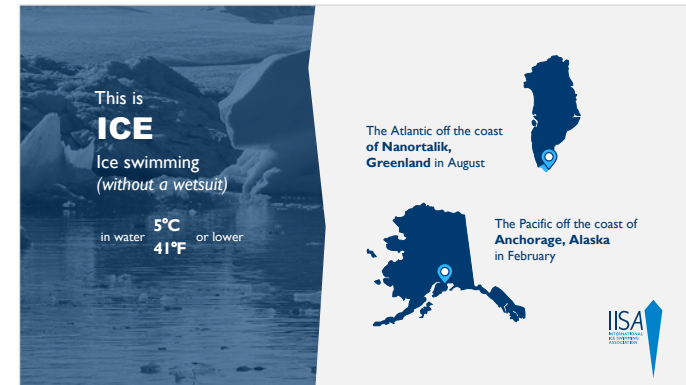
LOGO PLACEMENT POWERPOINT

Placement of the logo in documents such as PowerPoint presentations can be done so with a degree of creative freedom and common sense, but must follow the spacing principles shown on page 12.

An additional factor to consider is legibility. Please ensure the logo is not placed on an area which is too complicated, as this can make it difficult to read.

1 When placing on black or dark backgrounds, please use the reversed (white) versions.

2 When placing the logo on light or white backgrounds, please use full colour versions.

3 Do not place the logo (full colour or white) on complicated backgrounds, where it will be challenging to read.

4 Example of logo in context on light background.

5 Example of logo in context on white background with plenty of space.

Ice Swimming
The ultimate COOL sport

OVERVIEW

Ice swimming   Sponsorship   Base Camp

IISA leadership team
Safety, liability & insurance
Operating structure

SECTION 3: APPLICATIONS

EMAIL SIGNATURE

Our email signature is more than just our contact details. It is a chance to show members, potential sponsors and partners a snapshot of the International Ice Swimming Association brand.

1 International Ice Swimming Association master logo
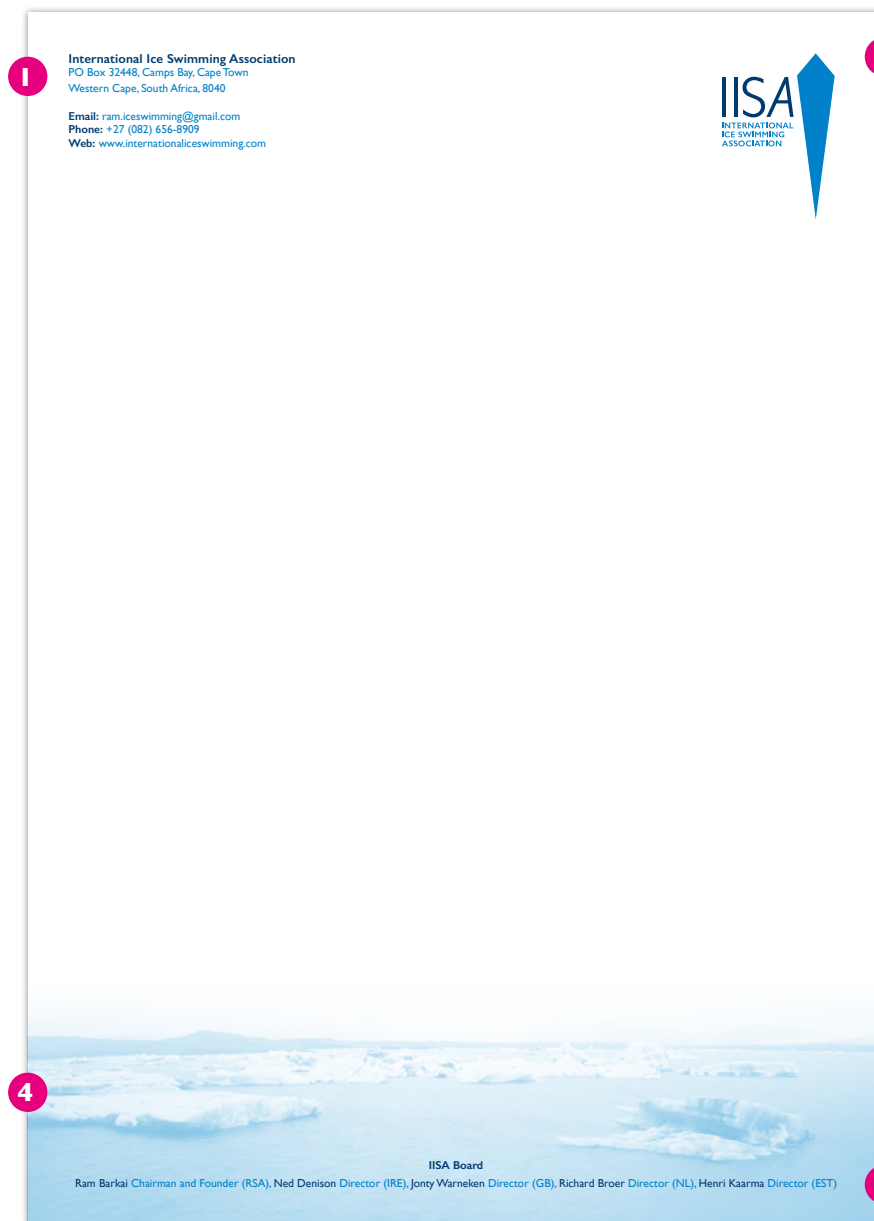
2 Dividing line

3 Brand fonts

1 **2** **3**

IISA
INTERNATIONAL
ICE SWIMMING
ASSOCIATION

Ram Barkai Founder/Chair
Email: ram.iceswimming@gmail.com
Cell: +27 (082) 656-8909
Skype: ram.barkai

LETTERHEAD

This is the professional, pre-printed version of the International Ice Swimming Association letterhead. This is what we use to communicate with our members, suppliers and partners. The brand identity must be maintained in all communications.

1 Contact details in brand fonts

2 Master logo

3 Image with blue tone treatment at 50% opacity

4 IISA Board details in brand fonts

International Ice Swimming Association
PO Box 32448, Camps Bay, Cape Town
Western Cape, South Africa, 8040

Email: ram.iceswimming@gmail.com
Phone: +27 (082) 656-8909
Web: www.internationaliceswimming.com

IISA
INTERNATIONAL ICE SWIMMING ASSOCIATION

IISA Board
Ram Barkai Chairman and Founder (RSA), Ned Denison Director (IRE), Jonty Warneken Director (GB), Richard Broer Director (NL), Henri Kaarma Director (EST)

LETTERHEAD

This is the personal version of the International Ice Swimming Association letterhead. This has no bleed on the edges, and so can be printed from a desktop printer.

1 Master logo

2 Blue stroke with small ice shard icon in centre

3 IISA Board details in brand fonts

4 Contact details in brand fonts

IISA

Dear Sir or Madam,

IISA
Ram Barkai – Chairman and Founder (RSA)
Ned Denison – Director (IRE)
Jonty Warneken – Director (GB)
Richard Broer – Director (NL)
Henri Kaarma – Director (EST)

International Ice Swimming Association
PO Box 32448, Campus Bay, Cape Town,
Western Cape, South Africa, 8040

Email: ram.iceswimming@gmail.com
Phone: +27 (082) 656-8909
Web: www.internationaliceswimming.com
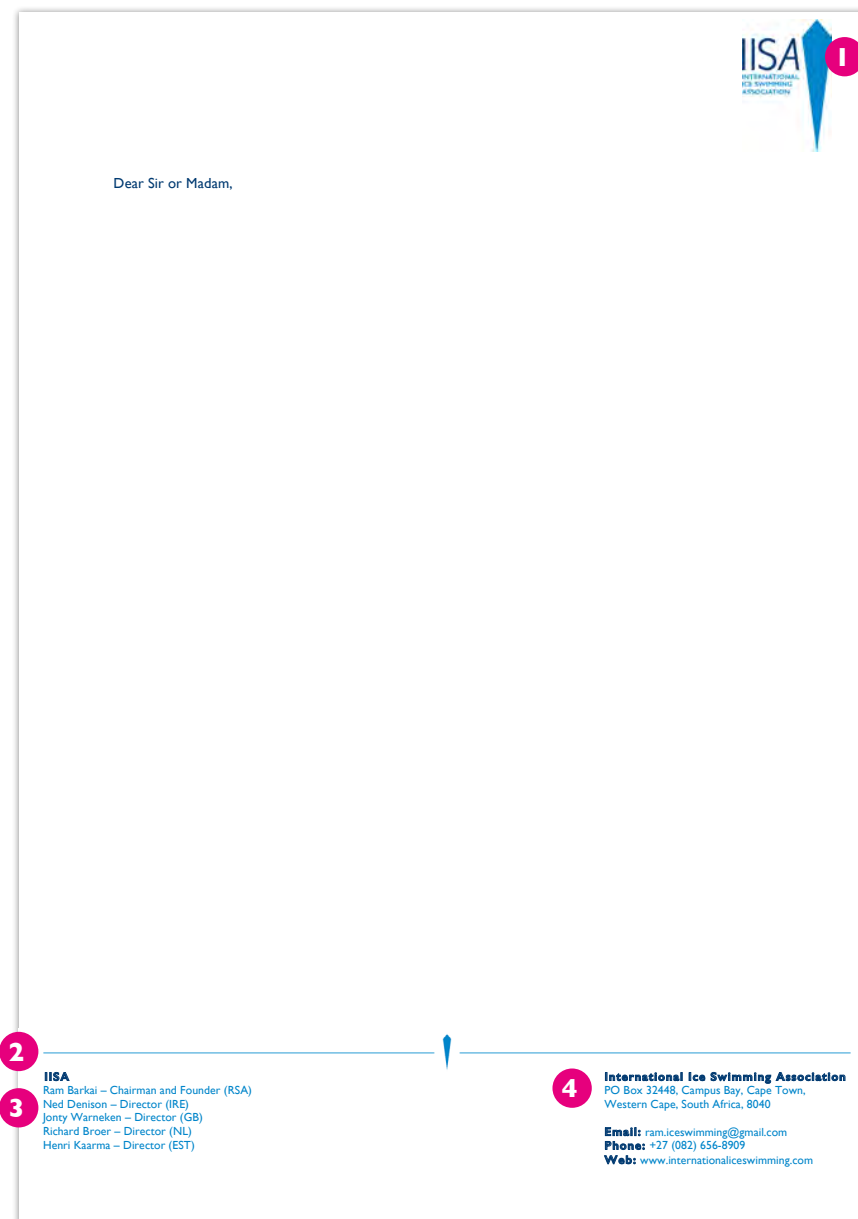
MINUTES

This document can be used to take notes at meetings. It is simply branded with a web address for further information, so that it continues to work as a promotional tool if passed on to third parties.

1 Title in brand fonts and colour tint

2 IISA Board details in brand fonts

3 Dotted guide lines in brand colours

4 Blue stroke with small ice shard icon in centre

5 Web address
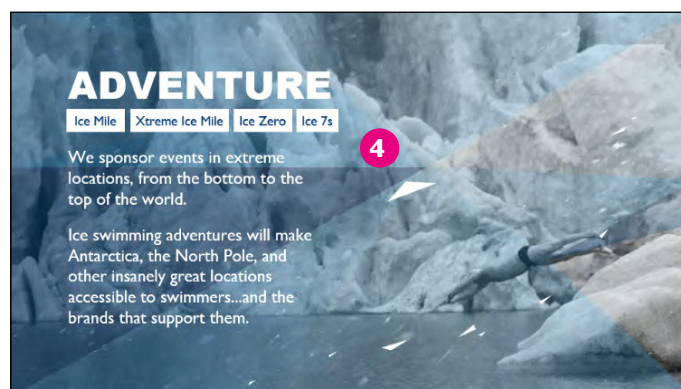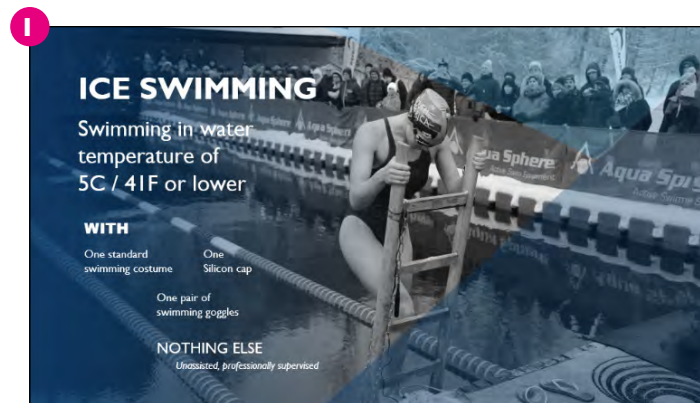
1 Minutes

2 IISA
INTERNATIONAL
ICE SWIMMING
ASSOCIATION

3
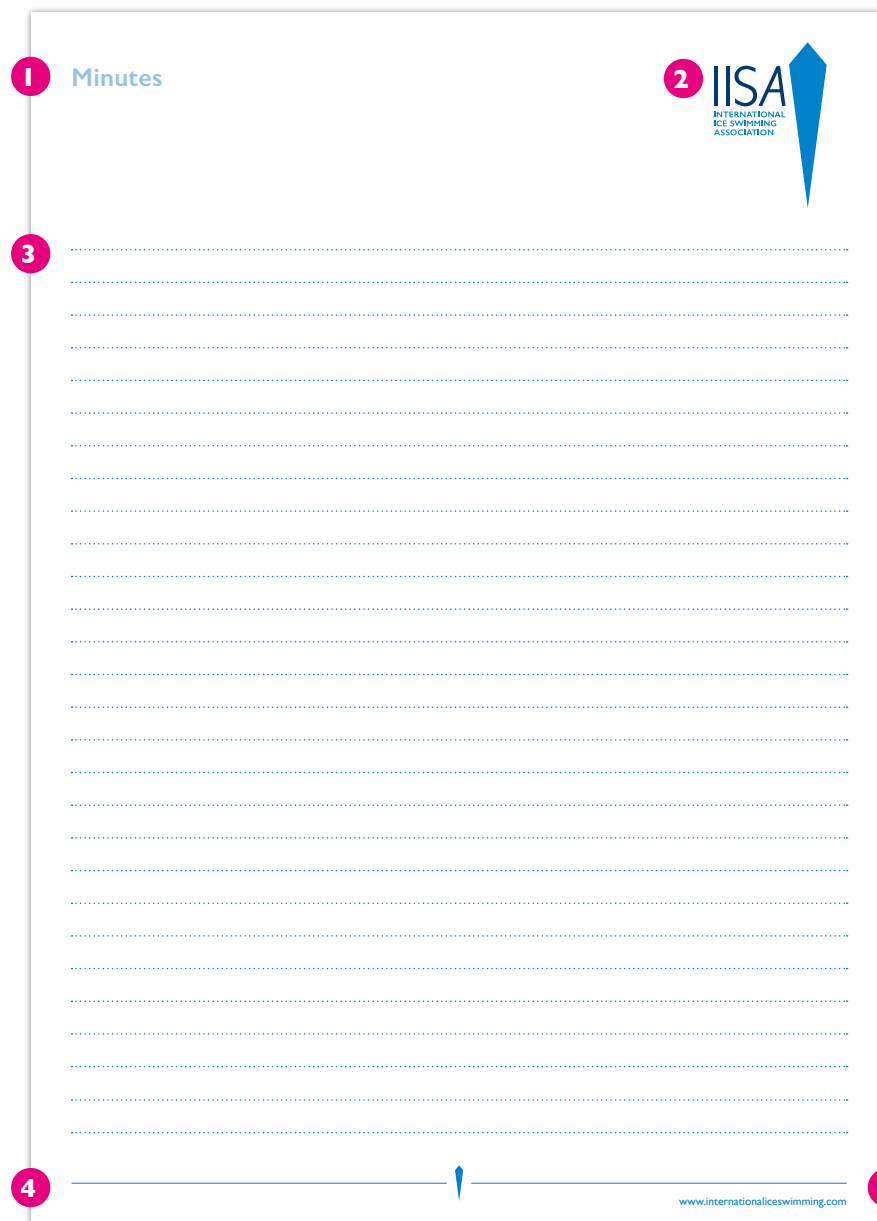
4 **5** www.internationaliceswimming.com

POWERPOINT

This example shows how you can use the International Ice Swimming Association brand tools to create simple, interesting presentations for screen.

1 Brand blue colours used as overlays

2 Brand typefaces used in context

3 Professional photography

4 Angled shapes used to represent ice shards, add character to presentations and continue the visual language of the brand

IISA
**INTERNATIONAL
ICE SWIMMING
ASSOCIATION**

International Ice Swimming Association
PO Box 32448, Camps Bay, Cape Town
Western Cape, South Africa, 8040

Email: ram.iceswimming@gmail.com
Phone: +27 (082) 656-8909
Web: www.internationaliceswimming.com