

2024



SAFER  
SHORELINES

# Brand Book





Safer Shorelines sees itself as an organization to support water sports enthusiasts around the world. In cooperation with other organizations, the best practical tips and safety rules are compiled and made available to all professional water sports operators, associations, training organizations, and private users.

The foundation of “Safer Shorelines” is the result of an accident with Verena Heinz, a 20-year-old freediver. Verena was an ocean-loving, water-loving freediver who had a positive influence on countless people in her young years. Their senseless death is an opportunity to do everything possible to prevent accidents of this kind.

In addition to safety tips and the dissemination of rules of conduct in the field of water sports, “Safer Shorelines” also strives to make buoys the standard for the protection of coral reefs and for the marking of water sports routes. We are working to give legislators the urgency of water labeling and to create opportunities to implement them. With our commitment, we want to help promote safety for water sports of all kinds and to make the legal rules more transparent. Mindfulness and proper rule interpretation are part of this in order to enjoy the beauty and freedom in water sports. We hope that Verena’s legacy will lead to the prevention of similarly pointless and, above all, avoidable accidents in the future and the saving of lives.

## Goal

More safety for water sports of all kinds

## Location

All countries that carry out water sports activities

## How

Establishment of national organizations, best practice guides and training courses

# OUR BRAND IDENTITY

## TOPICS COVERED IN THIS MANUAL

- + 3 - Our Brand Identity
- + 5 - Logo Branding
- + 13 - Brand Colors
- + 16 - Typography
- + 19 - Image Use
- + 21 - Print and Media
- + 25 - Creative Logo Use
- + 33 - Online



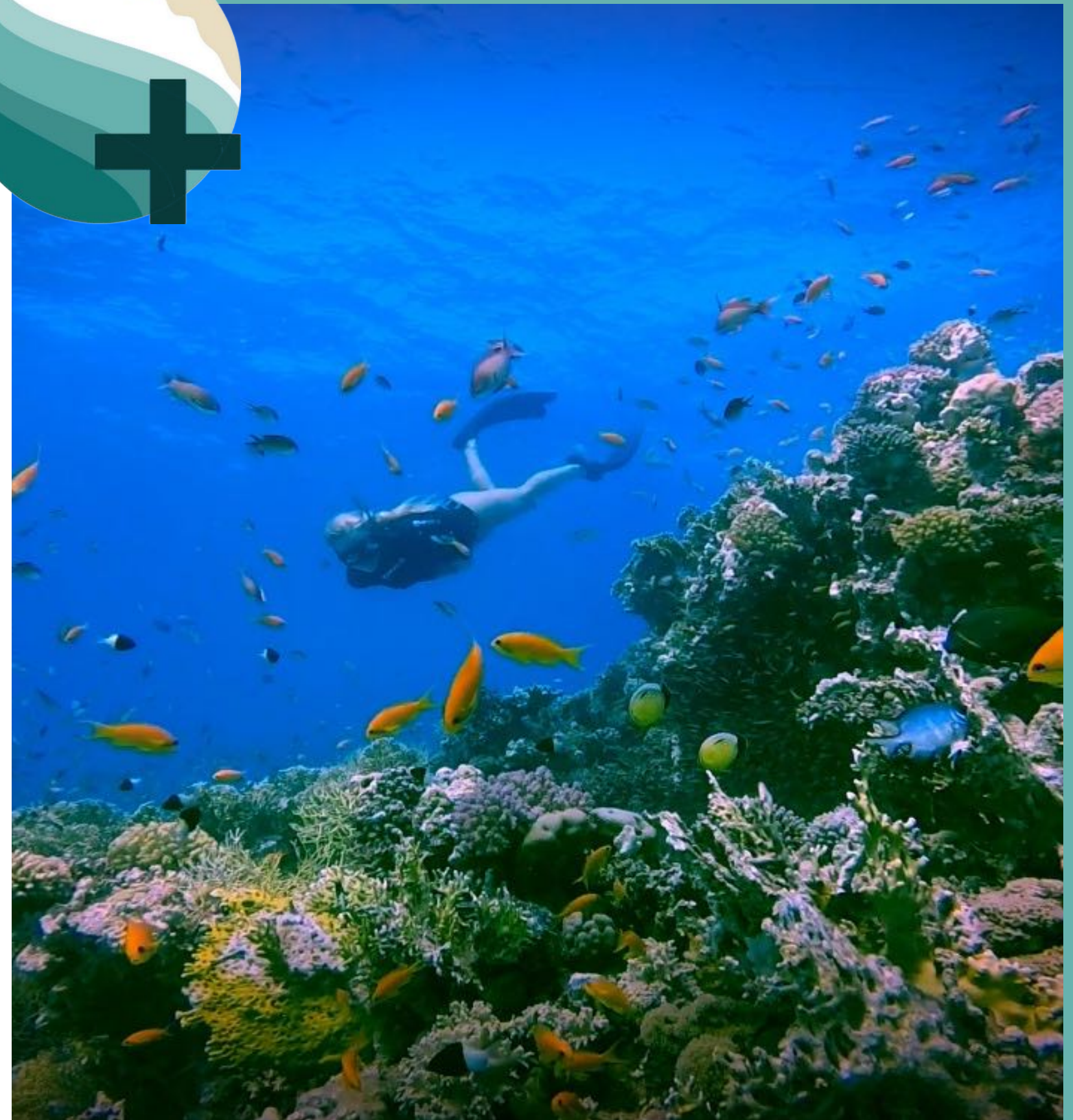


# Our Brand Identity.

Dear Partner,

The use of the logo distinguishes you as a representative for more safety in water sports.

We are working to make SAFER SHORELINES a symbol of quality. The logo should not be missing from any of your publications and #safershorelines should always be part of your communication.

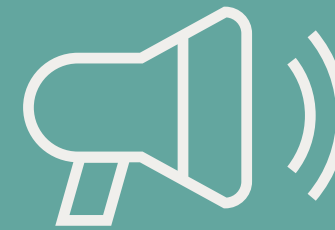


## AREAS OF USE



### FOR YOUR PROGRAMS

You can use the brand book to produce materials for your program.



### FOR PROMOTION

You can use the logo and other materials to promote SAFER SHORELINES and its work.



### FOR COURSES

You can use the brand book to create distinguished courses around shoreline safety.



### FOR PRESS

If you have the opportunity for SAFER SHORELINES to be mentioned by press, please include logos and brand guidelines to ensure good representation.



# LOGO BRANDING

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„The SAFER SHORELINES Trademark  
is our unique and corporate identifier“





# Logo Usage

## How to use the Logo

The SAFER SHORELINES Logo is the primary branding element. It cannot be altered in proportion, modified or outlined. In print, the minimum size of the SAFER SHORELINES Logo is defined as 40 mm in height.

### COLOR:

In print and digital, the SAFER SHORELINES Logo may be applied only in the colors listed in this manual.

### REGISTERED TRADEMARK:

The SAFER SHORELINES Logo is a logo with its own rights.

### PROTECTIVE ZONE:

The protective zone around the Logo is defined as half the length of the Wordmark vertically and half the height of the Wordmark horizontally. No other graphic element, text, or edge shall interfere with this zone.

### GUIDE:

The Logo always has to be shown with the globe and with the typography. The globe is allowed to be shown without words only for ppt. presentations in slides without a header. The SAFER lettering can be used in combination with water sports programs. Please refer to the guidelines listed in this manual.

# Logo Usage

## Primary Logotype

The SAFER SHORELINES Brand logo is the primary logo and is the most visible element of our identity across all media.

It is your responsibility to ensure that the logo is being used correctly. On the following pages, you will find different versions to get the best results for your needs.

The logo may not be modified, altered, stylized or outlined.



**BRAND LOGO IN COLOR**



# Logo Usage

## Primary Logotype

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**BRAND LOGO GREYSCALE**



**BRAND LOGO WHITE**

# Logo Usage

## Lettering

The SAFER Lettering logo can be used for water sport programs that apply the SAFER SHORELINES rules and guidelines such as, but not limited to, Stand Up Paddling, Fishing, Windsurfing, etc.

It is your responsibility to ensure that the logo is being used correctly. On the following pages, you will find different versions to get the best results for your needs.

The logo may not be modified, altered, stylized or outlined.

The word "SAFER" in a bold, dark green, sans-serif font, centered within a white rectangular background.

**SAFER**

**LETTERING LOGO GREEN**

The word "SAFER" in a bold, black, sans-serif font, centered within a teal rectangular background.

**SAFER**

**LETTERING LOGO BLACK**



# Logo Usage

## Lettering

Here are two examples of using the SAFER Lettering in combination with water sport programs.

The logo for SAFER SUP, with the word "SAFER" in a large, bold, dark green sans-serif font above the word "SUP" in a slightly smaller, bold, dark green sans-serif font, all on a white background.

LETTERING GREEN WITH WATERSPORT

The logo for SAFER FREEDIVING, with the word "SAFER" in a large, bold, black sans-serif font above the word "FREEDIVING" in a slightly smaller, bold, black sans-serif font, all on a light teal background.

LETTERING BLACK WITH WATERSPORT

# Logo Usage

## Globe Logo

The SAFER SHORELINES Globe logo can be used alone if the SAFER SHORELINES lettering is distracting when used in a presentation.

It is your responsibility to ensure that the logo is being used correctly. On the following pages, you will find different versions to get the best results for your needs.

The logo may not be modified, altered, stylized, or outlined.



**GLOBE LOGO COLOR**



# Logo Usage

## Globe Logo

The SAFER SHORELINES Globe logo with brand name combines the brand name, colors and symbol, and can be used in various digital and print materials.

It is your responsibility to ensure that the logo is being used correctly. On the following pages, you will find different versions to get the best results for your needs.

The logo may not be modified, altered, stylized, or outlined.



**GLOBE WITH NAME LOGO COLOR**

# BRAND COLORS

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„The SAFER SHORELINES Trademark  
is our unique and corporate identifier“





When creating print or digital products related to SAFER SHORELINES, be sure to use the approved colors in this palette.

FOR DIGITAL AND PRINT



HEX CODE  
#08403A

CMYK:  
88, 0, 3, 77

RGB:  
7, 58, 56

PANTONE  
3308 C

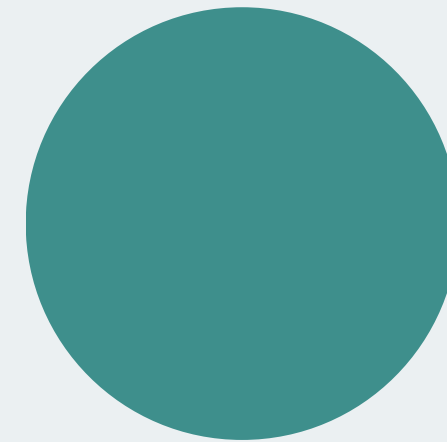


HEX CODE  
#0E736F

CMYK:  
88, 0, 3, 55

RGB:  
14, 115, 111

PANTONE  
7718 C

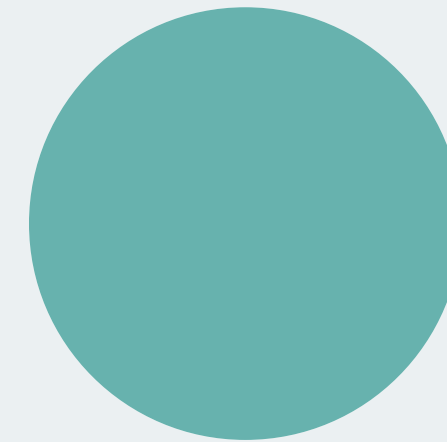


HEX CODE  
#3E8F8C

CMYK:  
57, 0, 2, 44

RGB:  
62, 143, 140

PANTONE  
2456 C



HEX CODE  
#67B2AE

CMYK:  
42, 0, 2, 30

RGB:  
103, 178, 174

PANTONE  
2460 C



HEX CODE  
#A4D1CE

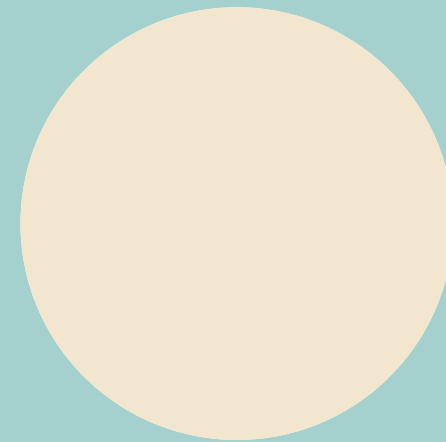
CMYK:  
22, 0, 1, 18

RGB:  
164, 209, 206

PANTONE  
7464 C

When creating print or digital products related to SAFER SHORELINES, be sure to use the approved colors in this palette.

FOR DIGITAL AND PRINT

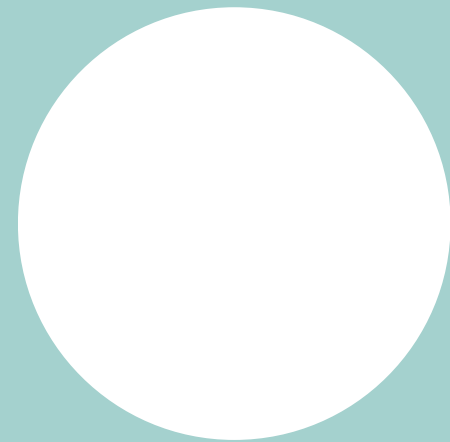


HEX CODE  
#EADDEC2

CMYK:  
0, 5, 17, 8

RGB:  
234, 222, 194

PANTONE  
7506 C

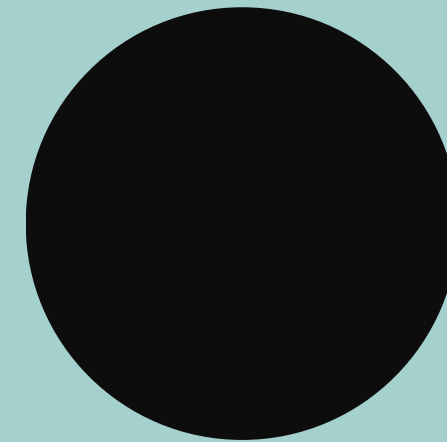


HEX CODE  
#FFFFFF

CMYK:  
0, 0, 0, 0

RGB:  
255, 255, 255

PANTONE  
000 C

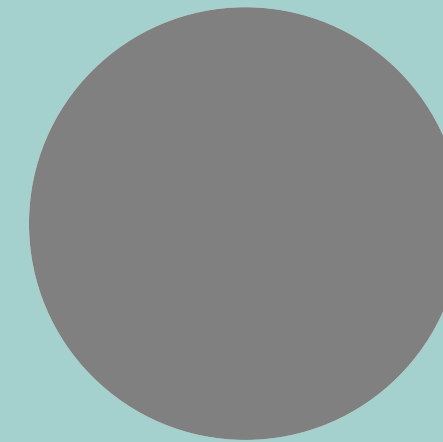


HEX CODE  
#0D0D0D

CMYK:  
0, 0, 0, 95

RGB:  
13, 13, 13

PANTONE  
Black 6C



HEX CODE  
#808080

CMYK:  
0, 0, 0, 50

RGB:  
128, 128, 128

PANTONE  
4278 C



HEX CODE  
#BFBFBF

CMYK:  
0, 0, 0, 25

RGB:  
191, 191, 191

PANTONE  
Cool Grey 4C



# TYPOGRAPHY

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„The SAFER SHORELINES Trademark  
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# Montserrat

Light

abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

**Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Typography

Headlines and Subtitles



# Lucida Grande

Regular  
Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Main Text



# IMAGE USE

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„Images should be used to best represent  
SAFER SHORELINES and its mission.“





# Guide to Using Images



## SAFER Photo Library

We are currently working on a stock library with photos that will soon be available. In the meantime, please contact [office@safershorelines.com](mailto:office@safershorelines.com) for any requests.



## Please DO

If you are using any photos related to SAFER SHORELINES, please make sure that any persons seen in the photo have given their consent and signed a waiver. Photos should be released with the #safershorelines Hashtag and the photographer, if the photo does not come from our stock library.



## Please DON'T

Photos used with regards to SAFER SHORELINES should not include any deterring footage such as that of accidents or catastrophies.



# PRINT AND MEDIA

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„The SAFER SHORELINES print files can  
be used to promote shoreline safety.“



## POSTER (A3)

SAFER SHORELINES POSTER IN A3 WITH THE MOST IMPORTANT RULES FOR ALL KIND OF WATERSPORTS TO ENSURE WATER SAFETY.

Download at:

[www.safershorelines.com/druckdaten-und-mediendatenbank](http://www.safershorelines.com/druckdaten-und-mediendatenbank)





## CARD (A5)

SAFER SHORELINES CARD IN A5 WITH THE MOST IMPORTANT RULES FOR ALL KIND OF WATERSPORTS TO ENSURE WATER SAFETY.





## DOOR SIGN

THE PRO CENTER SIGNS ARE A VISIBLE INDICATOR FOR ALL INSTITUTIONS WORKING WITH SAFER SHORELINES.



# CREATIVE LOGO USE

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„The SAFER SHORELINES logo can  
be used for creative products.“



# LOGO USES

## A FEW CREATIVE WAYS

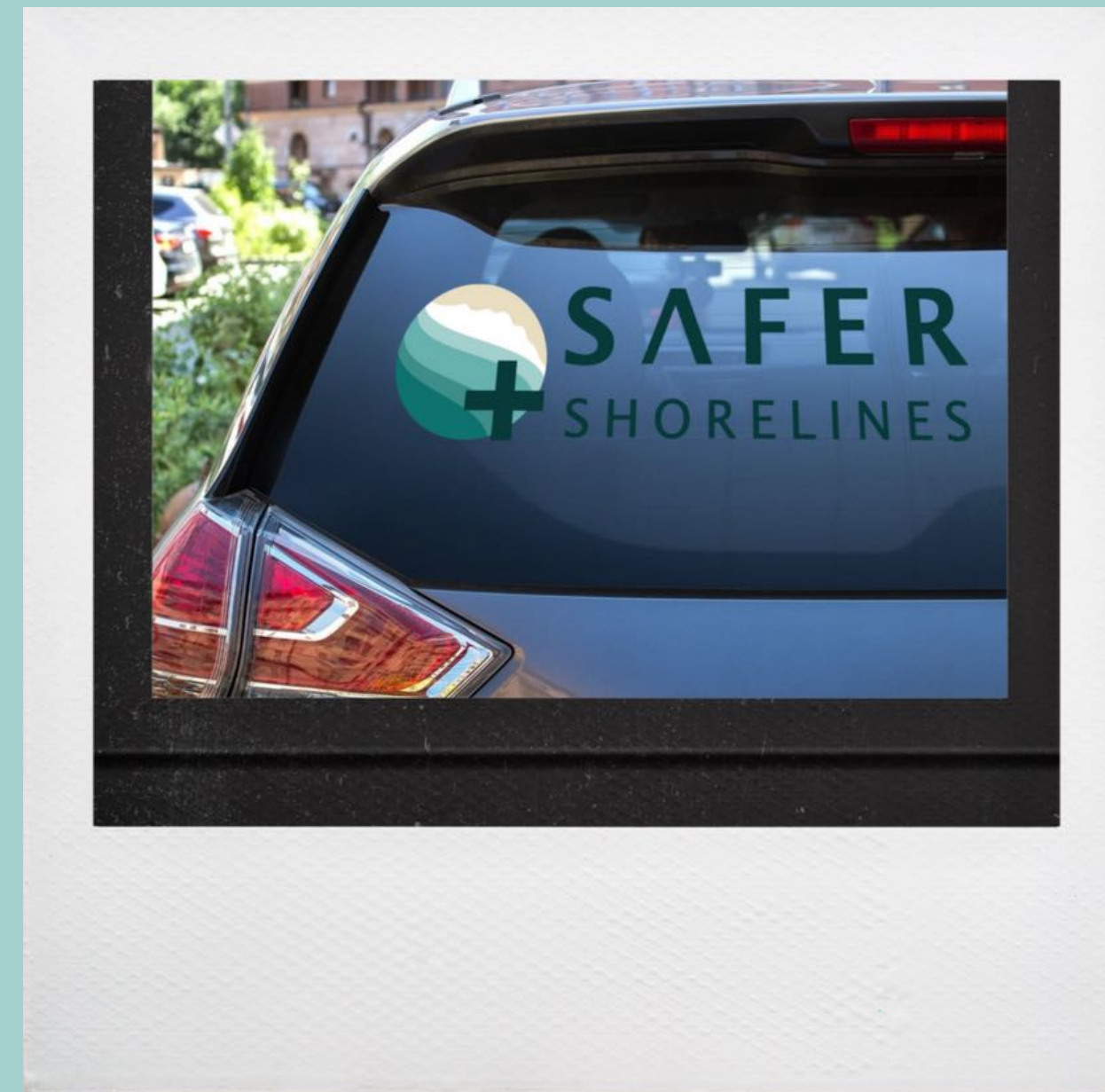
In order to bring attention to the work and goals of SAFER SHORELINES, we encourage creative logo use on different surfaces. Here are some examples.





# LOGO USES

A FEW CREATIVE WAYS



LOGO

# LOGO USES

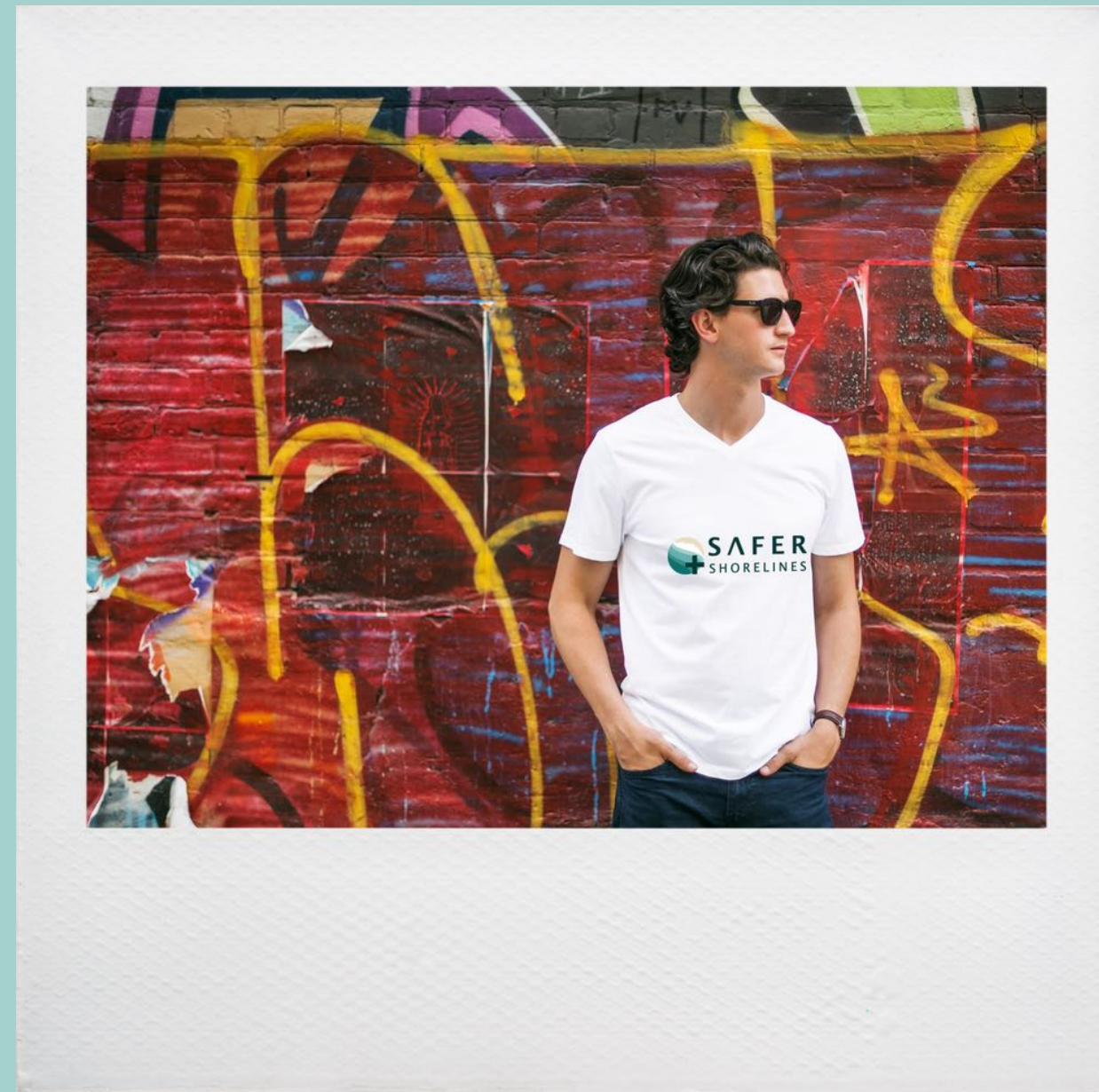
A FEW CREATIVE WAYS





# LOGO USES

A FEW CREATIVE WAYS





# LOGO USES

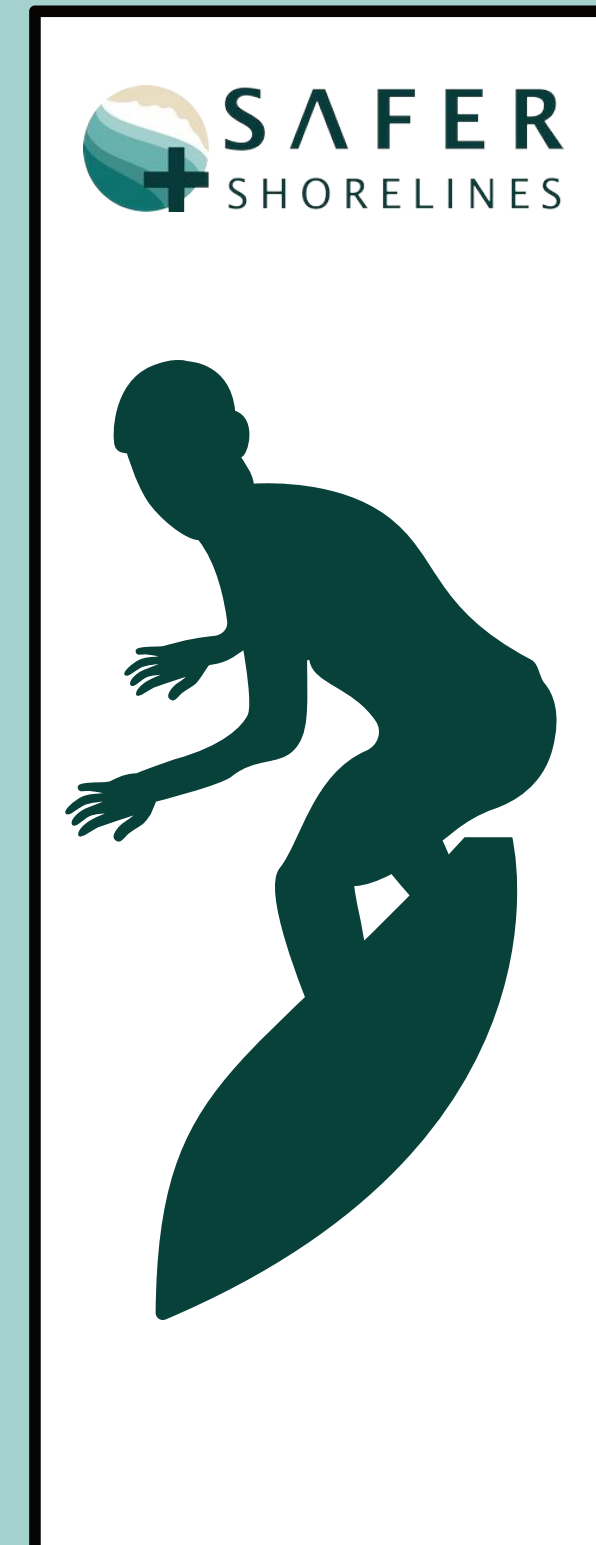
A FEW CREATIVE WAYS



# FLAGS

FLAG (300 CM X 100 CM)

CORPORATE FLAGS MAXIMIZE LOGO AND BRAND EXPOSURE ON LIMITED SPACE. COLORS CANNOT BE CHANGED.





# BANNER (100 CM X 70 CM)

CORPORATE BANNERS MAXIMIZE LOGO AND BRAND EXPOSURE ON LIMITED SPACE. COLORS CANNOT BE CHANGED.





# ONLINE

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„The SAFER SHORELINES online platforms  
share all relevant information and news.“





# WEBSITE

[www.safershorelines.com](http://www.safershorelines.com)

You can find all relevant information, downloads and news updates regarding SAFER SHORELINES on our website.

Feel free to share the website via the qr code.



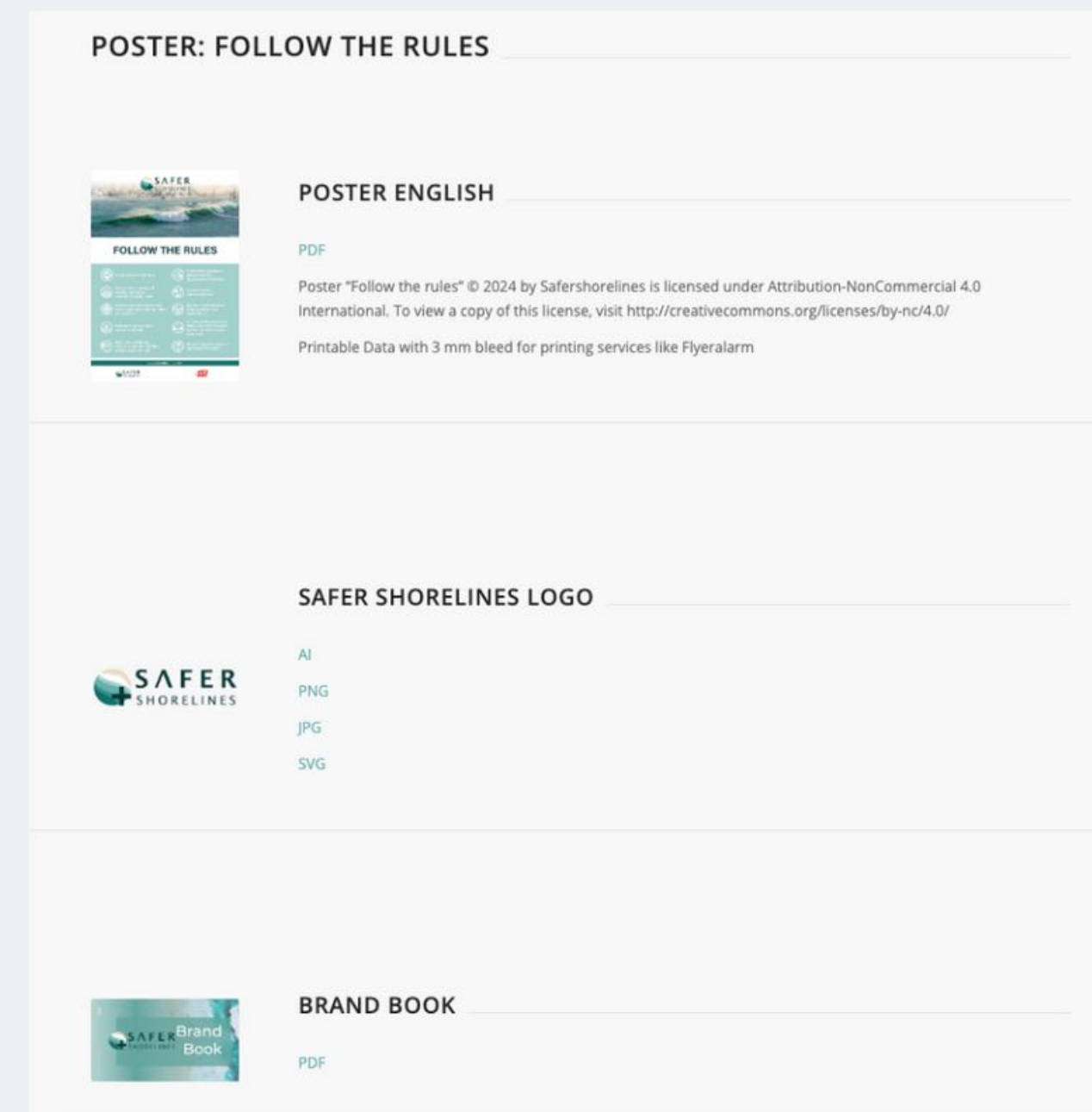
QR CODE

# PRINT AND MEDIA

[www.safershorelines.com/druck-daten-und-mediendatenbank](http://www.safershorelines.com/druck-daten-und-mediendatenbank)

On the SAFER SHORELINES print and media database you can download:

- + The Poster
- + The Logos
- + The SEPA Form
- + The Safety Folder





# #safershorelines



WEBSITE

[www.safershorelines.com](http://www.safershorelines.com)



INSTAGRAM

[www.instagram.com/  
safershorelines](http://www.instagram.com/safershorelines)



FACEBOOK

[www.facebook.com/  
safer.shorelines](http://www.facebook.com/safer.shorelines)



TIKTOK

[www.tiktok.com/  
safershorelines](http://www.tiktok.com/safershorelines)



YOUTUBE

[www.youtube.com/  
safershorelines](http://www.youtube.com/safershorelines)



LINKEDIN

[www.linkedin.com/  
safershorelines](http://www.linkedin.com/safershorelines)



A large group of people are gathered on a body of water, likely a lake, during a sunset. They are sitting in kayaks or small boats, arranged in a loose formation. The sun is low on the horizon, creating a bright glow and reflecting on the water. The background features rolling hills or mountains under a cloudy sky. The word "TOGETHER" is written in white capital letters in the top left corner.

# TOGETHER

Thank you for using our branding guidelines.  
Together we can make our SHORELINES SAFER!

