national
water safety
forum

#RESPECT THE WATER

Campaign Guidelines v1.0 March 2021

These guidelines show how you can use **#RespectTheWater** to **unify** and **amplify water safety messages** from your organisation - and in partnership with others.

The National Water Safety Forum's combined efforts to share safety messages has led to a unified campaign: **#RespectTheWater**.
This slogan, hashtag and identity will help to give all our messaging a consistency and a united voice that reflects our shared water safety goals.

#RespectTheWater should be used in water safety campaign activity, alongside agreed key messages targeted at specific audiences. It should **NOT** be used in isolation on promotional merchandise.

Why use a hashtag?
A hashtag is word or phrase preceded by a hash sign (#), used on social media websites and applications, to identify digital content on a specific topic.

As digital channels are the ones most likely to be used to deliver safety messaging, it's an ideal way to unify the movement. So please include #RespectTheWater on all social posts.

Whatever the safety message, adding #RespectTheWater will identify the topic and make the messaging searchable and shareable – leading to a bigger audience reach. It will also encourage audiences to use the same phrase themselves in their posts, spreading the word. We can monitor its use and track the total reach of the campaign.

#RespectTheWater
social media posts

It's worth weighing up what messaging is going in your post copy and what will be in your image or video. Images cluttered with too much text are less likely to be read or remembered.

Consider sharing your messaging between these opportunities - for example, your post copy could read:

Heading to the seaside? Here are the safety tips every beachgoer should know. #RespectTheWater

This would be posted with a video or static image containing the safety advice, ideally against footage or photography that shows the activity / risk that you're focussing on.

Alternatively, all your key advice could be in the post copy if there's space, with an image or video mainly showing the appropriate environment / activity / risk.

In all cases, #RespectTheWater should appear in your post text *and* in your video/image.
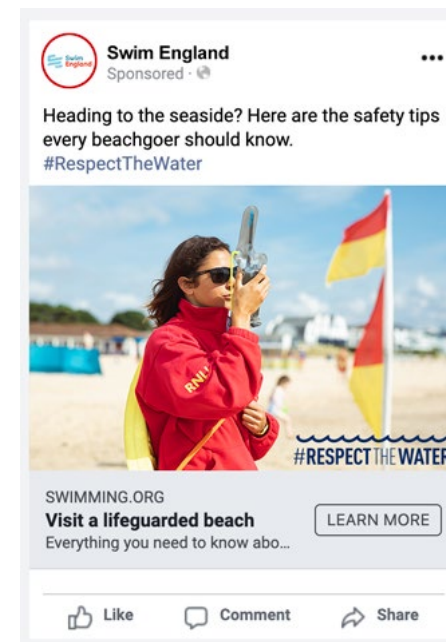
Example post:
primary text above the image including the hashtag

Versions of the logo

As well as including #RespectTheWater in the body copy of water safety social posts, it should be used as a visual element on images and video too. This provides consistency for visual creative across the campaign.

It's also another way to encourage use of the hashtag. When used in conjunction with logos, it shows your organisation's endorsement for the campaign (and the endorsement of your partners).

Blue version – to be used on white or light images

White version – to be used on dark colours/images

Blue colour values

Pantone 281 | CMYK: 100, 72, 0, 38
RGB: 0, 38, 99 | Hex: #002663

Design dos and don'ts

✓ **Do make use of the exclusion zone**

This should be the height of the letter 'R' around the logo. This helps with the identity's clarity, prominence and recognition.

✗ **Don't add a drop shadow or distort the logo**

✓ **Do make sure the logo is legible**

Consider using a gradient over images or adjusting levels to increase contrast

Safety messages

These are the three main water safety messages, with examples. Always lead with the 'Specific safe behaviour' messaging and ideally stick to a maximum of three key safe behaviours to ensure cut-through and retention.

Specific safe behaviour (relevant to your organisation or audience)

Examples:

Wear a personal flotation device (kayaking)

Take a phone (beach users or beach safety)

Visit a lifeguarded beach (families)

Keep a way of calling for help attached or in your pocket (going afloat)

Check weather forecast and tide times (coastal walking)

Keep your engine well maintained (sailing/motorboating)

If you get in trouble in the water, float to live

Examples:

Lean back and use your arms and legs to help you float

Get control of your breathing before calling for help or swimming

In an emergency, call 999 for the Coastguard

Examples:

In an emergency dial 999 for the Coastguard

If you see someone in trouble call 999 or 112 and ask for the Coastguard

Examples of joint branding

The design of this identity allows you to lock it up with more than one organisation's logo - as demonstrated in examples 1 and 2.

Or the organisations' logos can be separate - as long as #RespectTheWater is the final identity (as shown in example 3).

Avoid use of too many logos. If a large number of partners are involved in a campaign, choose the most relevant logos that will give the messaging more credibility to the audience.

Please note: Branding for the National Water Safety Forum (NWSF) should **NOT** be used as it is not publicly recognised. The most authoritative branding would be that of a governing body or search and rescue (SAR) organisation.
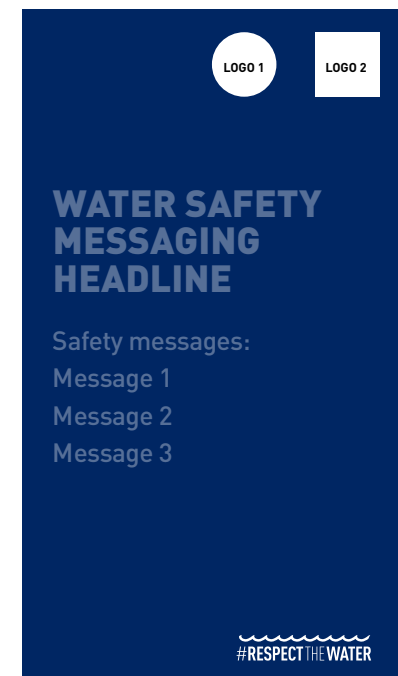
Example 1:
end frame on 1x1 social video

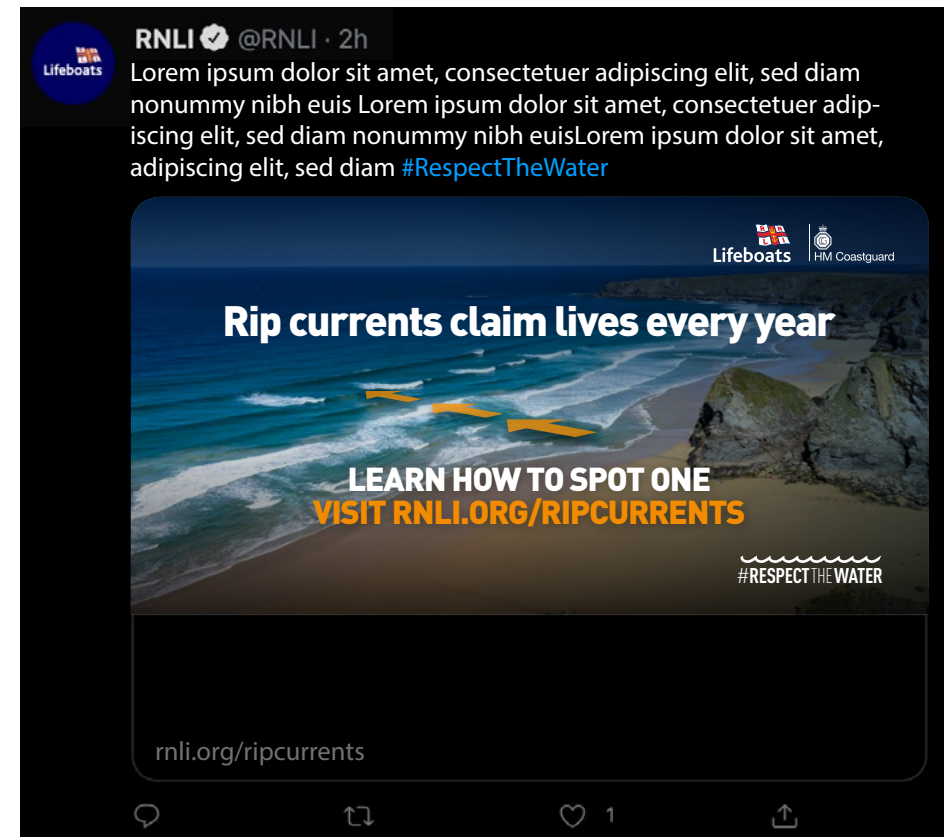**Example 2:**
water safety poster
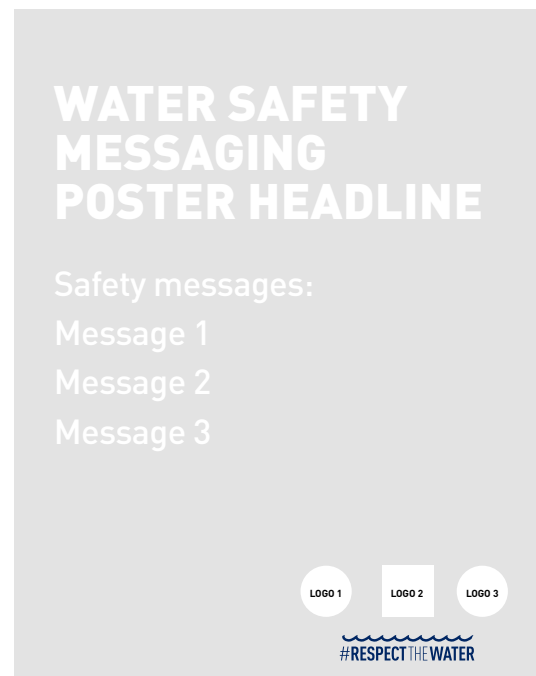
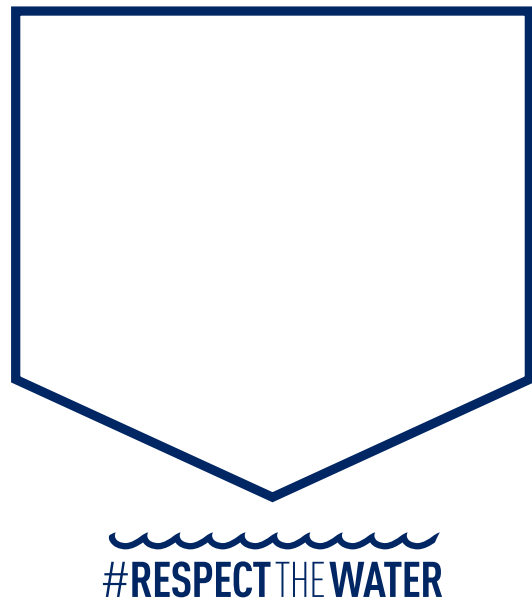**Example 3:**
9x16 social post

Examples

These examples show the placement of the #RespectTheWater identity on a social post image
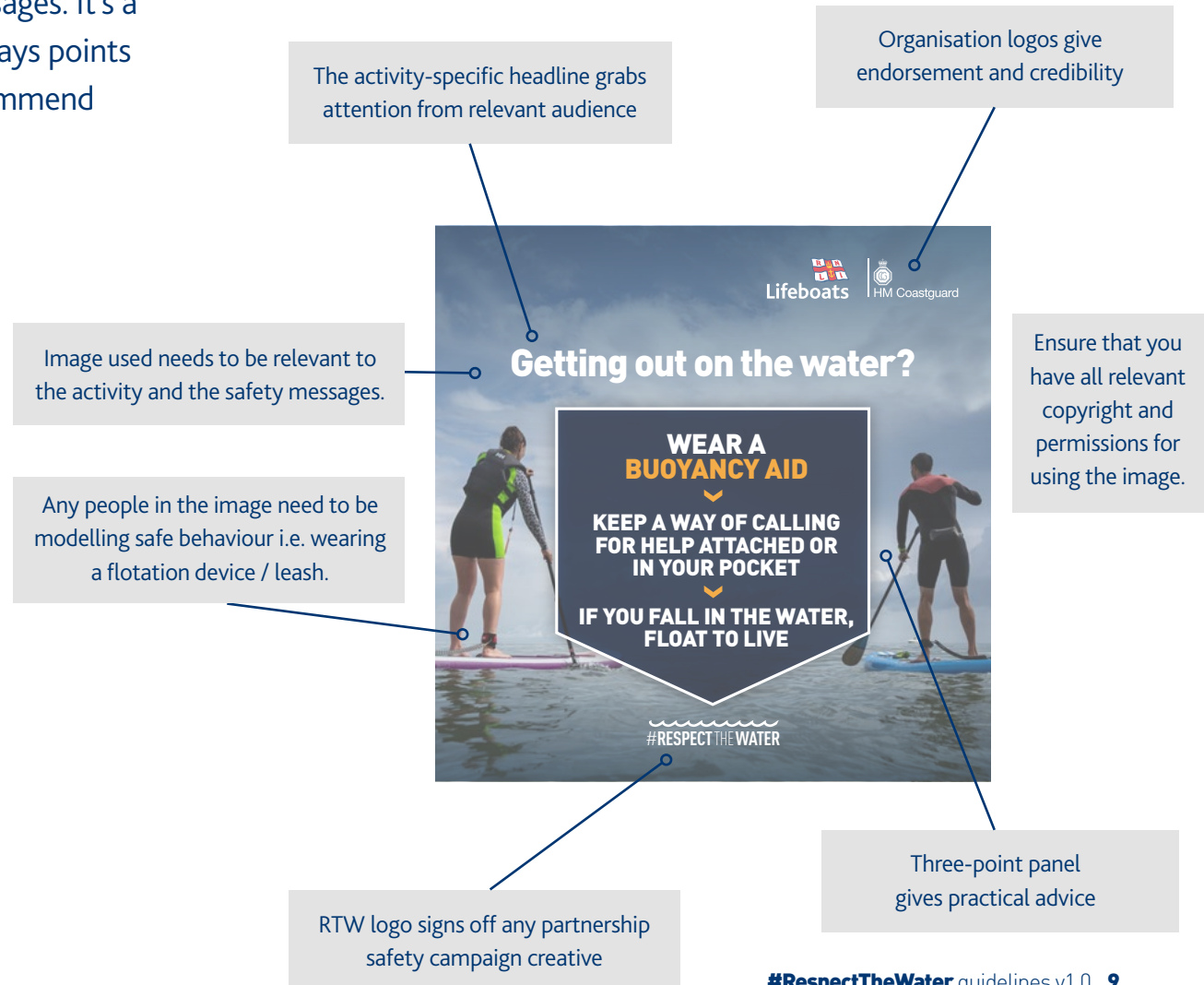
Additional design elements

The shield shape from the initial Respect the Water campaign can be used to house your three-point safety messages. It's a recognisable device that adds consistency and always points towards the #RespectTheWater identity. We recommend using this shield shape where possible.

#RESPECTTHEWATER

Building a consistent structure for the campaign creative

The activity-specific headline grabs attention from relevant audience

Organisation logos give endorsement and credibility

Image used needs to be relevant to the activity and the safety messages.

Any people in the image need to be modelling safe behaviour i.e. wearing a flotation device / leash.

Ensure that you have all relevant copyright and permissions for using the image.

RTW logo signs off any partnership safety campaign creative

Three-point panel gives practical advice

Examples

These examples show how the combination of consistent logo use, headlining, shield shape, three-point safety messaging and the campaign identity all add up to consistency.

Example 2: Storyboard social film example

Videos offer the opportunity to deliver the activity-relevant headline first to grab attention, then introduce the safety tips one-by-one.

Then the campaign identity and organisations' logos endorse the messaging at the end.
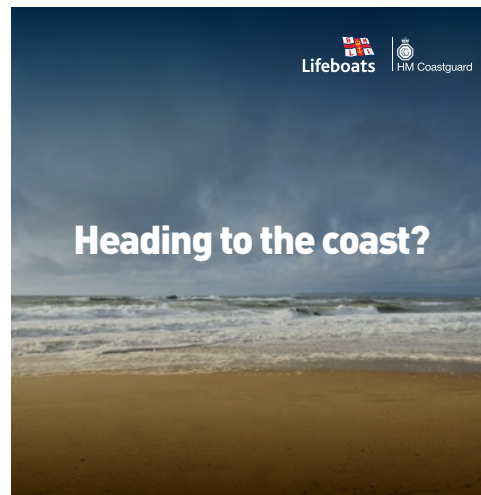
For more information on **#RespectTheWater** or
further support from the National Water Safety Forum,
contact **RTW@nationalwatersafety.org.uk**

Download the #RespectTheWater assets

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