national
water safety
forum

#RESPECTTHEWATER

Branding Guidelines v2.0 April 2023

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 water safety messaging 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.

#RespectTheWater has specific campaign messaging but can be used with other water safety messages. By adding #RespectTheWater, it will help to 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.

Safety messages

#RespectTheWater has key messaging through the 999 campaign.

Make the Right Call: Call 999

Call, Tell, Throw

📱	🏊	🛟
CALL	**TELL**	**THROW**
999 and ask for the right service	them to float on their back	them something that floats

Safety messages

In addition to using this campaign messaging, you may want to use your own organisational message with the #RespectTheWater brand.

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)

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

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

Tone of Voice

At the heart of 'RespectTheWater' our goal is keeping people safe whilst they are enjoying being in or by the water.

The tone of our messages will help to determine how receptive our audience is and therefore, how it influences their behaviour.

The guidelines below will help to ensure that 'RespectThe Water' communications have the right tone and impact.

- Using a friendly yet authoritative voice, helpful not judgemental.

- Keeping to the point – using short headlines, short sentences and short paragraphs.

- Clarity about the action required or in the information provided.

- Framing our messages in a positive way.

- You do not have to use 'the National Water Safety Forum'. You can refer to 'the Forum', 'us' or 'we'.

- Adjusting your tone and language for the audience's age/demographic.

- Avoiding the use of exclamation marks – they could be perceived as trivialising an important safety message.

- Avoiding a style that would be perceived as preaching to the audience.

Example

Rather than a posting a tweet saying 'the sea is very dangerous so be careful when visiting a beach' we could say 'Hot weather is here and it's time to hit the beach. Enjoy the water safely by following the RNLI's top beach safety tips'.

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

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: For cobranding, the most authoritative branding would be that of a governing body or search and rescue (SAR) organisation. In certain circumstances, the NWSF branding can be used by contacting: **info@nationalwatersafety.org.uk**
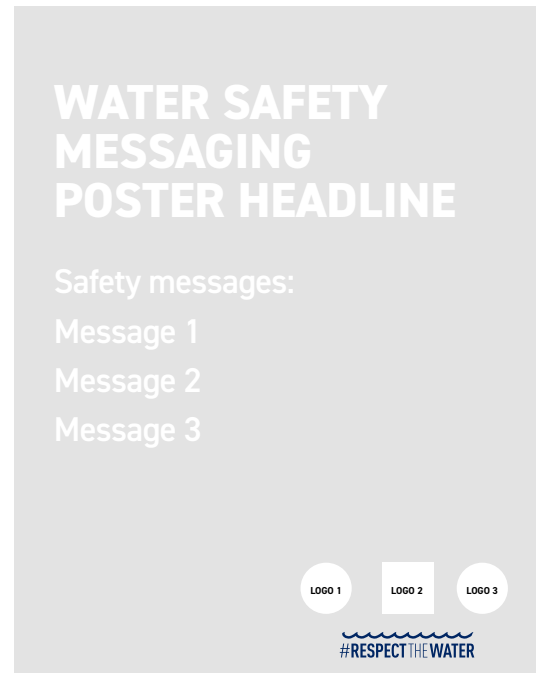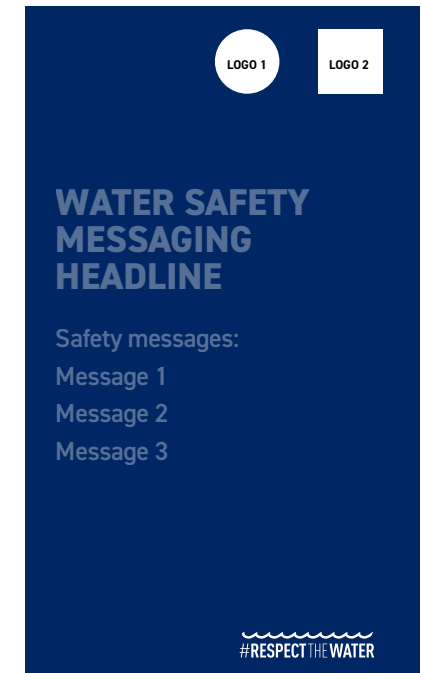
Example 1:
end frame on 1x1 social video

Example 2:
water safety poster

Example 3:
9x16 social post

#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 focusing 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.

It is recommended that, #RespectTheWater should, where possible, appear in your post text *and* in your video/image.
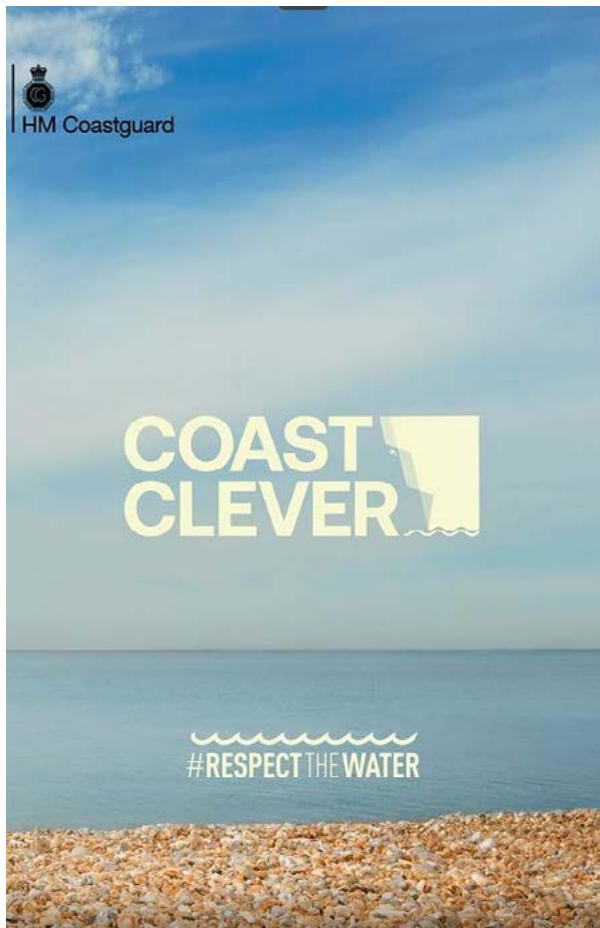

Example post:
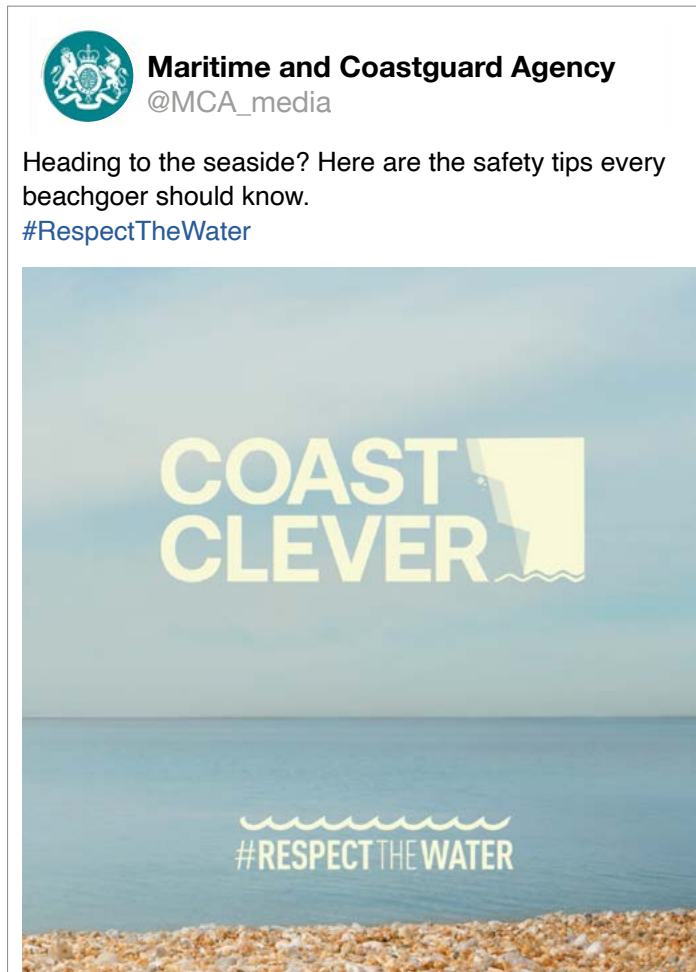primary text above the image including the hashtag.

Examples

These examples show the placement of the #RespectTheWater identity on a social post image.

Additional design elements

These examples show the placement of the #RespectTheWater identity on a social post image.

Maritime and Coastguard Agency
@MCA_media

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

Canal & River Trust
@CanalRiverTrust

Enjoy your time on the towpath safety this summer. Don't get in the water, it's not worth it. Find other ways to cool downhttps://shorturl.at/anpDF #BeWaterSafe #RespectTheWater

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.
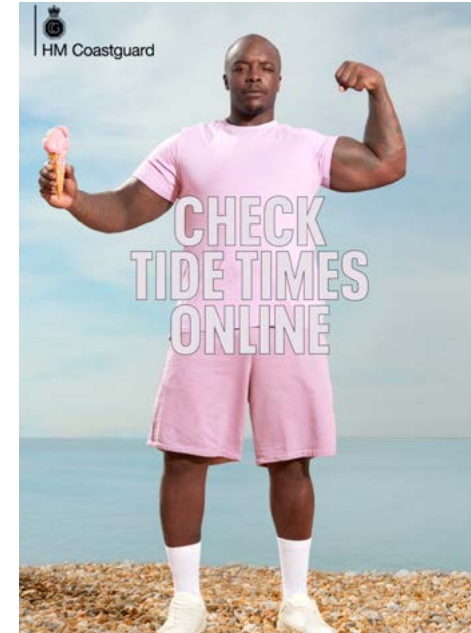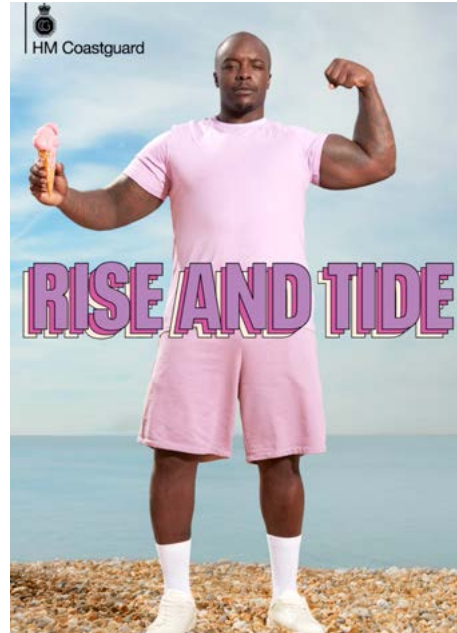
For more information on **#RespectTheWater**
or further support from the National Water Safety
Forum, contact **RTW@nationalwatersafety.org.uk**

Download the #RespectTheWater assets

national
water safety
forum

#RESPECTTHEWATER

Branding Guidelines v2.0 April 2023