

## **KLF POLICY 15**

### **USAGE GUIDELINES OF THE KLF LOGO**

#### **1. Introduction**

This document shows the benefit from the power and unity of The Kenya Lifesaving Federation (KLF) logo. It provides the users with the basic tools necessary to reproduce the KLF logo correctly, including colors, sizes and position. Correct use of the logo will enhance public recognition of the KLF brand and unify its image. It will also show KLF's commitment to enforcing the Intellectual Property Rights associated with the logo trademark. This is vital for protecting our sponsorship and marketing programs. By consistent and considered implementation, KLF will build a recognizable and admired brand that positively reflects KLF.

#### **2. History of the logo**

KLA lifesaving activities date back to 1991. As a need for a national lifesaving Association was rooted, this led firstly to the establishment of the Kenya Swimming Coaches Association and then later the formation of Kenya Lifesaving and Lifeguard Association (KLLA) in 2000 where the first logo was designed and approved by the committee. In 2008 KLLA changed its name to Kenya Lifesaving Federation KLF and a new logo was designed. The KLF logo was a modification of the logo of KLLA with removal of the words Kenya lifesaving & lifeguard association around the crest and KLLA letters on top of the crest on the logo and replacing them with Kenya Lifesaving Federation and KLF letters plus insertion of a ring buoy with a red cross at the center of the ring buoy in the middle of the crest that underlies the KLF logo design. The colors of white, red, brown, black and blue represent well known rescue colors in fresh water, beach and waterways.

#### **3. The KLF Logo A.**

##### **Total Corporate signature**

The KLF Crest Logo, Ring buoy, Red cross, two arms, KLF and Kenya Lifesaving Federation along the crest constitutes the total corporate signature. Wherever the total corporate signature appears, the proportions between the symbol and logo are vitally important and must be adhered to.

##### **B. Typeface**

The typeface used in the logo is Calibri Bold. It is most important to use the KLF signature type as shown in the examples using capital letters to maintain the corporate logo. Under no circumstances is the KLF type or KLF crest to be changed, stretched, enclosed, and reversed or any other effect which changes its signature appearance other than shown within these guidelines.

##### **C. the Meaning of the logo**

**Blue-** is for water (fresh and ocean)

**White-** represents peace

**Red-** is danger and a common lifesaving colour

**Red cross-**stands for assistance

**White ring buoy-**stands for rescue

**KLF –**stands for Kenya Lifesaving Federation

**Black-** is the people of Kenya

**Two brown hands-**is calling for help

**The crest –**stands for strength

The words **Kenya Lifesaving Federation** –is to seal the crest and gives a total zeal of the federation.

**Top blue single strip**-is the journey to lifesaving development.



## D. Colours

Reproduction methods of the logo will vary depending on its application. The artwork within this guide should cover all applications. The colours are specified either Process Colours or Pantone Colours, both colour systems are standard and should always be maintained.

## E. Single and double colour versions

These variations come from the colour palette and can be used on light backgrounds when printable colours are limited and it is not possible to use the full colour version.

## F. Single-colour versions, negative

White on coloured background. The single-colour white version is recommended for use on the vivid coloured backgrounds. It can also be used on photographic and illustrative backgrounds.

## G. Single-colour versions, positive

Vivid palette on vivid background. A slightly darker version is recommended for use on a complementary coloured background. Both the foreground and background colours are from our vivid colour palette.

## H. Single-colour versions, negative

Vivid palette on vivid background. A slightly lighter version is recommended for use on a complementary coloured background. Both the foreground and background colours are from our vivid colour palette.

## I. Single-colour versions, positive

Muted palette. A slightly darker version is recommended for use on a complementary coloured background. Both the foreground and background colours are from the muted colour palette.

## J. The Logo: acceptable variations

Flat logo in layers Logo in 3 D

## L. Logos for reproduction 4. Usage of the logo

The KLF logo is a trademark of the Kenya Lifesaving Federation. The use of the KLF Trademarks that might cause confusion in the marketplace, including but not limited to in advertising, on websites, or on software may not be used. KLF protects the KLF Trademarks on behalf of the entire lifesaving community. In fact, the law obligates trademark owners to police their marks

and prevent the use of confusingly similar names by third parties. If you have questions about this policy, please contact the KLF Headquarters.

Except as prohibited by law, the person or entity who is using the KLF Trademark under the terms of these Guidelines ("User") acknowledges that KLF is the sole and exclusive owner of the KLF Trademarks and agrees that it will do nothing inconsistent with such ownership either during the term of such use or afterwards. Specifically, the User will take no action that will interfere with or diminish KLF's right in the KLF Trademarks. The User acknowledges that the KLF Trademarks are valid under the applicable law and that the User's utilization of the KLF Trademarks will not create any right, title or interest in the KLF Trademarks. The User agrees not to apply or assist any third party to register the KLF Trademarks or a confusingly similar designation anywhere National. If any application for registration is or has been filed by or on behalf of the User in any country and relates to any mark which, in the reasonable opinion of KLF, is confusingly similar, deceptive or misleading with respect to, or dilutes or in any way damages the KLF Trademark, the User shall, at KLF's request, abandon all use of such mark, and any registration or application for registration thereof and shall reimburse KLF for all costs and expenses of any opposition or related legal proceeding, including attorneys' fees, instigation by KLF or its authorized representative. Upon the written statement that the User is not using the KLF Trademarks in accordance with these Guidelines, within ten (10) days, User shall modify its use to comply with these Guidelines or cease using the KLF Trademarks.

## **A. Usage that does not require written permission**

KLF County Branches, KLF Full Members, KLF Associate Members, KLF Corresponding Members may use the KLF logo on their letterhead without requiring written permission as long as the use is in compliance with these guidelines.

## **B. Usage on Lifesaving Certificates**

KLF Branches, KLF Full Members, KLF Associate Members, KLF Corresponding Members may not use the KLF logo on their certificates, except in the specific situation that such use was approved in writing by the KLF Headquarters and that the appropriate fee was paid. Where approval has been granted by KLF in writing, the KLF Full Member may use the KLF Approved Certificate logo in accordance with the conditions of use and only within the approvals specified time frame.

## **C. KLF Accredited Courses**

KLF Branches, KLF Full Members, KLF Associate Members, KLF Corresponding Members may use the KLF Accredited Course logo if and when an KLF sanctioned course is organized and was approved in writing and beforehand by the KLF Headquarters.

## **D. KLF Commercial Partners**

Only those commercial partners formally approved by the KLF will be permitted to link their products with the KLF Approved Product logo. Approved product suppliers will be identified by attaching the Approved Product logo on the approved product. A formal licensing process and subsequent approval can only be sanctioned by the KLF authorities. Once approved, licensed merchants can use the logo in advertising and other promotional activities, when and where appropriate.

## **E. KLF Sanctioned Events**

KLF Regional Branches, KLF Full Members, KLF Associate Members, KLF Corresponding Members may use the KLF Sanctioned Event if and when an event is organized in accordance with KLF rules, conditions or guidelines and was approved in writing and beforehand by the KLF Headquarters.

## **F. Use of the KLF logo by non-commercial and community web sites**

The guidelines relating to such usage are set forth in this section. It is permissible to use the KLF Trademarks on websites to show your support KLF, provided that: Approval in writing beforehand was provided by the KLF Headquarters Where possible, the design logo hyperlinks to the KLF website or if that is not possible, the site includes a prominent link to the KLF website. Proper trademark symbols are used in connection with the KLF Trademarks. The Logo Usage Guidelines are strictly observed. The site indicates clearly that it is not affiliated with or endorsed by KLF; in addition, where possible:

- The site must include the text "This site is not affiliated with or endorsed by the Kenya Lifesaving Federation" prominently on any page that includes the KLF Trademarks, and
- if the KLF Trademarks appear in a page header or any area that is designed to be presented on more than one page, the notice must also be designed to be presented on all of

those pages as well. (i.e., if the KLF Trademarks appear in a site-wide header, the informational text must appear in that header or an identically site-wide footer). The site does not use visual styling that could be confusing to viewers or visitors as to whether the site is hosted by or on behalf of KLF.

The site does not display commercial logos on the page where the KLF logo is displayed. A copy of the use of the KLF Trademarks is provided to the KLF headquarters within seven (7) days of its initial use, for example by sending a URL or other copy of such use to

## **G. Use of the KLF logo by commercial web sites**

The guidelines relating to such usage are set forth in this section. It is permissible to use the KLF Trademarks on commercial web sites, provided that: The web site has non-KLF primary branding. The design logo hyperlinks to the KLF website. The use does not imply sponsorship or endorsement by KLF the use of the KLF Trademarks does not imply an association with nor any form of endorsement by KLF. Proper trademark symbols are used in connection with the KLF Trademarks and the trademark attribution statement must appear. The site does not use visual styling that could be confusing to viewers or visitors as to whether the site is hosted by or on behalf of KLF. A copy of the use of the KLF Trademarks is provided to the KLF headquarters within seven (7) days of its initial use, for example by sending a URL or other copy of such use to

## **H. Use of the KLF logo on Promotional events**

The guidelines relating to such usage are set forth in this section. It is permissible to use the KLF Trademarks in such promotional events, provided that: The use does not imply sponsorship or endorsement by KLF. The use of the KLF Trademarks does not imply an association with or endorsement of the event. Proper trademark symbols are used in connection with the KLF Trademarks. The Logo Usage Guidelines are strictly observed A copy of the use of the KLF Trademarks is provided to the KLF Headquarters before the event or promotional event takes place. If some goods are given away at the event, the KLF logo may not appear on such goods.

## **I. Use of the KLF logo in Publication**

It is permissible to use the KLF Trademarks in the title and content of a publication, provided that: The use does not imply sponsorship or endorsement of the publication by KLF. Proper trademark symbols are used in connection with the KLF Trademarks. The Logo Usage Guidelines are strictly observed A copy of the use of the KLF Trademarks is provided to the KLF Headquarters before the publication.

## **J. Usage of the KLF logo that Require Prior Written Approval**

In all cases, not identified above, a written approval is requested.

## **5. Usage of the logo in conjunction with the logo of the Lifesaving Championships**

### **A. Communication Objective**

To enhance the recognition and reputation of the Lifesaving National Championships with standardized visual identity guidelines that can be applied consistently to multiple events over time. To communicate at-a-glance the date and location of the National Championships. To ensure recognition of the National Championships as KLF event.

### **A. Communication Objective**

KLF has the intention to enhance the recognition and reputation of the Lifesaving Championships with standardized visual identity guidelines that can be applied consistently to multiple events over time. To communicate at-a-glance the date and location of the championships. To ensure recognition of the championships as KLF event.

### **B. Target Groups**

Primary: KLF Member Organizations. Secondary: collaboration partners/organizations/individuals who are closely aligned with lifesaving and lifesaving sport.

### **C. KLF Relationship**

KLF owns the Lifesaving National Championships and all associated properties. KLF will plan and stage the National Championships in cooperation with partners. The relationship is clear in the operational contract for the event. Compliance with this visual identity guideline is part of the operational contract.

## **D. Visual Identity**

KLF provides the visual identity rules within which the host designs the National Championships identity. KLF will have a visual identity with the National Championships such that the casual observer will recognize KLF association with the event.

The visual identity The KLF Logo the words: Lifesaving. city/town (e.g alone is an ins. small applicant brochures); e merchandise The host can The location a The Event log The visual identity Give priority u Be as simple Be clear and I Be clear and such as letter

## **6. Usage of the logo in conjunction with the logo of the KLF Conference on Drowning Prevention**

KLF has the intention to enhance the recognition and reputation of the conference with standardized visual identity guidelines that can be applied consistently to multiple events over time. To communicate at-a-glance the date and location of the conference. To ensure recognition of the conference as KLF event.

## **E. Target Groups**

Primary: KLF Member Organizations. Secondary: collaboration partners/organizations/individuals who are closely aligned with drowning prevention, aquatic lifesaving, resuscitation and emergency care, lifesaving and lifeguarding education, water safety, rescue, lifesaving/guarding services, etc...

## **F. KLF Relationship**

KLF owns the National Conference on Drowning Prevention and Exhibition and all associated properties. KLF will plan and stage the Conference in cooperation with partners. The relationship is clear in the operational contract for the event. Compliance with this visual identity guideline is part of the operational contract.

## **G. Conference name**

The official name of the conference is National Conference on Drowning Prevention. The name can be abbreviated as NCDP 2018. However the short form version is for internal KLF communication and only after the full title has been used.

## **H. Visual Identity**

KLF provides the visual identity rules within which the host designs the Conference identity. KLF will have a visual identity with the conference such that the casual observer will recognize KLF association with the event. KLF must approve the visual identity of each conference. The KLF Board of Directors (alone) may approve title sponsorship. The visual identity must mandatory include: The KLF Logo guidelines. The words: W typeface given The Conference alone, or the identifier (e.g. The Conference applications brochures); e merchandise The host can The location presented in t The visual identity Give priority u Be as simple Be clear and I Be clear and such as letter .

APPROVED BY KLF NEC 10 OCTOBER 2008

REVIEWED ON MAY 2015

BY JOB KANIA  
PRESIDENT  
KENYA LIFESAVING FEDERATION