



**waterproofFL**  
POOL SAFETY IS EVERYONE'S RESPONSIBILITY.

# WaterproofFL: “POOL SAFETY IS EVERYONE’S RESPONSIBILITY”

## 1 OVERVIEW

**WaterproofFL is a drowning prevention awareness campaign developed by the Florida Department of Health, Injury Prevention Program (IPP).**

The statewide initiative promotes the importance of keeping children safe when at or near the pool by incorporating “layers of protection”: supervision, barriers and emergency preparedness. Through public education, expanded partnerships and Web-based outreach, the waterproof message will reach millions of Floridians who may not realize that drowning is the leading cause of death for children 1–4 years old in the Sunshine State.

Although we all have a right to enjoy the sun and fun, owning a pool comes with responsibilities. So, whether you’re a parent, caregiver, neighbor or business—pool safety is everyone’s responsibility.

The success of the WaterproofFL campaign depends in large part on the commitment of its partners. Currently, the WaterproofFL initiative includes more than 20 partner organizations. These organizations have agreed to share WaterproofFL branded materials and messages with their members, stakeholders and clients. Branded materials include: logo, brochures, posters, drowning prevention video and public service announcements.

## 2 CAMPAIGN GOALS

- Build a diverse coalition of partners to help reduce Florida’s rate of drowning among young children.
- Educate key audiences about pool safety and promote the incorporation of “layers of protection.”



**WORKING TOGETHER, OUR PARTNERS CAN HELP FLORIDA REDUCE ITS HIGH NUMBER OF DROWNINGS AMONG CHILDREN UNDER AGE 5.**

### 3 IPP INFORMATION

#### WHAT DOES THE INJURY PREVENTION PROGRAM DO?

The Florida Department of Health (DOH), Injury Prevention Program provides statewide coordination and expansion of injury-prevention activities (data collection, surveillance, education, and the promotion of interventions) through and with communities, county health departments, and other state agencies with expertise and guidance in injury prevention.

Injuries are the leading cause of death among Florida residents ages 1–44 and the third leading cause of death overall, after heart disease and cancer. The majority of injuries are unintentional, or accidents like drownings, falls, poisonings, motor vehicle crashes, bicycle and motorcycle crashes, and pedestrian injuries. However, injuries can be inflicted intentionally through self-harm or by another individual, such as suicide, sexual violence or abuse.

The program created the Florida Injury Prevention Injury Surveillance system to monitor the occurrence of fatal and non-fatal injuries for information that can be used to plan and implement measures to control, reduce, or eliminate injuries. Many DOH programs and the Departments of Transportation, Elder Affairs, and Highway Safety Motor Vehicles use this data on a regular basis to document the need of prevention programs.

The Injury Prevention Program is the lead agency for Safe Kids Florida, representing 17 local Safe Kids coalitions and chapters working with child safety advocates in their communities to prevent unintentional injuries to Florida's children aged 19 and under. In 2012, the childhood unintentional injury fatality rate of children in Safe Kids counties was 47.3 percent lower than the rate in non-Safe Kids counties, which corresponds to 191 fewer deaths than expected, had the fatality rate been the same as non-Safe Kids counties.



**THE PROPER PHYSICAL BARRIERS SERVE  
AS A CRUCIAL LAYER OF PROTECTION.**

## 4 LOGO STANDARDS

The WaterproofFL Brand is a symbolic embodiment of all information connected to the campaign and serves to create associations and expectations around it. The Florida Department of Health encourages its WaterproofFL partners to cross-brand the logo by placing it on their web sites and collateral, and by showing the WaterproofFL video to Sunshine State residents and clients. This document includes information to assist you with the cross-branding process by providing a set of guidelines to help facilitate and inspire communications that build and maintain the WaterproofFL brand.

All design elements, including the logo, color, typography, and messaging play an important role in supporting and reinforcing a consistent identity. These logo standards have been developed to explain the elements of WaterproofFL's identity and provide guidelines for implementation.

The logo consists of the water drop graphic, the WaterproofFL logotype and the tagline—Pool safety is everyone's responsibility. It should not be redrawn, digitally manipulated or altered.

The logo must always be reproduced from a digital master reference. Digital files with .eps extensions should be used for all printed materials. Digital files with .jpg extensions should be used primarily for Web sites and on-screen viewing. Please consult your print vendor for their preferred file format before submitting files for production. Electronic files for the WaterproofFL logo are available online at: <http://www.WaterproofFL.com/resources.shtml>.

## 5 ACCEPTABLE LOGO VARIATIONS

The WaterproofFL logo should only appear in the four color variations shown on this page.

Gradient Version:



Two-Color Version:



Black and White:



Black and White Reversed:



(The reversed logo should only be used on dark backgrounds.)

## 6 EXCLUSION ZONE

In order to maximize its visual presence and impact, the WaterproofFL logo requires a surrounding area clear of any other visual elements or text.

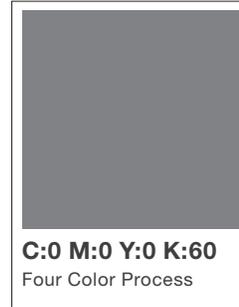
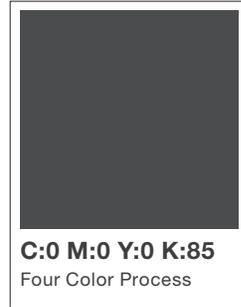
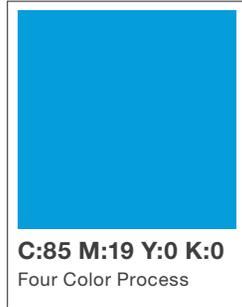
The minimum exclusion zone is equal to the height of the “W.” Though some applications call for more, always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.



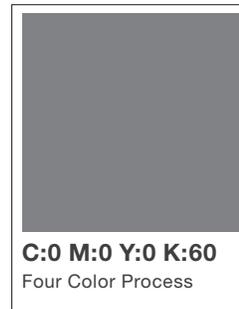
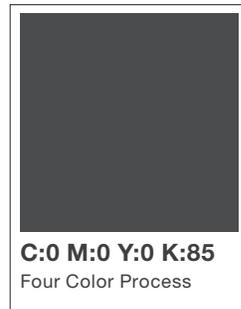
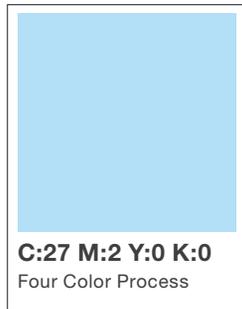
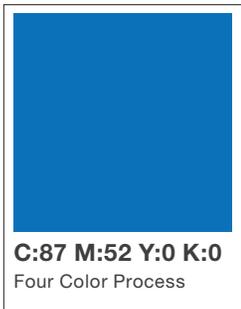
# 7 COLORS

The following color palettes are acceptable for use with the WaterproofFL brand:

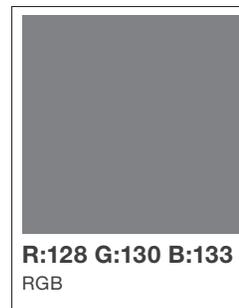
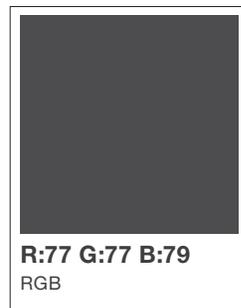
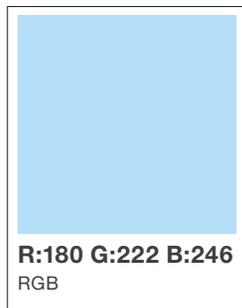
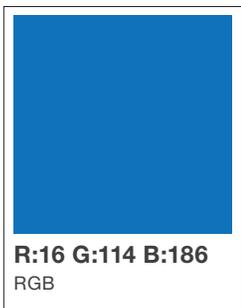
## Two-Color Version:



## Gradient Version (CMYK):



## Gradient Version (RGB):



## 8 UNACCEPTABLE LOGO VARIATIONS

The set of examples shown below does not include all non-compliant possibilities. Use unaltered logos to ensure best practices.



**Do Not** skew, rotate, stretch or otherwise alter the shape of the logo.



**Do Not** add text or other visual elements to the logo.



**Do Not** add extra visual elements to the logo.



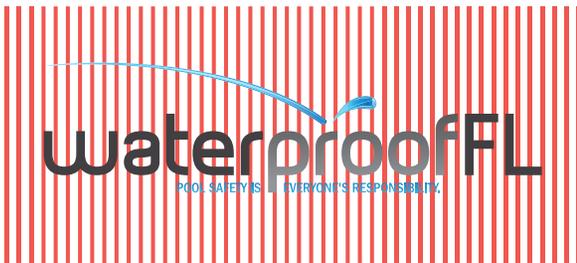
**Do Not** alter the color of the logo.



**Do Not** add a drop shadow behind the logo.



**Do Not** add any artistic filters to the logo, such as embossing.



**Do Not** place the logo over distracting backgrounds or photographs.



**Do Not** enclose the logo in a shape.



**Do Not** separate the water drop graphic from the logo.



[WaterproofFL.com](http://WaterproofFL.com) | 1-877-362-5033