



FAIRHAVEN
S.L.S.C
Style Guide



INSPIRATION

This style guide is an evolution not a revolution of the FSLSC's logo. To evolve the current FSLSC's logo three key factors had to be addressed.

HISTORY

Retain the Amy Paterson reel, an integral part of the club's history.

EQUITY

Retention of the general look and feel of the existing logo.

FUTURE

Look to modernising the logo whilst being respectful to the past.



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CONCEPT

Story of Fairhaven The “Amy Patterson” Reel

Although 1957 is the year recognised as the year the club began it is important to note an incident at Fairhaven in 1937 shaped a significant part of the clubs history, and is central element to the Fairhaven brand mark. A small iron shed in the dunes housed a lifesaving reel and line for many years. The story behind this reel and line is an important part of the Fairhaven Surf Life Saving Club Brand history.

In the summer of 1937 Amy Patterson a young school teacher from Korowa, was holidaying at Fairhaven with friends. One day when the sea was rough and the weather bad, Amy, who was a competent swimmer, decided to go into the surf. She struggled against the big seas and soon got into trouble and was swept out beyond the breaking surf. Efforts to save Amy where long and arduous and involved a Mr Marwick and Mr Cowan from a nearby boarding house “Fairhaven”. A clothesline and strong swimming by Mr Marwick eventually brought an exhausted and distressed Amy back to the beach. Sadly the ordeal was too much for Amy and despite all efforts she died on the beach.

Following Amy’s tragic death her Family and Friends purchased a reel and line from the West St Kilda Life Saving Club and placed it in the iron shed at Fairhaven in memory of their loved one.

The Amy Patterson reel was restored and used on the beach by early Fairhaven patrol members. The reel remains with the club as a valued symbol. For the Fairhaven Surf Life Saving Club brand.



MOTTO

Vestigia Nulla Retrorsum is the clubs motto. It is broadly translated to mean “No Turning Back.” This was written into the welcome section of the club constitution back in 1957. The motto conveys a strong sense of purpose, courage, and effort required with in the surf lifesaving club. These principles have guided all involved in the club since its inception, and they reflect the wonderful growth of the club and community involvement and support.

Note the motto is included in more official documentation such as letter heads

VESTIGIA NULLA RETRORSUM

LOGO

FSLSC Logo.ai
Use this logo where possible.
This is FSLSC's main logo.



LOGO

These single colour logos should be used for one colour jobs or on busy backgrounds.



FSLSC Logo_Orange.
ai



FSLSC Logo_Blue.ai



FSLSC Logo_Black.ai



FSLSC Logo_White.
ai

CLEARSPACE

This is to let the logo breathe so it isn't cramped when it's placed with other elements. Keep a clear space of one letter (this instance the letter C) clear from any other element.

MINIMUM SIZE

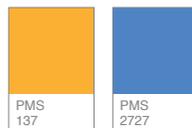
This is as small as the logo can go. The FSLSC's minimum size is 14mm high.



COLOURS



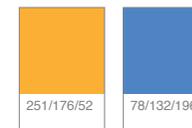
SPOT COLOUR



CMYK

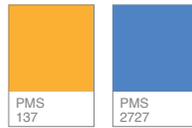


WEB



COLOURS

PRIMARY



SECONDARY



TYPE

These typefaces can be used for headlines, long documents, posters, stationery and advertising.

ARIAL BLACK

ABCDEFGHIJKLMNO P Q
abcdefghijklmnopqrstuv
1234567890?%* &!@#\${}

GEORGIA

ABCDEFGHIJKLMNO P
abcdefghijklmnopqrstuvw
1234567890?%* &!@#\${}

GEORGIA ITALIC

ABCDEFGHIJKLMNO P
abcdefghijklmnopqrstuvw
1234567890?% &!@#\${}*