



LIFESAVING SOCIETY®
SOCIÉTÉ DE SAUVETAGE

The Lifeguarding Experts
Les experts en surveillance aquatique

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Safety Standards **for Canadian Swimming Pools and Waterfronts** **Aquatic Facility Standard**

Signage Standard

Standard

Ideogram signage shall be utilized, where applicable, by owners and operators to advise the public of safe practices in, on and around water.

The signs should contain the following design characteristics:

1. Colour specifications:

Colour	Pantone	HEX
Red	187	cc002b
Black	419	050403
Green	343	02631c
Yellow	116	ffd600
Blue	294	0055c9

2. Layout of text in accordance with ISO 3864-1 (ideogram on top with wording below) and ISO 20712-3:
 - Initial letter of the first word should be in upper case and remainder of wording should be in lower case.
 - For short messages all upper case letters may be used.
 - Font should be either sans serif typeface or a typeface with very small serifs.
3. Categorization of water safety signage according to their function (see Appendix 1).

Rationale

The population of Canada is multicultural in nature, thereby making it more difficult to communicate important safety messages to bathers.

- Regulations and guidelines require that certain messages be communicated to bathers to make them aware of safe practices around water.
- To ensure these messages are understood without the necessity of translating and overpopulating facilities with signage, ideograms should be used.
- Recognition of international standards supported by the International Lifesaving Federation (ILS) are important factors for success.

Implementation

Owner and operators of aquatic facilities should incorporate these ideograms into their facilities as required and use this standard to create these signs or purchase these from manufacturers (examples in Appendix 1).

References

- Lifeguarding and Linguistics: Effective Communication in the Aquatic Environment through Visual Language, Parton, Rhonda, 2015
- ISO 3864-1:2011, Graphical symbols -- Safety colours and safety signs -- Part 1: Design principles for safety signs and safety markings
- ISO 20712-3:2008, Water safety signs and beach safety flags -- Part 3: Guidance for use
- Aquatic and Recreational Signage Manual, RLSSA Victoria, November 2001
- The Aquatic and Recreational Signage Style Guide, RLSSA, 2006
- ILS Rescue and Education Commission, International Standardization Organization (ISO) Working Group on Signage, ILS General Water Safety Signs, 2004
- U.S. Department of Transportation, MUTCD Color Specifications, Color Specifications (23 CFR 655)

Appendix 1

- Signage Samples

Approval

- Approved by the Lifesaving Society Canada Board of Directors on 24 April 2017.

Disclaimer

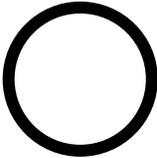
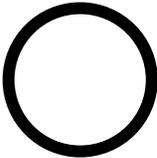
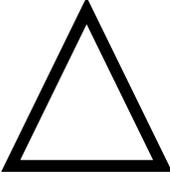
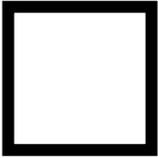
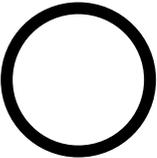
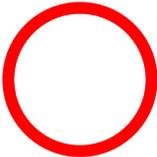
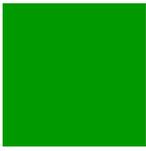
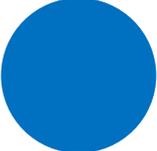
Lifesaving Society Canada's National Safety Standards are developed using Coroners' recommendations, the latest evidence-based research, and reflect the aquatic industry's best practices at the time the publication was approved or revised.

The purpose of these standards is to encourage swimming pool, waterpark and waterfront owners, managers, operators and regulators to adopt these standards in order to prevent drownings in aquatic environments.

Lifesaving Society Canada's National Safety Standards do not replace or supersede local, provincial/territorial or federal legislation or regulations, but they are considered the standard to which aquatic facility operators should work towards in order to enhance safety within their operations and to prevent drowning and aquatic-related injury.

Appendix 1

Signage Samples

CLASS	PROHIBITION	PERMISSIBLE	WARNING	SAFETY	MANDATORY ACTION
Shape					
Colour					
Action Symbol	BLACK	BLACK	BLACK	WHITE	WHITE
Background	WHITE	WHITE	YELLOW	GREEN	BLUE
Enclosure	RED	GREEN	BLACK	WHITE	WHITE
Example					