

# Our brand guidelines



[puddleducks.com](http://puddleducks.com)

This document acts as the reference point for anyone creating collateral on behalf of Puddle Ducks. The guidelines must be followed to ensure brand consistency on a national basis.

Please contact the Puddle Ducks Marketing Team if you have any queries about the content in this document on **01477 410084** or by emailing **[marketing@puddleducks.com](mailto:marketing@puddleducks.com)**

01477 410084

[marketing@puddleducks.com](mailto:marketing@puddleducks.com)

Contents

1. Brand story.....	04
2. Our mission, vision and values.....	06
3. Brand architecture.....	12
4. Our audiences.....	15
5. Brand positioning.....	19
6. Brand messages.....	22
7. Social media.....	29
8. Brand guidelines.....	32
Puddle Ducks -	32
Swim Academy -	45
9. References.....	49
10. Appendices.....	60

# 1. Our brand story

Our brand story is a compelling one...

**...born out of the vision of Tracy Townend and Jo Stone whilst they were on maternity leave with their first children.**

As they became friends they realised they had complementary business skills, a shared determination to strike a family-friendly work-life balance and a combined passion for passing on the joy of swimming to small babies and children. Puddle Ducks was conceived in 2001 and the business was first franchised in 2007. The intervening years have seen the brand go from strength to strength.

“Puddle Ducks” encapsulates our approach: experts in aquatics, friendly and fun!

Puddle ducks are our most familiar ducks – the typical waddling, quacking ducks. They can walk and run well on land. Puddle ducks prefer to feed on the surface or close to it; often they stretch their heads underwater,

feeding upended with their tails in the air. They are good divers, but usually feed by dabbling or tipping rather than submerging; adults dive occasionally and ducklings do so frequently.

Our babies and toddlers are typical waddling, babbling tots. They prefer to swim on the surface or close to it; often dipping their heads underwater to blow bubbles or retrieve something, upending their bottoms in the air. They are good divers, but usually swim by paddling and bobbing rather than submerging.

“Puddle Ducks”  
encapsulates our approach:  
experts in aquatics,  
friendly and fun!

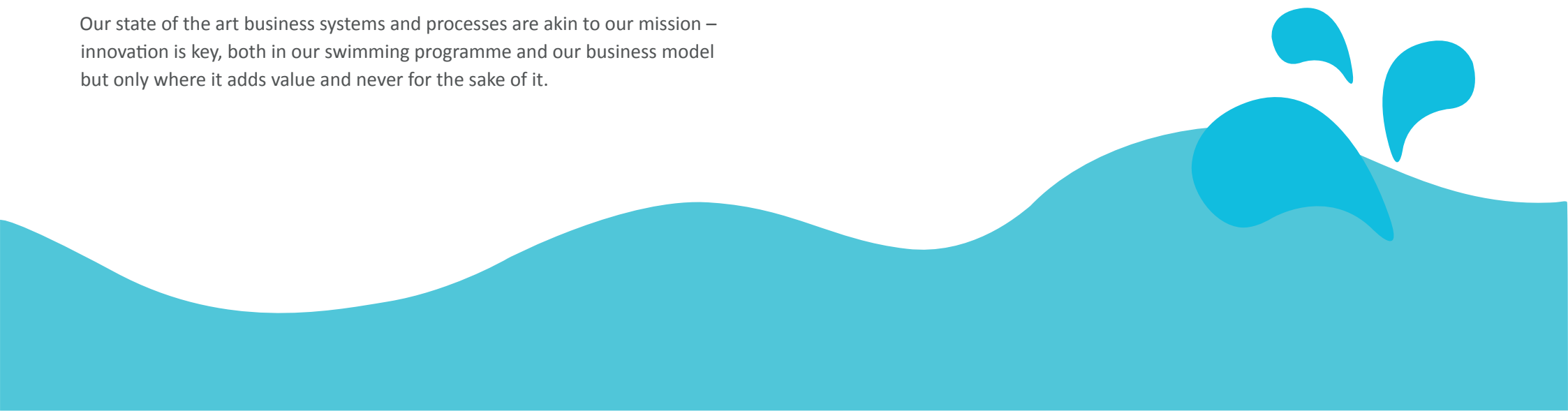
## 2. Our mission, vision and values

The original brand ethos has never been lost and is reflected in our Mission Statement:

*“We want every child to love swimming, respect the water and swim beautifully. That’s why our standards are the highest and our approach is unique.”*

The standards of our teaching and our unique approach to working with the children and parents will never be compromised, despite our growth. We are leaders not followers, doing things our way, never cutting corners.

Our state of the art business systems and processes are akin to our mission – innovation is key, both in our swimming programme and our business model but only where it adds value and never for the sake of it.



## Why are we unique?

- We have our unique building-block programme from birth to independent swimmer and through to technical skill, developed by our very own swimming experts who have dedicated their lives to teaching swimming and ensure that Puddle Ducks remains at the forefront of baby and child swimming.
- We have our own unique teacher training and coaching pathway to becoming a passionate Puddle Ducks teacher, and are the largest swim school partner of the STA.
- We tailor the activities to you and your child to make the whole journey fun and rewarding.
- We build our programmes around the ways we know children learn best, through fun, singing, rhyme, repetition, mimicking and key word association, and without the use of buoyancy aids.

Our passion and expertise for teaching swimming in a fun and individually tailored way is at the heart of everything we do.



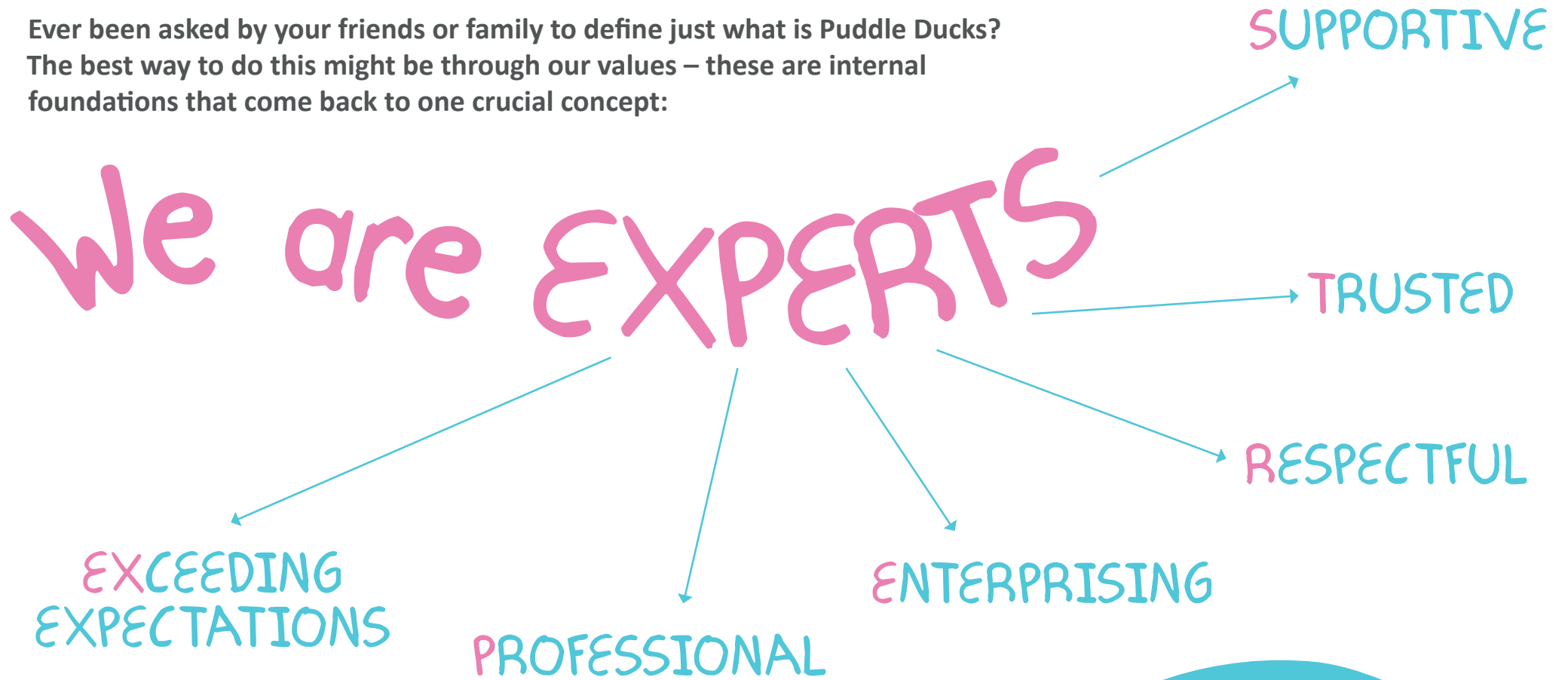
## Our vision

By 2025 we will be recognised as the number one choice for children's swimming classes in the UK, delivering our mission to over 50,000 children per week.

At Head Office, our strategic direction has this vision at its centre and we will measure our success against it.

Our vision is ambitious and bold – like us!

Ever been asked by your friends or family to define just what is Puddle Ducks?  
The best way to do this might be through our values – these are internal foundations that come back to one crucial concept:



# We are EXPERTS

## EXceeding Expectations

- Treating everyone we deal with as an individual
- Being at the top of our game
- Creating an understanding of our wonderful product (this will exceed our customers' expectations of baby and child swimming)

## Professional

- Excellent standards of customer service
- Representing the brand all of the time
- Highly regarded in your 'profession'

## Enterprising

- Embracing technology to increase effectiveness and efficiency
- Innovators in the market #differentswimschool
- Running our businesses in a sustainable, profitable way without compromising our offering

## Respectful

- Be Respected – act as role models to our customers and colleagues
- Teach Respect – teaching respect for water and for our teachers' expertise
- Be Respectful – of our pools, children, parents, colleagues and peers

## Trusted

- Our reputation is everything and we are a trusted, established brand
- Trust amongst each other that we are all doing our jobs to the best of our ability
- Trusted by our parents/carers to take care of their children

## Supportive

- Supporting our parents through all the ups and downs
- Supporting our children, physically, emotionally and socially
- Supporting each other so we succeed as a network

# 3. Our brand architecture

## Why branding is important and the importance of brand discipline

**“A well-conceived and managed brand architecture can generate clarity, synergy and brand leverage rather than a diffused focus, market place confusion and brand building waste.”**

DAVID AAKER – BRAND LEADERSHIP

There are four recognised brand architecture strategies that cover the brand relationship spectrum (i.e. the relationship between the main brand and its products/sub-brands). Puddle Ducks falls under the Endorsed Brands structure but where the master brand, Puddle Ducks, is still the most important brand and it provides credibility to the endorsed brand(s).

Puddle Ducks is both the master brand and our master product, Baby & Pre-school swimming lessons. The master brand and our master product are synonymous.

- Aquanatal and our Online Shop are currently products entirely under the Puddle Ducks brand currently.
- Our Swim Academy product is ‘endorsed’ by Puddle Ducks.

If the Puddle Ducks brand falters, it has a widespread impact and this highlights the importance of preserving and enhancing our brand reputation, guidelines for which are set out in this document.

Puddle Ducks has an Endorsed Brands structure

### Puddle Ducks - Master Brand

- Leverages & builds one brand name
- Umbrella brand is dominant driver
- Descriptive sub brands e.g. Aquanatal and The Online Shop, have little role and are just products or substrates within the brand

### Swim Academy - Endorsed Brand

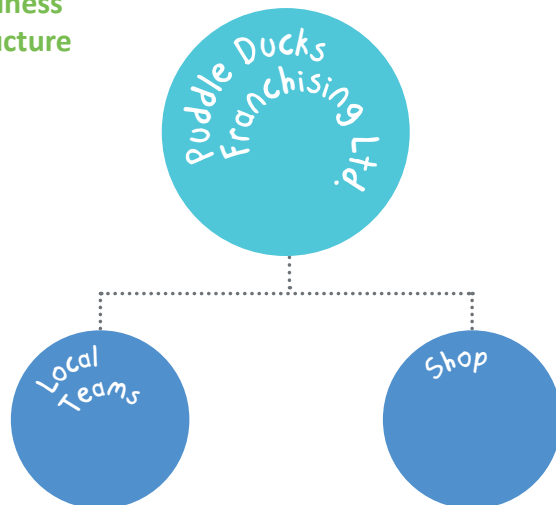
- The primary role of the endorsing brand (Puddle Ducks) is to provide credibility to the endorsed brand (Swim Academy)
- However, the endorser does not over shadow the brand, it provides reassurance only

## How it works...

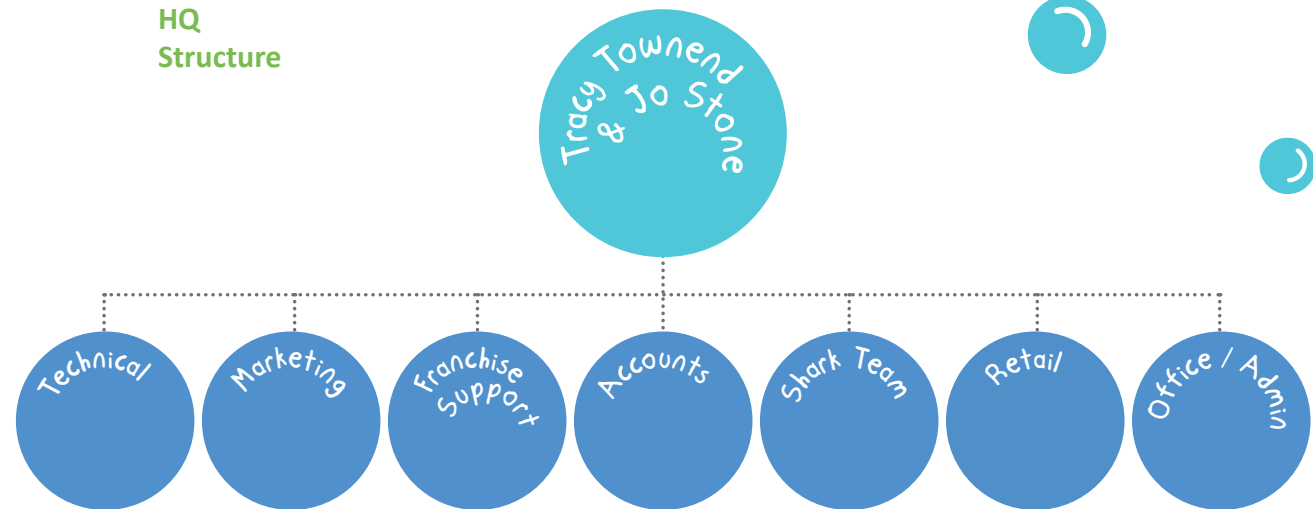
We are a national brand and stronger as such. The franchises are 'local teams' to their customers and feed off the national brand.

You should use your local team name, e.g. Puddle Ducks Bristol & Bath, on all your customer communications and online profiles so that the customer recognises the name of the team they swim with and also understands the difference between their local team and Head Office.

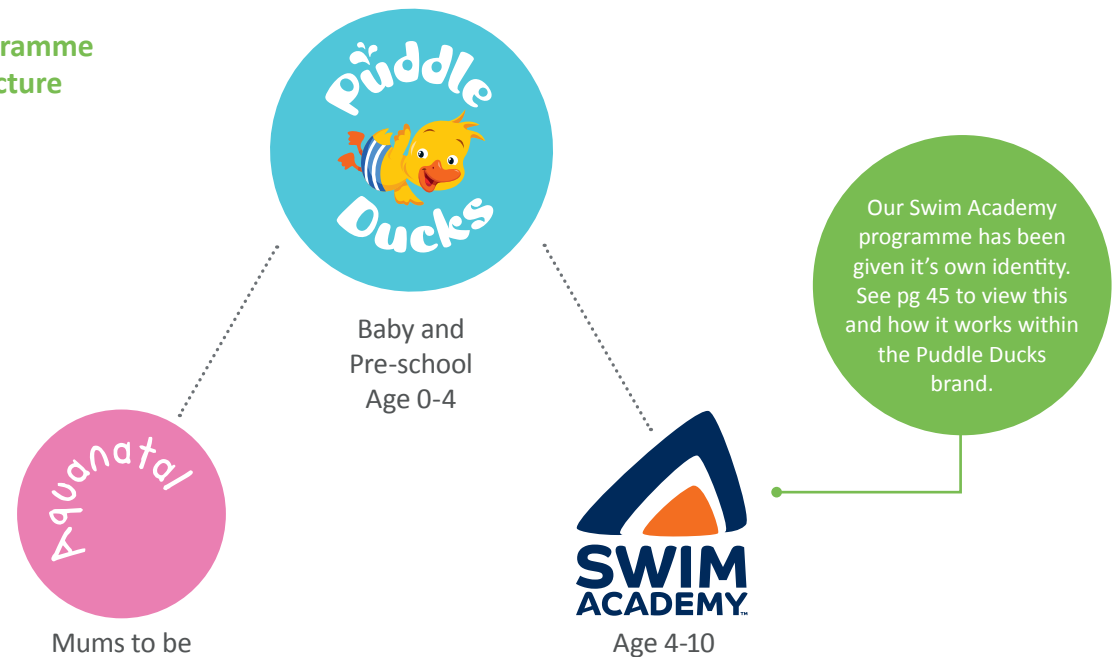
### Business Structure



### HQ Structure



### Programme Structure



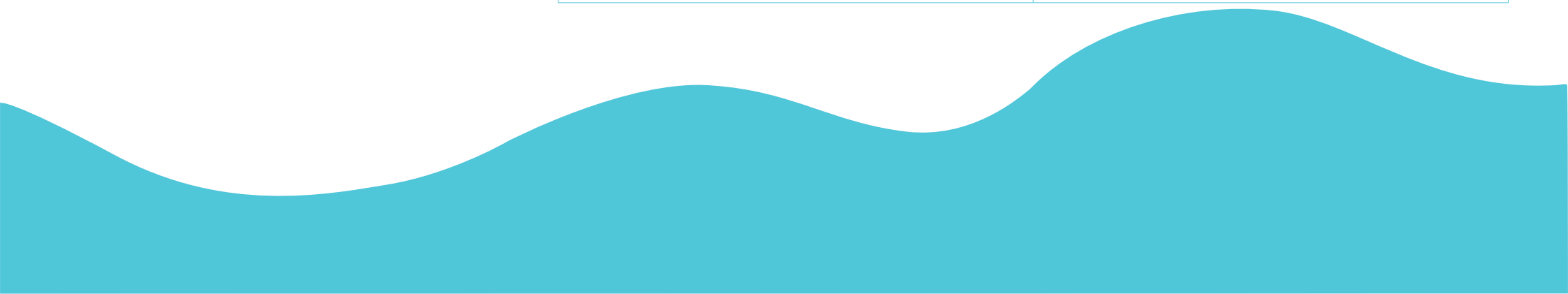
# 4. Our audiences

# Our audiences

**Our positioning will enable us to present a cohesive brand to all of our audiences whilst using bespoke messages to target each of them.**

We broadly break down our audiences as follows and these profiles, along with other criteria (such as geographic location and media consumption) should be used when deciding where to target your communications. Different audiences will be focussed on depending on the programme you are marketing.

Our audiences	
<b>Pregnant women</b>	<b>Retail audience</b> (same segmentation as for Parents)
<b>Parents (pre-dominantly mothers)</b> 25-45, with new-borns (0-6 months)	<b>Potential franchisees</b>
<b>Parents (pre-dominantly mothers)</b> 25-45, with toddlers (6-24 months)	<b>Potential teachers</b>
<b>Parents (pre-dominantly mothers)</b> 25-45, with pre-schoolers (2-4 years)	<b>Puddle Ducks staff</b> (Franchisees, Teachers and Head Office)
<b>Parents (pre-dominantly mothers)</b> 25-45, with young school children (EYFS, KS1)	<b>External stakeholders/partners</b> (current and potential e.g. NCT, STA, Awards etc.)
<b>Grandparents</b>	





## Our customer profile

Our typical customer is described in socio-demographic terms as being social grade 'ABC1'. Clearly this is a broad categorisation but should be used as the base for understanding whether a platform is suitable for marketing Puddle Ducks.

The media consumption habits of our target audience are reflected in the media plans in the Marketing Manual but be aware this is a constantly changing landscape and it's important to listen to our customers when they talk about their preferred methods of communication.

Word of mouth is our most successful customer acquisition tool and there are several ways in which Puddle Ducks can facilitate and amplify this 'sharing of information'.

Balanced with awareness campaigns positioning us as the experts and as a #differentswimschool we can create a push/pull communications strategy. We need to ensure we maximise our activity on the platforms where our customers and target customers like to be.





### NRS demographic categories

Social grade	Social status	Occupation
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional

## Our competition

**We are different to our competition but sometimes it is hard to communicate those differences to our audiences whilst getting across our core message of teaching independent swimming from birth.**

The main competition is listed here and we advise that anyone working with/for Puddle Ducks takes a look at what they are doing online (websites and social media) to ensure we never come across as 'me too'. We are leaders not followers and as such shouldn't ever be in the shadow of our competition. Good use of our brand guidelines and messaging should ensure this and it only highlights the importance of being disciplined.

Baby and Pre-school competition	Swim Academy competition
<p><b>Water Babies</b>  <a href="http://www.waterbabies.co.uk">www.waterbabies.co.uk</a></p> 	<p><b>Swim Time</b>  <a href="http://www.swimtime.org">www.swimtime.org</a></p> 
<p><b>Turtle Tots</b>  <a href="http://www.turtletots.com">www.turtletots.com</a></p> 	<p><b>Local authority swimming lessons</b></p>
<p><b>Aqua Babies</b>  <a href="http://www.aquababies.co.uk">www.aquababies.co.uk</a></p> 	<p><b>Private gyms running their own lessons</b></p>
<p><b>Local, independent swim schools</b></p>	<p><b>Private gyms working with other competitor brands such as Becky Adlington's Swim Stars.</b></p>

# 5. Brand positioning

## Puddle Ducks brand position

To parents of babies, toddlers and children 4 to 10 years old, Puddle Ducks is the leading baby and child swim school in the UK that places teaching swimming in a fun and individually tailored way at the heart of everything we do.

That's because Puddle Ducks has our unique building-block programme from birth to independent swimmer and through to technical skill, developed by our very own swimming experts who have dedicated their lives to teaching swimming and ensure that Puddle Ducks remains at the forefront of baby and child swimming.

We build our programmes around the ways we know children learn best, through fun, singing, rhyme, repetition, mimicking and key word association, and without the use of buoyancy aids.

We have our own unique two-year teacher training and coaching pathway to becoming a passionate Puddle Ducks teacher and are the largest swim school partner of the STA.

**That's the Puddle Ducks difference.**

Puddle Ducks is **different**, it is **unique** and it is the **best quality** product on the market. We need to be confident in our message delivery.

This document will help explain how to communicate those differences both for our core Baby & Pre-school programme but also for our Swim Academy programme, where we adopt a different tone of voice.

...that's the  
Puddle Ducks difference.

## Using our positioning

### This positioning is not to be confused with a strapline. It should act in two ways:

1. As a reminder to you when you generate content – what is it about what you are saying that conveys why we are different? We should always be looking to communicate a difference, something that makes us stand apart – this may be a technical statement about why our teaching is the best, an empathetic statement such as how we understand the emotional stages your child will go through or it might be a sales tactic such as ‘FREE Aquanatal classes’. All of these represent a ‘Puddle Ducks difference’.

2. It is a sign off for content or headlines that convey one of our points of difference This is how you will see it used in the examples on pages 41-44 and 62.

Because the ‘Puddle Ducks difference’ underpins everything we do including all our programmes, the following applies to all our communication. However, when it comes to Swim Academy, in order to recognise the personality of this endorsed brand and the different needs of the audience, we have developed a bespoke messaging house for Swim Academy which is covered on page 23 of this document.

- When it flows on from another line e.g. ‘Teaching independent swimming from birth... that’s the Puddle Ducks difference’, the qualifying line should be followed by an ellipsis (...) and a space and then with a lower case ‘t’ for ‘that’s’. Always finish with a full stop.
- When it’s a stand-alone sentence e.g. after the descriptors. The previous sentence ends with a full stop and then we should use an upper case ‘T’ and finish with a full stop e.g. ‘That’s the Puddle Ducks difference.’

# 6. Brand messages

## What does this mean for...

These descriptors distil what ‘the Puddle Ducks difference’ means for our various audiences and programmes. We might use this type of content on the website, as body copy in ads or leaflets or in blog posts, for instance.

### Aquanatal

Keep your mind and body healthy in its beautiful new shape.

Carrying a child is intimate journey that only a mum-to-be understands. Swim away your stresses and prepare your body for birth with gentle exercise classes built around you and your bump. Our lovely teachers will help you enjoy this special time with your baby and other mums in a relaxing environment that’s all about you.

That’s the Puddle Ducks difference.

### Baby & Pre-school

Nurturing a love of swimming from the first splash.

With a bubble here and a splash there, our classes nurture a respect for water and a lifetime longing to jump in and have fun. From happy splashy ducklings to beautiful swans, our clever teachers gently encourage confidence from birth and take you a wonderful swimming journey together.

That’s the Puddle Ducks difference.

### Swim Academy

Whilst this doesn’t use ‘the Puddle Ducks difference’ it communicates what is different about our Swim Academy programme.

So, you want your child to learn to swim.

Let’s help them learn the right technique, in the right environment, with the best people.

Let’s give them the courage to be fearless, make friends, swim strongly and have fun.

Then let’s see where those skills might take them.

SWIM ACADEMY. LET’S DO THIS.

## What does this mean for...

### Franchisees

We want our franchisees to make money and be profitable. Which is why we only partner passionate people with excellent business acumen. In return, we offer a highly successful business model and all the support you need to thrive.

That's the Puddle Ducks difference.

We partner talented people with real business acumen and mentor them closely with outstanding head office support and back office systems to ensure your business runs smoothly.

That's the Puddle Ducks difference.

We partner with talented people who have real business acumen and are prepared to get wet!

Our franchisees aren't tied to a desk. They enjoy the freedom of flexible hours; the challenge of running their own business; and the pride that comes from helping a child to become a confident swimmer.

A bespoke training package is built into our franchise offer which means even those with no experience can have a flexible job, that they love doing, while still making real returns on their investment.

We will mentor you closely with outstanding head office support and back office systems to ensure your business runs smoothly.

That's the Puddle Ducks difference.

### Teachers

To succeed you have to stand out. We are one of the only swim schools to offer our own comprehensive teacher training package, giving you confidence that your service is unbeatable in the market.

That's the Puddle Ducks difference.

### The Industry/Media

Swimming lessons that aren't stagnant. Recognising each child is different. A comprehensive training programme designed and delivered by us. Focusing on children's development rather than underwater photo opportunities.

That's the Puddle Ducks difference.



*Our brand name is a great asset...*

...very endearing and well-loved and awareness of what we do is good but when reaching out to new customers and franchisees, we need to be explicit about the fact that we are a swim school.

Therefore, all headlines relating to Baby & Pre-school lessons need to include reference to swimming in the title e.g. 'Learning to swim at your own pace... that's the Puddle Ducks difference.'

For more examples - see Appendix D



## Out of the mouths of...

We will continually provide fantastic examples of what ‘the Puddle Ducks difference’ means to our audiences by conducting surveys (using social media and also staff forums) of these audience groups (even including children) to get real personality into the lines e.g.

### ...Babes

“Beating Daddy in a swimming race on holiday!”

Swimming as second nature... that’s the Puddle Ducks’ difference.

### ...Customers

“Watching him swim without armbands on holiday.”

Learning to swim... that’s the Puddle Ducks difference.

### ...Teachers

“Always being pushed to train and achieve more.”

Teaching swimming... that’s the Puddle Ducks difference.

### ...Franchisees

“Earning good money and still having time for the kids.”

Helping you achieve the right work/life balance... that’s the Puddle Ducks difference.

As part of the content plan, we will regularly gather vox pops from our audiences to keep the content fresh and relevant:

### General focus #:

#### #PuddleDucksdifference

We will invite people to send in their comments with this hashtag. We can ask teachers, franchisees, staff, and existing customers to get the ball rolling.

### Consumer focussed #:

#### #myPuddleDucksdifference or #ourPuddleDucksdifference

### Teacher focussed #:

#### #whyisyourPDteacherdifferent

## Get to know us – get our personality across

Today's most successful brands are built on personality, stories, transparency and people. Our customers will buy into our people.

**This has always been the case with our teachers but this experience has to be replicated across every touch point i.e. every time our audiences engage with us, whether that is initiated by them or by us.**

When you are creating content, always ask yourself, what is it about this that would motivate my audience to respond (whether the required action be to share, like, click, book, send us a response back etc.). Ask yourself, why would people want to engage with this/us? Here are some 'reasons' you could 'test' your content against.

- Because we understand swimming (our expertise and history)
- Because we understand parenting (the non-swimming content)
- Because we understand business (franchisees)
- Because we understand their hopes and fears (a concept that works for both franchisees and customers)
- Because we understand children (motivation, psychology)
- Because we understand family time (Ripple effect)

Show them  
we understand  
and empathise

By giving away 'personal' details and experiences...

... (teachers, franchisees, customers and Head Office staff) we can really engage with the audience and build relationships. It doesn't always have to be about swimming.

Depending on the subject matter we can display authority (swimming tips from our experts), empathy (helping to get your little one through an anxious time), fun (competitions, family time) or all three; all of which work alone and come together to make 'the Puddle Ducks difference'. The content doesn't have to all be swimming related, please refer to the National Content Plan and weekly Social Media plans for example. These can be found in the Marketing Manual on the Google Drive.

### Stories

We all love a good story, one with a beginning, middle and an end and we have so many of them throughout our Puddle Ducks network; our children, our parents, our franchisees, our teachers. We will be working closely with all these groups over time to eke out these stories and share them to hopefully inspire and educate. If any of you have any stories you want to share please get in touch and we can weave them into our content plan.

Franchisees and teachers, you are on the ground and living through this and often have the most compelling stories to tell, without even realising it.

Example stories can be found on Google Drive. These can be used for local or national content and anything you find in Google Drive has been approved for use. These stories also give you an idea of structure and length if you write your own personal or local story.

### Don't forget the fun stuff!

Our brand position has some lovely ties into fun stuff for children:

Jokes – randomly tweeted/posted by Puddle – 'what's the difference between x and y' jokes.

'Spot the difference' competition – we will create these throughout the year with prizes for winning entries.

Share your stories  
with us

# 7. Social media

## Social media

Whoever is posting or tweeting needs to ask themselves, “What makes Puddle Ducks different? What is it about the words I am about to write that makes people think, ‘I wouldn’t have expected that’, or ‘They don’t teach that at my swim school.’”

In terms of Pyjama week, it might go something like...

### Facebook

What our termly pyjama parties teach:

If accidents happen, often it’s when fully clothed. We strongly believe that it’s our duty to ensure that our swimmers know what it feels like to be in the water while fully clothed.

Even just this short experience will help them to realise that even though they feel heavier, they can still do those all-important reactions of kicking to the surface, turning and reaching for the side.

We do all of this while making sure your child has lots of fun! That’s the Puddle Ducks difference.

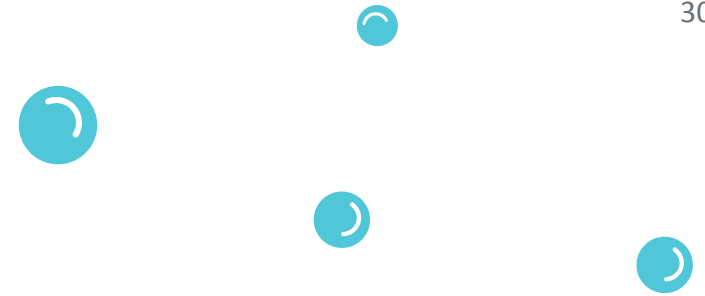
**#watersafety**

OR

We think it is important that children respect water and don’t get into any water until they are told by an adult. That’s the Puddle Ducks Difference.

**#watersafety**

Franchisees can access  
full social media guidelines  
on Google Drive



## Social media

### Twitter

To keep things interesting we have generated a few different hashtags that explore 'difference/different' e.g.

**#PuddleDucksdifference**

**#PuddleDucksaredifferent**

**#differentswimschool**

(good to use if we have mentioned Puddle Ducks elsewhere in the copy)

### These could be used in the following ways...

Children are wearing their PJs this week to see what a **#PuddleDucksdifference** it makes to their swimming **#life-saving**

PJ Week teaches life-saving swim skills and raises money for charity. See how we're making a **#PuddleDucksdifference** [Bit.ly/1Zvec2B](https://bit.ly/1Zvec2B)

Marley and the Kickers class at DW Sports, Wigan wearing PJs for life-saving swim skills **#PuddleDucksaredifferent** @PWSAUK @PuddletheDuck

It's PJ Week & Puddle Ducks are wearing PJs to class to learn **#watersafety** & raise money for charity **#differentswimschool**. [Bit.ly/1Zvec2B](https://bit.ly/1Zvec2B)

### In response to tweet:

Busy day today, however T swam underwater on his own for the first time @puddletunwells. I'm so proud! @PuddletheDuck

What a **#PuddleDucksdifference** a day makes! Fantastic! Well done T!

See page 64 for  
Swim Academy social  
media examples



# 8. Brand guidelines



## Our name and logo

**Our name is Puddle Ducks and must always be spelled as such. Not Puddleducks or Puddle ducks or Puddle duck's.**

Full copyright for the Puddle Ducks logo is registered with the UK Copyright Service. Any infringement of this copyright by third parties can be legally challenged. In addition to this, the copyright for all images we use belongs to the individual who took the pictures (unless copyright has been signed over) so please always ensure you have permission to use the images you want. NB all the images placed on Google Drive and Canva by Duck HQ are approved for general use by Puddle Ducks Franchising Ltd. and the Puddle Ducks Local Teams. If you want to use other images please ensure you have permission.

Any underwater images used must be the ones approved by HQ in Google Drive/Marketing Manual. If you want to use any others please ensure they have been approved by Ali Beckman and that you have the relevant permissions.

1. Full colour logo



2. Full colour in white circle



3. Full colour reversed out logo



These are our primary logos and should be used wherever possible.

To create extra stand-out for the logo, you can use the reversed out version within a circle to draw extra focus and help it jump off the page. Please see pages 45-48 for examples of use.

# Our name and logo

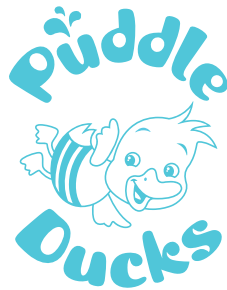
## 3. Flat colour logo



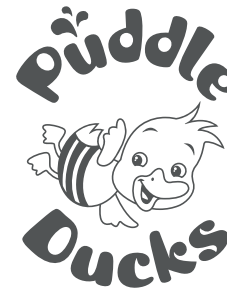
To be used when the printing techniques aren't sophisticated enough to reproduce the drop shadow on the Full Colour logo.

If you're unsure which logo to use, please contact the marketing team. Details on page 2.

## 4. Single colour logos



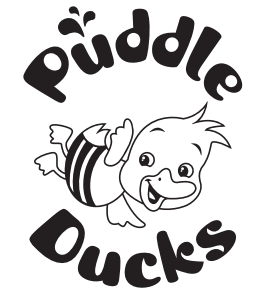
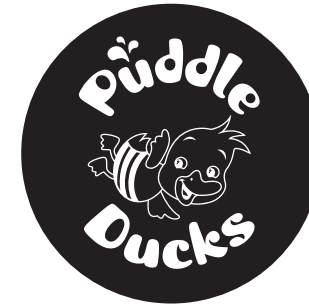
C:60 M:0 Y:14 K:0



C:59 M:49 Y:48 K:40

To be used when you are only able to print with one colour.

## 5. Reversed single colour logo

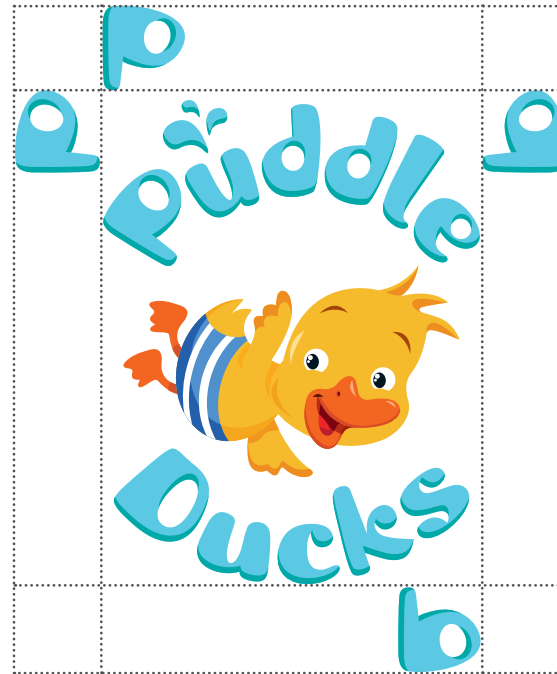


To be used when you are only able to print in black or white (for example on a partner promotion or over photography).

## Exclusion zone

The exclusion zone prevents other graphic elements interfering with the Puddle Ducks logo. Maximise the space around the identity where possible.

Use your judgement, but if unsure use the height of the 'P' in Puddle Ducks to create a guide.

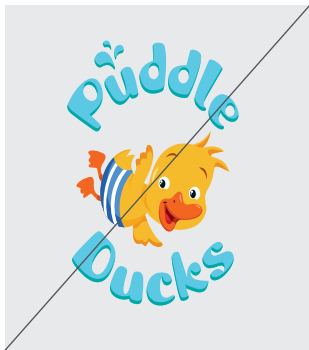


## Dos and don'ts

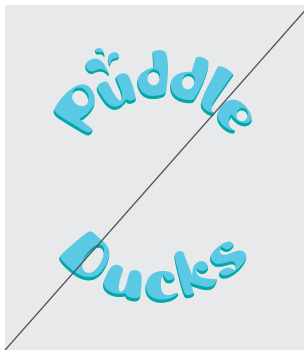
Do not reproduce the logo in a tint. It should be printed in solid colours only.



The logo should not be stretched or distorted.



The logo should not be used without our Puddle the Duck.



Do not use different colours on the logo.



Don't place the logo over busy photography.



Don't change the size of any of the elements of the logo.



## Fonts

### Header font

This should be used  
for headlines and  
promotional messages.

## Mechanical Pencil

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &!£\$@%\* (.,;:)



# Fonts

## Body copy font

This should be used for all body copy and corporate communications.

### Calibri Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &!£\$@%\*(.,;:)

### Calibri Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 &!£\$@%\*(.,;:)**

### Calibri Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 &!£\$@%\*(.,;:)*

### Calibri Bold Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 &!£\$@%\*(.,;:)***



## Primary colour palette

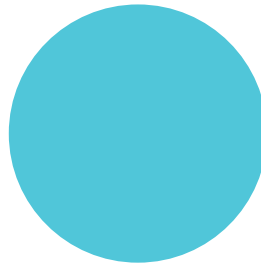
### Primary colours

Puddle Blue is our primary colour along with the yellow, green and pink of our programme colours. When promoting a specific programme, you must use the appropriate colour (so Pink for Aquanatal).

For generic materials, you can use these colours as a secondary colour to highlight information. However, it must never over-shadow our Puddle Blue.

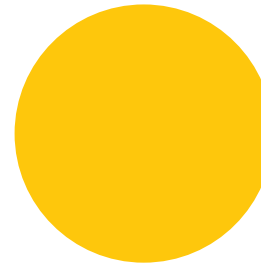
Re Swim Academy, whilst it has its own identity, when you are referring to Swim Academy alongside Baby & Pre-school, you should use the Swim Academy green as per the examples on page 41-44.

### Primary colour

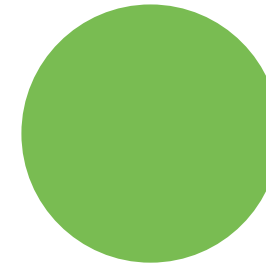


**Puddle Blue**  
Pantone: P3115C  
C:60 M:0 Y:14 K:0  
R:97 G:195 B:219  
#61c3db

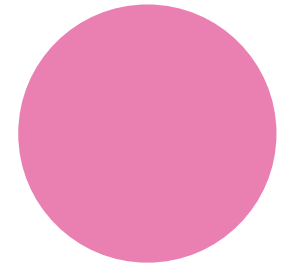
### Secondary and programme colours



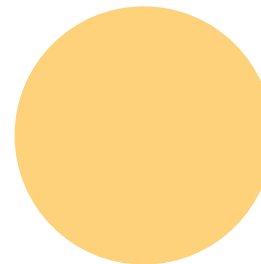
**Baby and Pre-school  
Primary Yellow**  
Pantone: P142C  
C:0 M:22 Y:100 K:0  
R:254 G:200 B:0  
#fec800



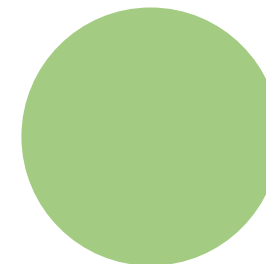
**Swim Academy  
Primary Green**  
Pantone: P369C  
C:57 M:4 Y:90 K:0  
R:128 G:183 B:65  
#80b741



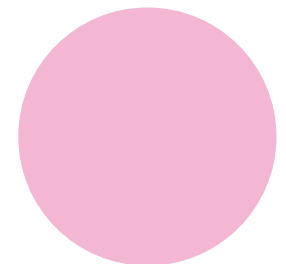
**Aquanatal  
Primary Pink**  
Pantone: P218C  
C:3 M:63 Y:0 K:0  
R:234 G:127 B:177  
#ea7fb1



**Baby and Pre-school  
Secondary Yellow**  
C:0 M:18 Y:60 K:0  
R:255 G:214 B:123  
#ffd67b



**Swim Academy  
Secondary Green**  
C:39 M:3 Y:63 K:0  
R:174 G:204 B:124  
#aecc7c



**Aquanatal  
Secondary Pink**  
C:1 M:35 Y:0 K:0  
R:245 G:190 B:217  
#fbcd9

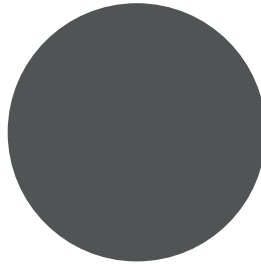
## Supporting colour palette

### Supporting colours

Please use the grey palette for body copy.

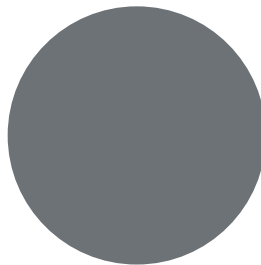
Our retail colour palette can be used during promotions online or via email.

### Text colour



#### Dark Grey

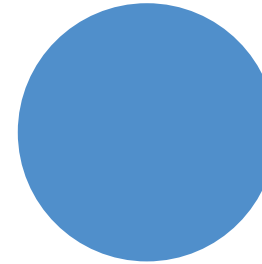
C:59 M:49 Y:48 K:40  
R:90 G:90 B:90  
#5a5a5a



#### Medium Grey

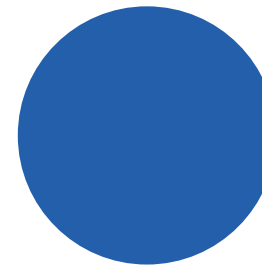
C:53 M:42 Y:39 K:23  
R:119 G:120 B:123  
#77787b

### Retail colours



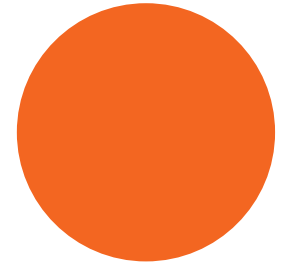
#### Retail Blue

Pantone: P7688C  
C:68 M:35 Y:0 K:0  
R:87 G:145 B:205  
#5591cd



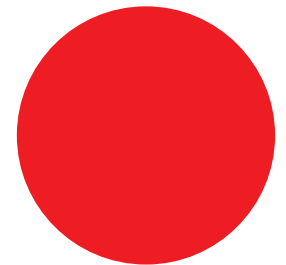
#### Retail Secondary Blue

C:90 M:66 Y:0 K:2  
R:40 G:87 B:163  
#61c3db



#### Retail Promotion Orange

C:0 M:74 Y:100 K:0  
R:253 G:93 B:11  
#ea5d0a



#### Retail Sale Red

C:0 M:100 Y:100 K:0  
R:227 G:6 B:19  
#e30513



# Examples

## Generic leaflet (DL)

**Baby and Pre-school Age 0-4**

**Swim Academy Age 4-10**

**Aquanaut classes**

**Puddle Ducks**

**FREE**  
taster session  
\*T&Cs apply

**Teaching independent swimming from birth**

Every child is different and learns to swim at their own pace and we are the only swim school that tailors activities to grow with your child.

That's the Puddle Ducks' difference.

Find your local class at [puddleducks.com](http://puddleducks.com)

Programmes designed by child swimming experts

We're a proud member of the Swimming Teachers Association

**Baby and Pre-school Age 0-4**

Baby swimming is one of the most amazing experiences you can share with your baby and it is one of the few things that you can both enjoy together.

With lots of eye and skin to skin contact, it's a wonderful way to bond with your baby where you can really focus on each other and enjoy this magical time together.

Although we have spent many years carefully developing our progressive lesson plans to develop swimmers, our teachers adapt activities to suit each child. Our baby-led swimming approach ensures that your child's needs are expertly fulfilled – never forcing development, but nurturing confidence and unlocking their potential to swim.

At Puddle Ducks, your little one is at the centre of everything we do and the children we teach can often swim over 10m before they start school!

Find your local class at [puddleducks.com](http://puddleducks.com)

**Swim Academy ages 4-10**

At Swim Academy, we train, we teach, we continue to learn, at the highest level, so that your children are taught in the best possible way, from their first class to their graduation.

**LET'S BE AWESOME**

We are continually evolving and improving our programmes in line with new research and guidance on swimming and child development but also in line with what we learn directly about our swimmers and the way they progress through our programmes.

**LET'S GO FURTHER**

Whether your child has attended Puddle Ducks previously, or has little to no experience in the water, we have a class that's just right for them.

**SWIM ACADEMY**  
Let's do this.  
[www.swim-academy.co.uk](http://www.swim-academy.co.uk)

**Aquanaut classes**

You even can start your Puddle Ducks journey before your bundle of joy arrives. Our aquanaut classes are a fabulous activity for mummies-to-be.

You can experience the perfect balance of relaxation, laughter and exercise – a wonderful way to unwind and stay healthy in pregnancy.

Our expertly designed aquanaut programme takes a holistic approach to mums' physical and mental well-being, combining relaxation with cardiovascular exercises to help prepare the body for birth.

Our teachers must pass antenatal swimming training that is accredited by the Royal College of Midwives Trust, our own extensive aquanaut training and STA Aquasite training.

Available throughout the year, our teachers welcome groups of ladies every week.

Find your local class at [puddleducks.com](http://puddleducks.com)

**Why is teaching your child to swim important?**

The physical and mental advantages gained from swimming are well documented but here are some key facts about how it benefits your child:

**Babies and pre-school children**

- It provides a complete physical workout, strengthening your child's heart, lungs and respiratory system
- Learning to respond to key words can make your child sharper mentally, increase levels of awareness and understanding and improve communication between you
- Swimming facilitates development of crucial higher brain functions, core muscles and co-ordination
- You and your baby feel relaxed and confident in the water

**Primary School Children**

- Learning vital swimming and lifesaving skills
- Encouraging a healthy lifestyle – great physical workout
- Developing discipline and confidence around water
- Meeting new friends and having lots of fun!

**Programmes designed by child swimming experts**

**We want every child to love swimming, respect the water and swim beautifully. That's why our standards are the highest and our approach is unique.**

At Puddle Ducks, our highly trained and qualified teachers are experts at identifying children's levels of ability and adapting activities to the individual, nurturing confidence and encouraging natural ability.

**#differentswimschool**

Our lessons are taught in specially selected pools with limited class sizes, classes incorporate rhyme (our bespoke songs have been written by professional musicians) and movement based on extensive child development research.

Our programmes and teacher training are continuously developed in the latest techniques, ensuring our teaching standards remain the highest.

**Join our team!**

Do you want to run your own Puddle Ducks business? Or become a Puddle Ducks teacher?

There are opportunities available right now so please contact either Duck HQ on 01477 410085 for franchise information or your local team on the details below to enquire about teacher vacancies.

**Find us on**

**Classes right across South Lancashire including Wigan, Leigh, St Helens and Chorley**

01606 892888 | [southlancs@puddleducks.com](mailto:southlancs@puddleducks.com)

Find more information at [puddleducks.com](http://puddleducks.com)

**Teaching independent swimming from birth**

Every child is different and learns to swim at their own pace and we are the only swim school that tailors activities to grow with your child.

That's the Puddle Ducks' difference.

Find your local class at [puddleducks.com](http://puddleducks.com)

# Examples

## Teacher recruitment ads

**Your chance to do the best job in the world!**

Have you ever thought about a career teaching babies and children to swim?

We are one of the only swim schools to provide our own comprehensive, teacher training package, giving you confidence that your service is unbeatable in the market.

That's the Puddle Ducks' difference.

"This job is the most rewarding I have ever had. Every day you teach brings a new high and a new level of understanding and skill."

KERRIE MCMANUS  
PUDDLE DUCKS  
SWIMMING TEACHER

We have part-time roles now available in XXXXXXXXXXXXXXXX.  
No previous experience required.

Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

puddleducks.com

**Your chance to do the best job in the world!**

Have you ever thought about a career teaching babies and children to swim?

We are one of the only swim schools to provide our own comprehensive, teacher training package, giving you confidence that your service is unbeatable in the market.

That's the Puddle Ducks' difference.

"This job is the most rewarding I have ever had. Every day you teach brings a new high and a new level of understanding and skill."

KERRIE MCMANUS  
PUDDLE DUCKS  
SWIMMING TEACHER

We have part-time roles now available in XXXXXXXXXXXXXXXX.  
No previous experience required.

Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

puddleducks.com

Portsmouth and Southampton

**Swimming teacher vacancy in your area**

To succeed you have to stand out.

We are one of the only swim schools to provide our own comprehensive, teacher training package, giving you confidence that your service is unbeatable in the market.

That's the Puddle Ducks' difference.

"The job is amazing and so rewarding. My confidence grows everyday. I can't ever imagine doing anything else."

NAME XXXX  
PUDDLE DUCKS  
SWIMMING TEACHER

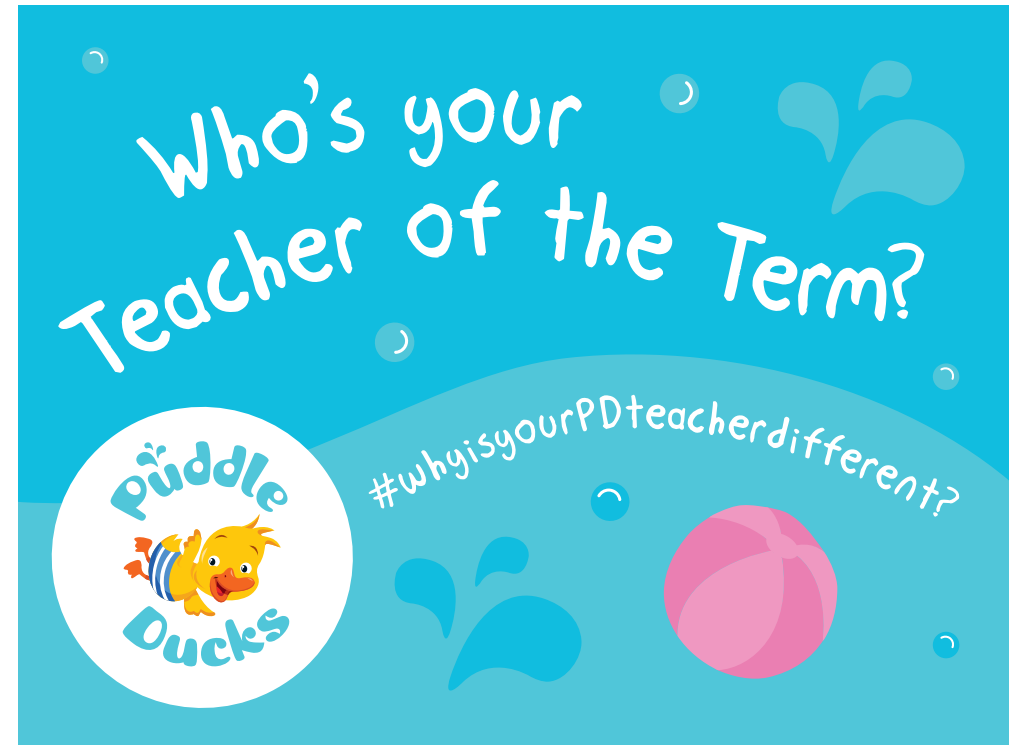
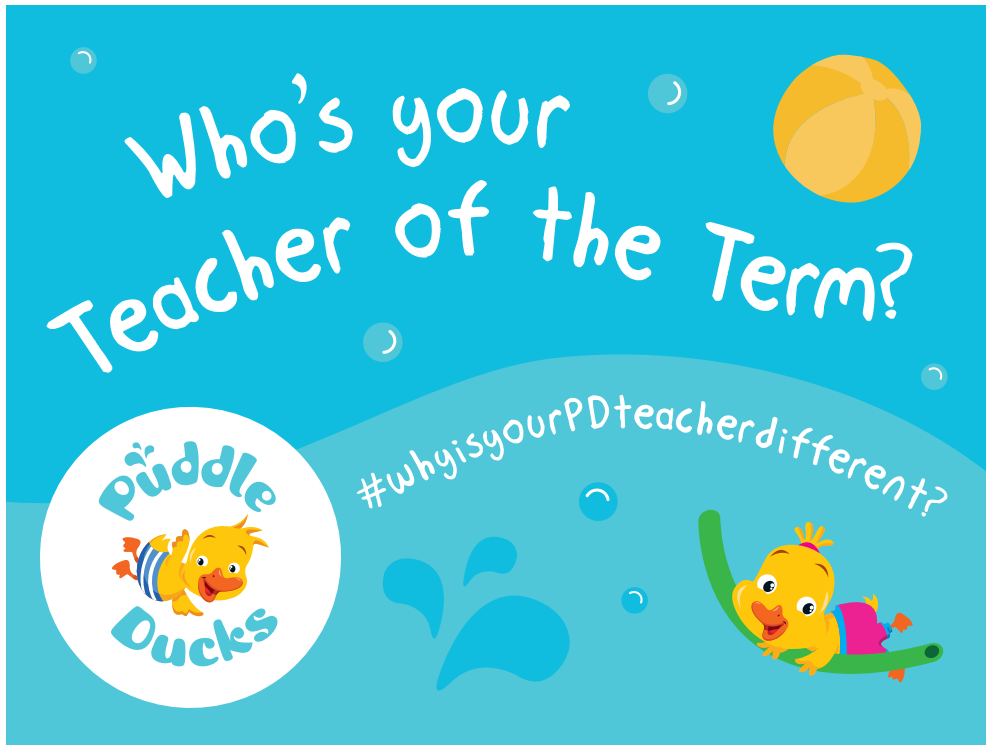
We have part-time roles now available in XXXXXXXXXXXXXXXX.  
No previous experience required.

Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

puddleducks.com

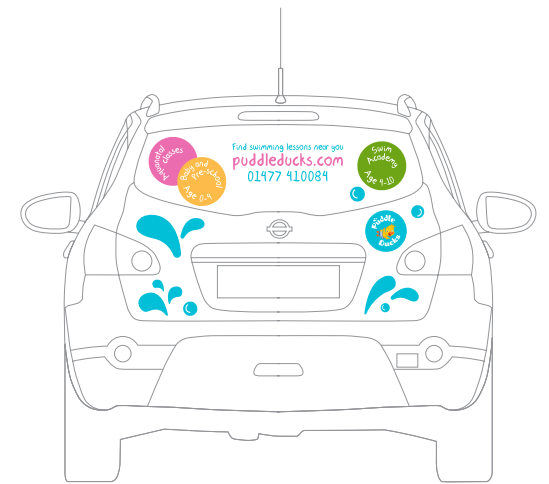
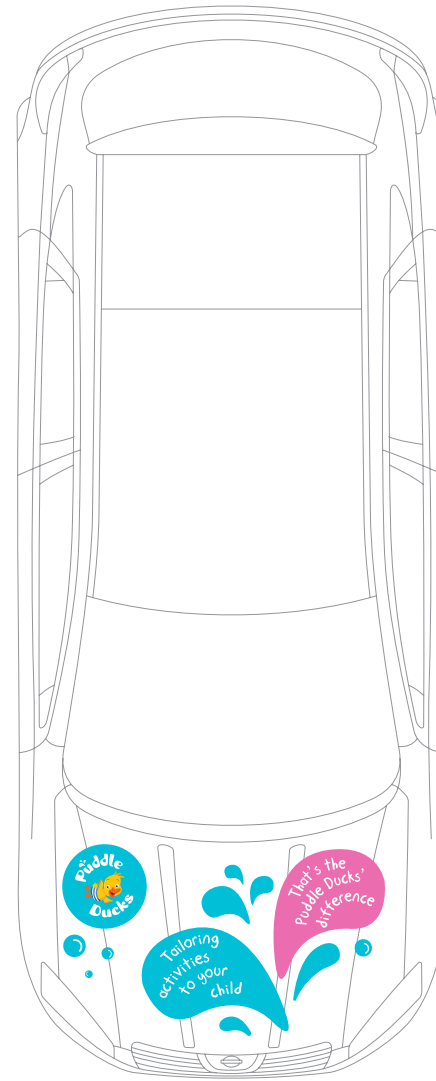
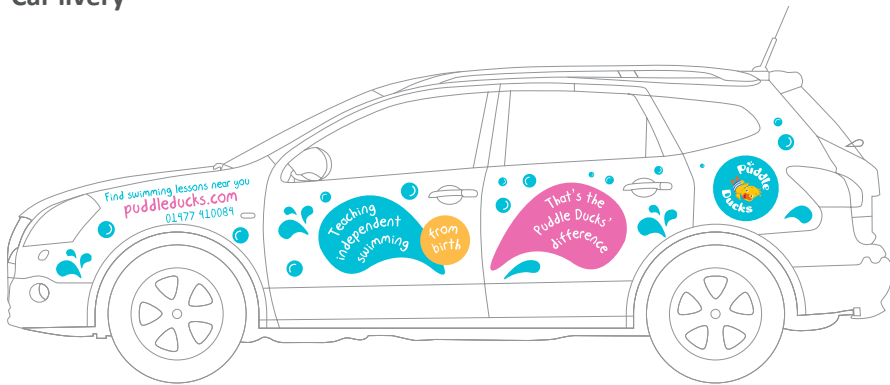
## Examples

### Teacher of the Term



# Examples

## Car livery



# Swim Academy Identity Guidelines

## Swim Academy Identity

As covered in the Brand Architecture section of this document (page 12), Swim Academy has its own identity and is underpinned and endorsed by Puddle Ducks and its values.

The identity has a more grown up, more technically advanced personality, reflecting both the programme and also the needs of the audience i.e. these are parents looking for lessons for children who have started primary school.

The logo is trademarked and shouldn't be used without the TM symbol. The versions we have provided in the Google Drive Marketing Manual and on Canva have the TM symbol.

NB The Swim Academy logo and identity should only be used when you are producing content that is solely about Swim Academy. It should not be used alongside the Puddle Ducks logo. See the examples on page 55 for right and wrong usage of the identity in relation to the master brand.

### 1. Full colour logo



### 2. Full colour logo landscape



The Swim Academy logo has been designed for use in both a portrait and landscape format, allowing the best fit across different media formats.

These are our primary logos and should be used wherever possible.

## Logo variation

### 3. Reversed colour logo



Always use the Full Colour logo where ever possible.

### 4. Single colour logos



To be used when you are only able to print with one colour.



To be used when you are only able to print in black or white (for example on a partner promotion or over photography).

### 5. Reversed single colour logo



If you're unsure which logo to use, please contact the marketing team. Details on page 2.

## Exclusion zone

The exclusion zone prevents other graphic elements interfering with the Swim Academy logo. Maximise the space around the identity where possible.

Use your judgement, but if unsure use the height of the 'S' in SWIM to create a guide.





# Dos and don'ts

Do not reproduce the logo in a tint. It should be printed in solid colours only.



The logo should not be stretched or distorted.



The logo should only be used in its entirety.



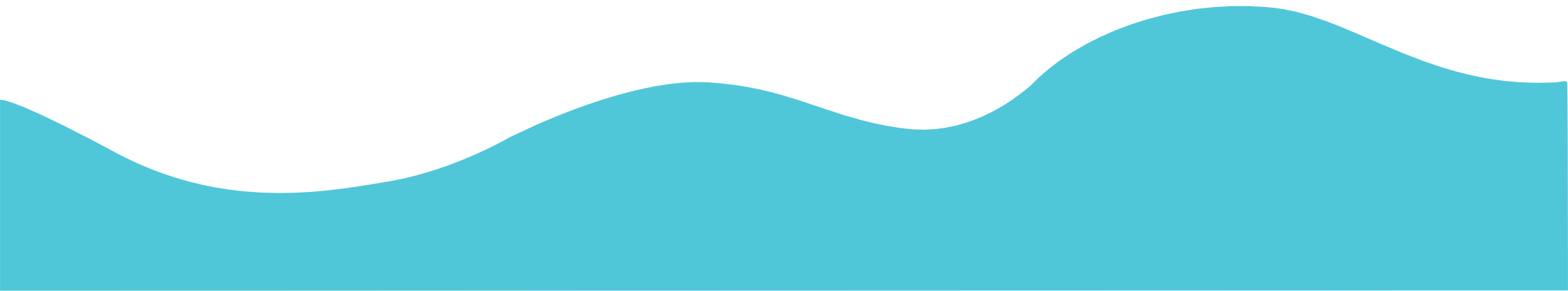
Do not use different colours on the logo.



Don't place the logo over busy photography.



Don't change the size of any of the elements of the logo.



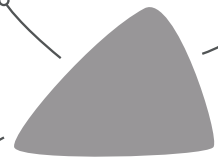
# Logo deconstruction

We have provided you with this so you can appreciate the story that went into creating the logo. It conveys the USPs of the programme as defined during research with our target audience.



## Triangle shape

Symbolises growth, progression and development



Rounded corners  
Nurturing

## Dynamic shape

Energy, angle increase

Pool  
Bunting

## Logo Type

Font choice has a combination rounded and sharp edges, symbolising our nurturing and technical ethos

SWIM  
ACADEMY

A

Adapted A to include the progressive triangle shape

## Overlap of triangles

Symbolises teacher contact, a safe environment



## Position of triangles

Represents a swimmer. The larger outer triangle is the arm and the smaller inner triangle is the head.

## Technical expertise

Acknowledges our technical expertise, de-constructing strokes & alignment



## Fonts

### Header font

This should be used  
for headlines and  
promotional messages.

## Co Headline

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

1234567890 &?!E\$@%\*(.,;:)



# Fonts

## Body copy font

This should be used for all body copy and corporate communications.

### Co Text

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890 &!£\$@%\*(.,;:)

### Calibri

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890 &!£\$@%\*(.,;:)

### Co Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890 &!£\$@%\*(.,;:)

### Calibri Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890 &!£\$@%\*(.,;:)



## Colour palette

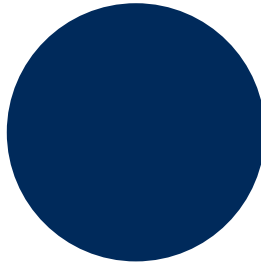
### Swim Academy

Swim Academy uses a strong, muted colour palette to represent the more mature, technical identity of the programme.

### Secondary Colours

For generic materials, you can use these colours as a secondary colour to highlight information. However, it must never over-shadow the Swim Academy Blue.

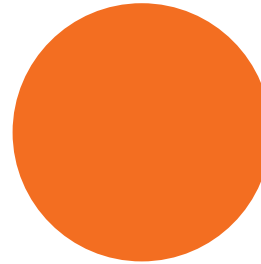
### Primary colour



#### Swim Academy Blue

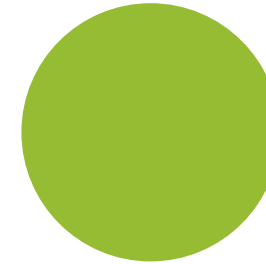
Pantone: P282C  
C:100 M:70 Y:8 K:54  
R:0 G:139 B:89  
#002d59

### Secondary colours



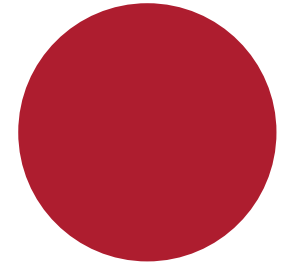
#### Orange

Pantone: P1665  
C:0 M:70 Y:100 K:0  
R:236 G:102 B:8  
#ec6608



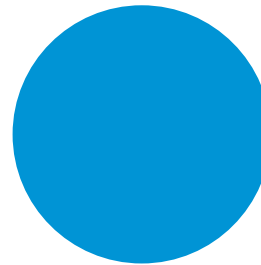
#### Green

Pantone: P376C  
C:40 M:0 Y:100 K:10  
R:162 G:188 B:12  
#a2bc0c



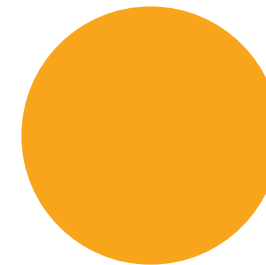
#### Red

Pantone: P187C  
C:20 M:100 Y:85 K:15  
R:176 G:24 B:38  
#b01826



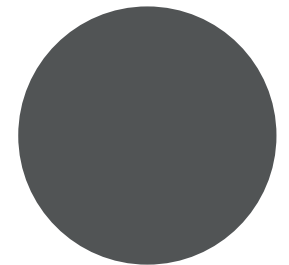
#### Cyan

Pantone: Process Blue  
C:100 M:15 Y:0 K:5  
R:0 G:139 B:207  
#008bcf



#### Yellow

Pantone: P138  
C:0 M:40 Y:100 K:0  
R:247 G:166 B:0  
#f7a600



#### Grey

C:59 M:49 Y:48 K:40  
R:90 G:90 B:90  
#5a5a5a

# Examples

A5 leaflet



A4 Level Certificate & Badge



Swim hat



Teaching top



# How to use the various programmes when marketing

If you are marketing multiple levels, you should always lead with the Puddle Ducks brand, don't be tempted to make every piece of marketing you do about every programme. Your marketing should be more focussed than this and we don't want logo 'soup' appearing across the network. Please don't mix the Swim Academy identity with the Puddle Ducks brand.

See the front cover of the generic leaflet as an example of how you should treat the marketing of multiple programmes i.e. use the Puddle Ducks brand.

If you only run one Facebook page for your franchise then don't dual brand visuals.

If you want to market more than one programme either use Facebook's carousel feature and add multiple visuals or do separate posts.

The only time we show multiple logos at one time is when we are talking about Puddle Ducks as a company as opposed to the BPS programme.

The example of the email footer used in Shark autocomms is a good example of this. Here, we are talking about everything that Puddle Ducks Franchising Ltd. does, this isn't about the local teams. Unless you want to use this as your email footer, we wouldn't expect to see a mix of logos on any other piece of marketing communication.

## Puddle Ducks Franchising Ltd. email footer



## How to show all 3 programmes within the Puddle Ducks brand



## Example of how not to use logos



## Example of how to display the programmes and correct imagery



# 9. References



## Information for Local Teams

### Rules for producing your own artwork

Brand discipline is key when producing marketing collateral. All official marketing materials are either on Irongate, at HQ, on Canva or on Google Drive. We appreciate that there may be times when you need something fast and personal to your operation; we have design resource here at HQ from Wednesday to Friday and will usually be able to accommodate requests although as much notice as possible is appreciated.

To enable you to create your own graphics for social media and your web pages, we have subscribed to a web based design application called Canva. Login details and Guidelines for Use are in the Marketing Manual on Google Drive. Please read the Canva Guidelines before using the application.

Google Drive also contains all the approved images for you to use as well as guidelines for writing editorial content and optimised web copy. Whilst Google Drive also contains some press release templates, PR is handled for you by our PR Partner, Calvin Marketing. Contact details can be found in Google Drive.

Google Drive  
is your 'go to' for  
guidelines and assets

# Assets

On Google Drive in the Marketing Manual you will find the following assets:

- Images
- Videos
- Logos
- Colour palette
- Fonts (Canva only)
- Digital templates for corporate stationery (PowerPoint and Word)

## Campaign Monitor

Our email service provider is Campaign Monitor. Branded templates exist for all communications but if you find yourself with a bespoke requirement, please let Duck HQ know and we will do our best to accommodate.

## Canva

In Canva, you will find pre-designed social media posts for many events/occasions plus you will be able to store your own designs and see what other franchises are doing. You will find the Guidelines for Use in the Marketing Manual on Google Drive.

## Irongate

For all your printed material, the Irongate Portal is your hub including:

- Adverts (for lessons & teacher recruitment)
- Posters
- Leaflets
- Vouchers
- Cards
- Roadside banners
- Roller banners
- Certificates
- Corporate stationery

## Signs Express

For your car livery we use Signs Express. Details of how to purchase your car livery are in the Marketing Manual.

There are other centralised assets for franchisees to use which aren't a part of this document but are available on Google Drive. Please refer to them regularly and let Duck HQ know if there are any queries or suggestions.

- Google Adwords guidekines
- National content plan
- National marketing plan
- Canva guidelines

Please contact Duck HQ for any queries on asset management or working with any of the third party companies, systems or applications.

# 10. Appendices

Appendix A - Brand messaging for Baby & Pre-school.....	60
Appendix B - Brand messaging for Aquanatal.....	61
Appendix C - Brand messaging for Swim Academy.....	62
Appendix D - Examples of lines to support the Puddle Ducks difference.....	65
Appendix E - Examples of lines for Teacher recruitment.....	67
Appendix F - Examples of lines for Franchise communication and recruitment.....	68

# Appendix A

## Brand messages for Baby & Pre-school

### Baby and Pre-school

Little ones that love swimming.  
That's the Puddle Ducks difference.

Little dips without the drama.  
That's the Puddle Ducks difference.

Turning a splasher into a swimmer.  
That's the Puddle Ducks difference.

Creating moments not meltdowns.  
That's the Puddle Ducks difference.

Lessons worth missing naps for.  
That's the Puddle Ducks difference.

Building confidence with your baby.  
That's the Puddle Ducks difference.

Smiles from the very start.  
That's the Puddle Ducks difference.

Making all the faff forgivable.  
That's the Puddle Ducks difference.

Creating kids that can't wait to jump in.  
That's the Puddle Ducks difference.

Learning to love water together.  
That's the Puddle Ducks difference.

Turning little bubbles into big fun.  
That's the Puddle Ducks difference.

Becoming swimming buddies for life.  
That's the Puddle Ducks difference.

Lessons as unique as your little one.  
That's the Puddle Ducks difference.

Letting little personalities shine.  
That's the Puddle Ducks difference.

Kids that love getting their faces wet.  
That's the Puddle Ducks difference.

Teaching that's tailored to you.  
That's the Puddle Ducks difference.

Building confidence from little dips to diving in.  
That's the Puddle Ducks difference.

Helping children feel safe and supported.  
That's the Puddle Ducks difference.

The building blocks of a beautiful swimmer.  
That's the Puddle Ducks difference.

Giving children the support they need.  
That's the Puddle Ducks difference.

Nurturing a love of swimming from the first splash.  
That's the Puddle Ducks difference.

As well as referring to the hard work and planning that goes into our lessons, this could refer to our Ripple Effect see [puddleducks.com/ripple-effect](https://puddleducks.com/ripple-effect)

## Appendix B Brand messages for Aquanatal

### Aquanatal

Making your time together special.  
That's the Puddle Ducks difference.

Listening to what your body needs.  
That's the Puddle Ducks difference.

Making the walk there worth it.  
That's the Puddle Ducks difference.

Swimming away your stresses.  
That's the Puddle Ducks difference.

Building a bond for life.  
That's the Puddle Ducks difference.

Nurturing your beautiful new shape.  
That's the Puddle Ducks difference.

Exercise you actually enjoy.  
That's the Puddle Ducks difference.

Keeping your mind and body healthy.  
That's the Puddle Ducks difference.

Support in and out of the water.  
That's the Puddle Ducks difference.

Making exercise worth the waddle.  
That's the Puddle Ducks difference.



## Appendix C Brand messages for Swim Academy

### LET'S BE AWESOME

We train, we teach, we continue to learn, at the highest level, so that your children are taught in the best possible way, from their first class to their graduation.

### LET'S KEEP IT SMALL

Our close-knit class sizes mean all children get the right level of support to suit their age. Small enough to nurture; large enough to let go.

### LET'S GET THERE

We set clear targets and meet them. Track the progress of your superstar swimmer through your online account and follow their progress every step of the way.

### LET'S DO IT

Everyone deserves to be rewarded. We'll congratulate the duckling that splashes from A to B as enthusiastically as the graceful swan that masters all the strokes.

### LET'S HAVE FUN

Children learn through experience, not through repetition. We keep our classes fun, lively, varied and exciting to help your child stay engaged and challenged in the water.

### LET'S OWN IT

We don't knock children down; we build them up. Our strokes are deconstructed so that nothing is ever 'wrong' because they've always started out right.



# Appendix C

## Brand messages for Swim Academy



### Let's do this.

On your child's swimming journey we will teach them the right technique, in the right environment, with the best people, enabling them to swim strongly, make friends and have fun. We have put this together to show you all the wonderful milestones your child will go through from Level 1 to their graduation at Level 6.

**LET'S GET WET**  
At Level **1** we're...  
Happy getting our faces wet  
Independently and confidently jumping in  
Swimming safely on seahorses

**LET'S BE BRAVE**  
At Level **3** we're...  
Swimming 25m Front Crawl  
10m independent Backstroke  
Perform a sequence of changing shapes whilst floating at the surface

**LET'S GET SKILLFUL**  
At Level **5** we're...  
Confident at 75m Front Crawl  
Swimming 10m wearing clothes  
Nailing 10m Breaststroke

**LET'S BE AWESOME**  
At Level **6** we're...  
Swimming 100m using three different strokes  
Diving in from a sitting position  
25m Backstroke

**LET'S GO FURTHER**  
At Level **4** we're...  
Swimming 50m Front Crawl  
Confident at 5m Butterfly  
Acing Backstroke

**LET'S BUILD CONFIDENCE**  
At Level **2** we're...  
Swimming 10m distance  
Treading water for 10 to 15 seconds  
Confident in water without a teacher

**open water swimming**  
confidence and skills to try something new

**leading a healthy lifestyle**

**making friends for life**

**carefree canoeing & kayaking**  
Have to be able to swim 100m

**develop lifesaving skills**

**going to swimming parties without parents**  
Have to be able to swim 50m

Let's see where our skills might take us...

READY TO LEARN?

Swim Academy. Let's do this.

FASTER. LONGER. STRONGER.

Swim Academy. Let's do this.

START YOUR JOURNEY.

Swim Academy. Let's do this.

WE'RE READY FOR YOU.

Swim Academy. Let's do this.

## Appendix C Brand messages for Swim Academy

### Social Media Posts

This week sees some of our Swim Academy children swimming to raise money for @mariecurieuk #letsbeawesome

Did you know that #Puddleducks don't just teach babies? We have a Swim Academy programme you can join at any age up to Stage 7 #letsgetthere

Fab swims by the Swim Academy swimmers tonight. So proud of my son who demo'd perfect fly legs ;0) #letsdoit

All ready to swim this morning in Ashington! #letshavefun #SwimAcademy

Huge achievements in Swim Academy this weekend! Well done, we are very proud of our swimmers #letsownit

### LET'S BE AWESOME

Give your little ones the best introduction to water #letsbeawesome #SwimAcademy

Our highly trained teachers will do the best for your child #letsbeawesome #SwimAcademy

Anyone can teach someone to swim. Not everyone does it like this. #letsbeawesome #SwimAcademy

### LET'S KEEP IT SMALL

All children are supported and heard in smaller classes #letskeepitsmall #SwimAcademy

Does your child struggle to concentrate in swim lessons? #letskeepitsmall #SwimAcademy

Big classes don't give your child the attention they deserve #letskeepitsmall #SwimAcademy

### LET'S GET THERE

Follow your child's progress with our online tracker #letsgetthere #SwimAcademy

Feel like your child is getting nowhere? Track progress online #letsgetthere #SwimAcademy

Not sure if your swimming lessons are working? Monitor progress with us #letsgetthere #SwimAcademy

### LET'S DO IT

Fledglings or graduates, we think everyone should be rewarded #letsdoit #SwimAcademy

Swimming badges aren't the only way we reward our pupils #letsdoit #SwimAcademy

Regular rewards make everyone love swimming more #letsdoit #SwimAcademy

### LET'S HAVE FUN

Find a swimming lesson that children never want to miss #letshavefun #SwimAcademy

Children learn better in a relaxed, fun environment #letshavefun #SwimAcademy

You're never too old to enjoy a sing song #letshavefun #SwimAcademy

### LET'S OWN IT

Want to create a really strong swimmer? #letsdoit #SwimAcademy

Can't wait to feel confident when your child jumps in? #letsdoit #SwimAcademy

With the right training any child can become a champion swimmer #letsdoit #SwimAcademy



## Appendix D Examples of lines to support the Puddle Ducks difference.

**We also have some examples of the impact our swimming lessons can have outside of the pool. Many of these will need supporting text and vox pops will become a lovely way to communicate some of these i.e. quotes from parents:**

More than just a swimming lesson...

Supporting children's skills in and out of the water...

Watching your child grow physically, emotionally and socially...

Learning skills that transfer into the home...

Teaching safety skills that stay with children forever...

You might support this line by talking about turning and holding on and how this helps to teach your little one to safely come down stairs.

Helping children to learn left from right...

Developing counting skills, rhythm and rhyme...

Safe ways to enter the water that resonate at home...

Colour and number recognition built into every lesson...

Learning to listen and take instructions from an early age...

Learning water skills that help in the bathroom too...

You might support this line by talking about spurting and how it helps teach how to remove toothpaste from your mouth when brushing.

You might support this line by talking about the Monkey Walking activity.

Laying the foundations of essential life skills...

Powerful learning tools that can be used at home...

Skills that save lives in the water and at home...

When you start seeing a difference in the playground too...

**that's the Puddle Ducks difference.**

## Appendix D Examples of lines to support the Puddle Ducks difference.

### Customers and potential customers

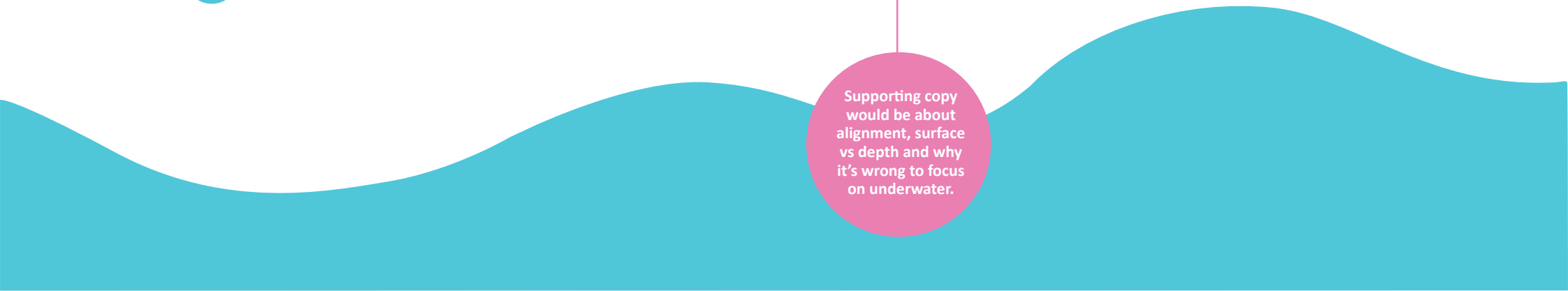
Swim activities tailored to your child's needs...  
Levels to suit each child's swimming ability...  
Focusing on water confidence not 'wow factors'...  
Developing confident, beautiful swimmers...  
Focusing on alignment to create graceful swimmers...  
Encouraging confident swimmers with the highest standards...

Embracing the benefits of natural buoyancy...  
Children's swim classes that accommodate special needs...  
Fully inclusive swim classes for all abilities...  
Teaching children to respect the water...  
Swimming lessons with transparent prices...  
Focussing on surface water swimming...  
**that's the Puddle Ducks difference.**

This works for Aquanatal as well as other programmes i.e. no arm bands.

Making swimming part of your social calendar...  
Helping friendships grow through swimming...  
Free catch-up sessions so your little one never misses out...  
Free catch-up sessions to help when you're on holiday...  
Original music composed especially for our lessons...  
Rhyme and repetition songs you won't hear anywhere else...  
Bespoke music composed to encourage learning...  
**that's the Puddle Ducks difference.**

Supporting copy would be about alignment, surface vs depth and why it's wrong to focus on underwater.



## Appendix E Examples of lines for Teacher recruitment

### Teachers and potential teachers

Swimming teachers that are in tune with their clients...

Understanding how children best learn to swim...

Accepting that learning to swim has ups and downs...

Making swimming progression seamless...

Making learning to swim fun and safe...

Teaching mums and babies to love swimming together...

Swim teachers that are confident in their abilities...

Training for swimming teachers developed by us...

The most extensive training programme for swim teachers...

Continuously training and developing our swim teachers...

Progressive swim teachers that learn from their children...

**that's the Puddle Ducks difference.**

## Appendix F Examples of lines for franchise communication and recruitment

### Franchisees and potential franchisees

The highest standards of swimming teacher training...

Lesson plans unlike any other swim school...

More head office support than other swim school franchises...

Bespoke IT system for seamless management...

Easier to manage customers, swim classes and teachers...

A buddy system for all new swim school franchisees...

Writing a five-year business plan before you even get wet...

A swimming franchise that fits around your life...

Swim school franchises designed to make you money...

Regular meetings, conferences and summer schools...

Working together to make our swim school the best...

**that's the Puddle Ducks' difference.**

## Appendix G Sample tone of voice for Puddle Ducks

From the moment your child is born you want them to be confident in the water and learn to love and respect it. Puddle Ducks will take you and your little ones on a magical journey that starts with a splash and transforms into beautiful strokes that encourage strong swimming for life.

The journey can start before your baby has even arrived with our Aquanatal classes, helping mums-to-be nurture their bumps with gentle exercises.

When you come along to our baby, toddler and pre-schooler sessions, you'll find they not only learn essential life skills and water safety; but also have lots of fun. Watch as your little one develops into a confident swimmer without even realising they're learning to swim!

Our Swim Academy takes foundation skills to the next level, helping 4-10 year-olds to perfect their strokes in close-knit classes, with an emphasis on using the right technique.

We know all children are different. That's why our clever teachers tailor lessons to suit your little one's ability and confidence. Babies as young as six months learn water safety and personal survival skills and our school children also learn life-saving skills. Many can already swim 10m before they even go into reception!

Our teachers are highly professional and really passionate, loved by children and parents for their fun and caring approach. We sing specially created songs and rhymes that have been carefully developed to engage even the most mischievous minds, creating an environment where it's fun to learn with friends.

Little ones that love swimming...**that's the Puddle Ducks' difference.**