

## Yello Boosts Royal Life Saving Swim and Survive Brand

**Sydney, 22 September 2009:** Yello, one of Australia's leading branding and design consultancies and part of STW Group, has been engaged by the Royal Life Saving Society – Australia, to redesign its Swim and Survive water safety programme brand.

RLSSA is looking to leverage the success of the existing Swim and Survive brand and build a stronger and more engaging identity under which to unite several related programmes.

The key objective of this refresh is to drive an increase in enrolment by emphasising to Australian families that water safety and survival is much more than children learning to swim - it's a life-long commitment to building skills and smarts around water.

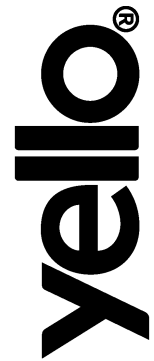
The assignment combines strategic brand development, design of a new visual identity and application of the new visual language across the programme communications.

Yello develops and designs brands as ideas, identities and experiences, and is part of STW Group, Australia's leading marketing content and communications services group.

**Ends.**

**For more information contact:**

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The Yello logo consists of the word "yello" in a bold, lowercase, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "o".

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