

A GROWING THREADS FIELD GUIDE

The Swim Color Guide

Which swimsuit colors your kid stays visible in, which ones disappear underwater — and how to use that without giving up style.



FREE GUIDE · [GROWINGTHREADS.COM](https://growingthreads.com)

How suit colors perform underwater

Water-safety groups have spent years sinking swatches in pools and lakes and photographing what a lifeguard would actually see. The results are remarkably consistent. Here's the short version:



Neon orange

BEST — POOL & OPEN WATER



Neon yellow-green

BEST — POOL & OPEN WATER



Neon pink

STRONG, ESPECIALLY IN POOLS



Bright red

DECENT — BETTER THAN MOST



Navy / black

READS AS SHADOW IN LAKES



Light blue

BLENDS INTO THE WATER



White / pastels

NEARLY VANISHES

Prints count too: a print with a bright base (like red gingham) keeps decent visibility. A pale print on white doesn't. If you buy one visible piece, make it the trunks or suit bottoms — they spend the most time underwater.

Defaults, not rules

This is a guide, not a lecture. A kid in a white suit with an attentive adult two feet away is fine. Visibility is simply a free layer of safety you can grab while you're buying a swimsuit anyway. Our approach:

- ☐ **When two suits are otherwise equal**, pick the more visible one.
- ☐ **Open water and crowded pools**: lean hard toward the neons — these are the places where spotting your kid fast matters most.
- ☐ **Backyard splash pad**: honestly, wear whatever. We don't sweat it either.

The layers that matter more than color

Ranked roughly by how much they matter:

- ☐ **Adult eyes on the water**. Undefeated. Designate a watcher — drowning is usually quiet, not splashy.
- ☐ **A U.S. Coast Guard–approved life jacket** for weak swimmers and all boating. Look for the USCG approval statement inside — pool floaties don't count.
- ☐ **Swim lessons**, as early as your pediatrician recommends.
- ☐ **Barriers** — fences, locked gates, and door alarms between the house and any home pool.
- ☐ **Bright colors** — the layer this guide is about. Free, easy, and it stacks with all of the above.

Tape this to the beach bag

The kid

- ☐ Visible swimsuit (see the chart)
- ☐ Long-sleeve UPF 50+ rash guard
- ☐ Sun hat with chin strap
- ☐ Water shoes (lakes especially)
- ☐ Hooded towel poncho
- ☐ Second dry towel, hidden till 4 p.m.
- ☐ Full outfit change in a zip bag

The bag

- ☐ Sunscreen (face + legs — the rash guard covers the rest)
- ☐ Gallon zip bags for wet things
- ☐ Jug of tap water for sandy feet
- ☐ Heat-proof snacks, revealed in stages
- ☐ USCG life jacket if boating or weak swimmer
- ☐ Phone in a zip bag — you're the lifeguard

Want the picks to go with the list?

Every item above has a vetted, parent-tested pick in our shop — boutique looks at Amazon prices, in colors you can actually see. New finds every week in The Thread, our short weekly email.

growingthreads.com

This guide is general information, not professional safety advice — always follow your own judgment and local guidance. Bright colors and gear are layers of protection, never a replacement for adult supervision. Growing Threads participates in the Amazon Services LLC Associates Program; links on our site may earn us a commission at no cost to you. © 2026 Growing Threads.