

Safety and Health Week Branding Guide



Three hands forming an equilateral triangle portrays the three participating nations – Canada, the United States and Mexico – and symbolizes joint venture, cooperation and the commitment to the common goals shared by all occupational health and safety partners. The three sides stand for partnership of the three countries in this joint occupational health and safety venture, as well as all tripartite partnerships between business, labour and governments. The connected hands illustrate assistance and cooperation on many levels – from interpersonal relationships in the workplace to international exchange.

The Safety and Health Week brand is recognizable throughout North America and the world, therefore, how it is used is important. The goal of Safety and Health Week is to focus employers, employees, partners and the public on the importance of preventing injury and illness in the workplace, at home and in the community.

This goal seeks to:

- improve attitudes towards safety
- increase understanding of the importance of occupational safety and health
- foster a safety-minded culture with increased cooperation
- assist in team building and improved communication between employees and employers, safety committees and safety professionals

We strive to achieve that goal through:

- increasing understanding of the benefits of investment in occupational safety and health
- raising awareness of the role and contribution of safety and health professionals
- reducing workplace injuries and illness by encouraging new safety and health activities
- generating interest in Safety and Health Week

The Safety and Health Week logo is a symbol of our goal and having a clearly defined, communicated and understood brand allows us to project a single, cohesive message. It also allows us to market ourselves and our aims and objectives more effectively. Consistency is of the utmost importance when it comes to communications. It is essential that Safety and Health Week has a clear, easily recognizable visual identity. This helps to reinforce our brand and make us more recognizable.

To ensure the integrity of the Safety and Health Week brand is respected please adhere to the following:

Minimum Size: The logo should not be too small to read. A minimum size of 3 cm or 160 x 140 pixels when used in electronic means. The Safety and Health Week logo should be as prominent as any other supporting logos. The logo may not be stretched out of its original proportions.

Exclusion Zone: When placing other graphic elements near the Safety and Health Week logo, please allow a minimum of 2 cm on either side of the logo.

Positioning: Always follow the exclusion zone rule when positioning the logo around the edges of a page or when you are combining it with other graphic elements. We suggest that the logo be placed in the top left or bottom left of the page, but this will be dependent upon your design composition. The logo may not be rotated.

Colour: The colours for Safety and Health Week are taken from the logo – red, blue and green. The overall look and feel for all materials should be clean and have a good use of white space throughout. Please refrain from placing

the logo on a dark background that will make it difficult to read. Although there is no strict restriction on colour usage, please consider making use of our colours in your design to draw the visual elements together. The logo colouring may not be altered in any way.

Typography: Safety and Health Week branding takes advantage of sans-serif fonts. Please use a sans-serif font such as Arial when creating Safety and Health Week materials. The use of multiple size texts should be kept to a minimum.

Tone of Voice: The tone of voice for Safety and Health Week is friendly yet professional. We strongly believe in our messaging and all content should reflect that belief. All copy should be truthful, factual, and make people think about how they can improve on their own health and safety practices and procedures (employers and employees). Wherever applicable a ‘peer-to-peer’ tone should be utilized, and the focus should be on what the reader can do to participate in Safety and Health Week and make their workplaces, homes, and communities safer for everyone. Above all, the tone should always be inclusive in nature and not overuse technical jargon or acronyms.