

# WELCOME TO OUR BRAND . . .

## A Guide to North American Occupational Safety and Health (NAOSH) Week's Brand and Visual Identity



# Our Goal...

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.

# Our Partners...

Canadian Society of Safety Engineering (CSSE)

Canadian Centre for Occupational Health & Safety (CCOHS)

Labour Program of Human Resources and Social Development Canada (HRSDC)

Threads of Life

American Society of Safety Engineers (ASSE)

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# ABOUT OUR BRAND

## INTRODUCTION

The NAOSH Week brand is important. It ensures that our messaging is consistent as we work toward our goal of focusing employers, employees, partners and the public on the importance of preventing injury and illness in the workplace, at home and in the community.

In order to effectively promote the message of preventing injury and illness in the workplace, at home and in the community, we need to ensure that all communications featuring the NAOSH Week brand are consistent. Materials need to express the NAOSH Week brand and promote NAOSH Week's slogan – **Make Safety a Habit!** Each year we develop a NAOSH Week theme to be used in conjunction with the slogan, **this theme should be adhered to and not altered in any way.**

**Please note, that in order to use the NAOSH Week logo you must first seek written permission by contacting us at [naosh@csse.org](mailto:naosh@csse.org).** Once you have received permission to utilize the logo, we will forward you the appropriate files.

This brochure is meant to guide you in understanding NAOSH Week's brand values and communications. It provides details and guidelines on how to use the visual components of NAOSH Week and the messages that should be promoted. It's a corporate identity that will reinforce our presence and assist us in advocating for safe, healthy workplaces, homes, and communities.

## OUR BRAND

The promotion of Health and Safety is at the core of NAOSH Week. When we talk about health and safety, we mean health and safety throughout our lives, not just at the workplace but in our homes and communities. We firmly believe that with proper procedures and oversight, everyone can make it through the day safely. For us health and safety is a way of life.

NAOSH Week allows for a dedicated week to promote our message and to focus our minds on promoting health and safety throughout our communities. But the brand of NAOSH Week is not confined to one week in May, it is a message that we promote throughout the year.

# THE ESSENCE OF NAOSH WEEK

Having a clearly defined, communicated and understood brand in essence allows us to:

- project a single, cohesive message
- increase the recognition of our brand
- market ourselves and our aims and objectives more effectively

## OUR MESSAGE

The importance of health and safety in our lives

## OUR ROLE

We promote Health and Safety to the general public, our stakeholders, and organizations

## YOUR SLOGAN

*add your own slogan based on your industry/company*

## OUR 2016 THEME

**Make Safety a Habit!**

## WHAT WE STRIVE TO DO

Increase understanding of the benefits of investment in occupational safety and health  
Raise awareness of the role and contribution of safety and health professionals  
Reduce workplace injuries and illness by encouraging new safety and health activities and interest in NAOSH Week

# NAOSH WEEK VISUAL IDENTITY

Consistency is of the utmost importance when it comes to communications. It is essential that NAOSH Week has a clear, easily recognizable visual identity. This helps to reinforce our brand and make us more recognizable, thus increasing the chances that our message will be heard.

It is important to follow the guidelines included in this brochure to help us project a strong and consistent image of NAOSH Week. If the guidelines are followed correctly you will be assisting us in increasing the reach of the NAOSH Week brand and message. Keeping all communications consistent will allow us to reach our goal of focusing employers, employees, partners and the public on the importance of preventing injury and illness in the workplace, at home and in the community. It is our goal that even without seeing the logo, audiences will recognize the NAOSH Week brand and message.

The following pages will explain how you can use and apply NAOSH Week's identity.

# NAOSH WEEK BRAND ELEMENTS

## INTRODUCTION

The following pages explain more about the brand elements and how to use them consistently across all media and communications.

## NAOSH WEEK LOGO

The NAOSH Week logo- 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 safety and health partners. The three sides stand for partnership of the three countries in this joint occupational safety and health 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.

There are two versions of the NAOSH Week logo:



The NAOSH Week logo needs to be used consistently and correctly. The following pages explain more about using our logo. Please take the time to read these guidelines carefully and if you are unsure about your intended use of the logo, contact us!

## NAOSH Week Logo Usage

Please note, that in order to use the NAOSH Week logo you must first seek written permission by contacting us at [naosh@csse.org](mailto:naosh@csse.org).

Once you have received permission to utilize the logo, we will forward you the appropriate files. We will send both official versions of the logo and we ask that you use one or the other on your promotional materials (which one you use will depend on your design).

### Minimum Size

The logo should never be too small to read. We've set a minimum size of 3 cm or 160 x 140 pixels when used in electronic means. The NAOSH Week logo should be as prominent as any other supporting logos.

### Exclusion Zone

When placing other graphic elements near the NAOSH 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. Generally speaking, 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.

## NAOSH Week Statement To Be Used With Logo On External Materials

We ask that you include the following statement in conjunction with the logo on any external materials:

**NAOSH Week is led by the Canadian Society of Safety Engineering (CSSE). More information about NAOSH Week can be found at [www.naosh.ca](http://www.naosh.ca) or [www.csse.org](http://www.csse.org).**

This statement should appear near the logo and should follow the exclusion zone rules.

## Logo Don'ts

Here are some examples of things that should never be done with the NAOSH Week logo:

- Do not alter the colours of the logo in any way
- Do not add new elements to the logo
- Do not place the logo on a dark background that causes it to be read poorly
- Do not stretch or otherwise alter the logo
- Do not place a graphic element within the exclusion zone
- Do not rotate the logo

## COLOUR

The colours for NAOSH Week are taken from our 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. 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.

## TYPOGRAPHY

### Typefaces

NAOSH Week branding takes advantage of sans-serif fonts. Please use a sans-serif font such as Arial when creating NAOSH Week materials. There is no set leading or kerning value, but please maintain consistency.

### Layouts

Layouts should be clean and you should avoid combining too many sizes of text.



## **TONE OF VOICE**

The tone of voice for NAOSH Week has a 'playful' undertone but is still formal. 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. Wherever applicable a 'peer-to-peer' tone should be utilized and the focus should be on what the reader can do to participate in NAOSH 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.

# RESOURCES

## WHY SHOULD YOU GET INVOLVED?

NAOSH Week presents an excellent opportunity to focus, reinforce and strengthen commitment to occupational safety and health. Participation and involvement in NAOSH Week has been shown to:

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

## USEFUL INFORMATION

Our website [www.naosh.ca](http://www.naosh.ca) contains additional resources and information that you will find useful in planning your NAOSH Week materials, promotions, and activities.

Please visit the website for:

- Information on the History of NAOSH Week
- More information on our NAOSH Week Partners
- A sample NAOSH Week Press Release
- A sample NAOSH Week Proclamation
- A NAOSH Week Event Planning Checklist
- Suggestions of NAOSH Week events and activities
- Information on our NAOSH Week Champion Program
- Information on available NAOSH Week Products
- Links to our NAOSH Week Resource Guide
- A listing of events planned for NAOSH Week
- Safety and health links
- And so much more!

## Your feedback is welcome

For additional information and feedback please contact us at [naosh@csse.org](mailto:naosh@csse.org).