



Brand Guidelines

2022 v2



**Reducing
workplace
harm.**

**Improving
outcomes for
injured workers.**

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About WorkSafe

WorkSafe is Victoria's workplace health and safety regulator. We are also the workplace injury insurer.

Our job is to reduce workplace harm and improve outcomes for injured workers. This is our promise to the Victorian community and the reason we exist.

Reducing workplace harm

WorkSafe strives to prevent workplace injuries, illness and fatalities and for more than 35 years has raised the standard of health and safety in Victorian workplaces.

We use a range of tools and tactics to ensure workplaces are safer. This includes inspections, campaigns, education programs, targeted interventions, guidance, warnings, enforcement and prosecutions.

We educate, support and guide Victorian workplaces to provide a safe environment for their workers. We also hold negligent employers to account and enforce occupational health and safety laws if workers are subjected to risk or harm.

Victoria remains one of the safest places in the world to work today and we are proud of our role in this.

Improving outcomes for injured workers

While preventing injuries is always our first preference and priority, when a workplace injury does occur, our job – and our focus – is on improving outcomes for those who are injured. Supporting them to recover and, where possible, return to safe work.

We provide a range of benefits including weekly income payments, hospital, medical and allied health treatment, personal and household help, common law benefits and lump sums for permanent impairment.

Yet our role is more than just a funder of benefits. We know the best outcomes are achieved when workers and employers work together with injured workers, their families and treating health professionals. Our role is to facilitate this - to listen to our clients, understand the goals and outcomes they would like to achieve and tailor an appropriate response.

A workplace injury can significantly change a person's life. We are in a privileged position to make a difference, and help some of our community's most vulnerable.

About WorkSafe



Our ambition, our approach

WorkSafe's ambition is to be a world leader in harm prevention and recovery after a workplace injury. To do this, we are choosing to focus our efforts and resources where we can make a meaningful difference to the health, safety and well-being of Victorian workers.

To reduce workplace harm, we are targeting the 5000 Victorian workplaces that need the most support and attention - where harm is, or is likely to occur. We are addressing the most prevalent causes of fatalities, and the high risk industries where they happen. We are supporting workplaces to be mentally healthy, and reduce mental injury. Our COVID-19 response continues, as we educate workplaces on how to operate safely with the virus. We're prioritising the early identification of current and emerging occupational illness and disease such as asbestos and silicosis. And we are supporting and empowering Victoria's network of Health and Safety representatives – our eyes and ears on the ground.

To improve outcomes for injured workers, we're identifying early those injured workers whose recovery or return to work is not going to plan, and providing targeted intervention and tailored support. We're making it easier for injured workers and employers to interact with us through better automation and online functionality. And we are reviewing and improving every interaction we have with an injured worker from the beginning of the process, when they lodge a workers compensation claim, to how we support their recovery and safe return to work.

WorkSafe's job is to protect every Victorian worker from harm. Our community expects and deserves nothing less.



Our vision:

Victorian workers returning home safe every day.



Our mission:

To work with the community to deliver outstanding workplace safety together with quality care and insurance protection to workers and employees.



Our purpose:

Reduce workplace harm.
Improving outcomes for injured workers.



The logo.

The WorkSafe logo is a highly recognised, registered trademark, and a fundamental component of the WorkSafe brand and identity.

We take protection of the WorkSafe logo's intellectual property seriously and we do not allow other entities to use it (or associated brand elements) unless a contractual agreement is in place.

02 The logo

Brand mark configurations

There are a number of WorkSafe logo configurations designed for either internal or external focused materials.

All marketing and communications campaign collateral must include one of the WorkSafe brand positioning line logo lock-ups.

[Unsure which logo to use? Refer to the logo matrix \(page 16\) for more information.](#)

Internally focused materials and general WorkSafe communications



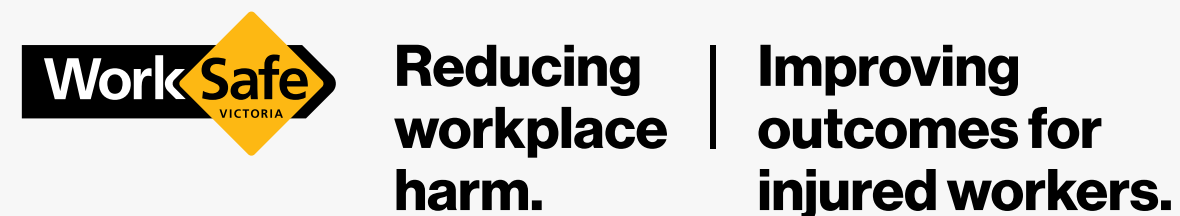
Standalone WorkSafe logo



Logo with Prevention Led brand positioning line



Logo with Return to Work brand positioning line



Logo with dual brand positioning lines

Advertising / major brand campaigns



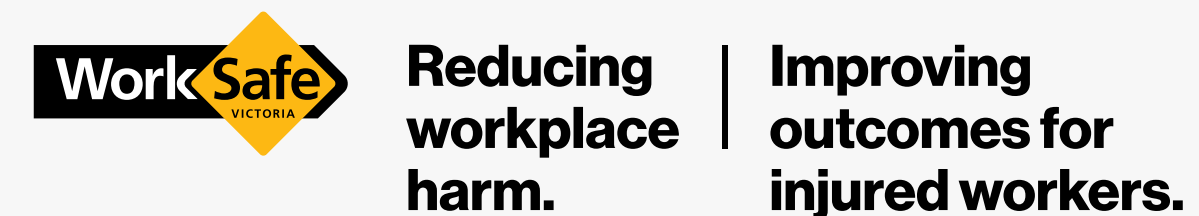
Standalone WorkSafe logo + Vic Gov logo



Logo with Prevention Led brand positioning line + Vic Gov logo



Logo with Return to Work brand positioning line + Vic Gov logo



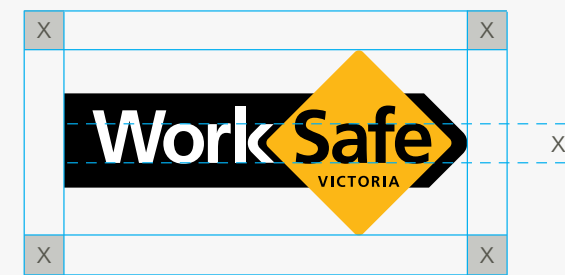
Logo with dual brand positioning lines + Vic Gov logo

02 The logo

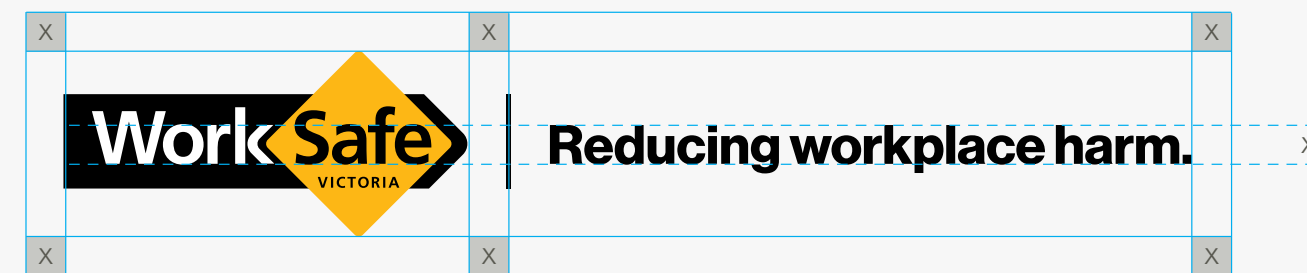
Clear space guidelines

To maintain the integrity of the WorkSafe brandmark minimum clearances have been developed.

Standalone logo

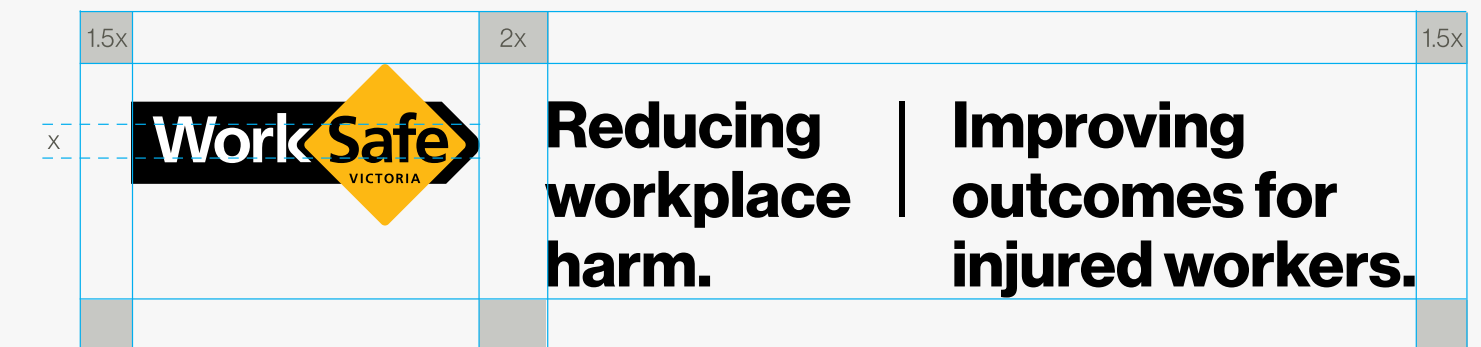


Brandline lock-up

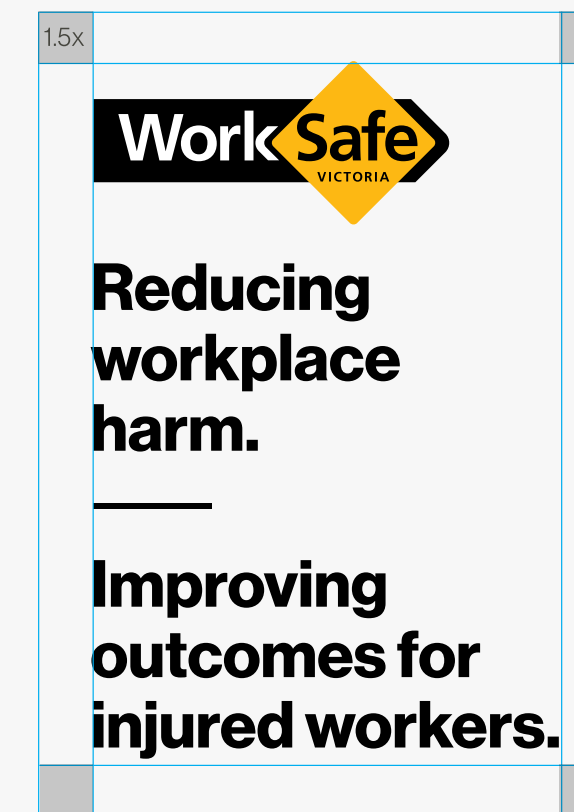


The minimum clearspace around the brandmark can be determined by taking the x-height of the word 'Safe'.

Dual brandline lock-up (horizontal)



Dual brandline lock-up (vertical)



The minimum clearspace around the dual brandline logos is increased to 1.5x

02 The logo

Logo versions

In order for the standalone WorkSafe logo to be clear and legible, 5 different versions have been created to provide contrast on different backgrounds.

Version 1

Light backgrounds



Version 2

Dark backgrounds



Version 3

Orange background



Version 4

Mono for light backgrounds



Version 5

Mono for dark backgrounds



02 The logo

Logo versions

In order for the WorkSafe Prevention Led brandline logo lock-up to be clear and legible, 5 different versions have been created to provide contrast on different backgrounds.

Version 1

Light backgrounds



Version 2

Dark backgrounds



Version 3

Orange background



Version 4

Mono for light backgrounds



Version 5

Mono for dark backgrounds



02 The logo

Logo versions

In order for the WorkSafe Return to Work brandline logo lock-up to be clear and legible, 5 different versions have been created to provide contrast on different backgrounds.

Version 1

Light backgrounds



Version 2

Dark backgrounds



Version 3

Orange background



Version 4

Mono for light backgrounds



Version 5

Mono for dark backgrounds



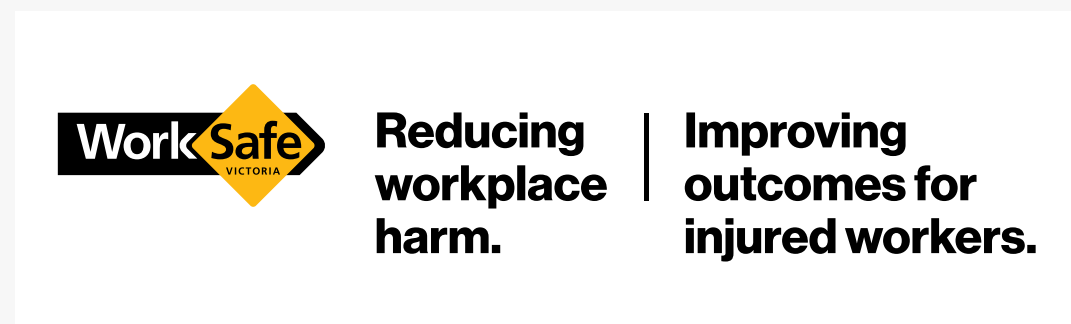
02 The logo

Logo versions

In order for the WorkSafe dual brandline logo lock-up (horizontal format) to be clear and legible, 5 different versions have been created to provide contrast on different backgrounds.

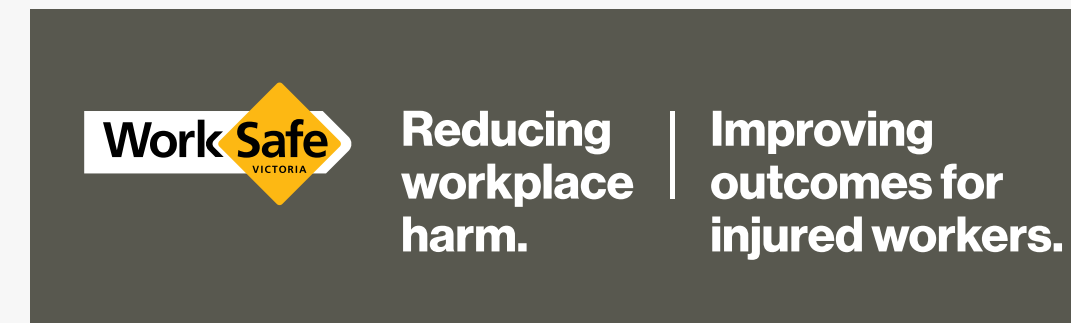
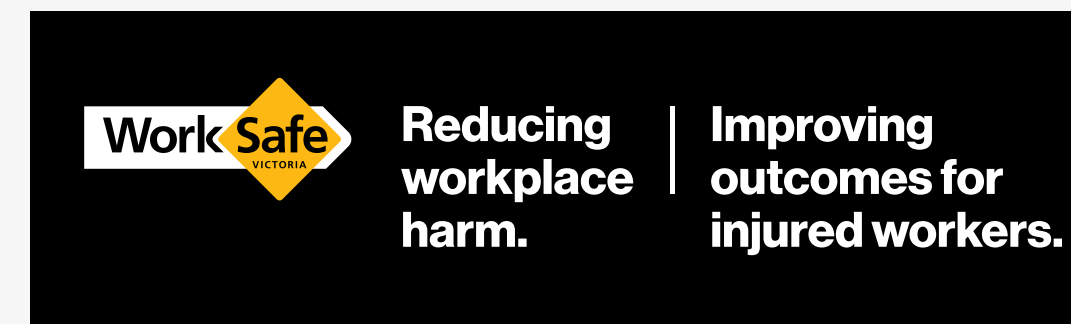
Version 1

Light backgrounds



Version 2

Dark backgrounds



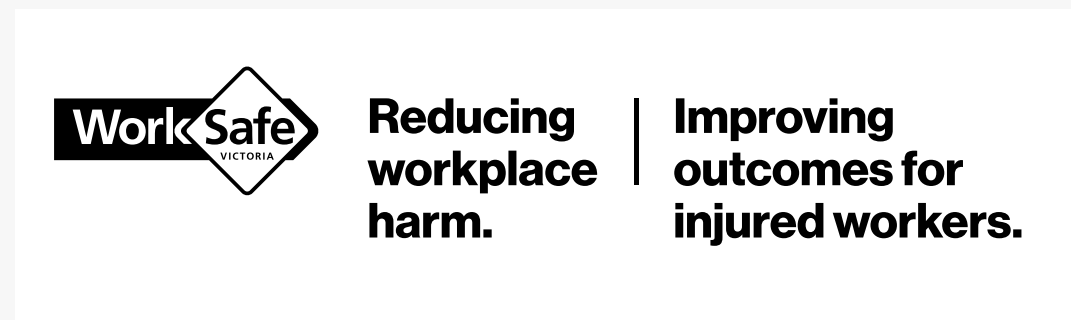
Version 3

Orange background



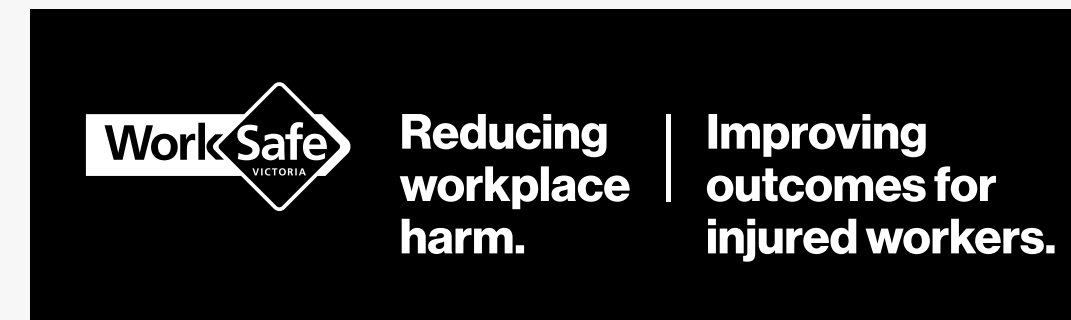
Version 4

Mono for light backgrounds



Version 5

Mono for dark backgrounds



02 The logo

Logo versions

In order for the WorkSafe dual brandline logo lock-up (vertical format) to be clear and legible, 5 different versions have been created to provide contrast on different backgrounds.

Version 1

Light backgrounds



Version 2

Dark backgrounds



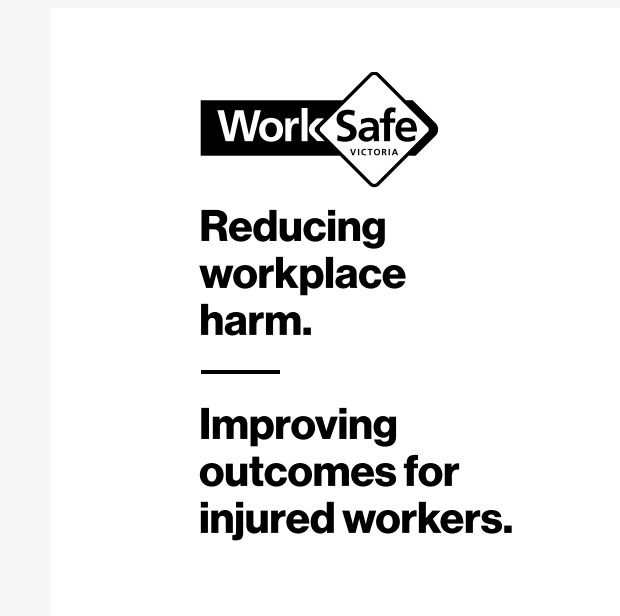
Version 3

Orange background



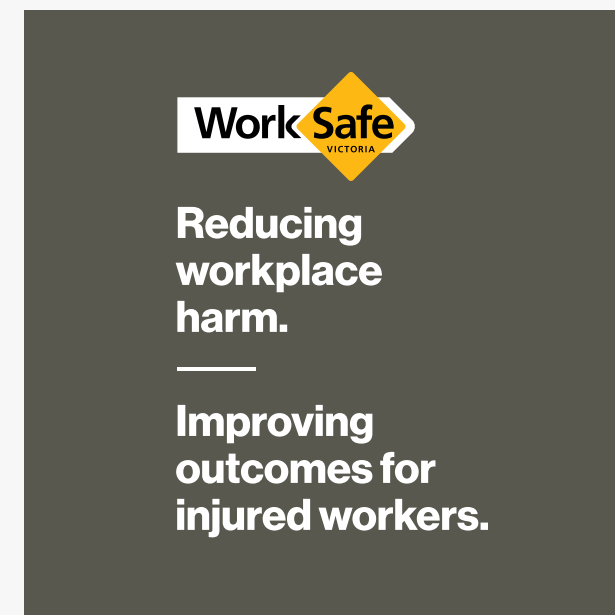
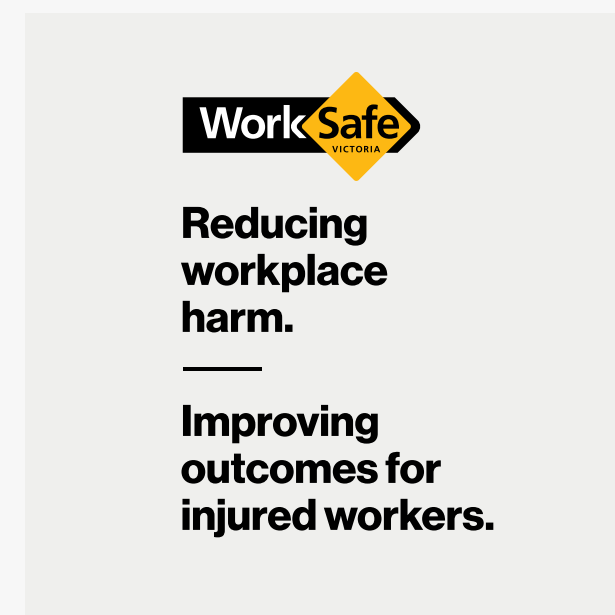
Version 4

Mono for light backgrounds



Version 5

Mono for dark backgrounds



02 The logo

Logo versions

In order for the WorkSafe dual brandline multi-colour logo lock-up (horizontal format) to be clear and legible, 2 different versions have been created to provide contrast on different backgrounds.

Version 1

Light backgrounds



Version 2

Dark backgrounds



02 The logo

Logo versions

In order for the WorkSafe dual brandline multi-colour logo lock-up (vertical format) to be clear and legible, 2 different versions have been created to provide contrast on different backgrounds.

Version 1

Light backgrounds































Version 2

Dark backgrounds



02 The logo

Logo matrix - choosing the correct logo

Media type	Prevention led focus	Return to Work focus	Non-specific focus
Advertising / major brand campaigns			
Internal marketing and communications			
Sponsorship - asset owned 100% by WorkSafe			
Sponsorship - assets with WorkSafe as a partner			
Events (H&S Month, WorkSafe Awards)			
WorkSafe website			
Digital products (eg MyWorkSafe + internally facing digital platforms)			
Corporate correspondence - internal and external			
Guidance (statutory and non-statutory)			
Legal and IBU correspondence			
Supported programs and events not owned by WorkSafe	Supported by 		
WorkWell			

Note:

- This matrix is a guide only and certain situations may call for a different combination or format of the WorkSafe logo.
- This matrix does not indicate what version of each logo to use for different backgrounds - only the logo lock-up type. The logos shown opposite are to be used on white or light backgrounds. If you require a logo for a dark or WorkSafe orange background colour background please select the appropriate version (refer to pages 9-15).



02 The logo

Logo use on images

It's important that the logo is only placed onto appropriate backgrounds in order to maintain maximum legibility.



This background is very light and doesn't have any distracting colours or shapes which makes it ideal for logo placement.



This background is busy and doesn't provide contrast for the logo. This image would need to be retouched and these elements removed in order for it to be used.

02 The logo

Logo use on images

It's important that the logo is only placed onto appropriate backgrounds in order to maintain contrast.



The dark background version of the logo has been used to allow it to be clearly defined.



If the incorrect version of the logo is applied it will blend into the background.

02 The logo

Logo use on images

It's important that the logo is only placed onto appropriate backgrounds in order to maintain contrast.



The black mono version of the logo should be selected for white/ light grey backgrounds to ensure legibility.



The white mono version of the logo should not be used on white/ light grey backgrounds.

02 The logo

Incorrect logo use

Consistent application of the WorkSafe brandmark is important to create a highly recognisable brand. Do not add additional messages or graphics to the WorkSafe brandmark. Do not recolour, distort or apply effects to the brand mark.

Do not change the colours



Do not apply effects as drop shadows



Do not stretch, skew or distort



Do not add text or graphics to the brandmark



02 The logo

The Victorian Government logo

WorkSafe's status as a statutory authority means that the Victorian Government logo is required to be on all WorkSafe major brand advertising materials.

Minimum size print applications



Minimum size screen applications



Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
#000000



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#ffffff

Clear space print applications



Clear space screen applications



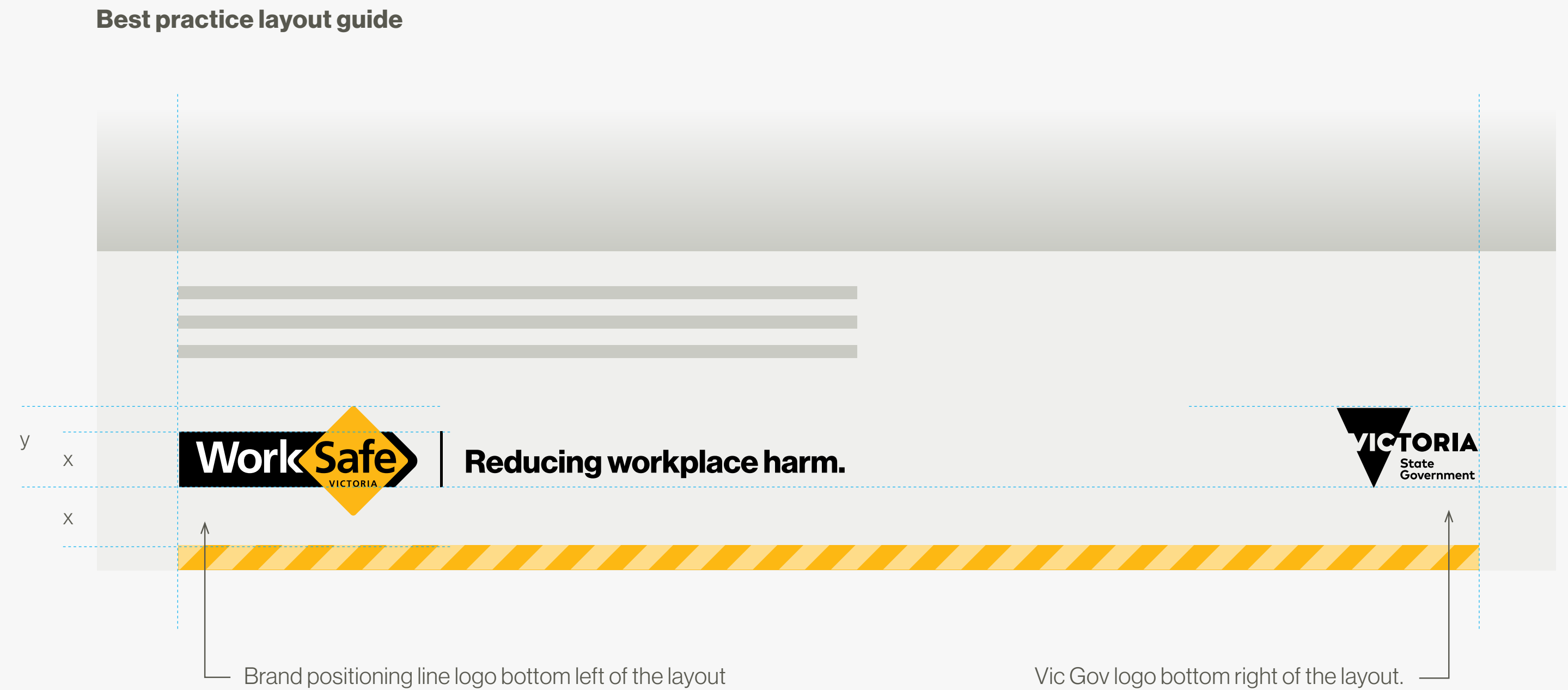
To keep the application of the Vic Gov logo consistent the logo must match the WorkSafe logo and be either black (for light or white backgrounds) or white (for dark or black) backgrounds.

The guideline for using and the Victorian Government logo shown above are only basic. For more detailed information on the use of the Victorian Government logo go to <https://www.vic.gov.au/brand-victoria-guidelines-logos>

02 The logo

The Victorian Government logo

The recommended placement and size relationship of the WorkSafe logo and the Victorian Government logo for most layouts is shown opposite.



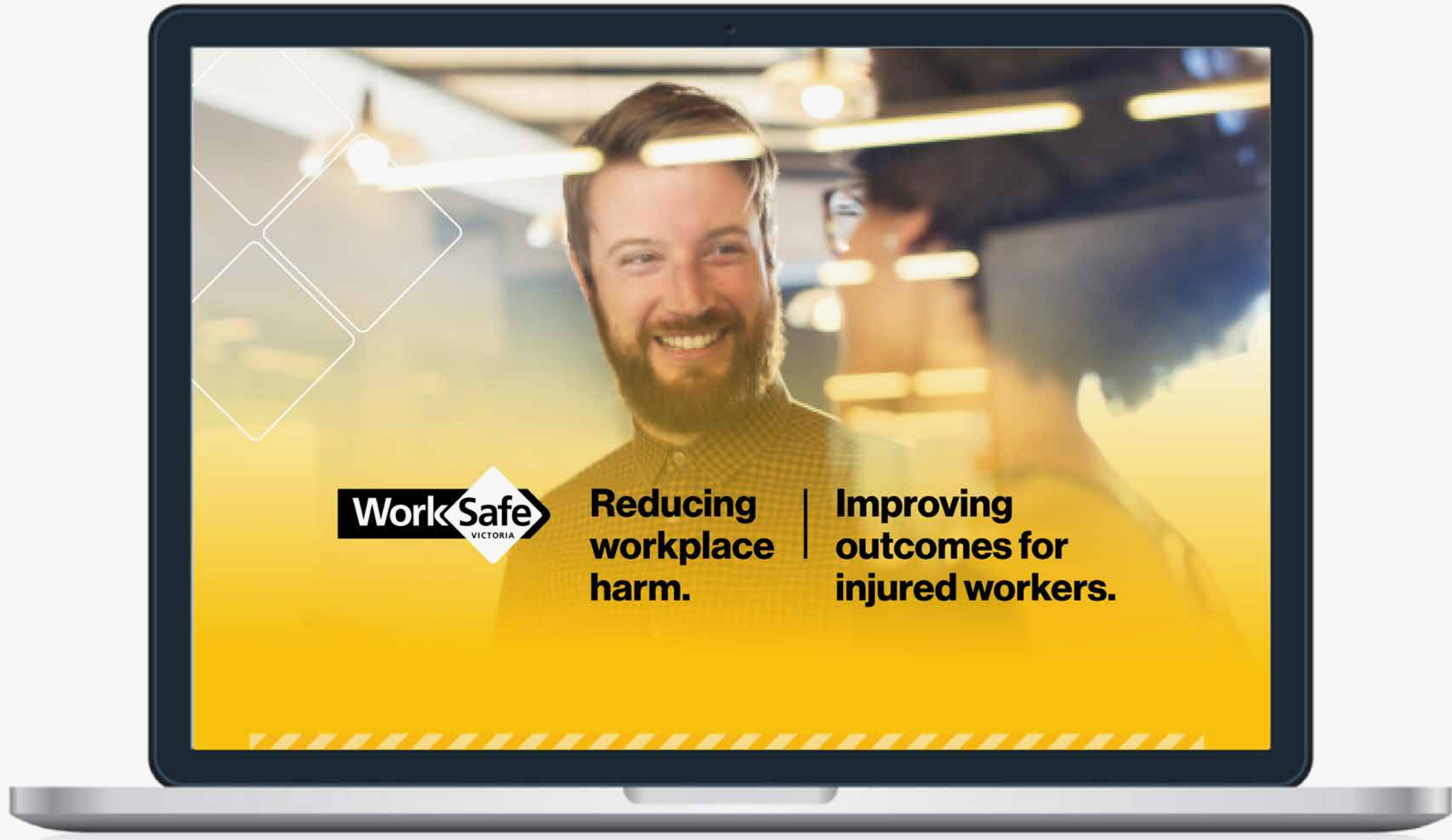
02 The logo

Sponsorship logo use

The preferred way to lock together the WorkSafe logo with a sponsored logo is shown opposite. Other arrangements may be used if this conflicts with the sponsored brand guidelines.

It's important for both logos to be proportionally the same size in area so that the relationship between is visually balanced.







Brand identity elements.

The WorkSafe brand elements play an important role in driving brand recognition through their consistent, and ideally, well designed application. While it is not mandatory to use all the brand elements at the same time, it is important not to substitute them for customised elements not included in these guidelines.

03 Brand identity elements

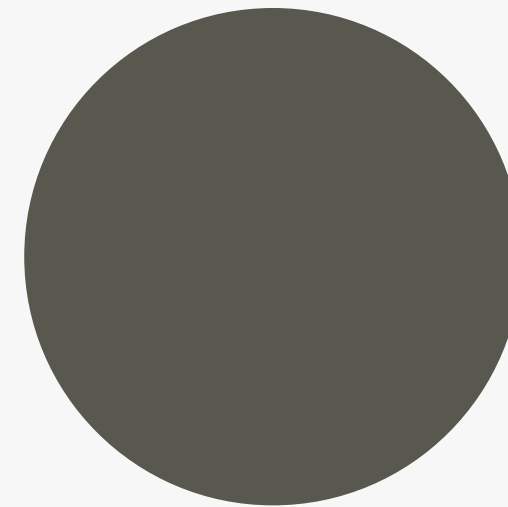
Primary colour palette

The primary brand colours for WorkSafe are orange, light grey, charcoal, black and white. These colours play a large role in making our brand recognisable and should be the dominant colours in our communications.



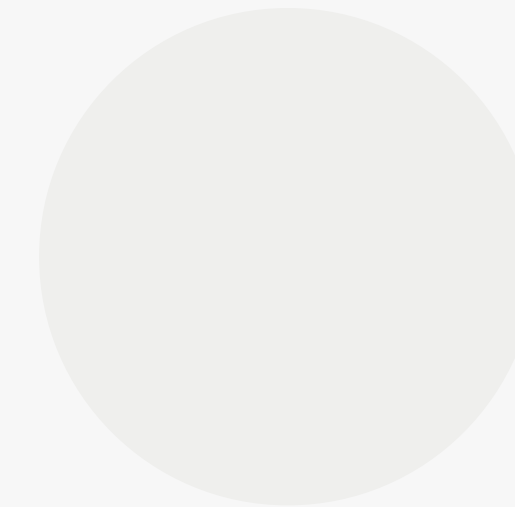
Orange

C: 0 M: 030 Y: 100 K: 0
R: 253 G: 184 B: 19
#fdb813
Pantone: 130c



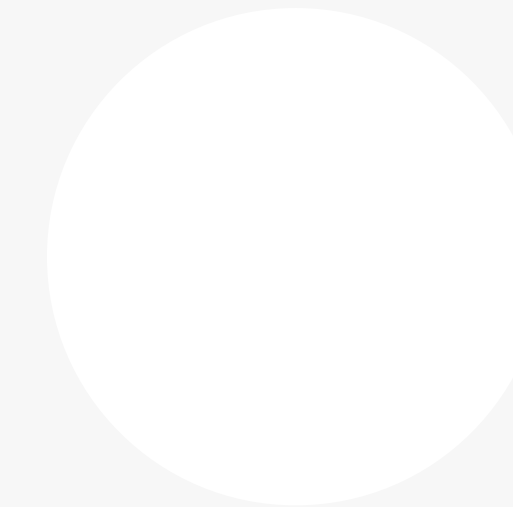
Charcoal

C: 0 M: 0 Y: 15 K: 80
R: 61 G: 60 B: 54
#3d3c36
Pantone: 417c



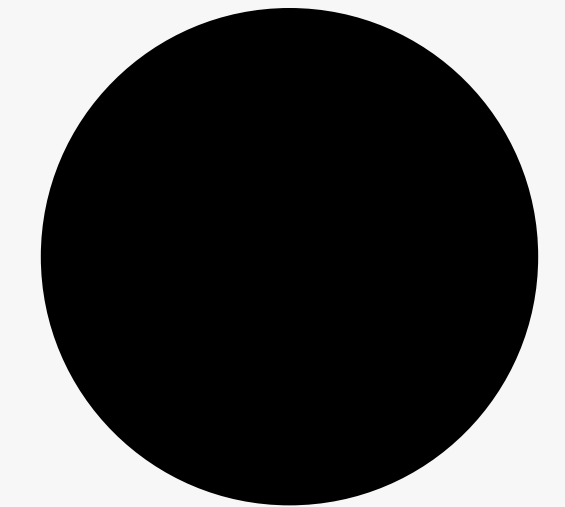
Light Grey

C: 0 M: 0 Y: 1 K: 6
R: 246 G: 245 B: 242
#f6f5f2
Pantone: Warm Gray 1c



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#ffffff

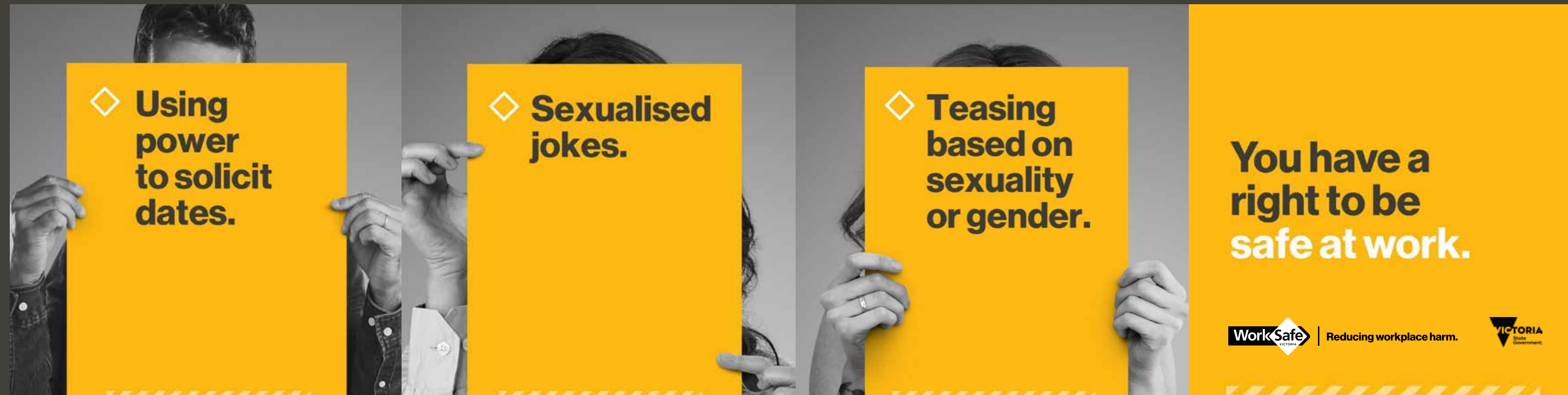


Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
#000000
Pantone: Black c

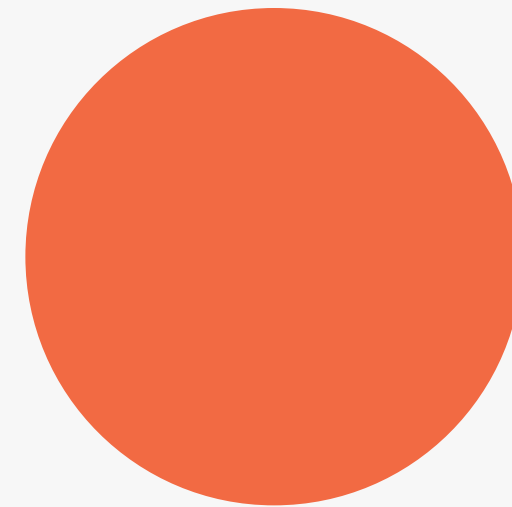
Pantone colour usage:

WorkSafe uses a CMYK first approach for all print material. As such the Pantone colours do not guide the breakdowns for CMYK or RGB. Please do not create new breakdowns based on the Pantone colours as they are not appropriate for the WorkSafe brand.



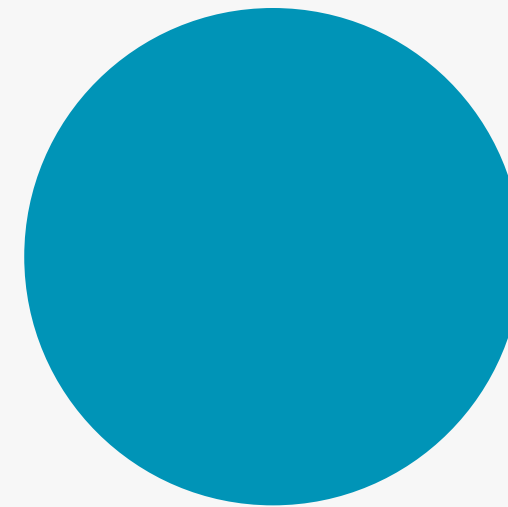
When the WorkSafe primary colour palette is used in conjunction with black and white photography it can produce strong, captivating visuals.

These are the secondary colours for the WorkSafe brand. When applying them to communications please remember that they should not overpower the primary brand colours.



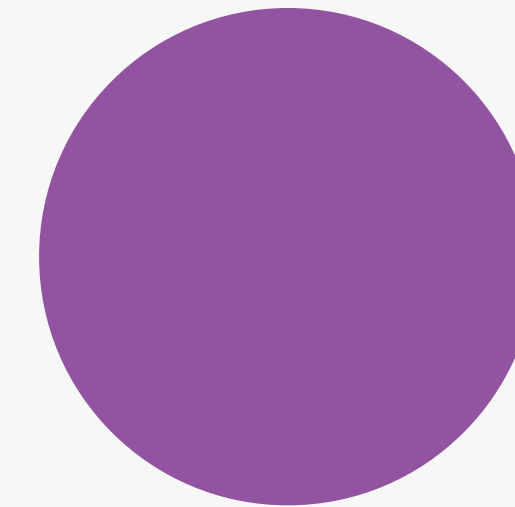
Red

C: 0 M: 73 Y: 79 K: 0
R: 242 G: 106 B: 67
#f26943
Pantone: 7417c



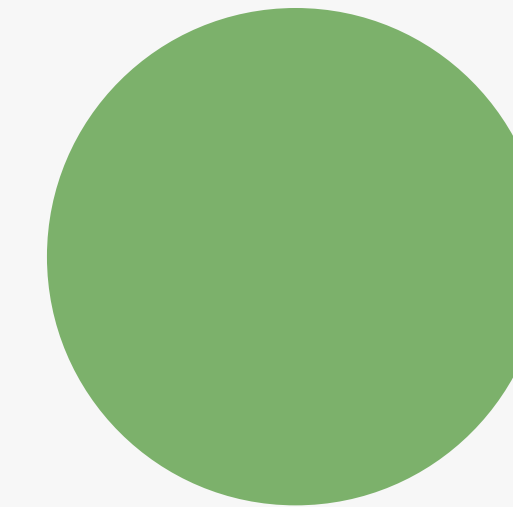
Blue

C: 91 M: 23 Y: 21 K: 0
R: 0 G: 148 B: 183
#1e9daa
Pantone: 314c



Purple

C: 48 M: 80 Y: 0 K: 0
R: 172 G: 79 B: 198
#AC4FC6
Pantone: 2582c



Green

C: 47 M: 0 Y: 69 K: 14
R: 124 G: 177 B: 107
#7bb06b
Pantone: 7489c



Yellow

C: 0 M: 16 Y: 92 K: 0
R: 255 G: 211 B: 41
#ffd229
Pantone: 123c

Pantone colour usage:

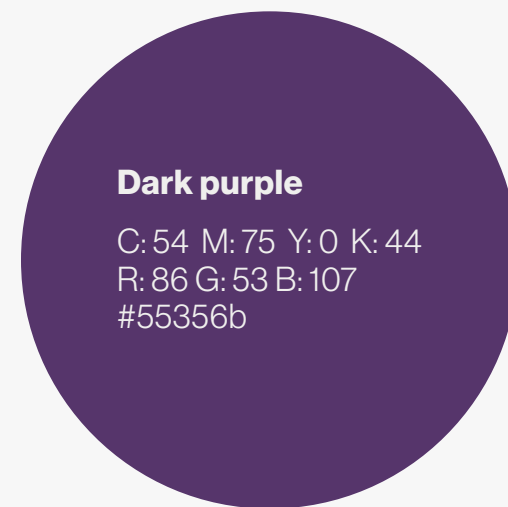
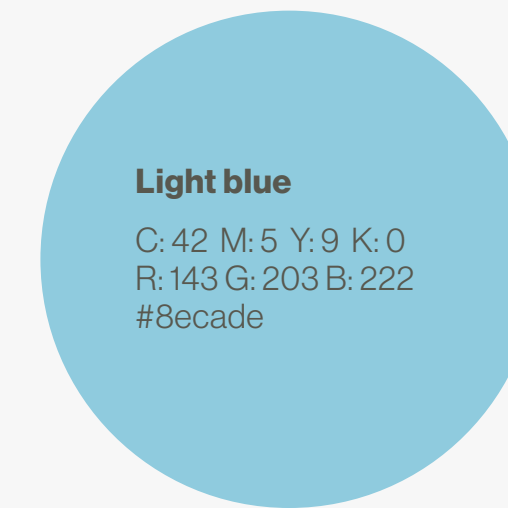
WorkSafe uses a CMYK first approach for all print material. As such the Pantone colours do not guide the breakdowns for CMYK or RGB. Please do not create new breakdowns based on the Pantone colours as they are not appropriate for the WorkSafe brand.

03 Brand identity elements

Functional colour palette

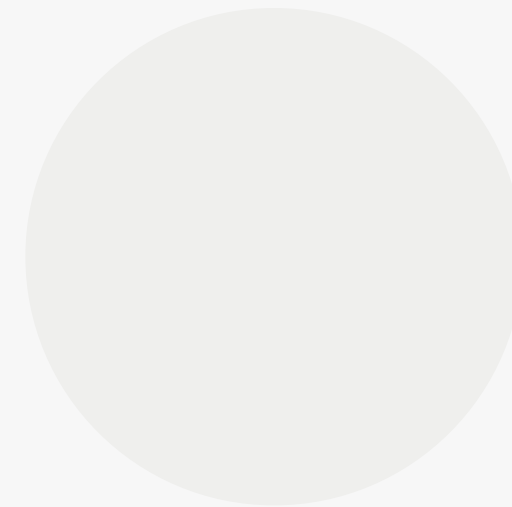
The functional colour palette has been developed to help with the creation of charts, graphs, infographics and illustrations. It exists for times when extra colours need to be used for functional

or brand extension purposes. If these colours are to be applied outside of charts, graphs, infographics and illustrations approval is required. Functional colours should not be used in ways that would overpower the brand.





A neutral colour palette has been developed with a slight hint of warmth to match our secondary colour palette.



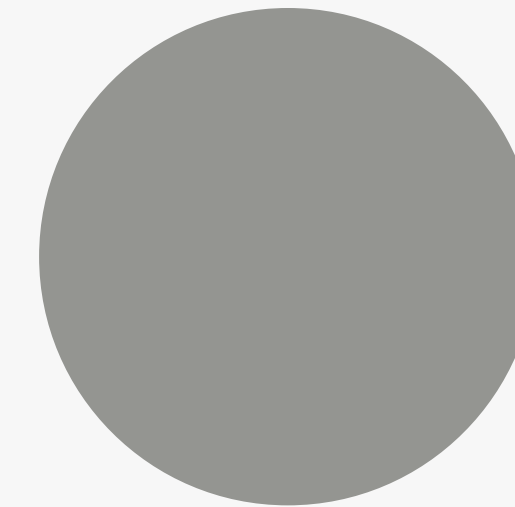
Neutral 1

C: 0 M: 0 Y: 1 K: 6
R: 246 G: 245 B: 242
#f6f5f2
Pantone: Warm Gray 1c



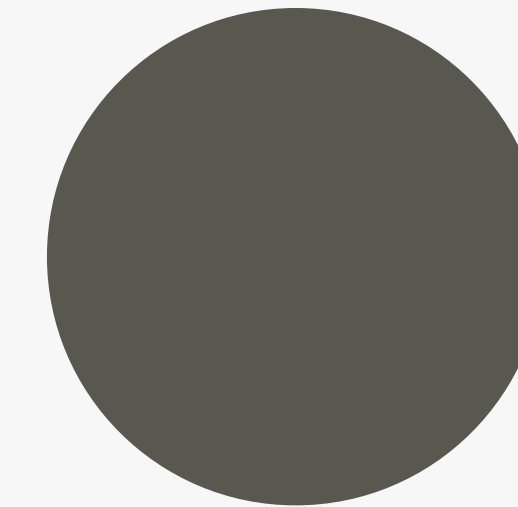
Neutral 2

C: 0 M: 0 Y: 3 K: 25
R: 199 G: 200 B: 196
#c7c7c3
Pantone: 413c



Neutral 3

C: 0 M: 0 Y: 5 K: 50
R: 148 G: 149 B: 145
#939490
Pantone: 415c



Neutral 4

C: 0 M: 0 Y: 15 K: 80
R: 61 G: 60 B: 54
#3d3c36
Pantone: 417c

Pantone colour usage:

WorkSafe uses a CMYK first approach for all print material. As such the Pantone colours do not guide the breakdowns for CMYK or RGB. Please do not create new breakdowns based on the Pantone colours as they are not appropriate for the WorkSafe brand.



The grey colours from the neutral colour palette work harmoniously with the WorkSafe primary colours.

03 Brand identity elements

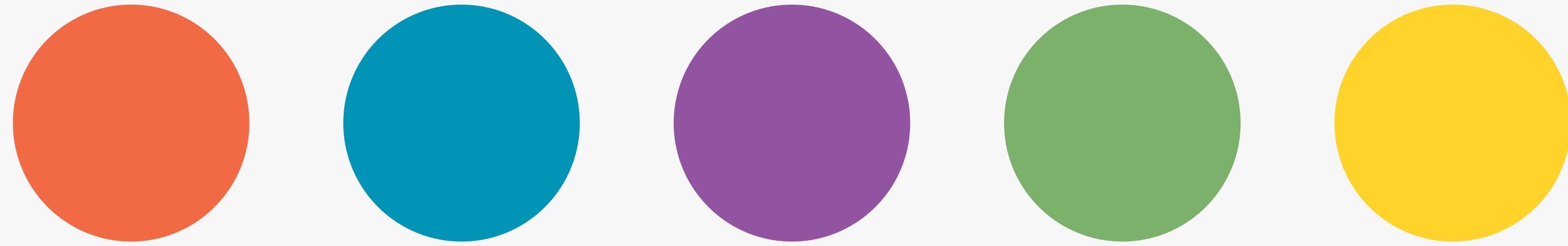
AA web accessible colours

In order for coloured text to be legible on digital mediums and pass AA web accessibility, the WorkSafe colour palette also includes darker tones for the secondary palette which can be used only on coloured text.

For additional information or guidance with respect to accessibility please consult the website guidelines and/or the below link.

We aim to maintain the 2.0AA standard.

<https://www.vic.gov.au/accessibility-guidelines-government-communications>



Adjusted for web accessibility



R: 218
G: 62
B: 38
DA3E26

R: 2
G: 129
B: 158
02819E

R: 78
G: 120
B: 64
4E7840



The lighter tones of these 2 colours would require too much of a shift to achieve web accessibility. Please do not pair them with white text or backgrounds and use the primary brand charcoal instead.

Typography is one of the core elements of our brand toolkit. The choice of typeface helps to add a distinctive look and feel to our brand so it's important that the same typeface is used across all pieces of communication.

Purchasing Neue Haas Grotesk Display

If you need a copy of Neue Haas Grotesk Display it is available for purchase via the link below. Please note it is referred to as Neue Haas Grotesk on the website.

myfonts.com/fonts/linotype/neue-haas-grotesk/

Note:

If the brand font is not available for internal applications then the recommended default font is Arial.

Neue Haas Grotesk Display should be used for print and digital.

Neue Haas Grotesk Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The typeface is available in a full family however these four versions are the preferred set. Other versions may be used with approval.

Purchasing Neue Haas Grotesk Display

If you need a copy of Neue Haas Grotesk Display it is available for purchase via the link below. Please note it is referred to as Neue Haas Grotesk on the website.

myfonts.com/fonts/linotype/neue-haas-grotesk/

Note:

If the brand font is not available for internal applications then the recommended default font is Arial.

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Please follow these guidelines when selecting font weights within WorkSafe documents.

Purchasing Neue Haas Grotesk Display

If you need a copy of Neue Haas Grotesk Display it is available for purchase via the link below. Please note it is referred to as Neue Haas Grotesk on the website.

myfonts.com/fonts/linotype/neue-haas-grotesk/

Note:

If the brand font is not available for internal applications then the recommended default font is Arial.

Font usage

- Headings
- Sub headings
- Callout within body copy

-
- Sub headings
 - Callout within body copy

-
- Body copy

-
- Body copy
 - Headings (if used at a large size)

Font selection

Bold

Medium

Roman

Light

Tougher laws Safer workplaces

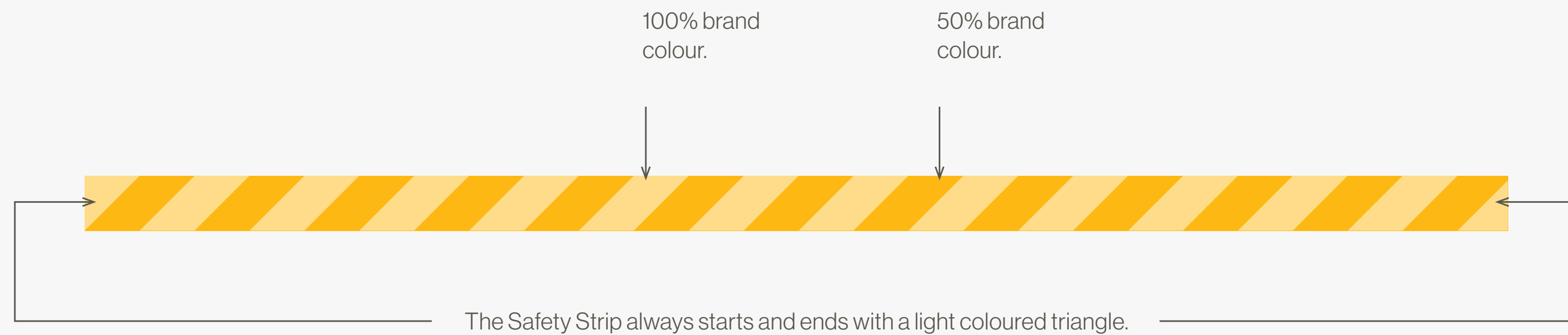


Work Safe VICTORIA | Improving outcomes for injured workers.



Safety strip

The WorkSafe safety strip is based on the universally recognised black and yellow safety tape design - although it has been softened (does not contain black) to give other brand elements, such as headline copy, greater visual prominence on the page.



The Safety Strip above starts and ends with a light coloured triangle.



This Safety Strip starts with a light coloured triangle but ends with a dark coloured triangle.

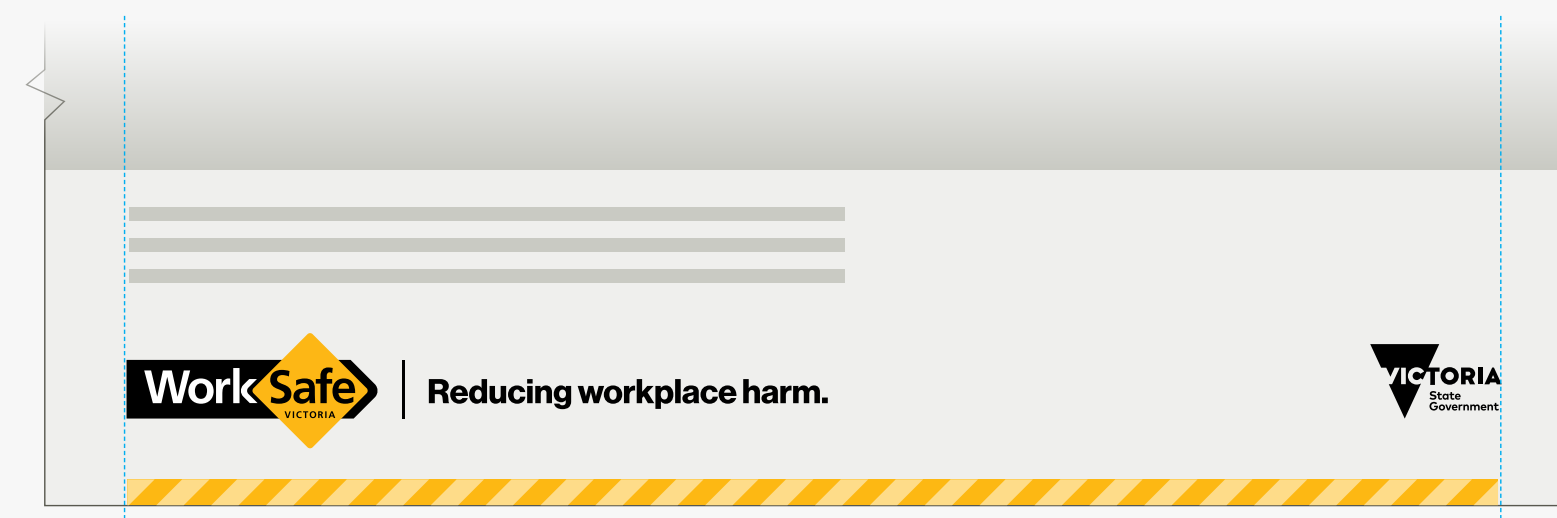
03 Brand identity elements

Safety strip application

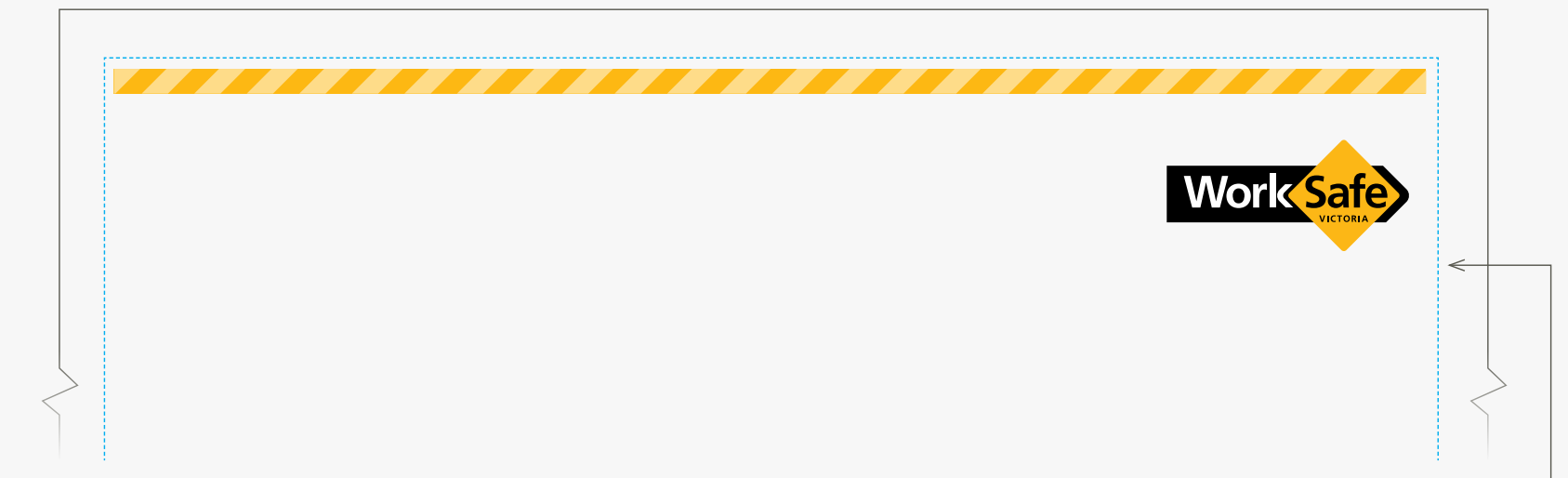
The safety strip can be applied either at the top or at the bottom of WorkSafe marketing and communications collateral. Although not a mandatory guideline, the ideal positioning of the safety strip is for it to be aligned at the top or bottom of the page and have space either side. Typically, the space either side would match the page margins.



Safety strip used on eDM header



Safety strip used on functional advertising



Safety strip used on corporate correspondence

In instances where a document will end up being printed using a domestic grade printer, it is advised to place the safety strip (and all WorkSafe design branding elements) inside the print margins so that it does not get cut off.

Domestic grade printer margins

03 Brand identity elements

Safety strip

Shown opposite is the preferred sizing ratio between the logo and the Safety Strip. The size relationship can be altered if absolutely necessary with approval from the WorkSafe Brand team.

Best practice sizing relationship



It's never you, until it is.



prevent accidents. You can prevent deaths.
www.worksafe.gov.au/agriculture



iam, quis nostrud ad minim
(2013) compared with 51
nt in 2010.
requently visited
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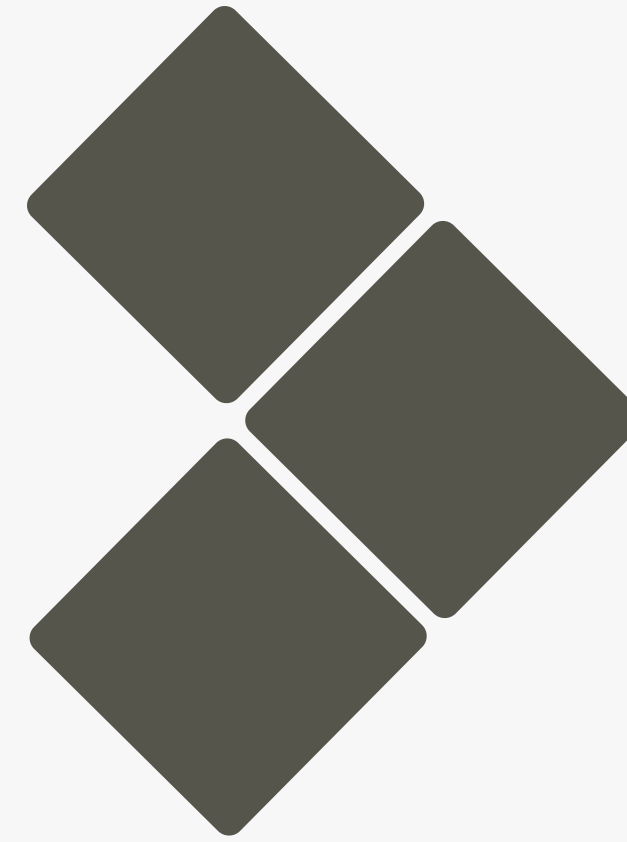
03 Brand identity elements

Arrow device

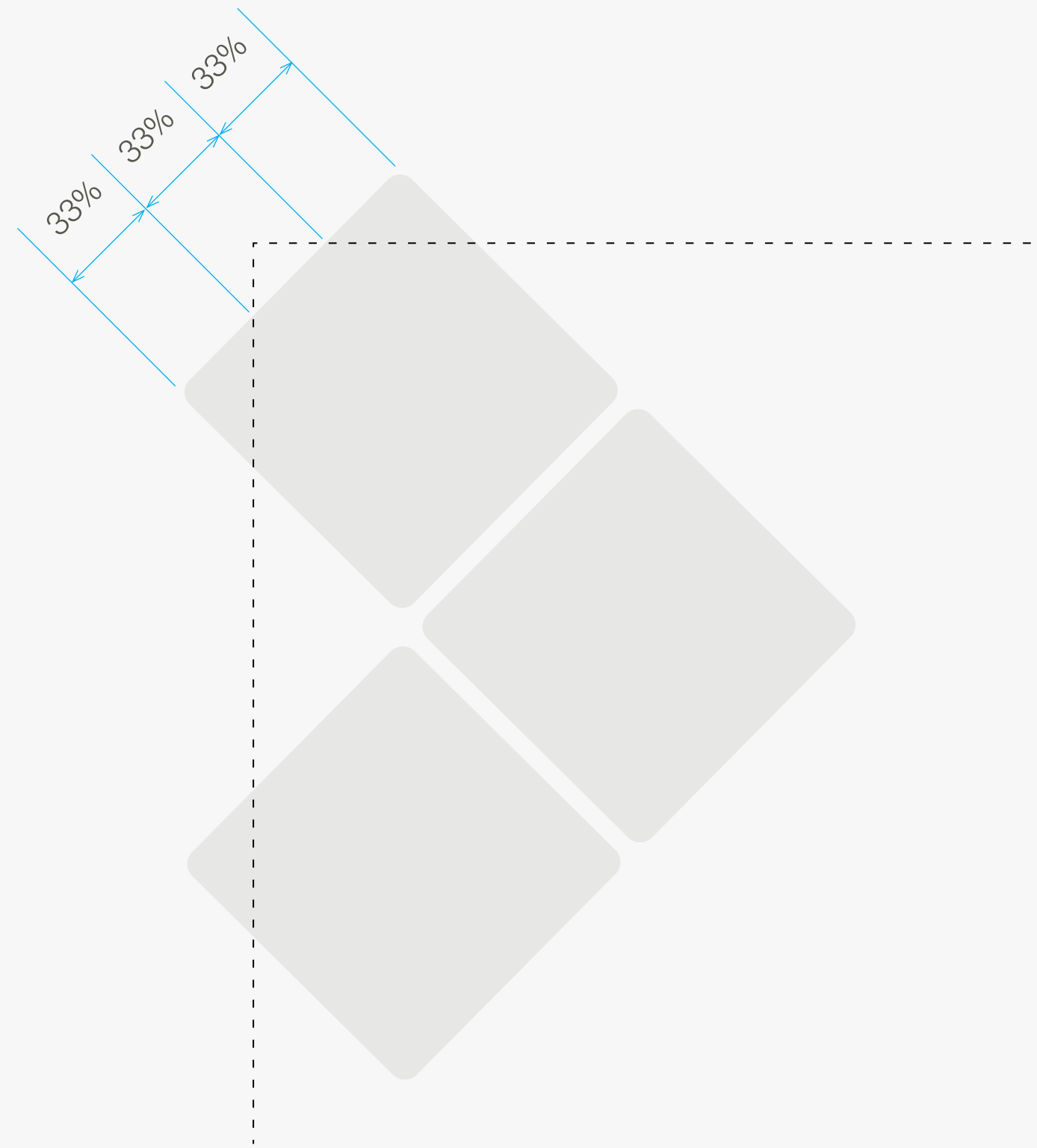
The arrow device - which is based on the WorkSafe logo shape - helps our brand come to life and provides countless possibilities to house content, direct viewer focus and dial up interest.

Prominent use of our brand shapes and colours in creative layouts is important to ensuring that the work stays on brand.

The arrow device



Ideally, when the arrow device is used as a watermark, the corner should be cropped according to these guides.







The arrow device can be used to draw the viewer's eye towards important areas of copy.

Arrow device used on sub-heading or as bullet points



Device draws attention to subheadings

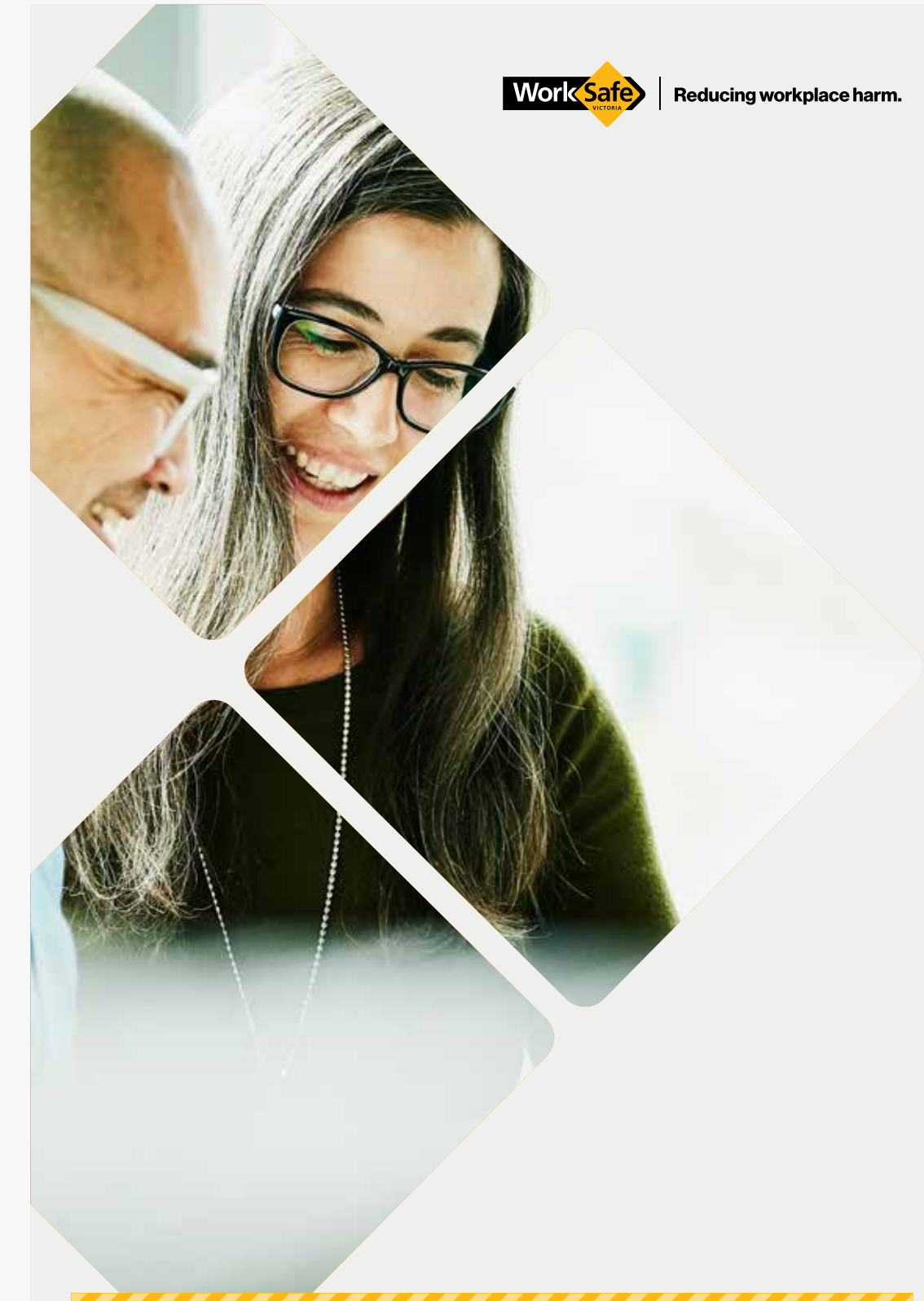
-  Common hazards and risks in healthcare and hospitals
-  Health and safety in healthcare and hospitals
-  Risk management process
-  Health and safety legal duties

03 Brand identity elements

Arrow device

These examples illustrate how the arrow device can be used to hold images.

Arrow device as a content holder



The arrow device is a core element of our visual toolkit. Consistent application will help build brand recognition so it's important not to treat it in a way that diminishes this recognition.

Arrow device - incorrect use



Don't

Flip the arrow



Don't

Stretch or alter the shape of the arrow.



Don't

Increase or decrease the space between the shapes.



Don't

Use extra squares to create the arrow.



Don't

Add drop shadows because they interfere with the visual space between the shapes.

Looking ahead

WorkSafe's Strategy

WorkSafe's role



For 35 years, WorkSafe has raised the standard of health and safety in Victorian workplaces and provided compensation, medical help and rehabilitation services to more than 1.2 million injured workers.

But the workplace landscape is constantly evolving and throwing up new challenges.

WorkSafe's Strategy provides a strong framework for responding to these challenges.

It clearly positions WorkSafe as a tough health and safety regulator that will not tolerate employers who flout the law, while meeting its statutory duties to educate, to provide guidance and to support all members of the community to maintain safe workplaces. The Strategy is also about future proofing a financially sustainable scheme to ensure the health and safety of Victorians for many years to come – no matter where, where or how people work.

The Strategy prioritises activities that will deliver significant reductions in harm and improved outcomes for injured workers. In alignment with workplace safety reforms, it deliberately focuses on workplace fatalities, the most prevalent injuries and the most vulnerable workers.

Significantly, it provides clear direction for building the technology and systems capability to better identify and mitigate potential risks and hazards in the workplace before they result in harm to workers.

How we are delivering

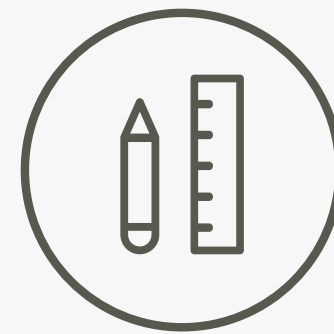


WorkSafe icons must be simple and clear.

Stylistically icons should be mono (one colour) line art - either in positive form or reversed out of a WorkSafe brand colour.

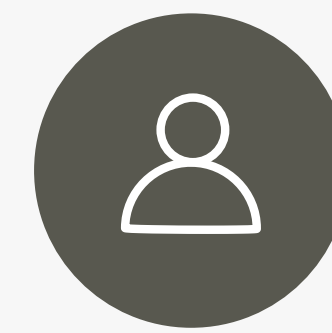
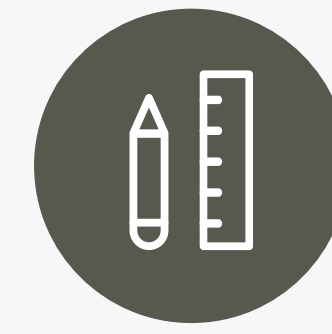
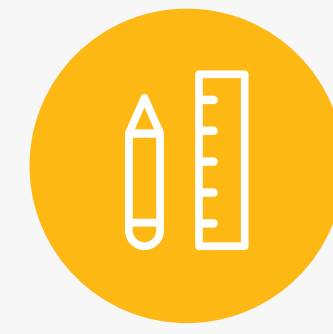
Style 1

WorkSafe outline icons



Style 2

WorkSafe outline icons (reversed-out on a brand colour)



4

Photography and illustration

If you are in the process of choosing photography, first decide on the kind of story you want to tell.

Is your message trying to communicate more confronting and deeply serious issues such as inspections or actual injuries?

Or is it delivering a more upbeat and empowering message such as the positive effects of an inclusive workplace or returning to work after an injury?

That decision will guide the choice of style of photography.

04 Photography and illustrations

Guiding principles

WorkSafe has a broad area of responsibility. This means our communications and photography must also span a wide range of subject matter. To ensure consistency, a set of guiding principles apply to all photography:

- Honest, real and engaging.
- Candid, genuine facial expressions.
- Capture diversity of Australian life.
- Natural lighting.
- Realistic workplace situations.



Note:

If you are using stock imagery or commissioning photography that depicts a specific area of safety (ie Construction, Agriculture, Healthcare) then that imagery needs to be approved by the relevant business unit before publication.

04 Photography and illustrations

Regulatory images

When our messaging needs to communicate more confronting and deeply serious issues such as inspections or actual injuries, follow these general principles.

Photography principles

- Cooler colours.
- Serious and or authoritarian tone.
- Natural lighting.
- Honest, real and engaging.
- Candid, genuine facial expressions.
- Capture diversity.



04 Photography and illustrations

Photography - incorrect style

The examples shown are not 'on brand' photographic styles and should not be used. Such use will weaken the integrity and impact of the visual identity system.



Don't use artificial expressions.



Don't use clichés.



Don't use talent that isn't a reflection of a diverse, modern, multicultural Australia.



Don't use artificial looking situations.



Don't apply inappropriate warm or cold filters (e.g. a positive image should not have cold colour tones).

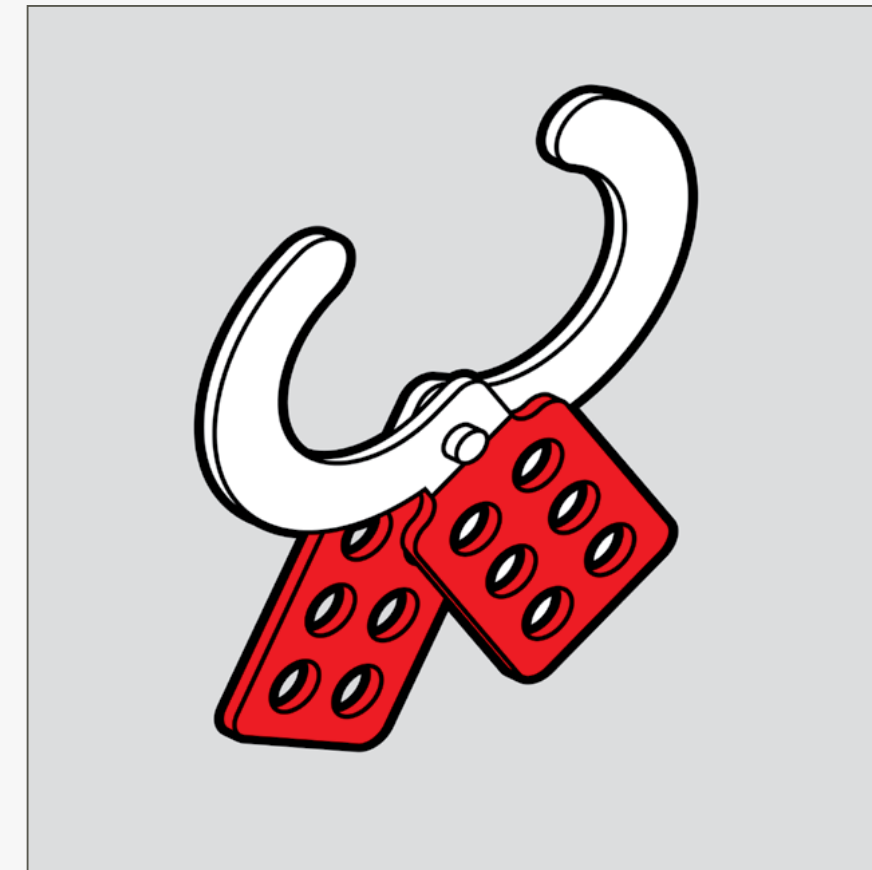


Don't use overly treated images.

Used for Compliance Code and other non-statutory guidance.

Illustration principles:

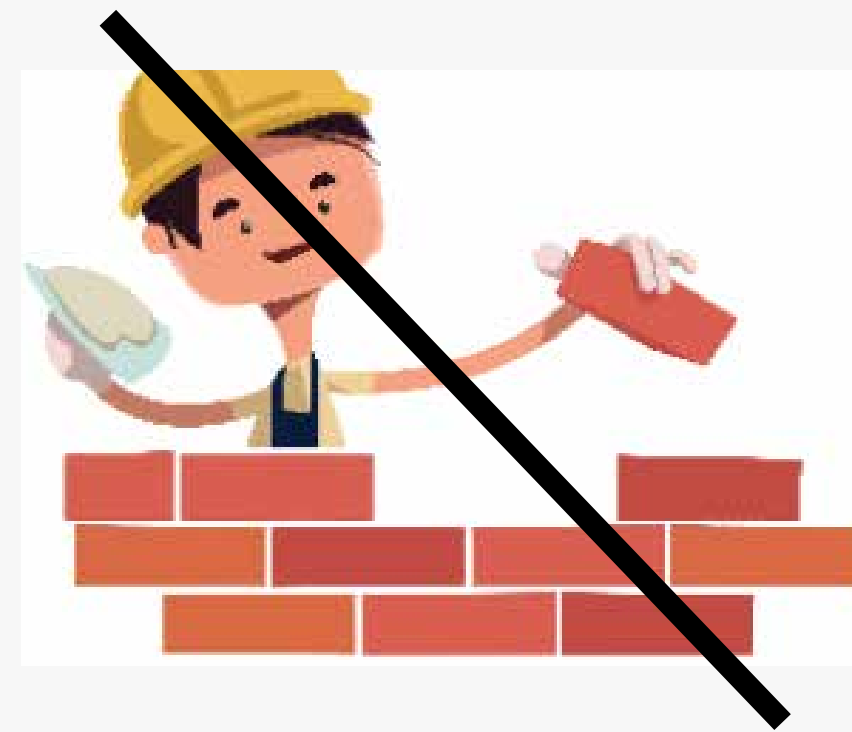
- Simple and descriptive.
- Clearly show the action.
- Black line work with one complimentary colour.



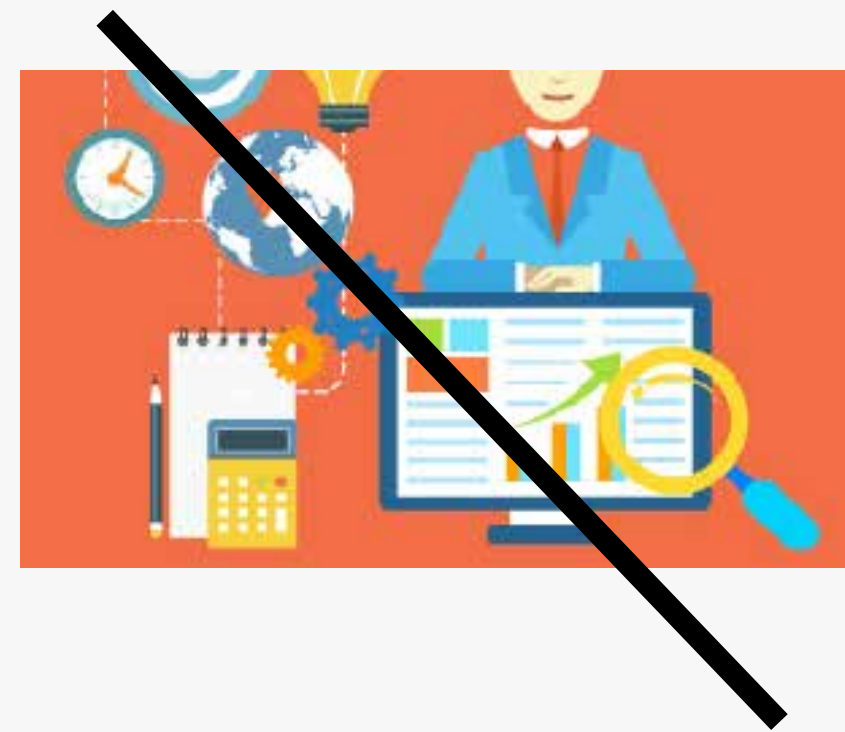
04 Photography and illustrations

Instructional illustration - incorrect style

The examples shown are not 'on brand' instructional graphic illustrations and should not be used. Such use will weaken the integrity and impact of the visual identity system.



Don't trivialise the message by using cartoons



Don't use too many colours



Don't use overly rendered or realistic illustrations



The flexible design system.

The flexible design techniques are intended for ongoing work (everyday work that is not part of a major brand campaign). The techniques provide enough creative scope so that everyday marketing and communications collateral can look visually appealing whilst maintaining it aligns to the WorkSafe brand.

It is important that ongoing work remains consistent and easily identifiable as WorkSafe branded communications.

While the flexible design techniques shown on the following pages are intended to inspire creative responses, the mandatory elements shown opposite must be adhered to for all ongoing work.

Mandatory elements for ongoing work

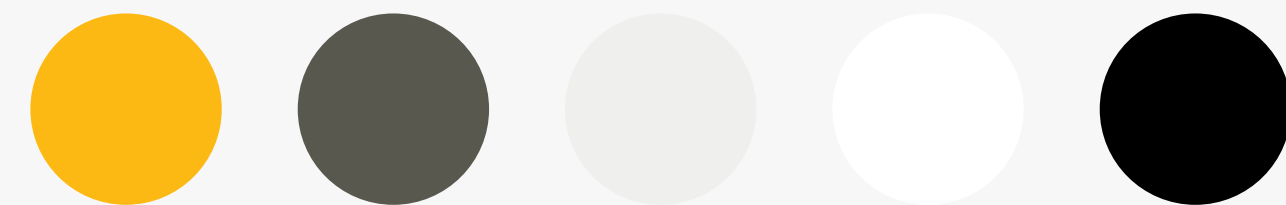
WorkSafe brandline logo and Vic Gov logo



or



Primary brand colours



Brand font

Haas Grotesk Display

Additional elements for ongoing work (strongly recommended)

Safety strip



Arrow device



⊕ Application of secondary brand colours.

⊕ Application of brand patterns.

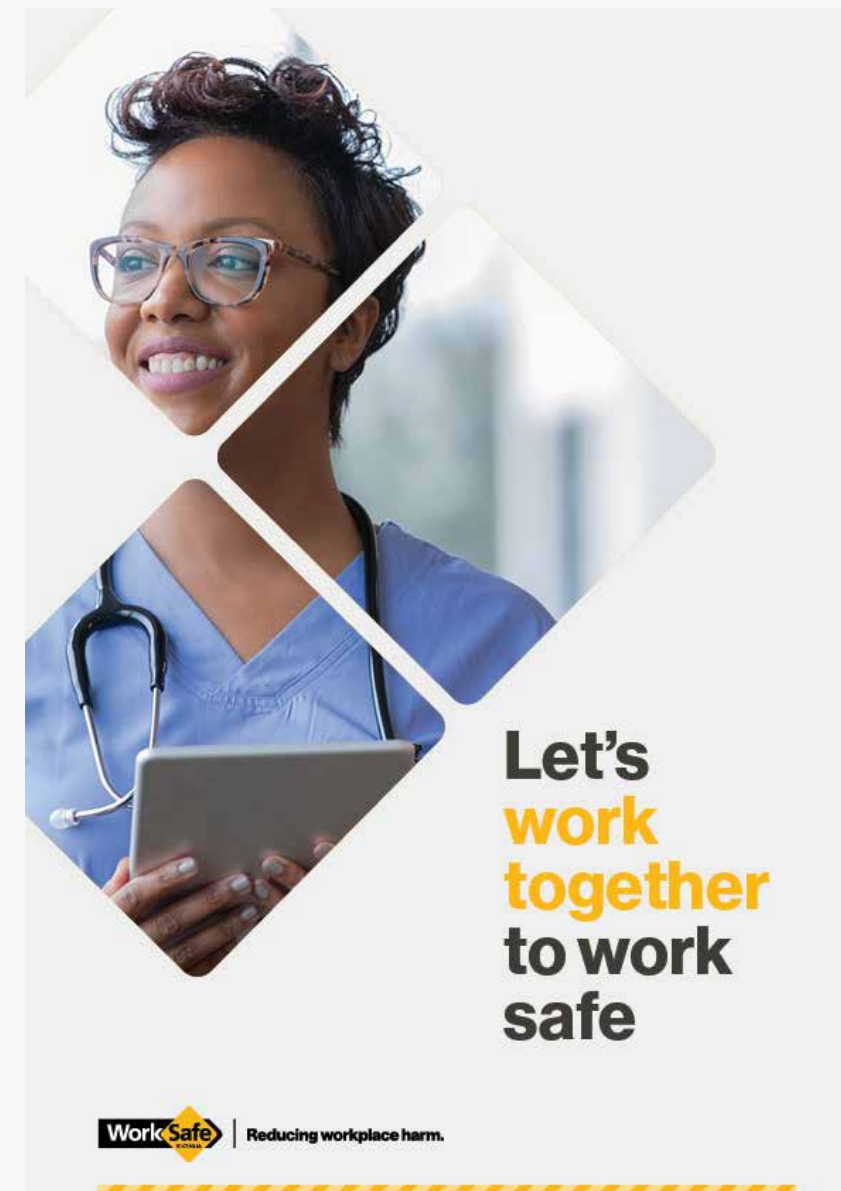
05 The flexible design system

Design techniques

There are 3 techniques for creating layouts with a degree of brand flexibility.

1. Creative use of the arrow device.
2. Creative use of 45° splits.
3. Creative use of brand pattern.

A combination of one or more of these techniques can be used to create interesting, stand-out design.



Creative use of the arrow device



Creative use of 45° splits



Creative use of brand pattern

05 The flexible design system

Creative use of the arrow device

Shown opposite examples of how the arrow device can be used creatively to make a layout more eye-catching while still keeping it on brand. The general rule when using the arrow device as a creative element is to keep its presence subtle. It should not completely overpower the primary WorkSafe brand elements.

[More detailed information on the WorkSafe arrow device see pages 27-31.](#)



Holding device for a large image



Used as a watermark texture

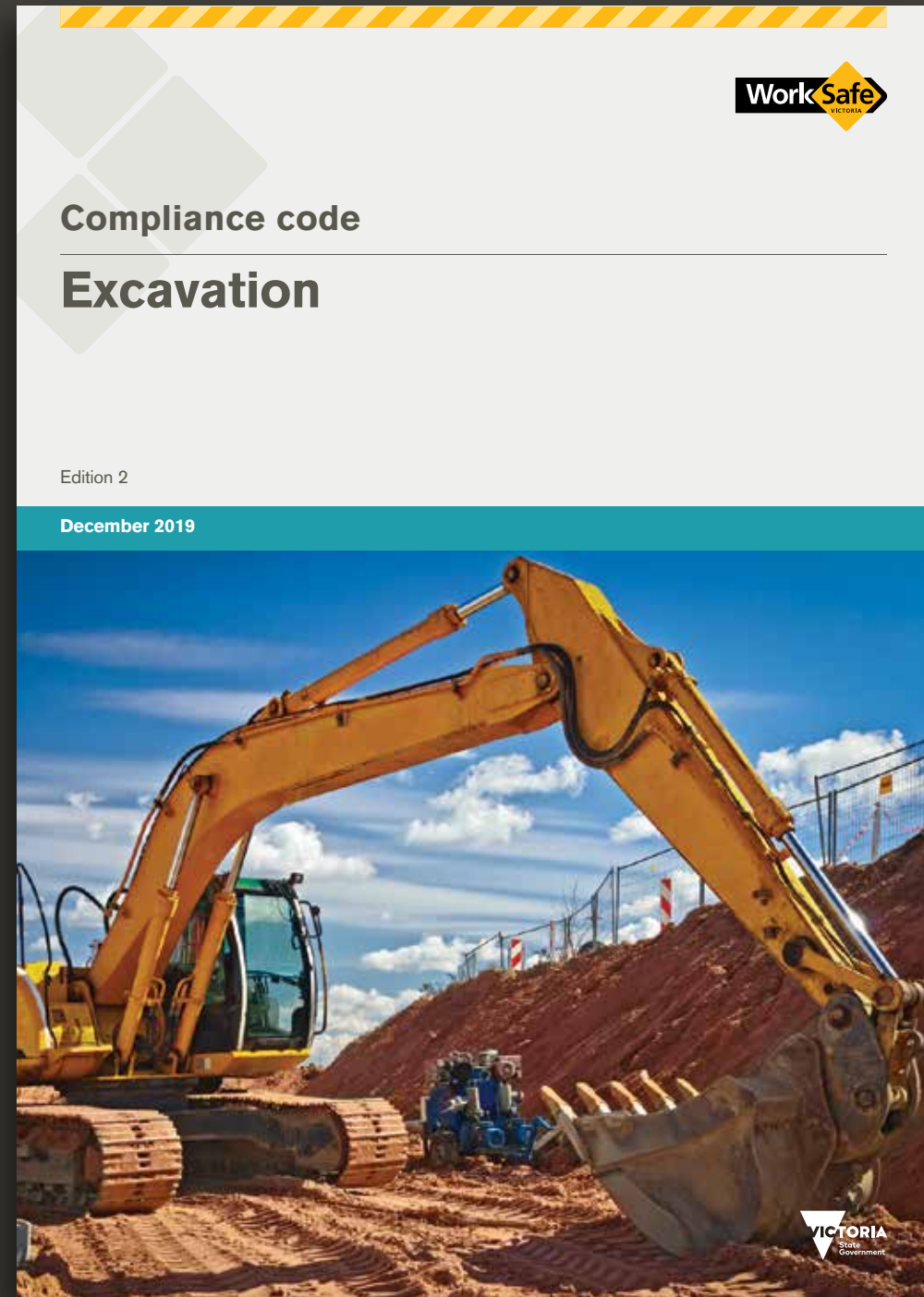


Pointing device for a heading or bullet point

The design of WorkSafe compliance code publications is intentionally simple and clear. It uses brand elements in a more conservative way.

Note:

The brandline lock-up logo is not used on statutory guidance. Separate guidelines for the design of WorkSafe guidance material is available, contact the WorkSafe brand team for more information.



05 The flexible design system

Creative use of 45° splits

The 45° split is a simplified version of our safety strip device and allows us to combine imagery with strong branding while keeping headlines grounded.



The 45° split is based on the contrasting lines found in the brand safety strip.

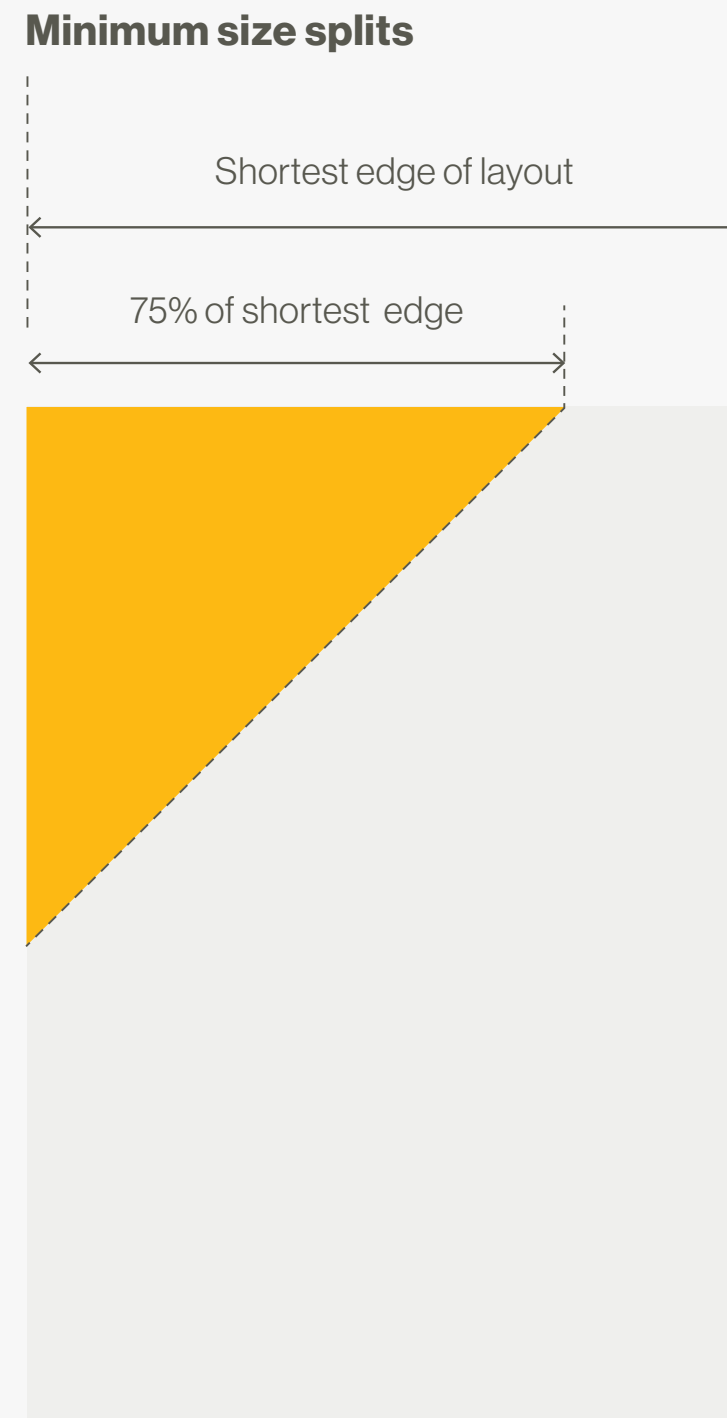


Different design examples using the 45° split layout

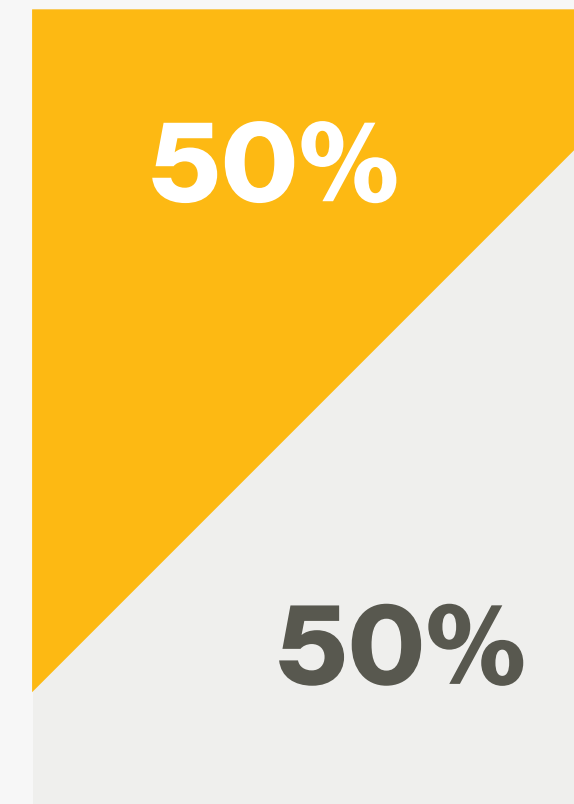
05 The flexible design system

Creative use of 45° splits

The simple rules shown opposite have been developed to ensure that the page split is always prominent enough to create a brand presence.



Ideal page splits



Layouts will ideally be split 50/50 but this is not mandatory.

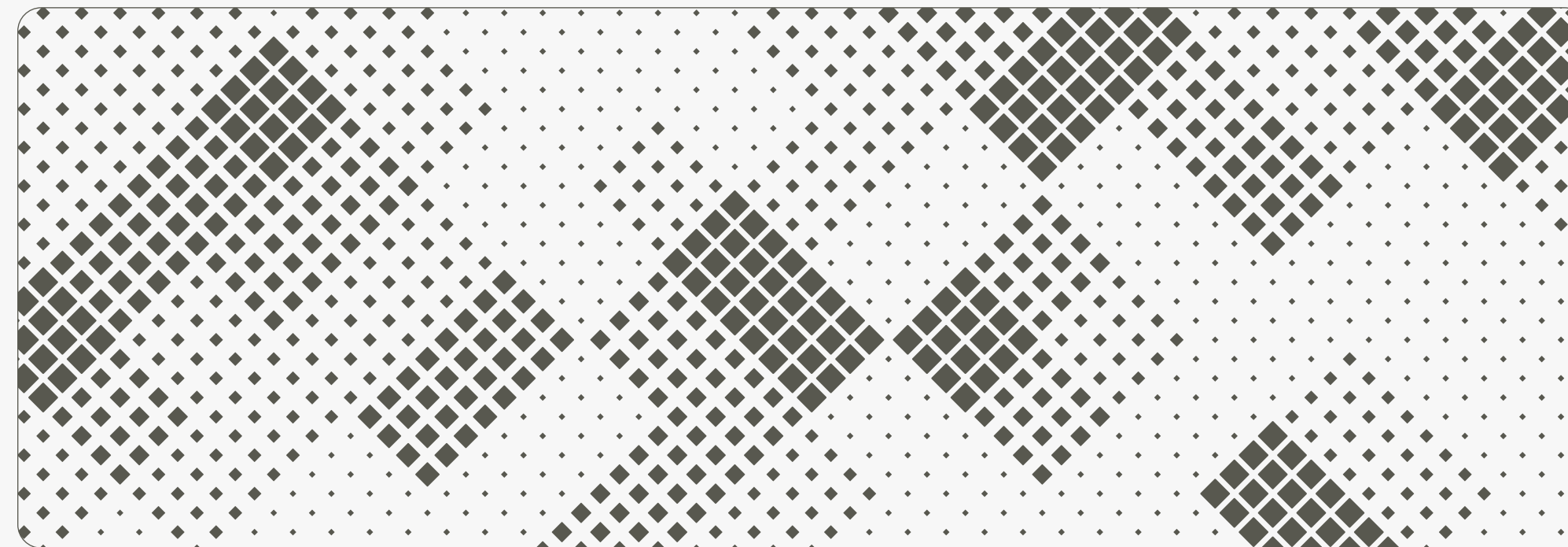
05 The flexible design system

Creative use of brand pattern

Use brand patterns to give texture and expression to layouts. The pre-made brand pattern is based on the WorkSafe safety sign and is ready to use.

You can also use core elements to create your own bespoke pattern to perfectly align with your communication piece.

Using a pre-made brand pattern



Creating custom patterns from the brand shapes



Note:

All customised elements require sign-off from the WorkSafe brand team prior to publication.

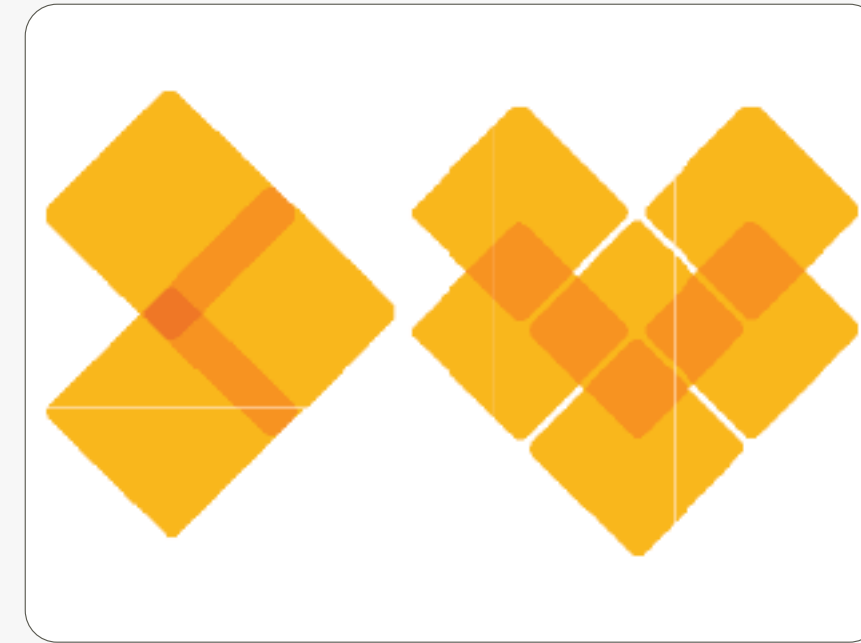
05 The flexible design system

Creative use of brand pattern

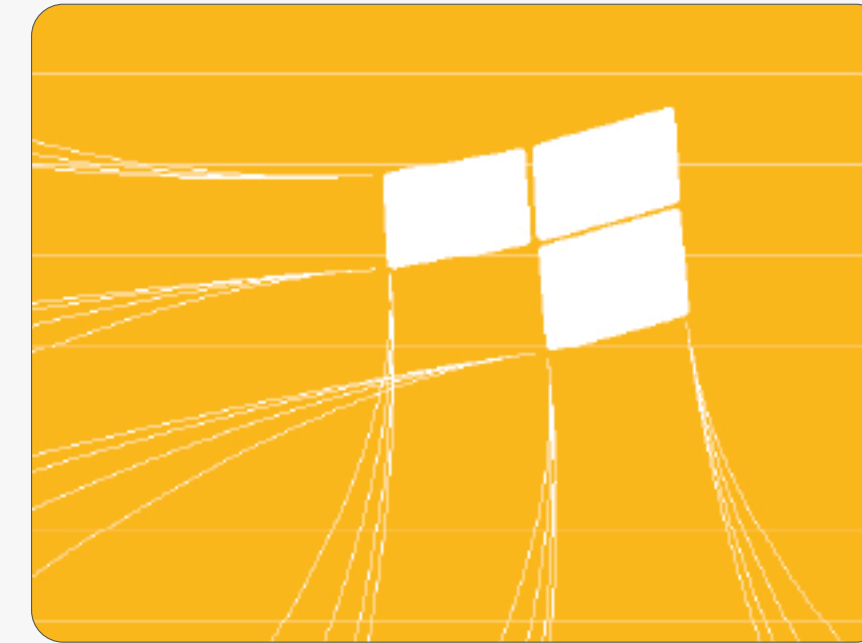
When creating a customised texture using brand elements, care must be taken not to appropriate brand shapes in such a way as to make them lose the essence of their recognisable form.



Do not use multiple levels of scale or alter the scale of the brand elements



Do not use overlapping brand shapes to create new unrecognisable shapes



Do not add new elements or over stylise brand shapes as it can look incongruous to the simplicity of the brand

05 The flexible design system

Creative use of brand pattern

Predominantly, brand patterns are intended to be used in situations where photography is unavailable.

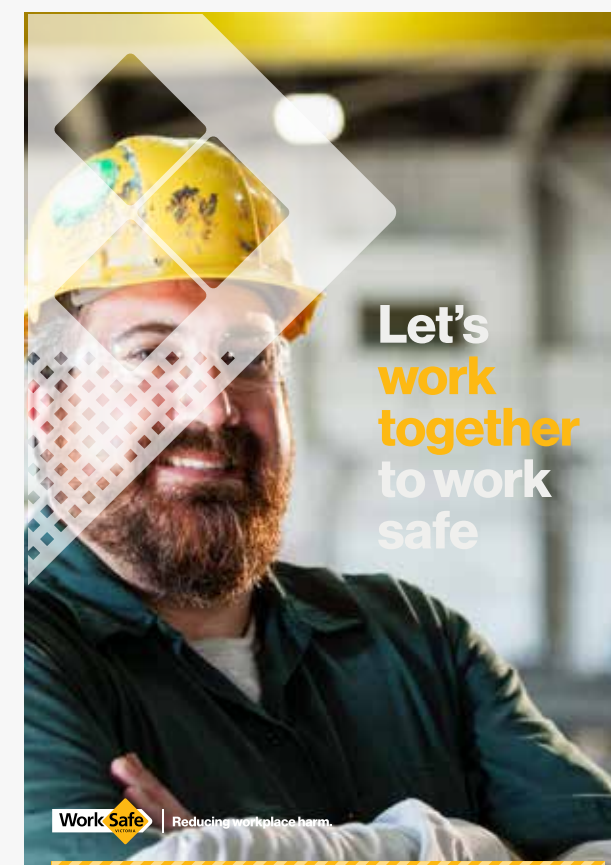
To keep the layouts from becoming overly busy they should be applied as a background / secondary element and cropped so they don't take up the entire layout.

Correct use



The patterns have been applied on a clean background and cropped so they don't occupy the entire layout.

Incorrect use



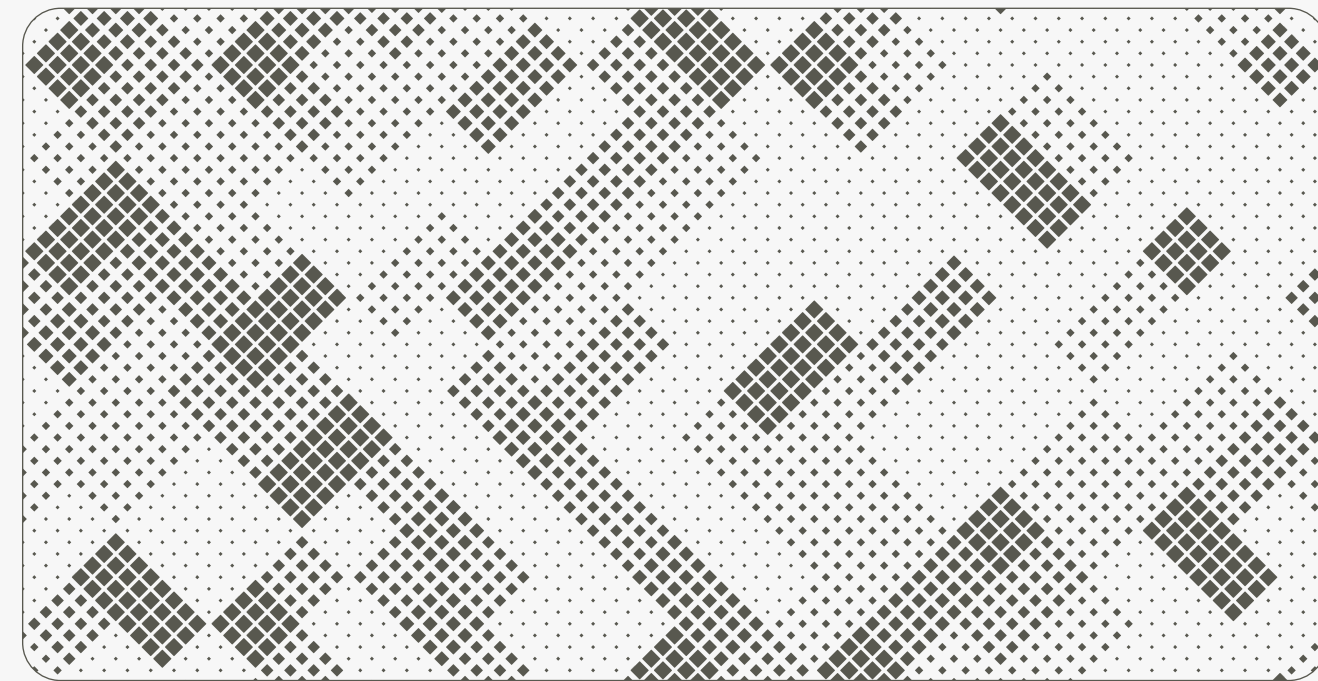
The pattern should not be laid over an entire layout. Avoid laying a pattern over the focal point of an image.

05 The flexible design system

Creative use of brand pattern

Using pre-existing background patterns in a variety of WorkSafe brand colours.

Brand background pattern



Using more contrasting brand colours makes the brand pattern more impactful

Using softer less contrasting brand colours makes the brand pattern more subtle



6

Major brand campaigns

Our major brand campaigns contain memorable and powerful visuals. On these pieces it's important to keep the branding clean and simple so it's obvious who the message is coming from, and to maximise impact.

Mandatory elements

The mandatory elements shown opposite must be adhered to for all major brand campaigns.

Mandatory elements for brand campaigns

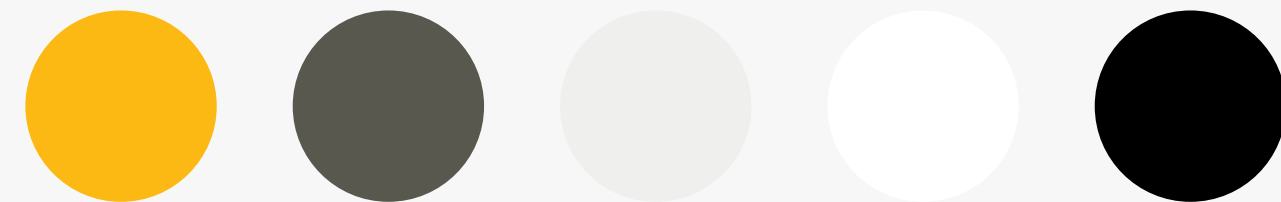
WorkSafe brandline logo and Vic Gov logo



or



Primary brand colours



Brand font

Haas Grotesk Display

Additional elements for brand campaigns

Safety strip



Arrow device



- + Application of secondary brand colours.
- + Application of brand patterns.
- + Application of non-brand fonts (in addition to brand font) only if essential to campaign creative.

06 Major brand campaigns

Correct application of brand elements

The layouts opposite showcase a major brand campaign that has the mandatory brand elements applied correctly. In these examples the branded elements are secondary to the emotional, confronting imagery.



Press ad



Leaderboard banner



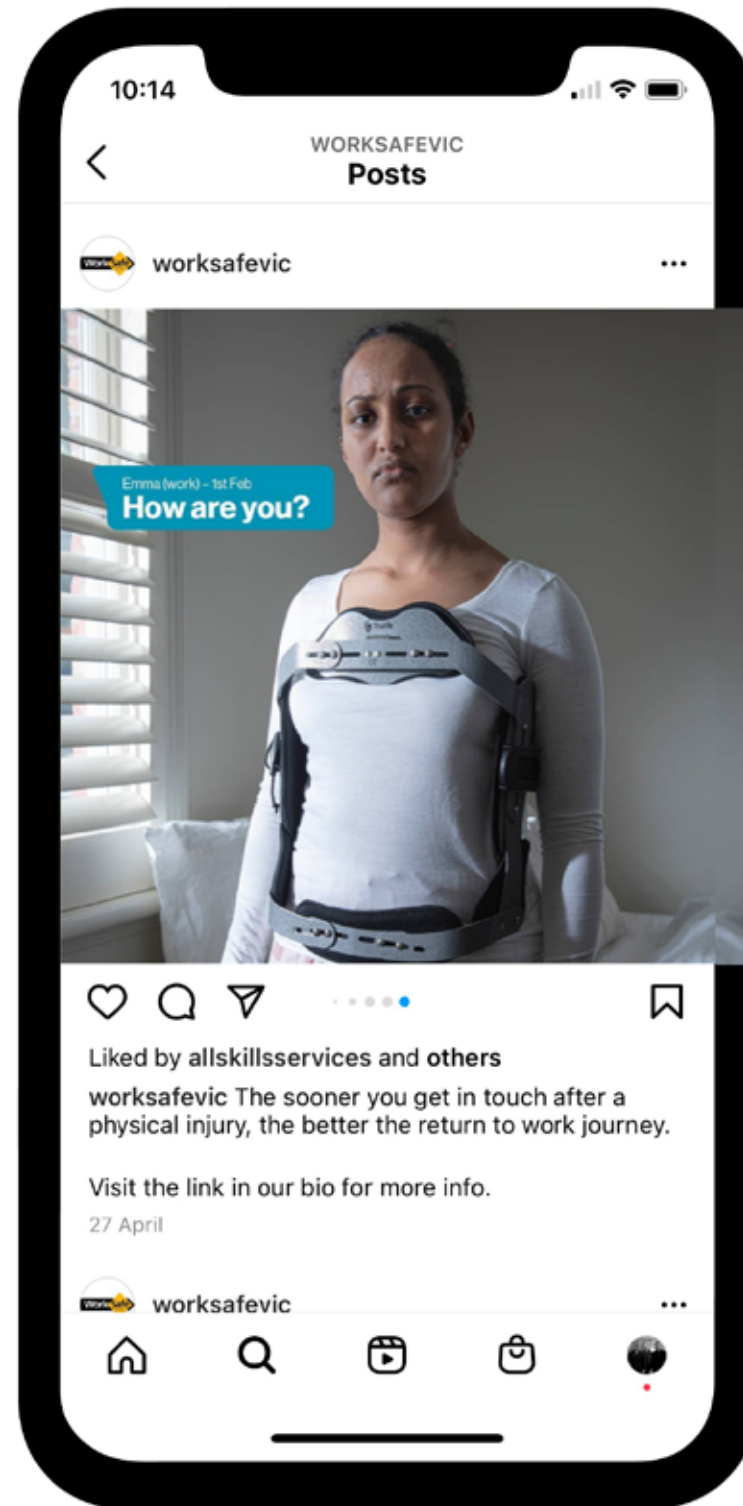
MREC banner

Usually the WorkSafe branding does not need to be on every frame of a sequence, and it is sufficient for it to be displayed on the closing frame.

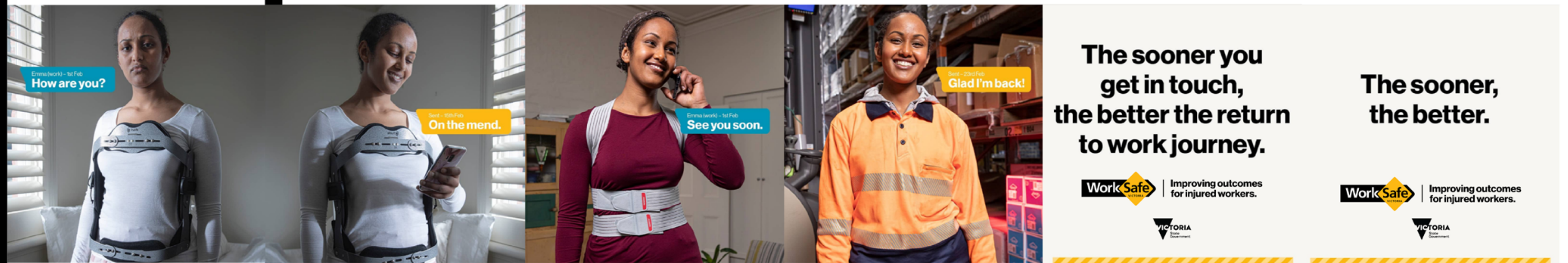
06 Major brand campaigns

Social media examples

Social media plays a big part in all marketing and communications campaigns. It is important to make the most of all the functions available (static, video and slide shows) on each digital channel.



This Return to Work campaign maximises the Instagram slide show function. The campaign narrative unfolds logically and resolves with campaign tag line.



06 Designing major brand campaigns

Closing sequence branding

There are intentionally no detailed guidelines about where and when to apply branding on TVCs as each campaign will require a bespoke treatment. Usually, branding will be applied on the closing sequence and should follow general guidelines on brand use.

Note:

- All WorkSafe branding should sit inside recognised safe caption areas
- Care must be taken to ensure the right version of the WorkSafe logo is applied
- Branding to follow general guidelines

Left justified branding

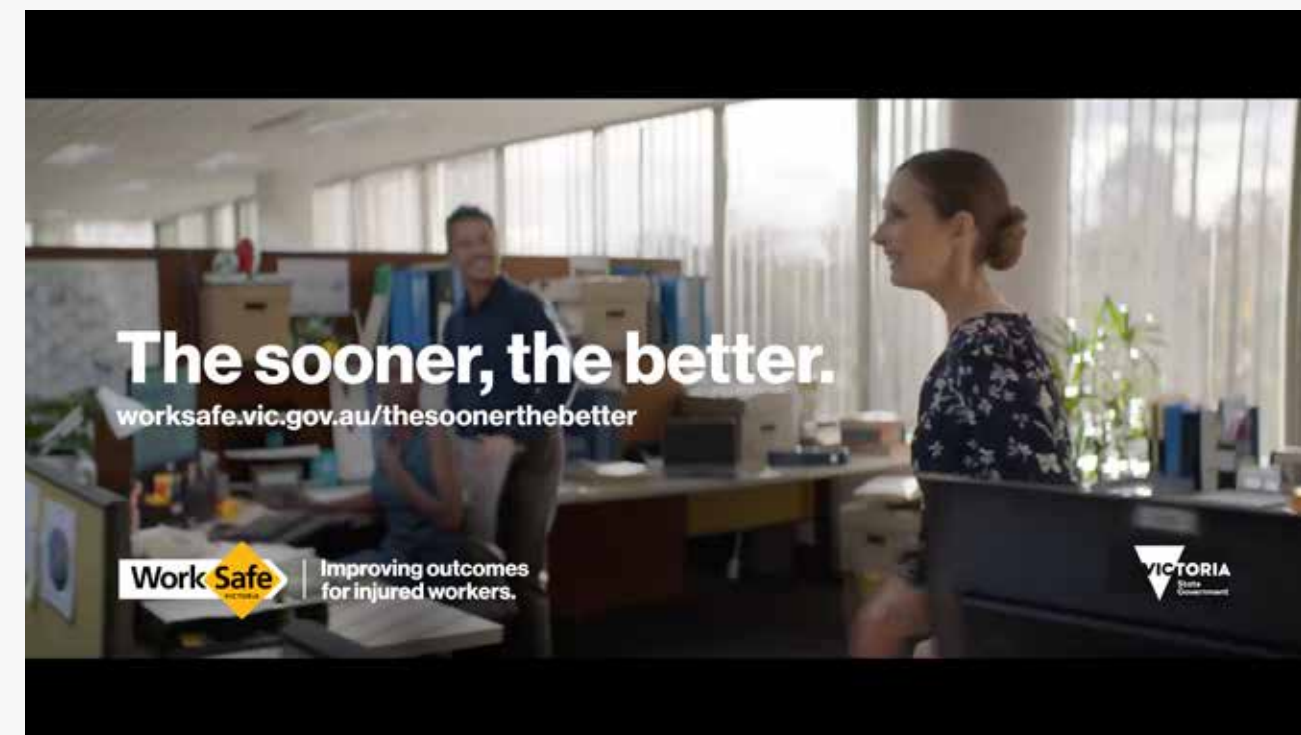


16:9 safe caption area

Centred branding



16:9 safe caption area










Brand architecture.

Understanding the hierarchy and the relationships between the WorkSafe brand, WorkSafe sub-brands and other entities that are contracted to use the WorkSafe brand is important. There is an expectation that at each level the WorkSafe brand is represented correctly, consistently and commensurately with any contractual agreements.

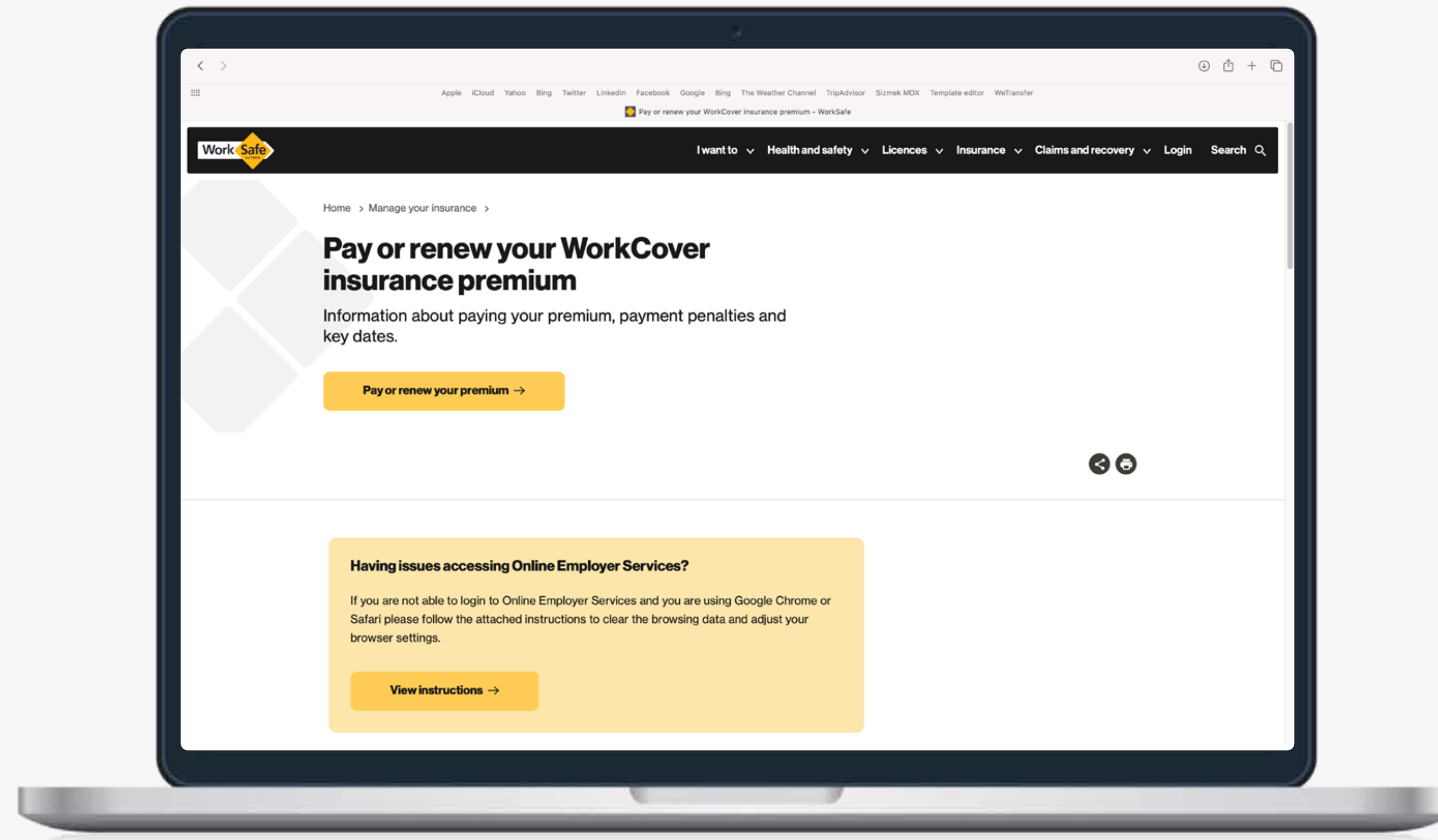
The table opposite is an overview of the WorkSafe brand architecture, or in other words, the hierarchy into which the brand is integrated.

	Criteria	Use case	Representation	Visual identity
Tier 1	Master Brand	Messaging and communications belonging 100% to WorkSafe, with nothing to build or borrow from other identities.	The brand of WorkSafe and all services and entities.  	100% WorkSafe only.
Tier 2	Sub Brand	Messaging and communications belonging 100% to WorkSafe, some visual elements customised to a specific program	Branding to create awareness and identity for transformational new services. E.g. WorkWell 	Uses WorkSafe logo with customised visual identity elements. NB* More detailed guidelines available for each identity.
Tier 3	Partners and Sponsors	Partnerships or sponsorships with external organisations.	Use of WorkSafe logo in equal proportion to second logo. 	Use of WorkSafe logo separated by a vertical or horizontal bar. Visual identity dominated by partner with WorkSafe included according to partner or sponsor guidelines.
Tier 4	Supported by	Single events or programs originating outside WorkSafe where the endorsed brand is more relevant than WorkSafe. Pilot programs and projects WorkSafe had help fund and or continue to have some formal contractual agreement	Events such as community sponsorships. Supported by 	WorkSafe should retain the right of approval on the application of its identity on any supporting event communications and collateral. Typically, use of WorkSafe IP is limited to logo and clarification around extent of use should be covered WorkSafe brand protection strategy.

07 Brand architecture

Master brand

The master brand covers all WorkSafe services and entities. The messaging and communications belonging 100% to WorkSafe, with nothing to build or borrow from other identities.



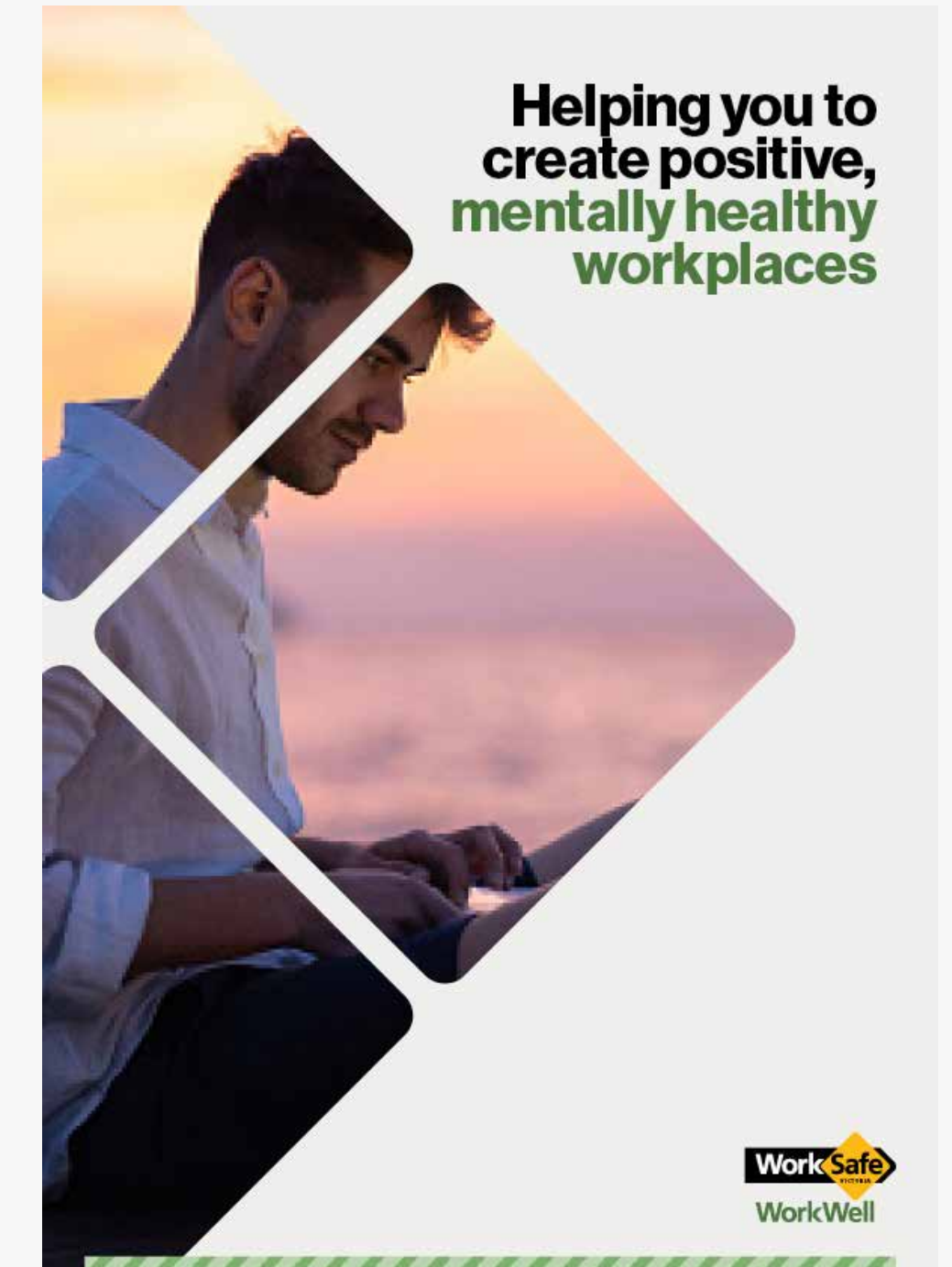
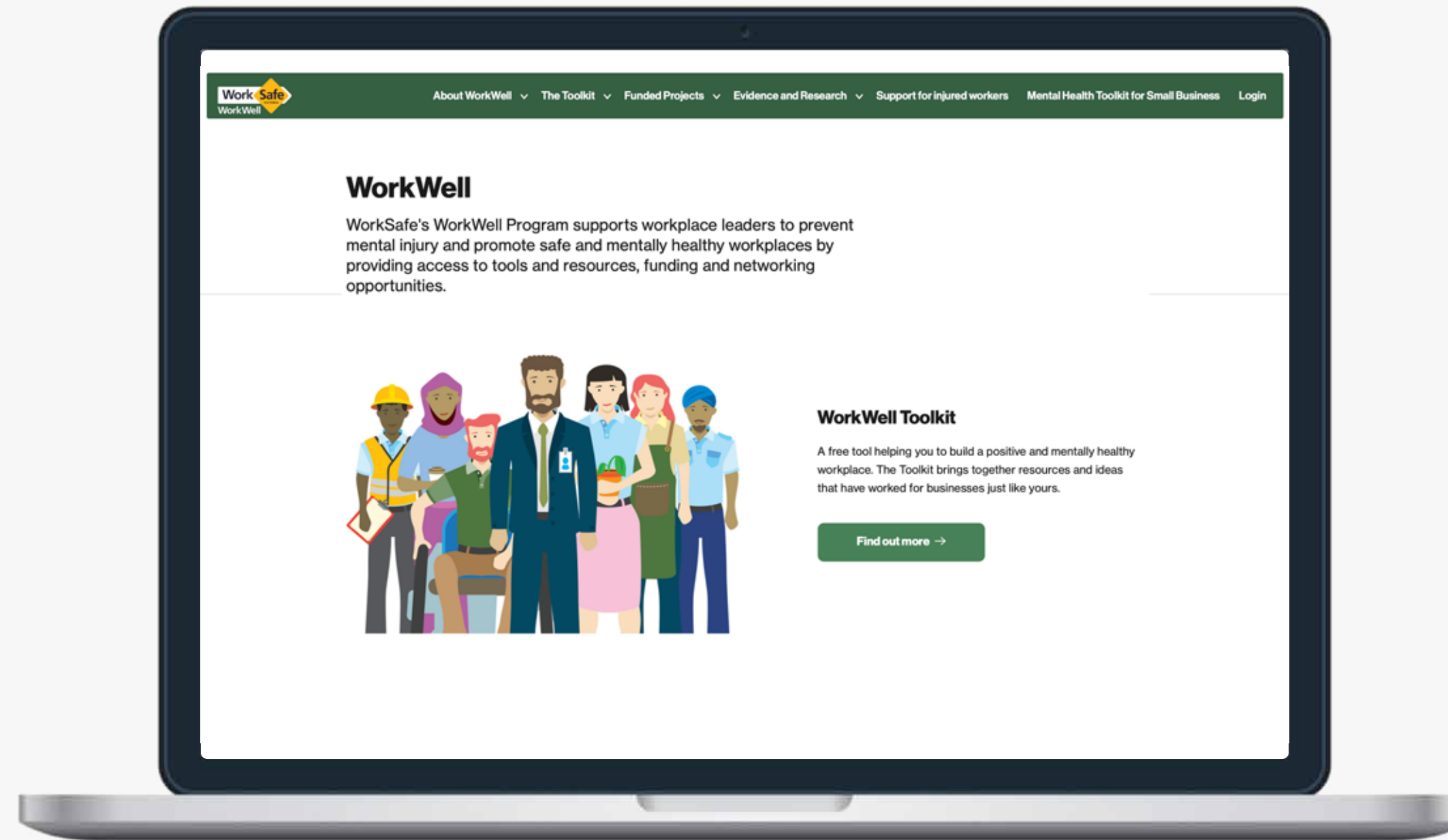
07 Brand architecture

Sub-brands

For WorkSafe sub-brands the messaging and communications belonging 100% to WorkSafe, with some visual elements customised to better represent a specific program.

Note:

More detailed guidelines may be available for a WorkSafe sub-brand. Contact the brand team for more details.



Above are design examples of the WorkWell sub-brand. Various design elements have been created to distinguish WorkWell products from WorkSafe (master brand) products and programs.

07 Brand architecture

Sponsor or Partner

Sponsorship agreements typically only involves the use of the WorkSafe brand mark, which is used alongside the relevant sponsor/partner's brand mark. The overarching look and feel of collateral should be that of the sponsor/partner.

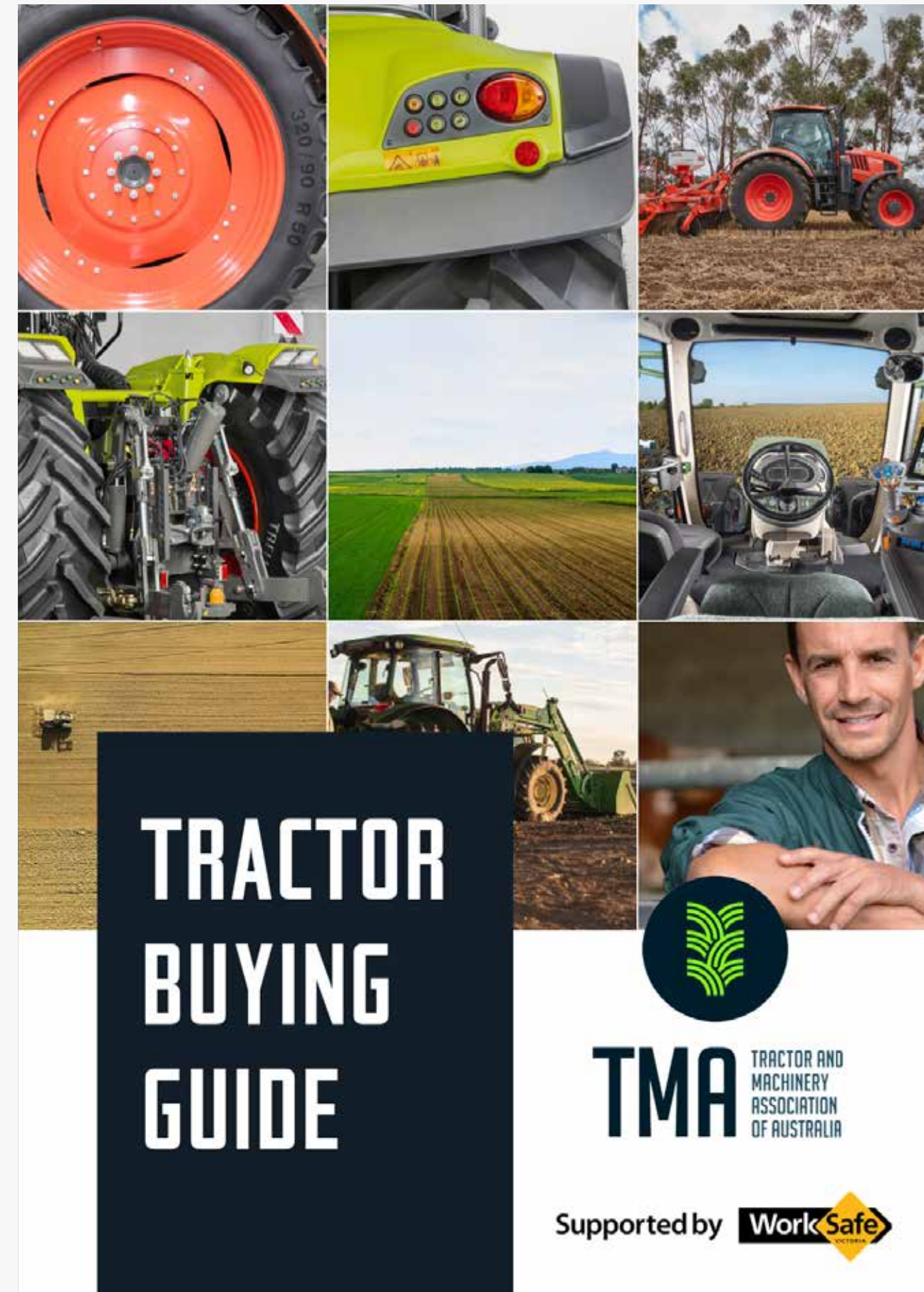


Care must be taken to ensure that the sponsor/partner uses the correct logo. There are 5 versions of the WorkSafe standalone brand mark for use on different backgrounds and media types.

07 Brand architecture

Supported by WorkSafe

This level of WorkSafe branding is for single events or programs originating outside WorkSafe where the endorsed brand is more relevant than WorkSafe. It can be used when WorkSafe endorses products, services and or information, and should have some level of oversight from WorkSafe legal counsel.





For more information about these guidelines please contact:
brand@worksafe.vic.gov.au



**Reducing
workplace
harm.**

**Improving
outcomes for
injured workers.**