

Safety Leadership at Work Program

Namestyle guidelines

Introduction

The Queensland Work Health and Safety Board initiated the Safety Leadership at Work Program (the program) to improve safety culture and reduce work-related injuries and fatalities in Queensland. Through the program, safety leaders at all levels have the opportunity to learn from others, develop their safety leadership skills and build a positive work safety culture.

The program recognises that safety leadership occurs at all levels in an organisation and across all sizes of businesses in all industries. The program welcomes and encourages participation from:

- workers, supervisors, managers and executive management
- small, medium and large organisations
- public, private and not-for-profit organisations.

The Safety Leadership at Work namestyle was created to promote and raise awareness of the program and its objectives. The namestyle is available to program members for display in the workplace, within industry and across the wider community. For example, you may like to include the namestyle in your email signature, on your website, on work health and safety materials and guidance you produce.

The following guidelines explain how to use the namestyle correctly.

Namestyle versions

Black:



Colour:



White:



Namestyle use

It is important to build and safeguard the integrity and status of the namestyle as the key brand for promoting positive recognition of the Safety Leadership at Work Program in Queensland workplaces.

To ensure quality presentation, the namestyle should only be applied by a qualified design/production officer, using the original, digital artwork. The namestyle should not be redrawn or recreated.

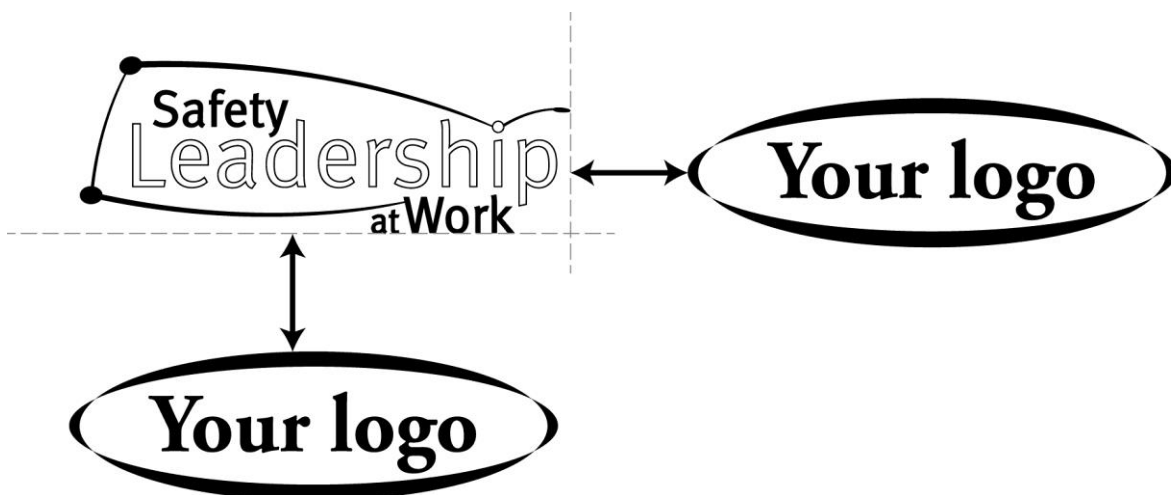
The namestyle should **only** be used by member organisations of the Safety Leadership at Work Program.

Colour, size, spacing and positioning

The namestyle must be presented consistently to ensure it is easily recognisable, so it is important not to alter its colour, style and presentation.

Consistent size, spacing and positioning are also important. The logo must not be reproduced at a size smaller than 1 cm high x 3.85 cm wide. It should not be squashed or stretched from its original proportions and there should also be a reasonable amount of clear space around it.

Set out below is an example of good presentation, having regard to the correct positioning in relation to other text, taglines and logos, proper proportion and the correct minimum size (1cm wide x 3.85cm high).



Here are a few examples of where the integrity of the namestyle is considered to be compromised and therefore inappropriate.

Squashed (not in proportion):



Stretched (not in proportion):



Smaller than minimum 3.85 cm wide:



The namestyle cannot not be used in conjunction with the Queensland Government logo or other Queensland Government agency branding without the prior express approval of the Queensland Government.

More information

If you have any questions regarding the use of or access to the Safety Leadership at Work namestyle, please contact us at safetyleadership@justice.qld.gov.au or phone (07) 3874 7758.

