

*biz*SAFE

LOGO COMMUNICATIONS GUIDE

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Only relevant chapters applicable to bizSAFE enterprises have been included in this communications guide.

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## 1.0 BACKGROUND

The bizSAFE programme promotes workplace safety and health (WSH) in enterprises through the recognition of their safety efforts. There are five different levels in the bizSAFE programme. For a start, it requires the commitment of the enterprise's top management. From Level 2-5, the enterprise is required to progressively enhance their WSH performance and efforts to ultimately establish an excellent WSH Management System.

When an enterprise attains a bizSAFE status, it will be able to display the relevant bizSAFE logo on its business collaterals to showcase its commitment towards creating a safer and healthier working environment for its employees. The use of the logo is subject to specifications that have been spelt out by the Workplace Safety and Health (WSH) Council. Enterprises using the logo are expected to adhere to these specifications.

This communications guide helps bizSAFE enterprises by clearly defining the parameters for the use the of the bizSAFE logo for all communication applications.

**Note:**

The bizSAFE logo will be applied as a registered trademark. Only enterprises that have received a bizSAFE status awarded by the WSH Council are allowed to apply the logo on their collaterals. Enterprises are only allowed to apply the logo that corresponds to the bizSAFE level which they have attained. Actions will be taken by the WSH Council on the enterprise for abuse of the bizSAFE logo.

**Definition:**

bizSAFE level: refers to the 5 levels of achievement, namely Levels 1 to 4, and Level 5 (bizSAFE STAR)

bizSAFE status: refers to all bizSAFE levels and bizSAFE categories namely Mentor, Partner and Service Provider

## 2.0 SIGNATURE

### THE ELEMENTS OF OUR SIGNATURE

This bizSAFE logo is a symbol of recognition for the enduring efforts put in by companies, especially the small and medium enterprises (SMEs) to achieve good WSH management systems. The colour red and the decorative font for the initial “biz” signify the dynamism and passion of businesses. The colour green is used for the cross and it symbolises both health and safety. A sense of stability articulated through the bold font face for the word “SAFE” signifies the steadfast commitment of enterprises in their safety efforts.

The logo reflects the bizSAFE status granted to an enterprise for attaining a bizSAFE level. The logo also recognises members of the bizSAFE community who may be a Partner, Mentor or Service Provider.

The logo features the word "biz" in a red, cursive script font, followed by "SAFE" in a bold, grey, sans-serif font. A red horizontal line underlines the "biz" and extends across the "SAFE". A green cross symbol is positioned to the right of the "SAFE" text, partially overlapping the letter "E".

***biz*SAFE**

## 2.1 SIGNATURE

### LOGO IN FULL COLOUR



### LOGO IN BLACK



### LOGO IN REVERSE WHITE



### LOGO ON LIGHT COLOURED BACKGROUND



### LOGO ON DARK COLOURED BACKGROUND



## 2.2 SIGNATURE



### LOGOS IN FULL COLOUR



### LOGOS IN REVERSE WHITE



### SIGNATURES

The bizSAFE logo must be used together with the level. Enterprise is only allowed to apply the level corresponding to the awarded bizSAFE status. Enterprise should only apply the logo for the highest bizSAFE level which it has attained. Do not apply multiple bizSAFE logos (for different levels) in the collaterals.

## 2.3 SIGNATURE



## OTHER LOGOS IN FULL COLOUR



## OTHER LOGOS IN REVERSE WHITE



## SIGNATURES

The bizSAFE logo must be used together with the category name. Enterprise is only allowed to apply the category name corresponding to the awarded bizSAFE status.

3.0 CLEAR SPACE AND MINIMUM SIZES



15mm



## 4.0 COLOUR PALETTE

### PRIMARY COLOUR PALETTE



Pantone 032 C  
C0 M90 Y86 K0  
R239 G65 B53



Pantone Cool Gray 10 C  
C0 M2 Y0 K60  
R128 G127 B131



Pantone 369 C  
C59 M0 Y100 K7  
R109 G179 B63

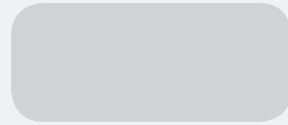
### SECONDARY COLOUR PALETTE



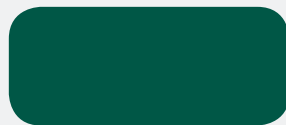
Pantone Black C  
C0 M0 Y9 K100



Pantone 193 C  
C0 M100 Y66 K13  
R210 G18 B66



Pantone Cool Gray 2 C  
C0 M0 Y0 K20  
R209 G211 B212



Pantone 3305 C  
C100 M0 Y61 K61  
R0 G87 B71



Pantone 334 C  
C100 M0 Y60 K3  
R0 G163 B137

## 5.0 INCORRECT USE



Do not place logo on background of similar colour



Do not distort or alter logo



Do not crop logo



Do not present logo in any other colour



Do not remove category name from logo



Do not re-create the text for your category

### INCORRECT USE

The above illustrations show examples of applications that are NOT acceptable. The above conditions apply to all bizSAFE logos and category names.

## 6.0 TYPOGRAPHY

### MYRIAD PRO LIGHT

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}:"'<>?/

### MYRIAD PRO REGULAR

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}:"'<>?/

### MYRIAD PRO SEMIBOLD

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}:"'<>?/

### MYRIAD PRO BOLD

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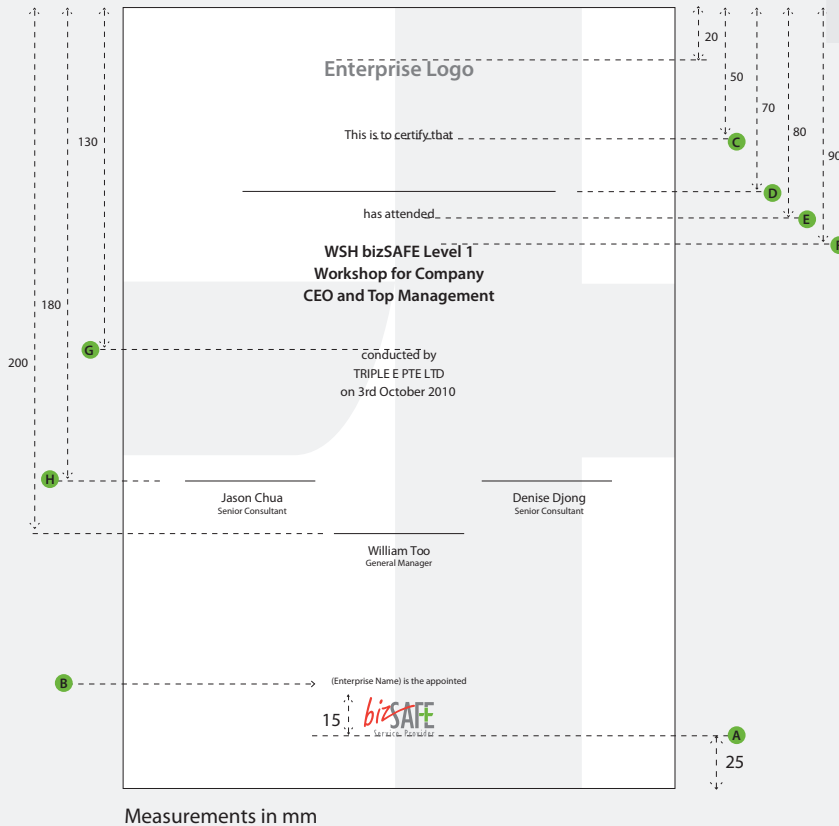
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}:"'<>?/

### MYRIAD PRO BLACK

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}:"'<>?/

## 7.3 CERTIFICATE (for bizSAFE Service Provider)



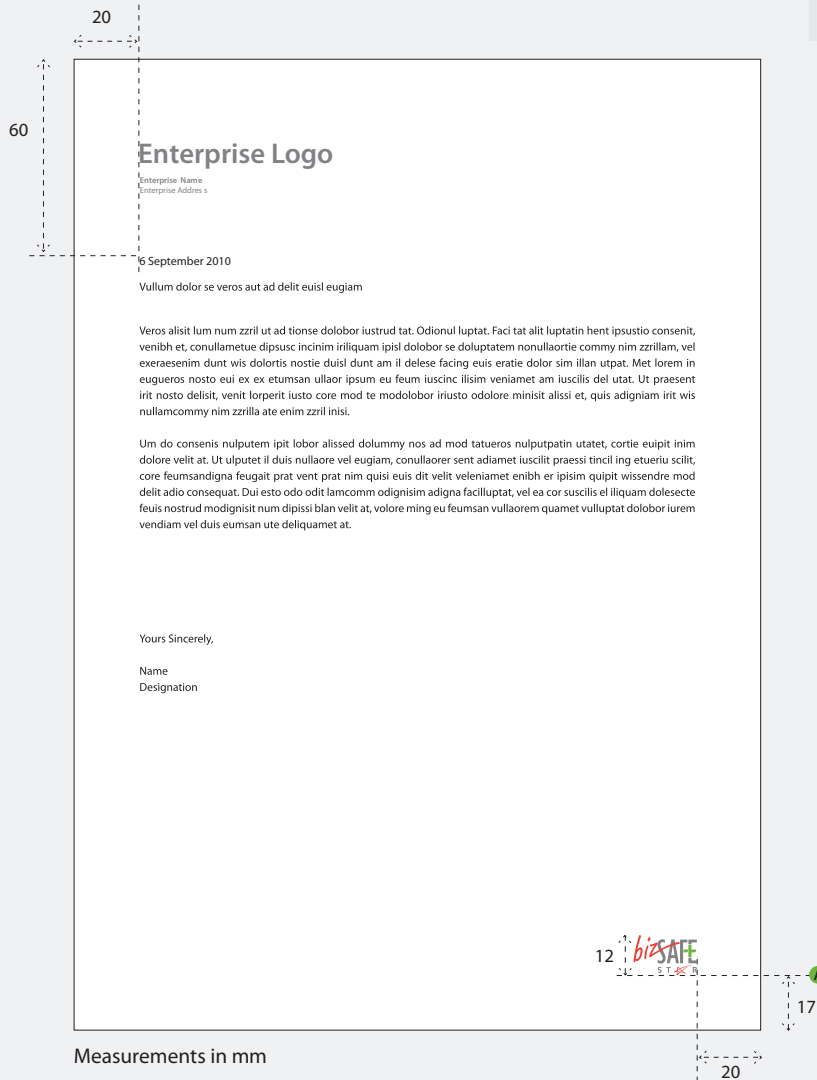
### **CERTIFICATE** (suggested layout and text; size: 210 X 297mm)

- A. bizSAFE Service Provider Logo**  
Should preferably be positioned at the bottom according to the above layout and dimensions. The accompanying text **(B)** must be included above the bizSAFE logo. Logo prints in full colour using the Pantone colours as specified or CMYK equivalent (Please refer to Colour Palette, page 7). **Height of logo: 15mm**
- B. Accompanying text: "(Enterprise Name) is the appointed"**. Font used: Myrid Pro Regular, 10pts, Centred, 100% Black
- C.** Myriad Pro Regular, 14pts, Centred, 100% Black
- D.** Myriad Pro Regular, 14pts, Centred, 100% Black
- E.** Line, 0.25mm, Centred, 100% Black
- F.** Myriad Pro Semibold 18pts, Centred, 100% Black
- G.** Myriad Pro Regular, 14pts, Centred, 100% Black
- H.** Myriad Pro Regular, 14pts, Centred, 100% Black  
Name: Myriad Pro Regular, 14pts; Designation: 10pts, Both Centred, 100% Black

The bizSAFE Service Provider is free to design their own certificates for conducting bizSAFE training courses or workshops. There is no fixed template for the trainer's certificate. But the Service Provider is required to insert the mandatory items labelled **(A)** and **(B)**, as part of their trainers' certificate design.

Enterprises who have attained a bizSAFE level will receive an official bizSAFE certificate issued by the WSH Council.

## 8.0 LETTERHEAD

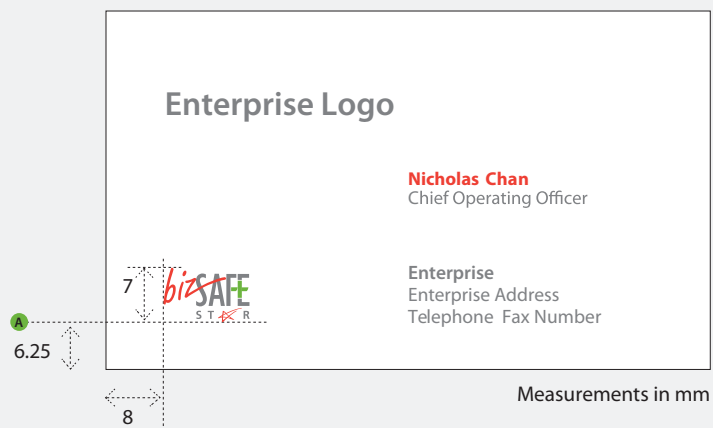


### LETTERHEAD (suggested layout; size: 210 x 297mm)

#### A. bizSAFE Logo

Can be positioned at the bottom-right corner of the page according to the dimensions as indicated. The bizSAFE STAR logo is used here for illustration purpose. Enterprise is required to place, in the same position, the logo that corresponds to the bizSAFE status which it has attained. Logo prints in full colour using the Pantone colours as specified or CMYK equivalent (Please refer to Colour Palette, page 7). **Height of logo: 12mm**

## 9.0 NAME CARD



**NAME CARD** (suggested layout; size: 80 x 47.5mm)

**A. bizSAFE Logo**

Can be positioned at the bottom of name card and will be subject to the enterprise's corporate identity. The bizSAFE STAR logo is used here for illustration purpose. Enterprise is required to place, in the same position, the logo that corresponds to the bizSAFE status which it has attained. Logo prints in full colour using the Pantone colours as specified or CMYK equivalent (Please refer to Colour Palette, page 7). **Height of logo: 7mm**

## 10.2 POSTER (for All Enterprises)



**POSTER** (suggested layout and text; size: 420 x 594mm)

**A. bizSAFE Logo**

Can be positioned at the bottom-left corner of the page according to the dimensions as indicated. The bizSAFE STAR logo is used here for illustration purposes. Enterprise is required to place, in the same position, the logo that corresponds to the bizSAFE status which it has attained. Logo prints in full colour using the Pantone colours as specified or CMYK equivalent (Please refer to Colour Palette, page 7). **Height of logo: 23mm**

**B. Headline:** Myriad Pro Bold, 32 pts, Pantone 369C

**C. Bodytext:** Myriad Pro Semibold, 14pts, Pantone Cool Gray 10C

Service Providers are only allowed to use the bizSAFE Service Provider logo on posters promoting their bizSAFE training courses and workshops.

## 11.0 ADVERTISEMENT (for All Enterprises)



**ADVERTISEMENT** (suggested layout and text; trim size: 210mm x 276mm, bleed size: 220mm x 286mm, type: 200mm x 266mm)

**A. bizSAFE Logo**

Can be positioned at the bottom-left corner of the page according to the dimensions as indicated. The bizSAFE STAR logo is used here for illustration purposes. Enterprise is required to place, in the same position, the logo that corresponds to the bizSAFE status which it has attained. Logo prints in full colour using the Pantone colours as specified or CMYK equivalent (Please refer to Colour Palette, page 7). **Height of logo: 10mm**

**B. Headline:** Myriad Pro Bold, 27 pts, Pantone 369C

**C. Bodytext:** Myriad Pro Semibold, 14pts, Pantone Cool Gray 10C



## 14.1 BANNER (for bizSAFE Partner, bizSAFE Service Provider)

### bizSAFE Partner



### bizSAFE Service Partner



**BANNER** (suggested layout, event title and text; size: 8ft x 3ft)

**A. bizSAFE Logo**

Logos can be positioned at the bottom according to the dimensions as indicated and must be placed with their accompanying text (E) above it. Logo prints in reverse white against coloured background as shown above. **Height of logo: 0.75ft**

**B. WSH Council logo**

Should preferably be placed at the bottom, next to the bizSAFE logo. The accompanying text (F) must be included above it. The WSH Council logo prints in reverse white, following the same colour application on the bizSAFE logo. Kindly request for the WSH Council logo from the WSH Council.

**C. Event Title: Myriad Pro Bold**

**D. Event Text: Myriad Pro Bold**

**E. Accompanying text: "(Enterprise Name) is the appointed", Myriad Pro Regular**

**F. Accompanying text: "bizSAFE is by", Myriad Pro Regular**

**G. Cross watermark: 15% white**

bizSAFE Partner or Service Provider is free to propose suitable event title and text. The enterprise is also free to design their own banner and use other suitable colours from the Colour Palette, page 7. Refer to 2.1 Signature, Page 3 for correct colour application on the bizSAFE logo.

## 14.2 BANNER (for General Display by All Enterprises)



### **BANNER** (suggested layout and event title; size: 8ft x 3ft)

**A. bizSAFE Logo**

Logo can be positioned at the bottom according to the dimensions as indicated. Logo prints in reverse white against coloured background as shown above. **Height of logo: 0.75ft**

**B. Event Title:** Myriad Pro Bold

**C. Event Text:** Myriad Pro Bold

**D. Cross watermark:** 15% white

Enterprise is free to design their banner and to use their own headlines. They may choose to use suitable colours from the Colour Palette, page 7. Service Providers and Partners are advised to see 14.1 on creating banners for bizSAFE workshops and training courses.

## 16.0 FLYER/BROCHURE (for bizSAFE Service Provider)



### FLYER/BROCHURE (suggested layout and headline; size: 210 X 297mm)

#### A. bizSAFE Logo

Can be positioned at the bottom according to the above layout and dimensions. The accompanying text (E) must be included above the bizSAFE logo. Logo prints in full colour using the Pantone colours as specified or CMYK equivalent (Please refer to Colour Palette, page 7) **Height of logo: 12mm**

#### B. WSH Council logo

Should preferably be placed at the bottom, next to the bizSAFE logo. The accompanying text (F) must be included above it. The WSH Council logo prints in full colour, following the same colour application on the bizSAFE logo. Kindly request for the WSH Council logo from the WSH Council.

#### C. Headline: Myriad Pro Semibold

#### D. Bodytext: Myriad Pro Regular

#### E. Accompanying text: "(Enterprise Name) is the appointed", Myriad Pro Regular

#### F. Accompanying text: "bizSAFE is by", Myriad Pro Regular

The bizSAFE Service Provider is free to design their own flyer or brochure but only for promotion of bizSAFE training courses or workshops. There is no fixed template for these collaterals. But the Service Provider is required to insert the mandatory items labelled (A), (B), (E) and (F) as part of their bizSAFE training collaterals design.