

# VISION ZERO

## Visual Identity Guidelines

Partner



## **Introduction**

This document gives you an overview of how to use all the key elements of the Vision Zero campaign. As the campaign is being created by yourselves, decentrally, we have made the guidelines as practical as possible with the focus on how to use the graphical elements and practical tips and guidance for usage in a variety of applications.

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## 1. Logo

The campaign logo shows strength and dynamism. The 'o' from the 'Zero' represents this number. The aim of the campaign is to reduce the number of accidents at the workplace to zero.



## 1.1 Logo basics

The standard version of the Vision Zero logo is the horizontal format, full colour version. It consists of the logo in combination with the tagline. The logo should always be positioned with enough clear space around it.

### Clear space



### Sizes

Business card: 45 mm width, 75 %  
Flyer: 45 mm width, 75 %  
A4: 51 mm width, 90 %  
A3: 63 mm width, 105 %  
Roll ups: 300 mm width, 500 %

The percentage proportions are based on the logo files that are available from ISSA.

### Minimum size



30 mm width, 50 %

## 1.1 Logo basics

The logo is available in black and white. This version should only be used in exceptional cases, where the colour version cannot be used. Since the rings of the logo are usually in colour, it is recommended to use greyscale rather than full black for the logo.

### Logo in greyscale

**VISION ZERO** 

Safety.Health.Wellbeing.



For the inverted logo version, please use the ai-file.

## 1.2 Backgrounds

The vision zero logo should be used in the standard colour version with black writing on light backgrounds. The inverted version of the logo should be used on dark backgrounds.

Please ensure that enough contrast is created between the background colour and the logo. The background where the logo is positioned should never be the same colour as one of the logo rings.

### Light backgrounds



Up to 50% solid colour

### Dark backgrounds



### Don'ts



## 1.3 Logo stacked version



The stacked logo version is only to be used in exceptional cases, for instance for online banners in skyscraper format.

### Clear space



### Sizes

Flyer:	ca. 23,3 mm width, 75 %
A4:	ca. 28 mm width, 90 %
A3:	ca. 32,6 mm width, 105 %
Roll up:	ca. 155,2 mm width, 500 %

### Minimum size



ca. 15,5 mm width, 50 %

The percentage proportions are based on the logo files that are available from ISSA.

### Logo in greyscale



For the inverted logo version, please use the ai-file.



## 1.4 Co-branding

**VISION ZERO**  
Safety.Health.Wellbeing.

developed by



A Partner of  
**VISION ZERO**  
Safety.Health.Wellbeing.

A Company of  
**VISION ZERO**  
Safety.Health.Wellbeing.

## 1.4.2 Co-branding with Vision Zero Partners and Companies

The Vision Zero campaign provides materials for companies, organisations and prevention networks to become Vision Zero campaign multipliers and to enable them to promote Vision Zero amongst their networks and implement it at the workplace.

**Vision Zero Partners** support the campaign, promote Vision Zero via conferences, social media or national actions. Some selected partners also conduct Vision Zero training, based on the Vision Zero training methodology, developed by ISSA.

**Vision Zero Companies** commit to the process of improving safety and health at the workplace in order to reduce work-related accidents and diseases at their enterprise level.

A Partner of

**VISION ZERO** 

Safety.Health.Wellbeing.

A Company of

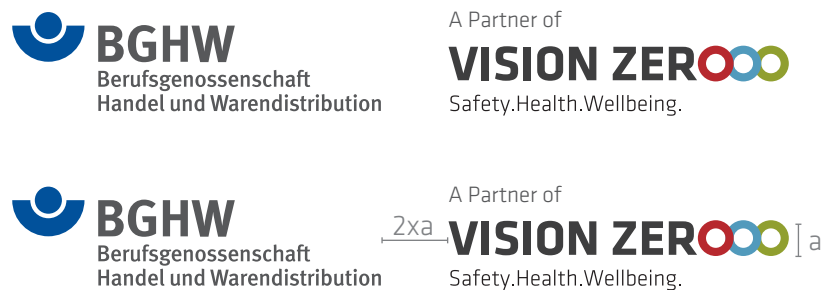
**VISION ZERO** 

Safety.Health.Wellbeing.

## 1.4.2 Co-branding with Vision Zero Partners

The Vision Zero logo will often be positioned together with partner logos. For this use “A Partner of” logo version has been created.

The logos may be positioned together. If this is the case a minimum space has been defined.



Minimum space



Equally proportioned

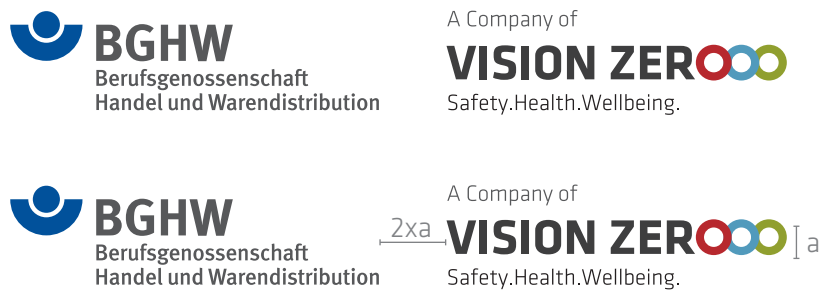
### Stacked version



## 1.4.2 Co-branding with Vision Zero Companies

The Vision Zero logo will often be positioned together with partner logos. For this use “A Company of” logo version has been created.

The logos may be positioned together. If this is the case a minimum space has been defined.



Minimum space



Equally proportioned

### Stacked version

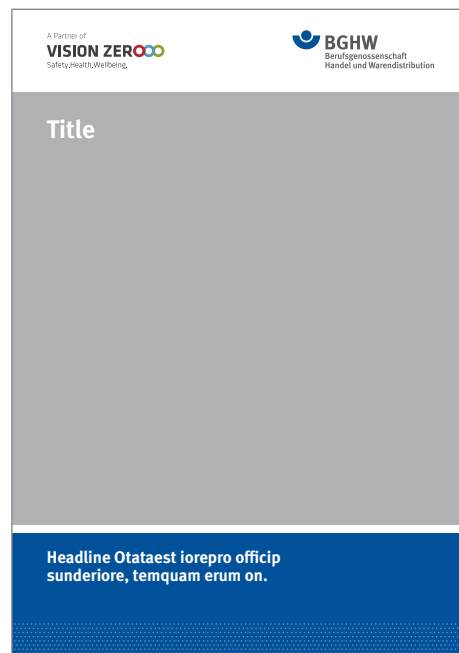


## 1.4.2 Co-branding with Vision Zero Partners and Companies

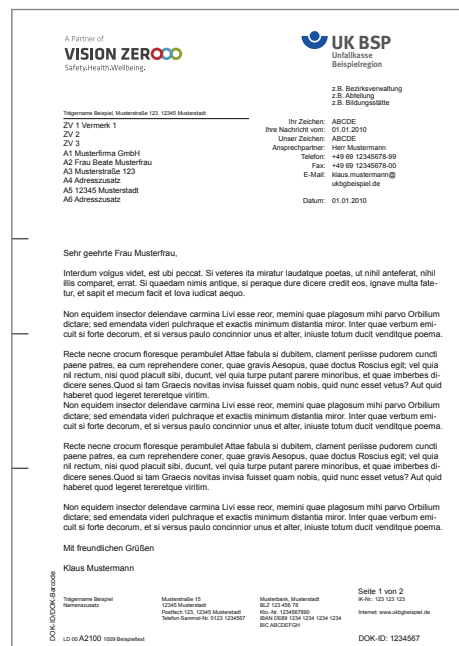
In some applications, the logos will be positioned apart. The partner logo can be used either to the right or to the left of the Vision Zero logo. The preference will be influenced by the corporate design of the partner.



Examples layout right of the logo



Examples layout left of the logo



## 1.5 Use of the key visual

The rings of the Vision Zero logo can be used as a key visual element on colour backgrounds.

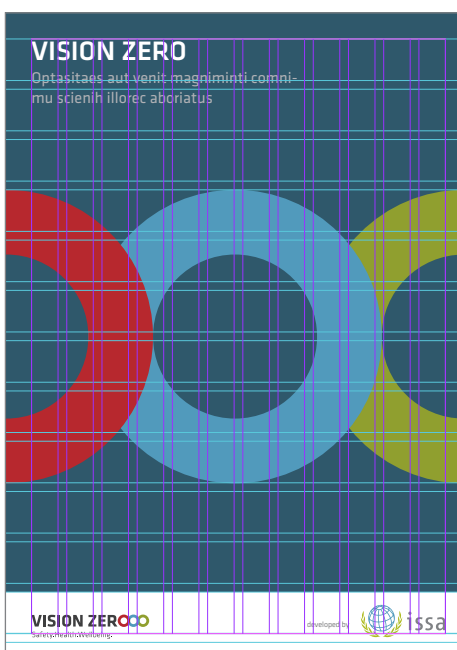
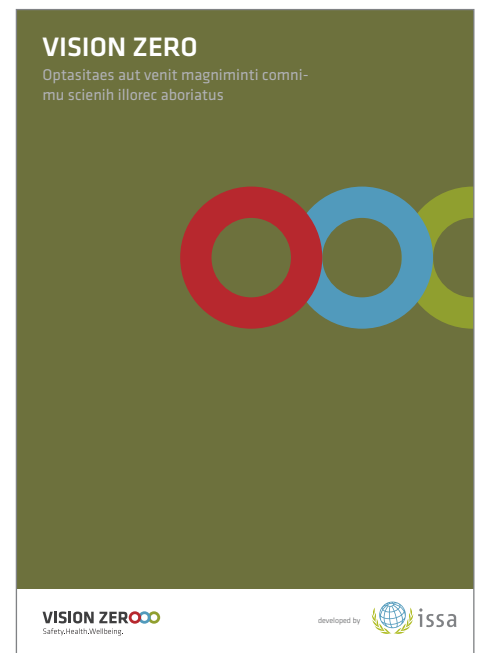
The sizes of the rings may vary according to the application.



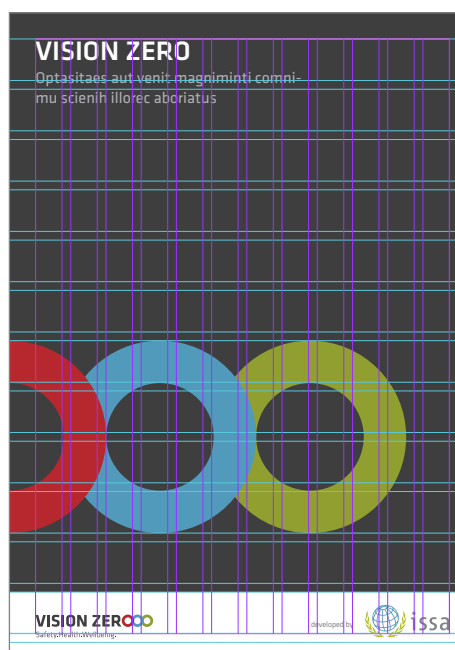
## 1.5 Use of the key visual

### On colours, for example a brochure

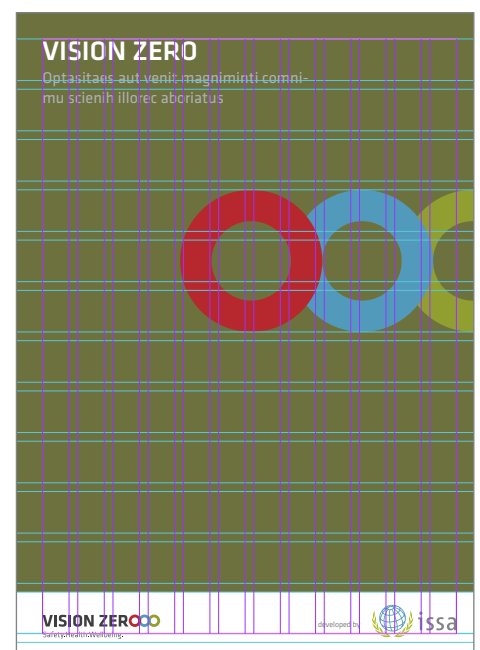
- The size of the key visual orients itself on the grid lines
- The key visual can be cut off on the left or right side of the page
- The positioning is variable on the grid
- Ensure enough colour contrast between the rings and the background



Height: 6 grid lines



Height: 4 grid lines

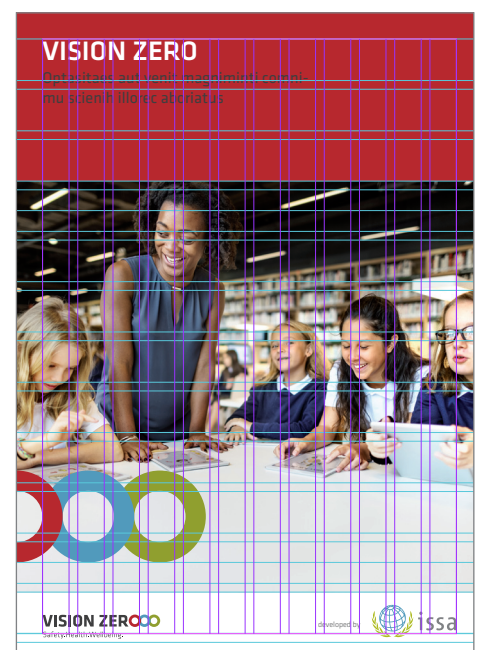
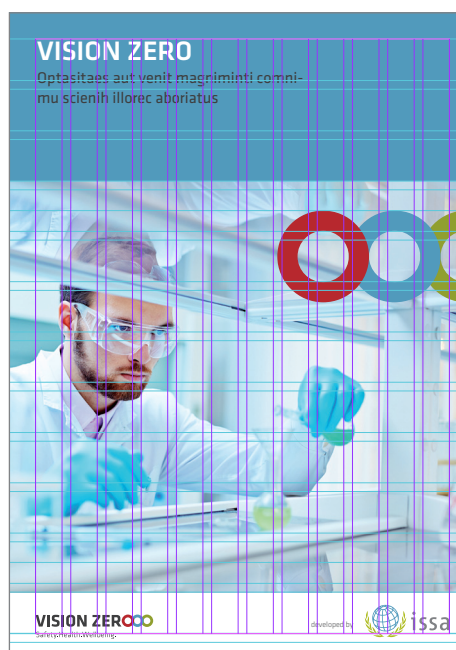
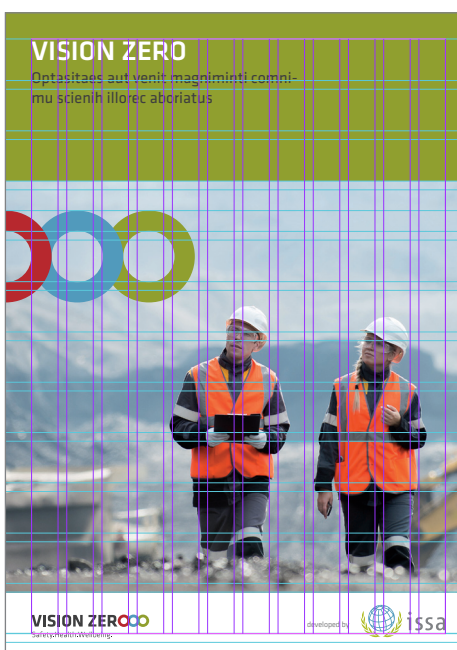


Height: 3 grid lines

## 1.5 Use of the key visual

On images, for instance a brochure

- The size of the key visual orients itself on the grid lines
- The key visual can be cut off on the left or right side of the page
- Variable position, suited to the image
- Ensure enough colour contrast between the rings and the background



Height: 2 grid lines



## 2. Colours

The colours for the Vision Zero campaign are based on the colour palette of ISSA. A matching red has been added as a highlight colour.

### Primary colours



CMYK: 40/15/100/15  
Pantone: 384  
RGB: 156/162/10  
Hex: 9CA20A



CMYK: 67/27/15/0  
Pantone: 549  
RGB: 86/155/190  
Hex: 569BBE



CMYK: 30/100/100/0  
Pantone: 7621  
RGB: 181/22/33  
Hex: B51621



CMYK: 0/0/0/90  
Pantone: Cool Gray 11  
RGB: 62/61/64  
Hex: 3E3D40



CMYK: 0/0/0/60  
Pantone: Cool Gray 8  
RGB: 128/127/131  
Hex: 807F83

### Secondary colours



CMYK: 84/56/42/23  
RGB: 41/86/103  
Hex: 295667



CMYK: 59/44/100/29  
RGB: 100/101/31  
Hex: 64651F



CMYK: 67/30/100/13  
RGB: 95/128/37  
Hex: 5F8025



CMYK: 23/0/100/17  
RGB: 175/188/34  
Hex: AFBD22



50% CMYK:  
40/15/100/15  
RGB: 222/221/146  
Hex: DEDD92



50% CMYK:  
67/27/15/0  
RGB: 101/204/221  
Hex: B5CCDD



50% CMYK:  
0/0/0/60  
RGB: 197/199/200  
Hex: C5C7C8

## Contact

**[www.visionzero.global](http://www.visionzero.global)**

If you have questions re these Vision Zero Identity Guidelines please contact the ISSA:

**[issacomm@ilo.org](mailto:issacomm@ilo.org)**