

VISION ZERO

Visual Identity Guidelines

ISSA



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.

Table of Contents

1. Logo

1.1	Logo basics	4
1.2	Backgrounds	7
1.3	Logo stacked version	8
1.4	Co-branding	9
1.5	Use of Vision Zero key visual	12

2.	Colours	15
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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.

1.4.1 Co-branding with ISSA

If the Vision Zero logo is being used in communication collaterals produced by ISSA, please combine the logo with the “developed by ISSA” logo variant.

The Vision Zero logo and the ISSA logo may be positioned together. The lock up of the two logos is defined below. The minimum space between the logos has been specified.



Minimum space



Equally proportioned

Stacked version



1.4.1 Co-branding with ISSA

In some applications the logos should be placed apart. Here are a few examples:



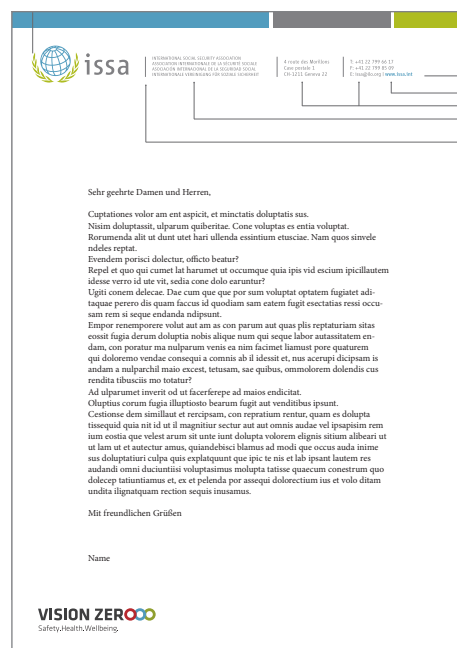
Brochure A4



Roll up



Letter heads



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.

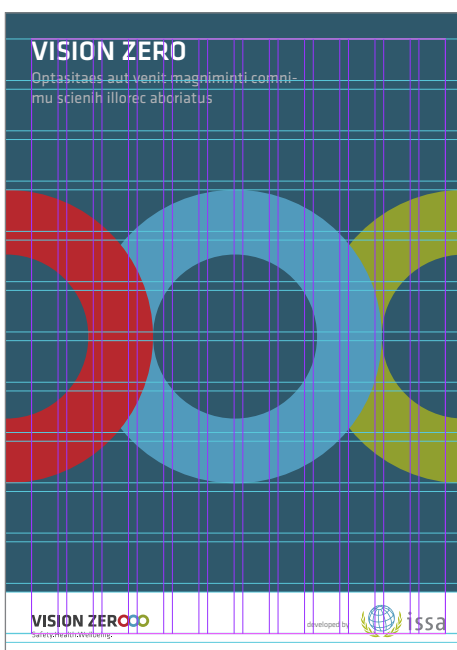
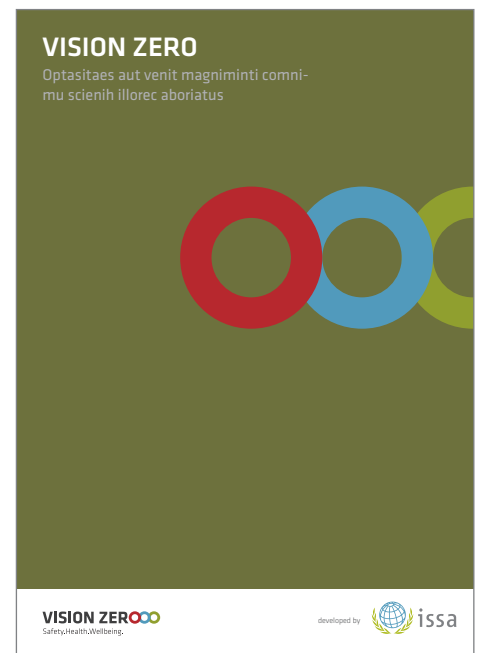
The sizes of the rings may vary according to the application.



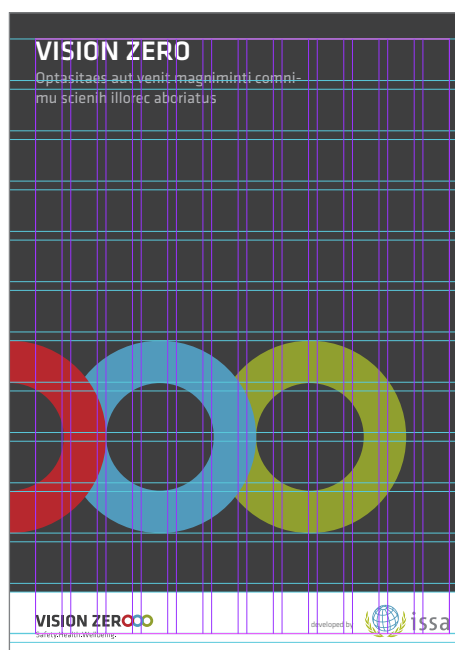
1.5 Use of the key visual

On colours, for example a brochure

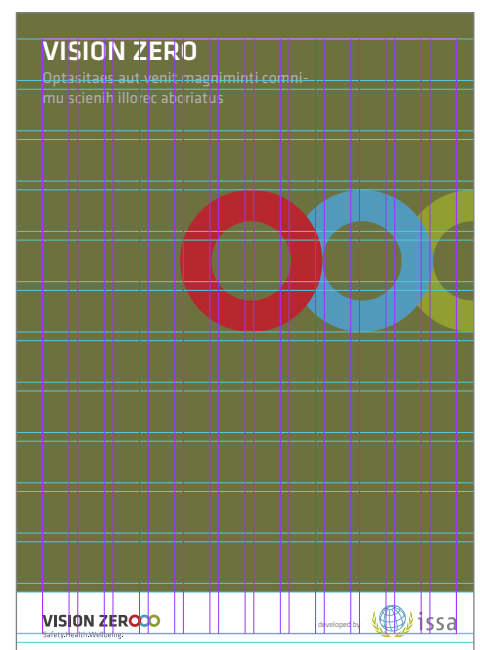
- The size of the key visual orients itself on the grid lines
- The key visual can be cut off on the left or right side of the page
- The positioning is variable on the grid
- Ensure enough colour contrast between the rings and the background



Height: 6 grid lines



Height: 4 grid lines

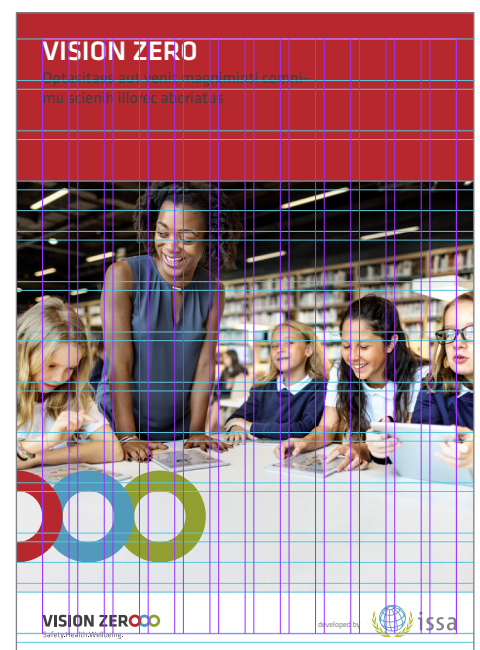
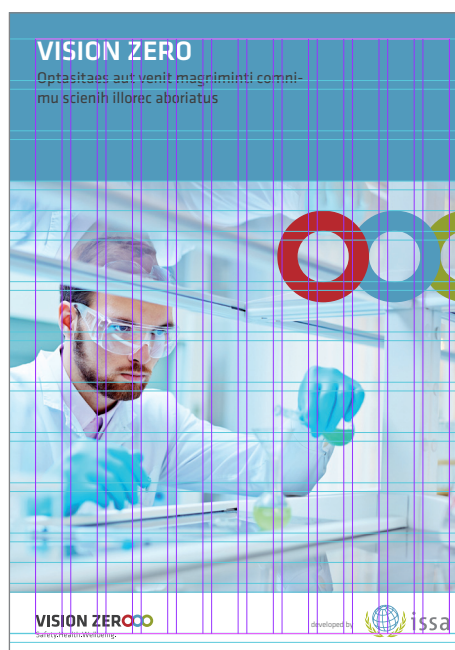
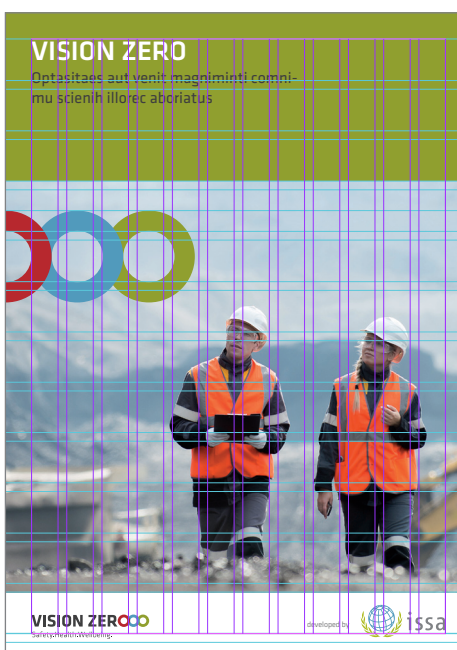


Height: 3 grid lines

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: AFB222



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

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

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