15 June 2023

File Ref: 230539

Thomas A
via FYI.org.nz
fyi-request-22986-04504b5b@requests.fyi.org.nz

Dear Thomas

Thank you for your Official Information Act request, received by WorkSafe New Zealand on 2 June 2023. You requested:

- *a copy of the WorkSafe Brand Guidelines*

Please find attached a copy of WorkSafe New Zealand Identity Guidelines 2019.

This reply addresses the information you requested. You have the right to ask the Ombudsman to investigate and review my decision, and further information is available at www.ombudsman.parliament.nz.

If you require further assistance, please contact ministerial.services@worksafe.govt.nz.

Yours sincerely

Mike Hargreaves
Deputy Chief Executive
Strategy & Insights

WORKSAFE
Mahi Haumaru Aotearoa

WORKSAFE

Mahi Haumaru Aotearoa

WORKSAFE NEW ZEALAND
Identity Guidelines 2019

VERSION_____ **3.3**

Welcome to WorkSafe

This guide is here to help you communicate WorkSafe New Zealand's brand and unique strengths — effectively and consistently.

Contents

Please note. As part of our digital transformation, we've taken the opportunity to re-examine and interrogate all the elements and ingredients that form our identity; subtle tweaks and updates may have been made to previously deployed elements. Please consider any identity ingredients you are already working with, taking care to cross-check against our refreshed identity.

1

Our strategy

Our identity is underpinned by a strategic foundation in three parts

1.1

Our vision and purpose

[our rallying cry]

1.2

Our identity characteristics

[the framework that informs design]

1.3

Our commitment

[the 'why' that drives WorkSafe]

1.1

Our vision

To make sure everyone who goes to work comes home healthy and safe.

1.1
Our purpose

To transform New Zealand's health and safety performance.

1.1
Our approach to achieve this

Harm prevention

— Evidence-based targeting of critical risk.
— Designing and delivering targeted programmes to address key harm drivers.
— Influencing practice and behavioural change.

Regulatory confidence

— NZ having confidence in WorkSafe as a regulator.
— WorkSafe being confident about workplace H&S and holding duty-holders to account.
— Overall confidence in the effectiveness of the H&S regulatory regime.

System leadership

— Promoting and supporting leadership of H&S.
— Leading, influencing and leveraging the whole H&S system to improve H&S outcomes.
— Leading by example through WorkSafe's own good practices.

1.2

Our identity characteristics

We've designed a set of identity characteristics to communicate the key principles of our organisation and integrate them with our design.

WORKSAFE NEW ZEALAND

For everyone — The language WorkSafe uses, and how we present our products and services is universally welcoming, simple and accessible: no matter who you are, what you do, or where you do it.

Connected — Every component of our marketing and communications, including those developed in collaboration with partners (like ACC and other key stakeholders) should feel directly connected as one integrated campaign.

Relatable — We communicate with our audiences in easily understood ways that are relatable. We are not just the government; we are people talking to people.

Useful — We understand and respond to our customers' needs. Our work speaks clearly and simply to help people get to the information, products and services they need through the channels that work for them.

Caring — We care about people. We may measure our results in KPIs and statistics, but we recognise that behind those statistics are real people with families and loved ones.

Authoritative — As the trusted source of workplace health and safety information, what we say and do should be delivered with respect and authority.

1.3

Our commitment

We believe that everyone who goes to work should come home healthy and safe. That's our vision – and what we are committed to achieving.

We do this through educating and engaging New Zealanders on good health and safety practices, and where appropriate, we use enforcement to hold people to account. Collectively these levers will help to lift New Zealand's health and safety performance.
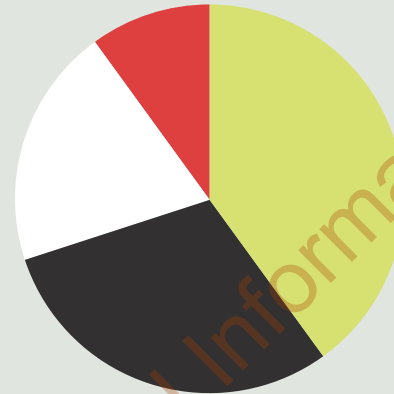
2

Visual devices

Identity ingredients

2.1
Logo suite

2.2
Colour

2.3
Photography

Aa

2.4
Typography

2.5
Graphic devices

Tone of voice
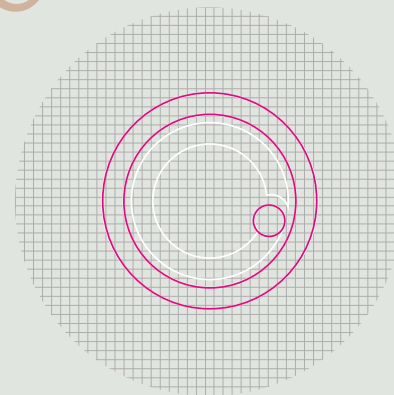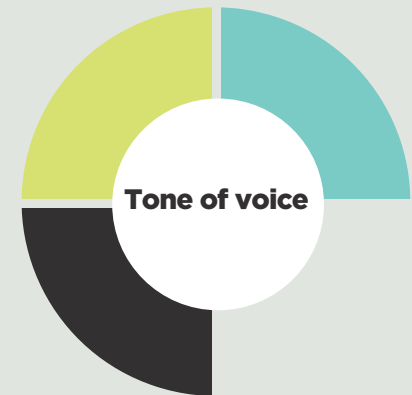
2.6
Written tone

WORKSAFE NEW ZEALAND

2.1

Our logo

A signature of authority and endorsement.

WORKSAFE
Mahi Haumaru Aotearoa

Directly informed by the reflective lines of safety-wear, woven into the letterforms is an abstract Koru motif, variously symbolic of life, growth and strength.

Our Primary logo

We have one **Primary** WorkSafe logo. This logo is available in 95% black and white only.

Primary logo

WORKSAFE
Mahi Haumaru Aotearoa

WORKSAFE
Mahi Haumaru Aotearoa

Minimum size

WORKSAFE
Mahi Haumaru Aotearoa

28mm

Colour

WorkSafe Black
Pantone:
CMYK: 0/0/0/95
RGB: 39/39/38
Hex Code: #272725

WORKSAFE NEW ZEALAND

Clear space

Ensuring clear space around the logo helps our logo breathe.

Clear space

The minimum clear space around the WorkSafe logo is determined by the height and width of the WorkSafe **W**, as is represented here.

Primary logo

WORKSAFE NEW ZEALAND

Our Limited logo

For exceptional circumstances where the WorkSafe name is being used for typographical purposes or where space is compromised, the Limited logo can be used. Use of the Limited logo must be signed off by the Marketing and Design team.

Limited logo

Circumstances where the Limited logo can be used

Minimum size

22mm

Co-branding

The WorkSafe logo can be used with other logos to indicate a partnership or sponsorship arrangement, subject to prior approval by the WorkSafe Brand and Marketing Advisory.

If the arrangement is a WorkSafe-led initiative, the WorkSafe logo appears first. If the initiative is led by another organisation, the WorkSafe logo appears second.

Primary logo minimum size rules apply.

Dividing rule

Helping to define the separate entities, we use a dividing rule between the logos. We apply a weighting to the rule of 0.35 pt.

Partnership tiers

We use additional messaging to signal the type of involvement WorkSafe has in the partnership. For example:

Strategic partner: where WorkSafe is endorsing a project with WorkSafe-originated intellectual property.

Government partner: where WorkSafe is endorsing a project in partnership with other New Zealand Government entities.

In partnership with: where WorkSafe is endorsing a project in partnership with an NGO or for-profit organisation outside government.

WorkSafe-led

The WorkSafe logo appears first.

WorkSafe-endorsed

The WorkSafe logo appears second.

Signalling partnership

The partnership messaging appears within the clear space recommendation, aligned top left, as demonstrated below.

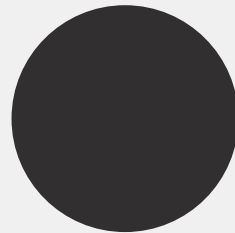**WORKSAFE NEW ZEALAND**

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2.2
Colour

Light, bright and clearly identifiable, our WorkSafe green draws its inspiration from the fluorescence of high-visibility safety-wear.

Colour

Primary palette

PRINT **C18 M0 Y70 K0**
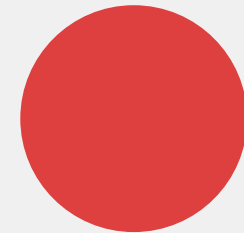HEX **#D7E16C**
RGB **R215 G225 B108**

PRINT **C0 M0 Y0 K95**
HEX **#272725**
RGB **R39 G39 B38**

PRINT **C10 M5 Y10 K0**
HEX **#E1E5DA**
RGB **R225 G229 B218**

The foundation of the WorkSafe identity, our primary colours reflect the ingredients that form our corporate identity.

Caution

PRINT **C80 M90 Y80 K0**
HEX **#DC3E38**
RGB **R220 G62 B56**

We use red specifically as a content call-out for occasions such as incident alerts and emergency guidance.

Accent palette
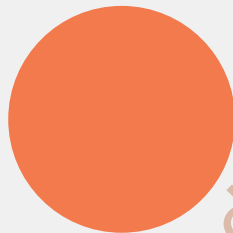
PRINT **C0 M65 Y75 K0**
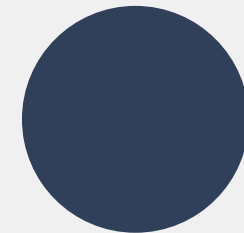HEX **#F67A4A**
RGB **R246 G122 B74**
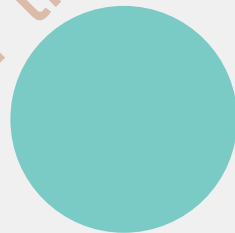
PRINT **C50 M0 Y25 K0**
HEX **#72C4C4**
RGB **R114 G196 B196**
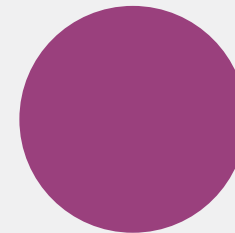
PRINT **C45 M90 Y25 K0**
HEX **#943A7A**
RGB **R148 G58 B122**

PRINT **C85 M70 Y40 K35**
HEX **#303E5C**
RGB **R48 G62 B92**

Colour

Chosen to work in support of our primary palette, these colours are to be used for detail and interest only, and should always feel secondary to the primary palette. Given their inherent vibrancy, it is important to apply a 'light touch' when using these accent colours.

Supplementary palette

PRINT **C78 M0 Y65 K0**
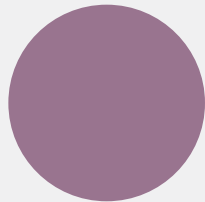HEX **#00B385 [AAA]**
RGB **R0 G179 B133**
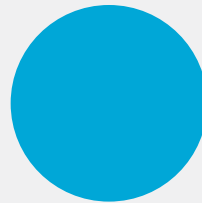
PRINT **C75 M15 Y5 K0**
HEX **#00A7D7 [AAA]**
RGB **R0 G167 B215**

PRINT **C45 M30 Y30 K0**
HEX **#9599A2 [AAA]V**
RGB **R149 G153 B162**

PRINT **C0 M15 Y80 K0**
HEX **#FFD64F [AAA]**
RGB **R255 G214 B79**

PRINT **C45 M60 Y30 K0**
HEX **#99748F [AA]**
RGB **R153 G116 B143**

PRINT **C80 M10 Y35 K0**
HEX **#00A8AD [AAA]**
RGB **R0 G168 B173**
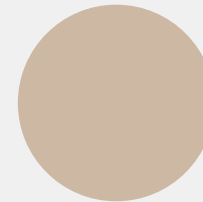
PRINT **C20 M25 Y30 K0**
HEX **#CDB9A3 [AAA]**
RGB **R205 G185 B163**
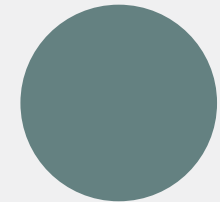
PRINT **C65 M40 Y45 K8**
HEX **#648181 [AA]**
RGB **R100 G129 B129**
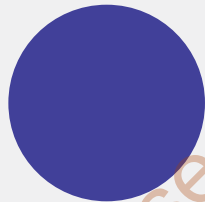
PRINT **C90 M90 Y0 K0**
HEX **#414099 [AAA]**
RGB **R65 G64 B153**

PRINT **C0 M90 Y45 K0**
HEX **#EF4066 [AAA]**
RGB **R239 G64 B102**
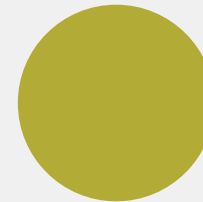
PRINT **C35 M25 Y100 K0**
HEX **#B2AB36 [AAA]**
RGB **R178 G171 B54**
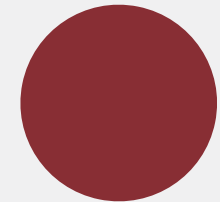
PRINT **C30 M90 Y75 K30**
HEX **#853135 [AAA]**
RGB **R133 G49 B53**

WORKSAFE NEW ZEALAND

Using colour tints
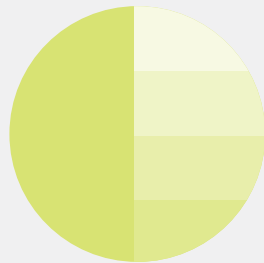
PRINT **C18 M0 Y70 K0**
HEX **#D7E16C**
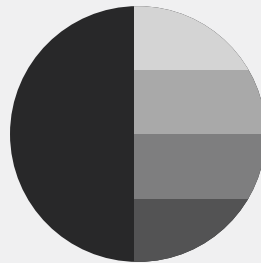
PRINT **C0 M0 Y0 K95**
HEX **#1C2A2A**
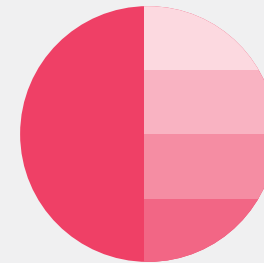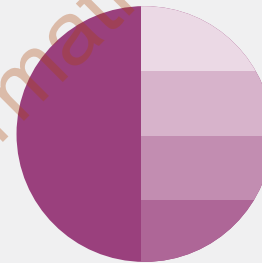
PRINT **C10 M5 Y10 K0**
HEX **#E1E5DA**
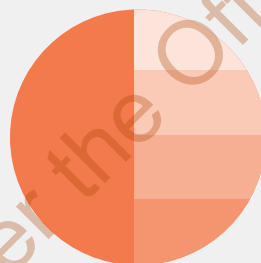
PRINT **C0 M65 Y75 K0**
HEX **#F67A4A**
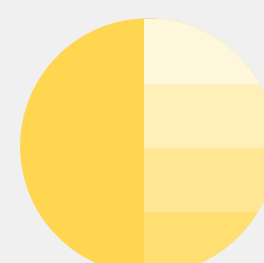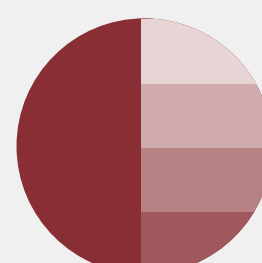
It is acceptable to tint any of these colours as a way to improve call-outs in your page hierarchy.

Please do not tint any other accent or supplementary swatches without consulting the Brand & Marketing Advisory team first.

WORKSAFE NEW ZEALAND

2.3
Photography

A mirror to New Zealand, WorkSafe photography takes the form of real-life, reportage images that are candid and unstaged.

How we define our photography

Our photography covers four themes:

— People
— Workplaces
— Moments
— Home

A sympathetic canvas

Our photographic tones are filmic, providing a supportive foundation to our messaging.

Depth of field

Our approach is contemporary, providing a focal point to the image, and works well under content.

Genuine

All our photography features real New Zealanders in genuine workplaces.

WORKSAFE NEW ZEALAND

People

Picturing diversity

New Zealand is a nation of ever-increasing diversity, so we are committed to capturing a rich variety of the people who make New Zealand special.

The simplest way to form a tangible visual connection with an individual is to show a context and occupation familiar to their own.

Testimonial vs candid

Our people shots are further divided into *testimonials* and *candid moments*.

A *testimonial* is typically a 'portrait-style' photograph where the person is looking directly at the camera. In the case of a group shot, if one of the group is looking at the camera, it is a testimonial.

If the people in the image are not looking at the camera, we describe this as a *candid moment*.

WORKSAFE NEW ZEALAND

Workplaces

In our own backyard

From factories to offices, wide-open landscapes to vibrant city life, bright, spacious and fresh, the spaces and places where we undertake our work are as unique as one person to the next.

Our photographic library includes expressive and interesting depictions of where we work.

Moments

A window on reality

Providing an empathetic window into the many and varied working lives of New Zealand, photographic moments are reportage-style images that connect individuals to their work.

Home
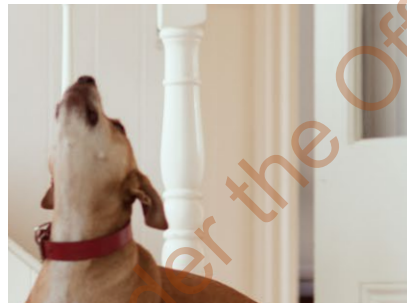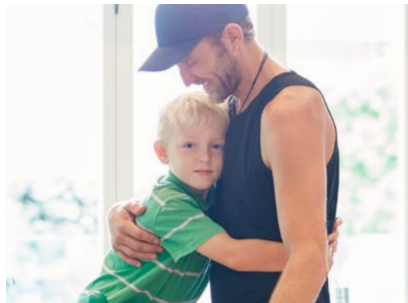
Returning home healthy and safe

'Home' can mean family, the warm embrace of a loved one, or a comfortable place of sanctuary at the end of the day. For some, such as farmers and dairy owners, their place of work is home.

Cropping photography

The filmic nature of our photography is forgiving when it comes to alternative cropping, whether you want to frame a moment or shift the visual story you want to tell. We encourage looking beyond the whole image frame for opportunities to zoom in or offset, as a means of telling new stories.

Enhancing imagery

When cropping photography for design, it's important to consider how the photographic story will be altered or enhanced – making sure that what you've selected works for the story that you want to tell.

In the example right, the original frame in its entirety tells a very specific story regarding parents and family. While it is a story primarily about home and family, we can change the focus of the story to be on the child – we know from the embrace that there are universal connections to protection and care relevant to our audiences, and by zooming in to the image we make this story more single-minded.

Note Please take into consideration cultural sensitivities when closely cropping an image around the head area, as it can be seen as offensive in some cultures.

Cropping for landscape

Original image

A series landscape

Panorama

Cropping photography

Choosing photography for a portrait space

It can be difficult choosing appropriate imagery for portrait-proportioned spaces such as posters and pull-up banners, as all the visual cues that build the story tend to be cropped out so that the image can fit. Consider choosing a testimonial or single character composition for these spaces, then tailoring the crop so that the featured person is offset asymmetrically, as in our example at right.

Cropping for portrait

Original image

A series portrait

Pull-up banners

WORKSAFE NEW ZEALAND

2.4
Typography

The letterforms at the heart of our conversations.

Our typefaces

Our primary corporate typeface is Gotham. Highly legible, with solidity and weight, Gotham is used for all our printed communications.

Gotham

Typeface weights

The bulk of our communications material is built on four specific weights;

Book/ Book Italic
Medium/ Medium Italic
Bold/ Bold Italic
Black/ Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*
Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*
Black

Our typefaces

For instances where only system typefaces are available, we substitute Verdana.

Typeface weights

Verdana is available in two specific weights;

Book/ Book Italic
Bold/ Bold Italic

Typography for Microsoft applications

Where the recipient of electronically communicated materials, e.g. Powerpoint®, does not have access to Gotham, the system font Verdana should be used.

The use of the system fonts will prevent the document changing appearance upon receipt, thus maintaining the integrity of the design and layout.

Verdana Bold is used for headlines and Verdana Regular is used for body copy.

Examples of materials in which Verdana may be used are websites, Microsoft® Word® and z® documents.

Verdana should never be used on materials designed exclusively for printing. These should always be produced using Gotham. Where documents such as PowerPoint® are produced for both on-screen and print use, printing these documents in Verdana is acceptable.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*
Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Medium

Verdana in practice

Email and PowerPoint are two instances where Verdana is favoured as the primary typeface for communication.
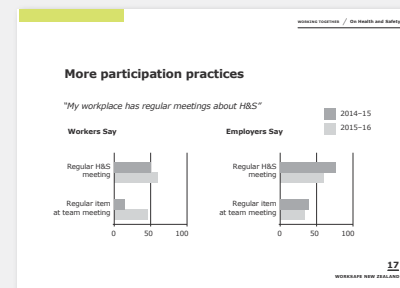
Titling

Set-up slides

Sectioning

General text

Simple tabling

Heading and copy styling

We've provided the following typesetting examples for consideration when creating style sheets and laying out copy.

Left aligned

left aligned text left aligned text left aligned text
left aligned text left aligned text left aligned text
left aligned text left aligned text left aligned text
left aligned text left aligned text left aligned text

Heading and copy alignment

It is preferable to left align text. On occasion, centre alignment or right alignment may be more suited. Please review our accompanying examples for guidance to styling and application.

Sentence case.

CAPS ON SMALL DETAIL

We communicate in sentence case

Set headlines in sentence case, just as we would our body copy.

All-caps words work best in small detail, such as naming captions.

13pt type size with 22pt leading.

Auto leading may be set

between 150%—170%.

Leading (line spacing)

Gotham suits a relatively generous leading style to allow the copy to breathe. As in the example above, we recommend setting auto leading to between 150% and 170%.

Tracking

-25 tracking -25 tracking -25 tracking -25 tracking
-25 tracking -25 tracking -25 tracking -25 tracking

Tracking (letter spacing)

We recommend applying an overall tracking of -25 to the Gotham family when applied as body copy.
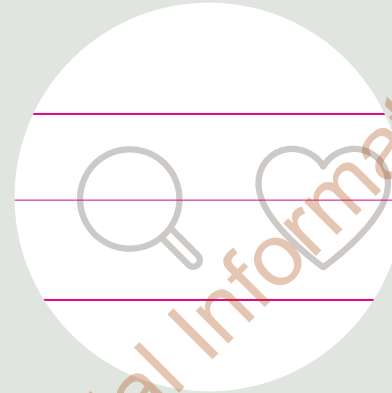
2.5
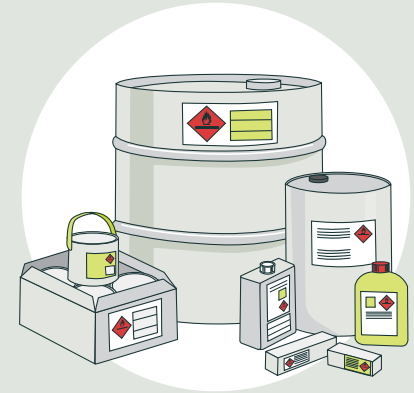**Graphic devices**

A suite of illustrative details.

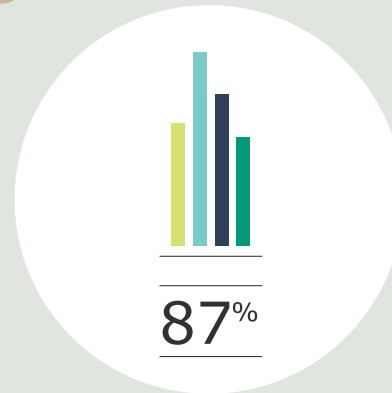# Our of visual device types
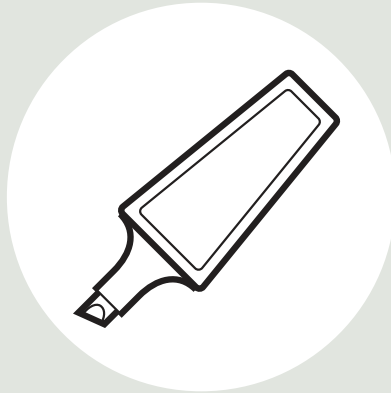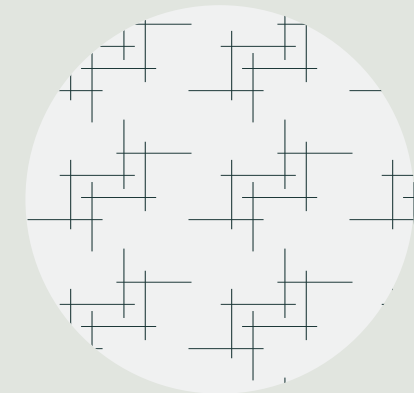
2.5.1
Illustrative icons

2.5.2
Glyphicons

2.5.3
Illustration

2.5.4
**Graphic devices**

87%

2.5.5
Charts, graphs and tables

2.5.6
Pattern and embellishment

WORKSAFE NEW ZEALAND

2.5.1 Illustrative icons

One part decorative, one part communicative – our illustrative icons add interest and pace to our design work without detracting from the overall messaging, and are a simple method for encouraging a read of specific information within the page hierarchy.

Example styling for illustrative icons:
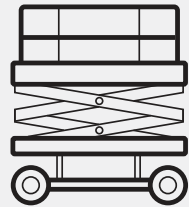
Elevated work platform
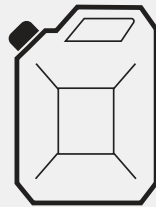
Petrol/ chemical storage

Safety clothing/ wear long sleeves

Handwashing

Highlight/ draw attention to

Directional indicator

Example styling for illustrative icons that visualise data:
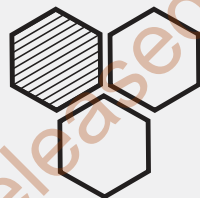
'We're going to focus our attention here...'
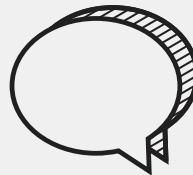
'In conversation with our key audiences...'
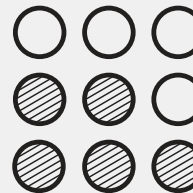
'Five out of nine...'

Inspired by:

Drawing on the unique inline characteristics of our logotype, icons utilise contrasting line weight as a means of connecting to the visual characteristics of our master identity.

Where to use illustrative icons

In support of key figures or statements.
Illustrative icons can visually aid the communication of messaging and data, particularly in instances of reports and lengthy documents. Functioning similarly to a pure text pull-quote, a supporting icon can help increase the likelihood of specific messaging being read.

Minimum usage size
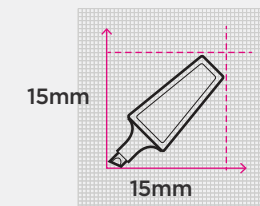
15mm

15mm

To avoid line weight degradation, the minimum dimensions for our illustrative icons are 15mm.
In instances where an icon smaller than 15mm would still be appropriate, consider using a glyphicon instead.

WORKSAFE NEW ZEALAND

2.5.2 Glyphicons

Our glyphicons are simplified, monochromatic icons and symbols created specially for use in our digital platforms.

Glyphicons are a finite set and are not to be created for publication without approval from the Senior Marketing Advisory team.

Creating icons

WorkSafe glyphicons are simple geometric shapes connected by strong, clean lines.

The building blocks of our icons are always geometric rather than organic.

WorkSafe's rules and geometry inspire our icon development
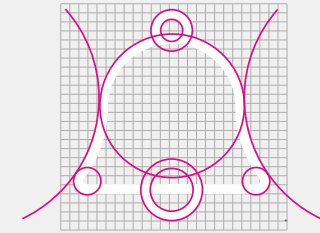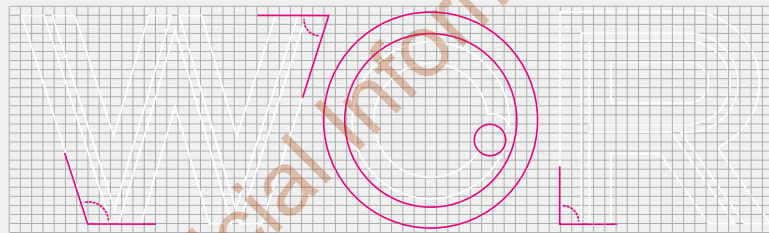
Maximum usage size
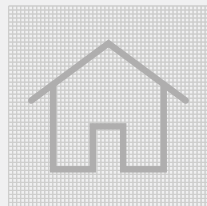
55 x 55 pixels

Action states versus location states

Icons on different platforms

ios

[1 pixel keyline]

Android

[2 pixel keyline]

Aligning icons

Align icon families visually rather than metrically.

WORKSAFE NEW ZEALAND
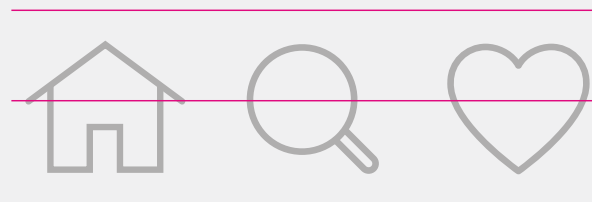
2.5.3 Illustration

Described as 'full illustration', we have two illustrative approaches in the WorkSafe toolkit: **technical illustration** and **character illustration**.

Technical illustration

An important tool for communicating complex WorkSafe guidance, our technical illustrations portray micro and macro levels of industry practice. Using as few elements as possible to convey a scenario, where possible, limit the colours used to the primary and accent palettes, restricting the use of tints to our black swatch only.

Protective shield
Water sprays

Tyre stop
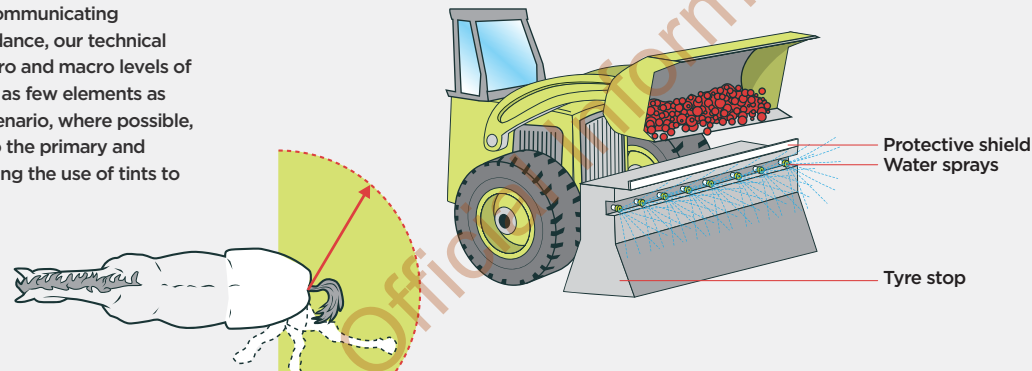
Considerations

Our technical illustrations are based on the traditional keyline format.

— Restrict colour use to the core WorkSafe palette.

— Ensure annotations are always on a horizontal plane.

— Avoid framing the illustrations.

Character illustration

50mm

Considerations

This style of illustration is only to be used in instances where photography is unavailable.

— Ensure that all characters have faces.

— The nature of the illustration style renders depictions of people inappropriate for use in large formats. Please follow the maximum size guideline, left.

— Try to avoid cartoon-like depictions of the natural environment.

WORKSAFE NEW ZEALAND

2.5.4 Graphic devices

The building blocks of our visual language, our rectilinear devices signal ownership by WorkSafe across our collateral. Decorative as well as functional, they are useful for visually structuring content to improve hierarchy and read.

1.

2.

3.

1. Page anchors

Derived from our core brand palette, page anchors are a visually dominant, stylised colour blocks typically used on cover pages and section headers to lead the typographic hierarchy, hang text boxes from and provide visual brand support. Ranging in width, page anchors generally follow a 3 x 8 proportion,with a stroke weight between 4pt and 18pt.

2. Document signposts

Providing a consistent navigation, document signposts are vertical tabs generally fixed top right on the page that define document function. Generated from our core palette, signposts are not to exceed a stroke weight of 10pt, and should be of a depth no greater than one-sixth the length of the page.

3. Content dividers and detailing rules

Useful when presented with lengthy text blocks of varying weights, content dividers separate content visually, improving the natural read of the messaging.

Detailing rules are stylistic interventions that provide support to smaller functional details like page numbers and URLs. They always run vertically or horizontally (at 90 degrees), and are never set diagonally.

Examples where a content divider might be used include:

- Breaking up a lengthy header from a lengthy subheading
- Visually connecting a pull-quote to body text
- Signalling a section break within lengthy body text

Compared with page anchors, content dividers generally are slimmer and longer, of a stroke weight not exceeding 3pt.

The weighting of detailing rules should never exceed .75pt.

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2.5.5 Charts, graphs and tables

Continuing the theme of contrast, we treat our charts, graphs and tables as we do illustration, seeking to balance solid graphic form with whitespace and linear rules.

Styling charts and graphs

Create charts and and graphs from solid-coloured shapes where possible, keeping the block forms free from keylines and superfluous detail.

Avoid a rainbow-like effect by generating graphs and tables from the core brand palette, using tints of these swatches to create distinction within the data.

Complex data can be made to feel clearer and more approachable with generous use of surrounding white space.

Consider

Introduce graphic interest by making a detail out of key information, treating data as you would a pull-quote or infographic.

Styling tables

Try to keep tables as simple as possible, avoiding any unnecessary styling of vertical cells with solid colour blocks or rules.

Consider using tints of grey to help improve definition between vertical cell content as necessary.

Location of incident

- Work
- Home
- Transit
- Other

7%
15%
18%
60%

Reported incidents (monthly)

- Number of incidents

Case allocation
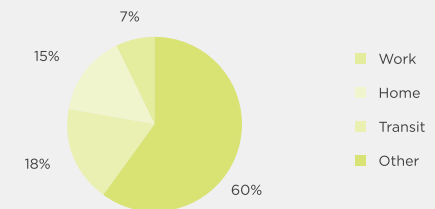
2012   2016

- Resolved
- Unresolved
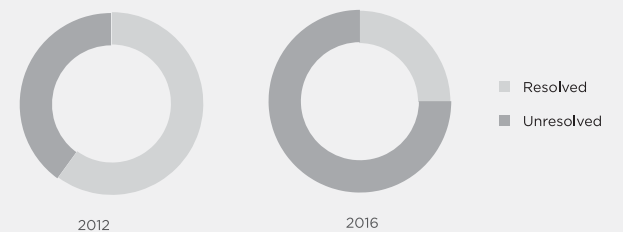
Status	2012	2016
Resolved	40	25
Unresolved	60	75

2.5.6 Pattern and embellishment

On occasion you may need to generate a new pattern or embellishment.
In keeping with our visual identity we look to the in-line forms of our logo for inspiration.

Abstract
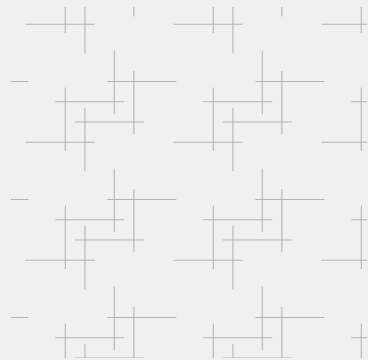
Abstract patterns like these are best used lightly, for instances where additional decorative brand support is desired and photography is otherwise unsuitable.

Mechanical

Mechanically inspired patterns like these would be useful for more rational, highly technical spaces.

Considerations

Consider whether there is a real need for an embellishment – a photograph will always deliver a more natural, human connection.

If a decorative detail is desired, first look to our suite of graphic devices and consider whether a page anchor or detailing rule may be suitable.

Avoid creating patterns that involve a repetition of solid forms – it's important that anything generated doesn't compete with the primary communication of the document.

Please ensure that the stroke weight of any pattern generated does not exceed 1pt.

Given are examples only, and permission must be sought from the Brand & Marketing Advisory team.

WORKSAFE NEW ZEALAND

2.6

Language

What we say matters. How we say it matters too.

Getting you home healthy and safe. That's what we're working for.

More than a mantra, it is our public-facing articulation of who we are and why we are here. As a reflection of our values, it's important to note that whenever this message appears, that it be set in sentence case.

Written tone

We educate people about why health and safety is so important. We engage with people so we get each other. And when we have to, we enforce.

We're all about helping people, and improving — even saving — New Zealanders' lives. So we should sound like people when we talk. Keep it simple and informal and don't forget the human touch; people really warm to that.

Internal comms

As a rule of thumb, write internal comms the same way you would with anything external.

— Keep it simple, informal and to the point

— Try to picture your audience and write for them

— Clear always beats clever.

Performance story

For annual reports or corporate profiles, chances are you'll have a fair amount of content to manage.

— Keep the language simple and the sentences punchy

— Structure is your friend; have a clear beginning, middle and end

— Avoid the temptation, and the pressure, to use corporate-speak

— Use facts and stats; these really add credibility.

Presentations

We've all sat through long-winded presentations, and the world's not crying out for another one.

— Short is more memorable

— The fewer slides, the better

— Bullet points help people take it in

— If a short word can replace a long one, use it

— Use your slides as a prompt, not a script.

Advertorials

While advertorials are a longer format, stick to the language guidelines and your reader should stick with you.

— A good headline is gold

— Picture your audience and write for them

— Simple logic beats hard-sell

— Report speech; it's all about credibility.

Our persona

— We're helpful
— We know our stuff
— We're approachable

Our language

— Simple
— Clear
— To the point

Tone of voice

— Honest
— Open
— Personable

Our tone

— Educate and engage, and where approriate, enforce.

Our purpose

Social Media

Writing here is all about engagement. After all, it's a conversation.

— Keep it light, keep the human touch

— Make sure all New Zealanders can relate to what you're saying

— Don't be too corporate or finger-pointy

— Pause before you post. A quick response is good, but check it's right first.

Online copy

There are all kinds of online content you might have to write. For the most part, the same rules apply.

Web copy should be shorter than print copy. If you're reading it on a phone screen you'll appreciate why. Give the reader a taste of what they'll experience and make them want to read more.

— Keep it simple and to the point

— Break it up with sections and bullet points

— Hook the reader in early.

3

Application

3.1
Printed collateral

Bringing all our identity ingredients together.

WORKSAFE NEW ZEALAND

5 April, 2017

Simon Davies
86 Junction Street,
PO Box 236,
Wellington 6023

Dear Simon,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Yours sincerely,

Amanda Wayman
Senior Marketing Advisor

Amanda Wayman
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Communications Team

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Roles and responsibilities

Statement of intent

WORKSAFE NEW ZEALAND

Ngā mihi, thank you