



ShedSafe Guidelines

Style and Usage Guide Version 4

October 2013

Preamble



Financial members of the Australian Steel Institute (ASI) who have been successfully accredited to the ShedSafe program are entitled to use the ShedSafe Accreditation Logo only to the extent permitted by the rules of use contained in this Style Guide.

Where there is uncertainty as to the rules contained in this Style Guide, the matter should be referred to ASI ShedSafe Management.

The Australian Steel Institute is the only body which may amend this Style Guide.

All text, graphics, layout and other elements of content in the ShedSafe Accreditation Logo are owned by ASI and protected by copyright and other laws.

Unauthorised use of the Logo will violate copyright and other laws and is prohibited. The ShedSafe Accreditation Logo cannot be used in a way that is misleading, likely to adversely affect the interests of ASI or brings ShedSafe into disrepute.

ASI reserves the right to take enforcement action in respect of any contrary use of which it becomes aware.

The ShedSafe Accreditation Logo is used by both ASI and accredited ShedSafe companies to promote the accreditation program to clients.

Table of Contents



Purpose of Guidelines	3
Talking ShedSafe: Conversations with Customers	4
Messages to be used when talking about design	4
Messages to be used when talking about your accreditation	5
Talking about your sheds	5
Incorrect messages	6
Using just the logo	8
Correct logo to use	9
Correct reproduction of the ShedSafe Logo	10
Examples of what not to do with the logo	10
Spacing around the logo	11
Correct colours for the logo	12
Using the ShedSafe logo as a secondary logo	13
Company promotion	13
Promoting products	14
Third party logos	15
Examples of the ShedSafe Logo in use	16
Press ads and websites	17
Caps	18
Shirts	19
Pens	20
Posters	21

Purpose of Guidelines



This guide is for ShedSafe accredited manufacturers and shed sellers.

It provides:

1. guidelines and examples for how the ShedSafe logo should appear in your marketing material, and
2. the words and phrases to use in marketing and when describing ShedSafe to customers.

The style guide should be consulted whenever the ShedSafe Accredited Logo is used.

Misusing the ShedSafe logo and not complying with these guidelines can expose you and the ASI to the risk of legal proceedings.

ShedSafe has been developed as an asset for accredited members.

It will help raise standards throughout the industry by:

- educating consumers and
- providing a new benchmark

With your help, ShedSafe will be a lasting, respected brand.

It will influence the purchasing decisions of most, if not all, consumers shopping for sheds.

ShedSafe should also be an asset to your business. It will ensure your efforts to maintain compliant engineering and design standards are recognised. It should also make it harder for those who do not maintain standards.



ShedSafe has been developed to be an asset to your business.

- It will ensure your efforts to maintain compliant engineering principles and design standards are recognized, and
- It will influence the purchasing decisions of most consumers shopping for sheds.

ShedSafe is likely to be its most useful during discussions with customers.

Whether those discussions are face-to-face, over the phone or via email, ShedSafe can be a useful reference tool.

Messages to be used when talking about design

We are ShedSafe Accredited.

Our ShedSafe accreditation reflects our commitment to supply sheds that meet ShedSafe standards.

To comply with the Code, accredited ShedSafe sellers must consider a range of site-factors. These site-factors influence the maximum wind speed that your shed must withstand. The site factors are:

- the region it is built in and the risk of severe weather events like cyclones
- the surrounding terrain and topography
- any nearby shielding by other buildings
- the final use and purpose of the shed
- the model of shed you're after, including any alterations and additions

As a ShedSafe accredited seller we consider all these site factors and will recommend a specification in their quotation.

As a ShedSafe accredited manufacturer, we are committed to ensuring all designs are engineered to current design codes.

The strength of ShedSafe lies in your commitment to provide sheds designed to the BCA. Often it will be handy to talk about that commitment and what that means.



Messages to be used when talking about your accreditation

We are ShedSafe Accredited.

We are committed to providing site-specific shed designs that meet the Building Code of Australia.

We are committed to staying abreast of changes to the Building Code of Australia and completing ShedSafe training.

Our shed designs engineering principles have been reviewed by an independent third party process to ensure they are consistent with the current Building Code of Australia.

Talking about your sheds

A ShedSafe accredited shed is one provided by a ShedSafe accredited manufacturer.

ShedSafe sheds only refer to the manufacturer's and seller's commitment to the standard of design and site specific specification of the shed, not its final construction.

Many shed sellers must rely on a third party or partner to build their customers' shed.

ShedSafe does not influence the builder and the quality of the shed's construction.

Therefore you can only talk about the influence ShedSafe has on the design of your sheds. Refer to the Messages about Design section earlier.

However, depending on your business model, your suppliers and your preferred builders, you may be able to speak to the quality of the entire process and the final built product.



Incorrect messages

The following messages are **not correct** and not consistent with the objectives of ShedSafe.

Any ShedSafe accredited member found to be stating or implying any of the following messages may be liable for legal proceedings.

ShedSafe is a guarantee

This is not true and the word “Guarantee” should not be used within the same sentence as ShedSafe. Other examples how guarantee should not be used:

We guarantee all our ShedSafe sheds

Our sheds are ShedSafe guaranteed

We provide guarantee for our sheds. We are ShedSafe accredited.

All our sheds have been checked by ShedSafe

This is not true. Manufacturers provide documentation and engineering calculations for this to demonstrate their engineering principles meet ShedSafe. ShedSafe does not check every individual design and building.

A shed sold by someone not ShedSafe is not safe

This is a misleading statement. A manufacturers or seller who are not yet registered with ShedSafe may not be participating in the program for a range of reasons and at no point should it be implied that their product is not safe or non compliant.

A ShedSafe shed is safe to live in and harmless to the consumer

This is a misleading statement. A ShedSafe shed meets BCA requirements however that does not mean it is appropriate to be used as a dwelling. Local council regulations outline the use of a structure as a dwelling.

ShedSafe sheds are constructed from steel and it should not be suggested that they are harmless.

Talking ShedSafe: Conversations with Customers



ShedSafe provides consumer protection

This is not true. ShedSafe does not provide consumer protection against their purchase, especially in relation to deposits. These matters are managed by State legislation and are issues between buyer and retailer.

ShedSafe sheds are built correctly

This is misleading. ShedSafe only refers to the design and engineering of sheds. The Accreditation program does not include third party builders who construct the shed.

Using just the logo



Key to the success of the Accreditation program is the ability for consumers to easily identify those who are ShedSafe accredited.

The ShedSafe Accredited Logo promotes your accreditation immediately to consumers.

Often the easiest way to convey the message of ShedSafe to consumers is to use the ShedSafe logo on your materials and also provide supporting communication material developed by ShedSafe such as the website and brochures.

Correct logo to use



The ShedSafe Logo is available in full colour, mono (shades of black/grey) and two variations of reversed (white) to suit a range of print needs.

The following information is to help you decide which logo is required for your print job.



Primary logo

- ◀ Full colour logo, printed on white or light background. All endeavours should be made to use this logo for all marketing materials



Logo options

- ◀ For use where colour reproduction is not possible. Black and white advertising and printing, low quality printing or copying ie: Photocopy, Fax, Newsprint etc. For use on light or white coloured backgrounds.



- ◀ For use where colour reproduction is not possible. Black and white advertising and printing, low quality printing or copying ie: Photocopy, Fax, Newsprint etc. Only invert when the logo is placed on a dark/black background.



- ◀ When the logo is on a coloured background, the logo background is to appear white. Please make sure the background colour has enough contrast to the logo. Do not use on light colour background.

Correct reproduction of the ShedSafe Logo



The logo can only be used in its original form and is not to be tampered with in any way.

THE FOLLOWING ARE EXAMPLES OF WHAT NOT TO DO WITH THE LOGO:



◀ Never distort, stretch or rotate logo



◀ Never change the colours



◀ Never add, delete or modify logo elements

Correct reproduction of the ShedSafe Logo



Spacing around the logo

Use the size of the << H >> in the ShedSafe Logo as a guide for the closest distance that another object (logo, picture, tagline, etc) can be positioned next to the ShedSafe Logo:



For example:



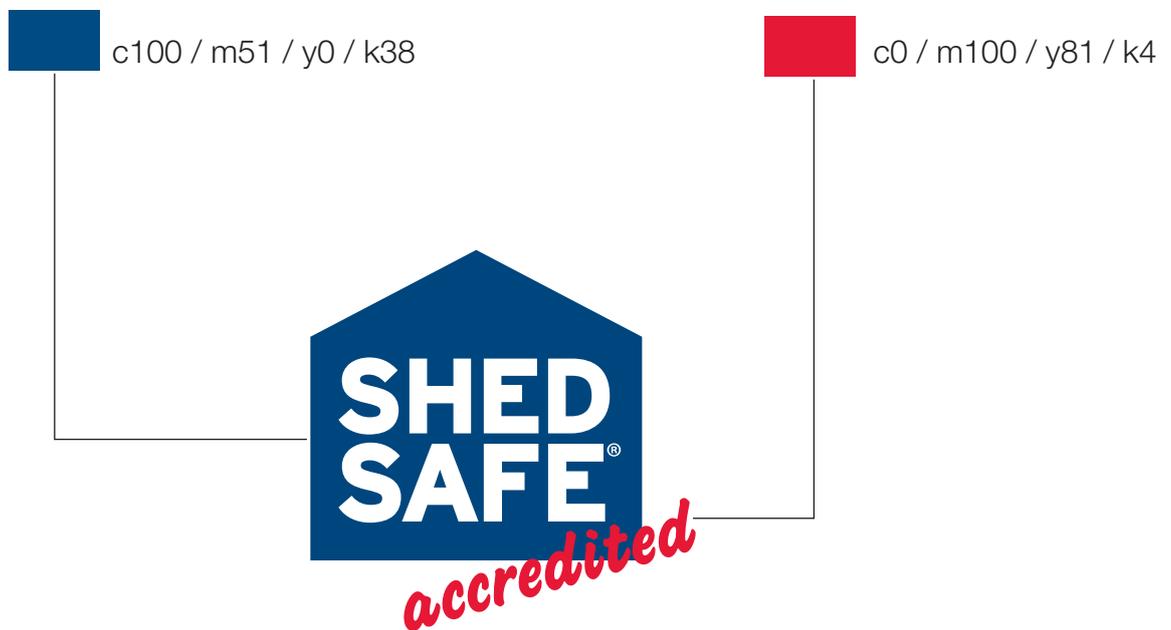
Correct reproduction of the ShedSafe Logo



Correct colours for the logo

The logo is available for 4-colour (process, or cmyk) reproduction.

The colour breakdowns are:



The equivalent Pantone colours are:



Using the ShedSafe Logo as a secondary logo



Company promotion

Manufacturers and sellers who are ShedSafe accredited are encouraged to display the ShedSafe logo in close proximity to their own logo.

The use of the two logos together is ONLY to occur when either no individual products are featured or ALL featured products are accredited; please see following page for clarification.



✓ ShedSafe Logo is smaller, separate and positioned to either side



✗ Do NOT attempt to amalgamate the company logo with the ShedSafe Logo in any way

Using the ShedSafe Logo as a secondary logo



Promoting products

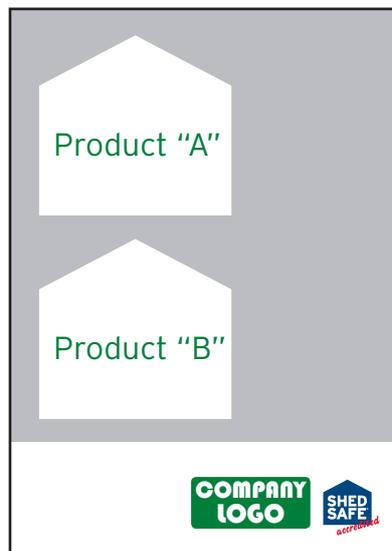
Technically, it is a manufacturer's design principles that are ShedSafe accredited, rather than the manufacturer or retailer themselves. Therefore all shed sellers must use the ShedSafe logo with care to avoid misleading the customer.

If a seller retails a variety of products such as water tanks and carports, or retails sheds supplied by multiple manufacturers, ONLY those steel shed products manufactured by a ShedSafe accredited manufacturer may be promoted as ShedSafe.

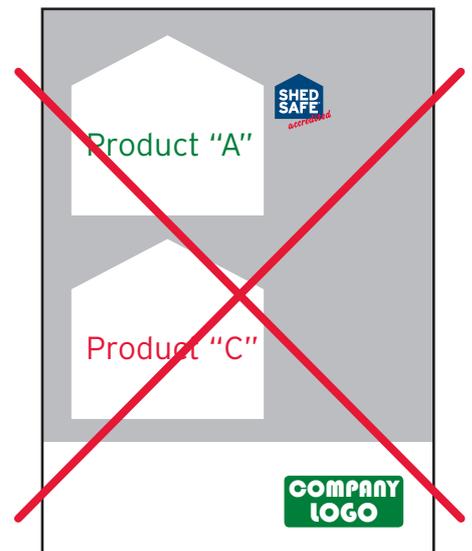
The following examples are a guide for how to deal with such situations:



In this example, Product "A" is ShedSafe Accredited, so the Company Logo can have the ShedSafe Logo next to it.



In this example, Product "A" and Product "B" are ShedSafe Accredited, so the Company Logo can have the ShedSafe Logo next to it.



In this example, Product "A" is ShedSafe Accredited, but Product "C" isn't - this is not acceptable as only ShedSafe sheds can be promoted in conjunction with the ShedSafe logo.

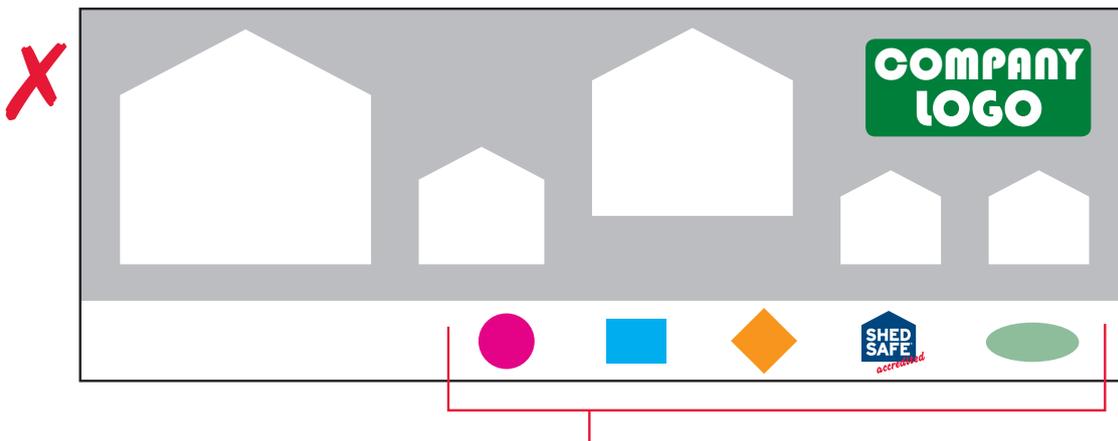
Using the ShedSafe Logo as a secondary logo



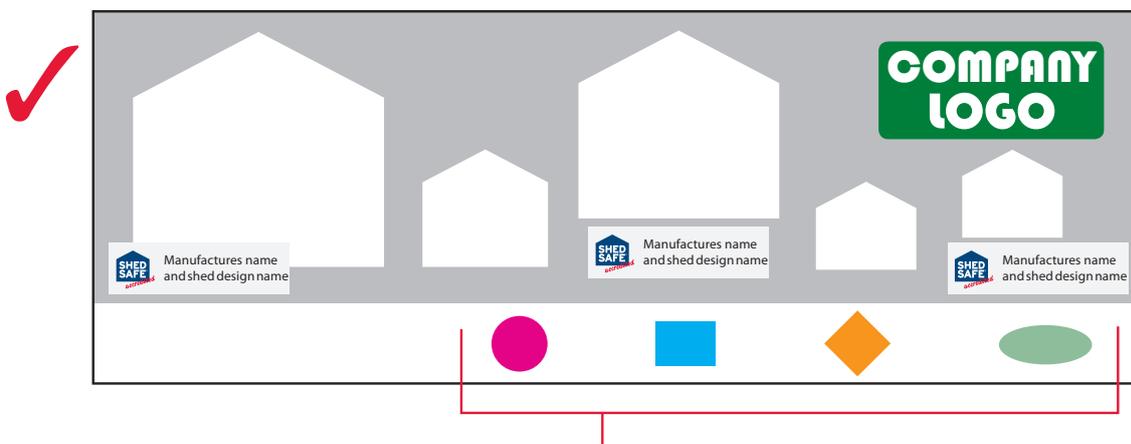
Third party logos

Some manufacturers and sellers may wish to include secondary logos in their advertising such as the logos of their suppliers. It is important that the ShedSafe logo is not placed amongst the logos of other third parties as it could be misinterpreted that those parties are ShedSafe accredited.

The following provides examples of layouts that are appropriate when using third party logos.



In this example, the ShedSafe Logo is incorrectly grouped with other secondary entities that may not be ShedSafe.



In this example, the ShedSafe Logo is positioned next to products that are genuinely ShedSafe. When a supplier is selling sheds from various manufacturers the ShedSafe accredited logo can only be used on sheds supplied by the manufacturer who has accreditation for that particular shed. Reference should include the manufacturing name and shed design.

Examples of the ShedSafe Logo in use



ShedSafe encourages you to promote your ShedSafe accreditation where possible. The following are examples of correct use of the ShedSafe logo on common promotional products.

Please note, the ShedSafe accredited logo should be placed only in conjunction with the accredited business who is a current financial member of the ASI .

Where a manufacturer or seller is no longer accredited, it is the responsibility of the company to cease using the logo on all printed materials and any promotional materials.

Failure to do so may incur legal proceedings.

Examples of the ShedSafe Logo in use



Press ads and websites

Generic press ad layout with ShedSafe Logo next to a genuine Shed Safe products.

The ShedSafe logo as shown in this example can be used as both sheds are accredited. The ShedSafe logo can only be used if the press advert displays accredited ShedSafe sheds.

The logo CANNOT be used if the advert contains both accredited and non-accredited sheds.

Generic website layout with ShedSafe Logo in a stand-alone panel explaining the benefits of Shed Safe accreditation.

Text within the panel MUST reference the manufacturer and the range of designs/sheds that are accredited, eg. applicable to manufacturer "X", shed "A", "B" and "C".

Examples of the ShedSafe Logo in use



Caps



If the cap has an existing company logo, it is suggested that the ShedSafe Logo is positioned on the side of the cap, as shown.



If the colour of the cap doesn't suit the colour of the ShedSafe Logo, it is recommended that the ShedSafe Logo sits on a white background, as shown.



Where a light coloured cap is used (above, left) the primary coloured logo is featured; for a dark coloured cap, use the reversed mono version of the logo (above, right).

Examples of the ShedSafe Logo in use



Shirts



If the shirt has an existing company logo, it is suggested that the ShedSafe Logo is positioned on the opposite pocket or on the sleeve, as shown, above.



For a dark coloured shirt, choose the reversed mono ShedSafe Logo (above, left) or use the primary coloured logo on a white background (above, right).

Examples of the ShedSafe Logo in use



Pens



NB: Different suppliers will have differently-sized printable areas, therefore the above example is indicative only.

Examples of the ShedSafe Logo in use



Posters



Generic poster with ShedSafe as the hero.



Company poster using ShedSafe as a secondary logo.