



Quality Mark Guidelines

Version 1.0 June 2024

Smas Worksafe Quality Mark

The Smas logo and Smas Worksafe Registered Quality Mark are beacons for our brand. It's what distinguishes and separates us from our competitors. It is our single most important asset, therefore it must be treated and used in accordance with these guidelines. In this section, we'll show you how (and how not) to use them.



The Smas Worksafe Registered Quality Mark is suitable for use across a range of print and digital applications.

The quality mark features a white stroke around the outside allowing for it be used across a range of different dark and light-coloured backgrounds. As a general rule however, the quality mark will look best when presented on white or black background.



Quality Mark Exclusion Zone

Minimum clearance area



To maintain the integrity of our quality mark and give it as much visual impact as possible it's important to adhere to clear space rules. The clear space zone is based on the height of the shield from the Smas Worksafe Registered Quality Mark. This should be used as a minimum clear space guide for all applications.

Minimum size (digital)



Minimum size (print)



Quality Mark Don'ts

The Smas Worksafe Registered Quality Mark certification mark should never be altered in any way from the original artwork provided. The examples below show incorrect usage of the Smas Worksafe Registered Quality Mark.



Do not alter the quality mark's colours in any way.



Do not alter the quality mark's shape in any way.



Do not add elements or shadows to the quality mark.



Do not change the font used.



Do not place the quality mark in a holding shape.



Do not outline the quality mark.



Do not rotate the quality mark.

Contacts



If you have any questions please contact the
Smas Worksafe Marketing Team:

 marketing@smasltd.com