

AWARE NS

Nova Scotia Health + Community Services Safety Association



Brand Guidelines

Your Toolkit for Collaboration

Our Story

Achieving our vision of **safe + healthy people; safe + healthy workplaces** requires transformational change. The sustainability of Nova Scotia's healthcare and community services system depends on a strong, healthy workforce that understands the importance of working safely and returning home safe.

Our brand supports this mission. At its heart is the AWARE-NS logo—a symbol of credibility and trust. Consistent, correct use ensures recognition and reinforces our commitment to safer workplaces across the province.



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Our Logo

The AWARE-NS logo is a key brand element, available in horizontal (primary) and vertical formats. If the full organizational name isn't included, place it nearby on the same page. To maintain readability in small-scale applications, the Wordmark-only option may be used independently.

LOGO VARIATIONS

PRIMARY



WORDMARK-ONLY



VERTICAL



LOGO COLOURS

FULL COLOUR



ONE COLOUR



REVERSED



Logo Usage

Always use approved logo files and maintain clear space around the logo to ensure visibility and impact. Minimum size requirements apply for both digital and print use to maintain legibility.

AWARE + NS

Nova Scotia Health + Community Services Safety Association

MINIMUM CLEAR SPACE



MINIMUM SIZES

AWARE + NS



Print: 1.25"
Digital: 200px

AWARE
+ NS



Print: 0.72"
Digital: 125px

Logo Don'ts

Do not distort, recolour, or add effects to the logo. These alterations compromise brand consistency and reduce the logo's clarity and impact.

Do not rotate

~~AWARE+NS~~

Do not use if not enough contrast

~~AWARE+NS~~

Do not overlap elements

~~AWARE+NS~~

Do not outline the logo

~~AWARE+NS~~

Do not stretch or distort

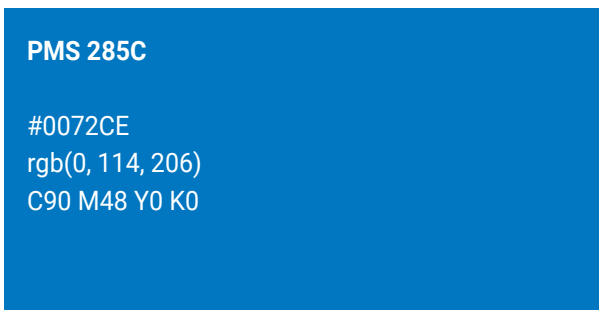
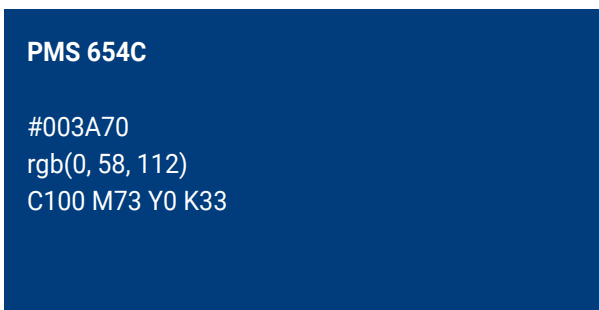
~~AWARE+NS~~

Do not change colours or add effects

~~AWARE+NS~~

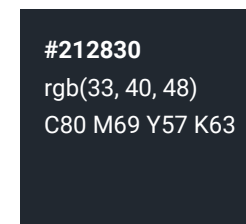
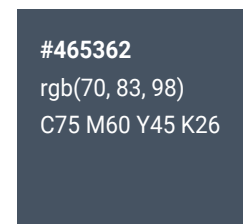
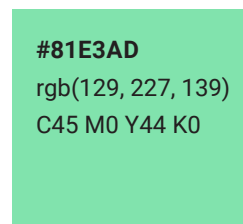
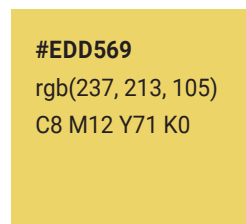
Brand Colours

PRIMARY COLOURS



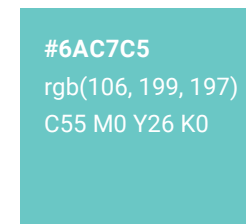
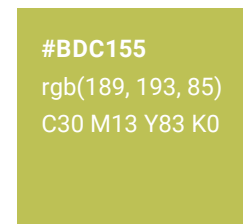
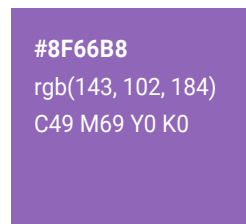
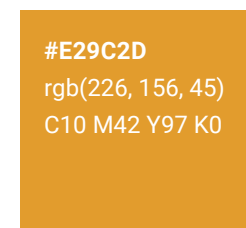
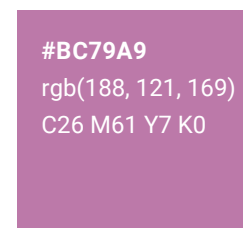
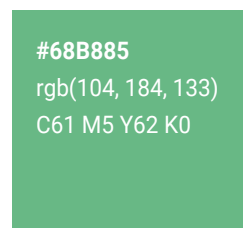
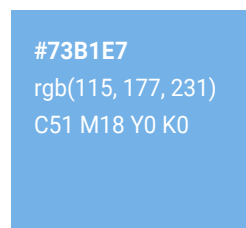
Use RGB and HEX values for digital applications and Pantone® or CMYK values for print.

SECONDARY COLOURS



Secondary colours can be used alongside primary colours and are not tied to a program. #212830 can be used as an alternative to black.

PROGRAM COLOURS



Use lighter tints or darker shades of the program colours as needed, alongside the main program colour.

Typography

PRIMARY

This is Poppins. Our primary typeface for headings.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Poppins brings a fresh, geometric presence to modern interfaces, headlines, and digital displays. Its clean lines and pure forms create a friendly, contemporary impact for all your main headings.

*Fonts available at [Google fonts](#)

SECONDARY

This is Roboto. Our primary body typeface.

Roboto is the go-to for smaller headings, body copy (paragraphs, captions, lists), and disclaimers. Its clean, versatile design guarantees strong readability throughout your content.

FALLBACK

This is Arial Nova. Our fallback typeface.

*Use Arial if Arial Nova isn't available

Arial Nova is the universal fallback for text when primary fonts are unavailable, making it a safe option for both web and Microsoft Office. It should be used for all internal documents and resources.

ACCESSIBILITY

Font size

Recommended minimum font size for body text: 16px or 11pt

Colour contrast

Normal text (under 18pt)	4.5:1
Large text (18pt+ or 14pt bold+)	3:1

Tone & Voice

AWARE-NS speaks with authority, clarity, and empathy. Messages should align with the organization's safety mission.

PROFESSIONAL

Communication should be clear and fact-based, ensuring all messages are accurate, easy to understand, and grounded in truth. This approach builds trust, reduces confusion, and supports informed decision-making.

- Use plain, accessible language to ensure clarity
- Support statements with reliable data or verified sources
- Review all content for consistency and accuracy before publishing

SUPPORTIVE

Foster a culture that prioritizes workplace safety by encouraging proactive habits, shared responsibility, and continuous learning at all levels of the organization.

- Promote awareness through regular training and communication
- Recognize and reward safe behaviors and practices
- Encourage open dialogue and reporting of safety concerns

ACTION-ORIENTED

Use direct, action-focused messaging to spark interest, encourage participation, and reinforce key messages in a clear and purposeful way.

- Start with clear calls to action and intentional language
- Keep messages concise while maintaining impact
- Tailor tone and content to suit your audience

Tone & Voice

AWARE-NS speaks with authority, clarity, and empathy. Messages should align with the organization's safety mission.

INCLUSIVE

Communication should actively involve and value diverse perspectives, ensuring all voices are heard and understood. This approach fosters a sense of belonging, enriches discussions, and leads to more comprehensive outcomes.

- Use welcoming language that embraces diversity
- Actively listen and seek input from all team members
- Address potential barriers to participation and understanding

COLLABORATIVE

Communication should facilitate cooperation and shared effort towards common goals, enabling effective teamwork and collective problem-solving. This approach strengthens relationships, maximizes efficiency, and drives innovation.

- Encourage open exchange of ideas and information
- Promote shared ownership and accountability
- Utilize tools and platforms that support group interaction

RESPECTFUL

Communication should demonstrate consideration and deference for others' feelings, opinions, and backgrounds, fostering a positive and professional environment. This approach builds trust, minimizes conflict, and strengthens interpersonal connections.

- Use polite and considerate language at all times
- Avoid personal attacks or dismissive remarks
- Acknowledge and value differing viewpoints, even if you disagree

Grammar

Good grammar is fundamental to clear communication. It enhances readability and credibility, ensuring your message is understood exactly as intended, without ambiguity or misinterpretation.

PUNCTUATION

Use commas, periods, semicolons, and other punctuation marks correctly to guide the reader and clarify meaning. Apply the Oxford comma in lists for clarity and consistency.

SUBJECT-VERB AGREEMENT

Ensure subjects and verbs agree in number (singular subjects take singular verbs; plural subjects take plural verbs). For example, “The team is dedicated,” not “The team are dedicated.”

SENTENCE STRUCTURE

Construct grammatically sound sentences with clear subjects and verbs. Varying sentence structure can also make your writing more engaging.

PRONOUN USAGE

Use pronouns (e.g., he, she, it, they) correctly, making sure they clearly refer to their intended nouns and agree in number and gender. Avoid ambiguous pronoun references.

SPELLING

Always use Canadian spelling (e.g., labour, organize, centre). Proofread carefully and use spellcheck for any spelling errors. Even minor typos can detract from your message’s professionalism.

Imagery Guidelines

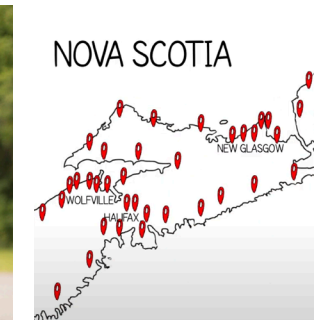
When choosing images and visuals, make sure they always reinforce the brand's core mission of safety and care. We want to visually communicate these values clearly to our audience.

Approved Styles

- Use high-quality photographs of professionals in safe work environments.
- Incorporate infographics to highlight important safety statistics.
- Feature authentic imagery that genuinely depicts Nova Scotia's workplaces.

Avoid

- Stock images that don't relate to workplace safety.
- Overly staged or artificial-looking visuals.
- Always ensure images are inclusive, showing diverse representation of workers.



Accessibility: Use alt text for images in digital communications.

Program Branding

Our programs are colour-coded. When creating materials, always follow the specific colour assigned to each program and use photos that align with the program's theme. This helps to clearly differentiate each program at a glance.

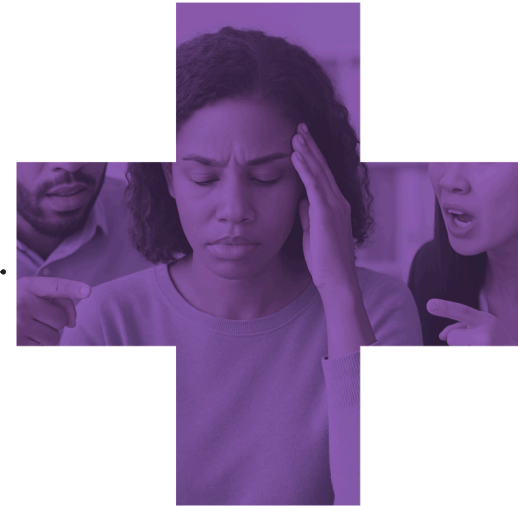
*See page 5 for program colours

SAMPLE - COLOUR CODED IMAGES



SAMPLE PROGRAM ELEMENTS:

1 Colour-coded duotone image in shape



2 Program heading → PROGRAM 05

3 Colour coded symbol and program title



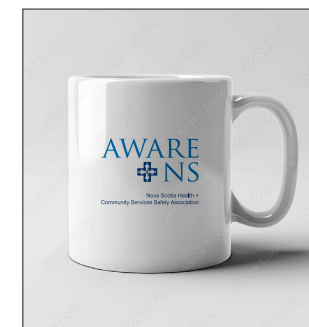
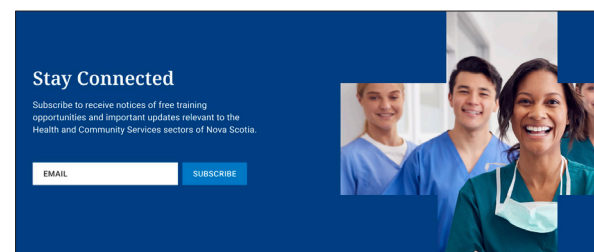
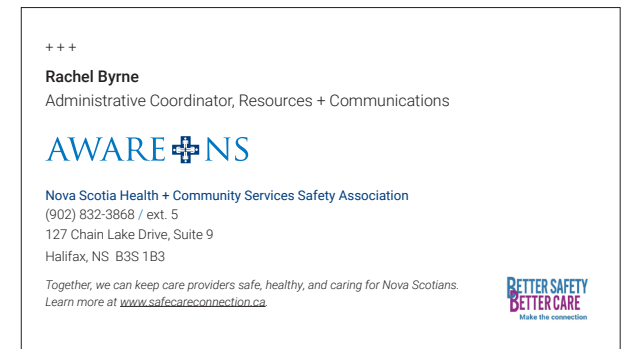
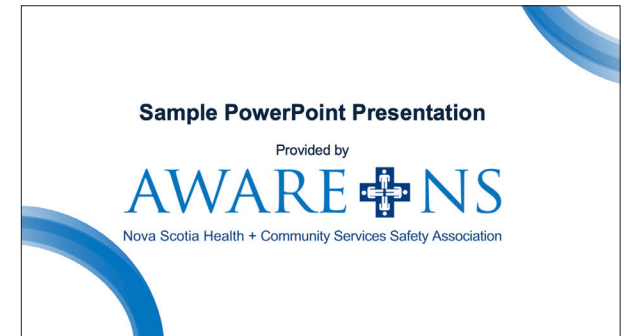
Workplace Violence Prevention Workshop

4 Program description

A Safety Management System (SMS) helps ensure employee health and safety by proactively identifying and controlling hazards.

Sample Applications

Here are some clear examples of how to effectively use the horizontal logo, the vertical logo (both with and without its tagline), and other key brand elements. It also highlights how to integrate the distinctive “+” shape and various program icons across different applications. These examples are crucial for ensuring consistent and impactful visual communication in all your materials.



Questions

If you have any questions or need support with our brand, feel free to contact info@awarens.ca

AWARE  NS

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