



# Ask for IOSH

Brand and marketing guide

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# IOSH logo usage policy

The IOSH logo is a key element of our brand, designed to convey our authority and core professional characteristics. It is an important organisational asset.

Reproduction of the logo is carefully controlled to ensure that it is used in appropriate contexts and applications, as well as in the correct format and style. This policy applies to both print and electronic media. The IOSH acronym, the IOSH mark and other elements of the corporate identity are trademarked and protected under copyright law. Misuse of the logo or contravention of the policy will be treated seriously and dealt with accordingly.

Full reproduction guidelines and logo configurations are available to authorised users in our logo pack.

## Who can reproduce the logo?

### Partners

For example:

- collaborators in a project where we are formally involved
- organisers of events that IOSH is sponsoring or officially associated with
- approved training organisations.

The logo should only be reproduced with IOSH's consent.

Usage is restricted to direct, specific references to the particular project, event or training programme. The logo should not be used to imply a broad or generic IOSH association.

## Who can't reproduce the logo?

### Individual members

The logo represents IOSH as a corporate body, regulated by a formal governance structure and incorporated by Royal Charter. It is therefore not appropriate for members to use the logo on an individual basis, whether on stationery (including business cards), websites or other business and communication materials.

We encourage members to use their post-nominal letters. They may, of course, state their full IOSH membership category where relevant.

Chartered Members can use a special version of the IOSH logo in certain circumstances – contact [csc@iosh.com](mailto:csc@iosh.com) for details.

# Social media

## Social media plays an important role in the 'Ask for IOSH' campaign.

IOSH shares a wide variety of news and information through its range of social media channels to maximise engagement – letting more people see and benefit from our content.

As a Training Provider, if you are active on social media, in particular on LinkedIn, you can promote your courses, share good practice and industry news by sharing IOSH Training through your channels.

This guide has been developed by the IOSH Marketing Communications team to offer good practice guidance on how to use social media as an IOSH Training Provider. If you have any questions about this guidance, please contact [brand@iosh.com](mailto:brand@iosh.com)

Every approved IOSH Training Provider can request their approved centre logo by emailing [logo@iosh.com](mailto:logo@iosh.com).

This logo pack details your unique approved centre number, which you can use on email signatures, social platforms and your training materials.

### Get involved

- Follow and share your own training stories by tagging IOSH Training on [LinkedIn](#)
- Use #AskforIOSH to show your network you are an approved IOSH Training Provider delivering IOSH courses
- Encourage your delegates to tell their stories by using #AskforIOSH

# Trade marks

## Our registered trade marks

We're committed to protecting and building your market by defending our trademarks.

IOSH Working Safely®, IOSH Managing Safely®, Managing Safely® and IOSH Leading Safely® are all products with UK registered trademarks. If you are an IOSH-approved training provider operating in the UK, when you write about your courses you must place a registered trademark symbol (®) immediately next to the first mention of the trademarked term in the body copy. In subsequent occurrences of the course title, you can drop the "IOSH" prefix and the trademark symbol.

The trademark symbol should not be used in headlines, titles or sub-headings.

### Creating the registered trademark symbol manually

Position your cursor at the end of the trademarked term, leaving no space after the last letter.

Then create the registered trademark symbol:

- **on a Windows PC** press and hold Alt while typing 0174 on the number pad
- **on a Mac**, press the option + r keys at the same time.

Once you have created the trademark symbol, you can copy and paste it onto materials used online.

### For trademarked courses

We will be updating all our marketing collateral to support you with the right resources. We recommend that you update your materials as soon as you can.

### Trademarked courses and titles

- IOSH Working Safely®
- IOSH Managing Safely®
- IOSH Leading Safely®
- Managing Safely®

### Our other course titles

- Safety, health and environment for construction workers
- Fire safety awareness
- Working Safely translations
- Managing occupational health and wellbeing
- Safety, health and environment for construction site managers
- Fire safety for managers
- Managing Safely refresher
- Managing sustainably
- Managing Safely translations
- Environment for business
- Corporate governance
- Corporate risk essentials

# Examples



✗ Incorrect name and style for a document cover



✓ Correct name and style for a document cover

## Guided learning hours

Working Safely takes five hours and thirty minutes made up of:

- five hours of learning
- 30 minutes for the assessment

The assessment must be done once the full course has been completed.

✗ Incorrect form in body copy (first mention)

## Guided learning hours

IOSH Working Safely® takes five hours and thirty minutes made up of:

- five hours of learning
- 30 minutes for the assessment

The assessment must be done once the full course has been completed.

✓ In body copy (first mention): IOSH Working Safely®

## Who is Working safely® for?

Anyone employed or looking for employment

### Level

Awareness

### Course pre-requisites

✗ Incorrect name and form in subtitle

## Who is Working Safely for?

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Awareness

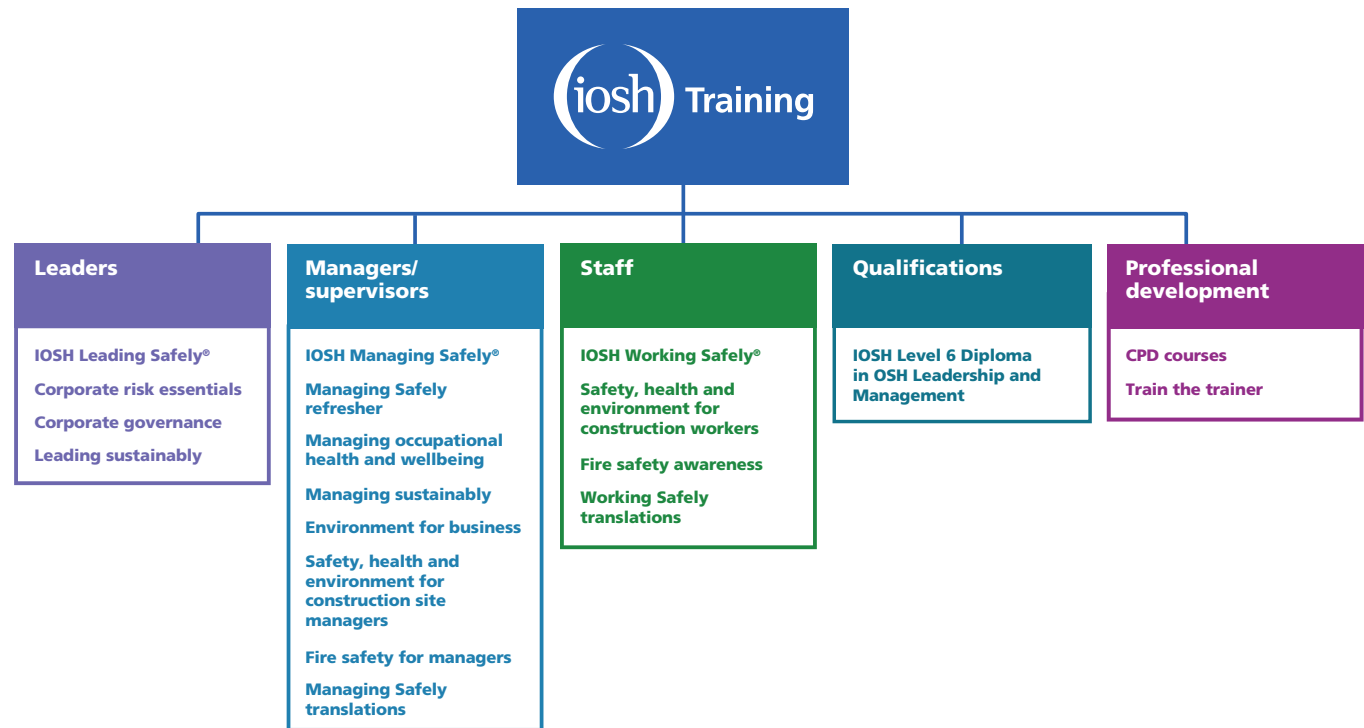
### Course pre-requisites

✓ Correct name and form in subtitle

# Brand architecture

## The IOSH Training architecture

This a framework for the look and feel of our training materials.



# Top tips

## 10 top tips – How can we increase engagement?

Here are some top tips to help you when engaging on social networks.

### 1 Make your post topical

People respond well to news content. IOSH generates plenty that you could like, share, or re-post. Indeed, our audience looks to us as a trustworthy source of information.

### 2 Make it helpful

Helpful content is shareable content. Guides, reports, how-to videos, demos, simple explanations of complex regulations – all this is content that helps OSH professionals in their daily lives. Include signposting phrases in the post like 'guide', 'how to', 'find out how', and 'watch and learn'.

### 3 Ask a question (and continue the conversation)

Asking a question is an excellent way of encouraging a response. It makes a boring post into something more interactive. Tag people in the conversation who you think might have an opinion. When you start getting replies, don't forget to respond and keep the conversation going!

### 4 Use a hashtag

Hashtags help to bring people together around related content. They also make it easier to track the success of a piece of content or a campaign. #AskforIOSH is the hashtag we use to promote our training. Also consider **#CPD #HealthAndSafety #skills** and **#IOSH**

### 5 Make it visual!

People have short attention spans, so use images and video in your social media posts to bring a dry topic to life. They can complement and reinforce your message. They also take up more space and push everyone else's content out of the frame.

#### Tips on using images:

- Make them relevant! They should complement the text.
- Make them bold! Remember, some people are viewing on a mobile.

#### Tips on using video:

- Grab people's attention in the first few seconds – or you've lost them!
- Break it up. Go for lots of short videos instead of one long one.
- Focussing on people, especially in the opening seconds, makes it more likely people will continue to watch.
- Add captions for accessibility: for those with impaired hearing, who don't speak your language, or have the sound off while watching in public spaces.



## 10 top tips continued

### Creating user-generated video content

If you're asking someone to film a video for your social media channel, ask them to follow these tips:

- Film in landscape, not portrait.
- Prop up your phone or camera to keep it steady – if you have a tripod, even better.
- Film in the day and face the window or light to avoid shadows on your face.
- Speak slowly and clearly and film in a quiet room – try to minimise background noise..
- Try to find a neutral background in your home; a plain wall is good.
- Wear something that flatters you but please don't wear a checked top!

### 7 Get clever with your copy

The way you write your social media posts is very important. Keep it conversational:

- Break up the text and use lots of punctuation. More readable = more shareable.
- Ask a question to prompt a response.
- Keep it short – below 140 characters is still good!
- Make the text work with the picture.
- Include line breaks to give your text some air.

### 8 Use a strong call to action

People reading on the web are typically impatient or just in a hurry to find the information they need. Don't be afraid to tell them what to do and steer them in the right direction. Do this using active verbs. Say:

- Register now.
- Download the report.
- Watch the video.
- Ask for IOSH.

Avoid the passive voice. So don't say:

- To be registered for our event.
- The report can be downloaded.
- The video can be watched.

### 9 Say 'you'

This is a very easy way of making your reader feel more involved in the conversation. You can transform blog posts, website copy and social media posts simply by saying you, rather than we.

### 10 Check your facts

When you share IOSH content, you can be sure it is factually correct. But are you confident when sharing content from another organisation? If in doubt, please speak to your IOSH account manager or email **[training@iosh.com](mailto:training@iosh.com)**

## Examples:

### 1. Asking for the moon?

When it comes to wanting the best health and safety training for your business, you're asking a lot but you're not asking for the moon.

IOSH Managing Safely® is the world's leading health and safety awareness course for line managers. This tried, tested and trusted training is designed by the Institution of Occupational Safety and Health (IOSH), the global body for safety, health and wellbeing in the workplace. Whatever your business, it will help you:

- control hazards
- reduce risk
- improve productivity.

You can't ask any more of a training course. So, reach for the stars – come to us and ask for IOSH.

### 2. Ask not what your people can do for you

But what you can do for your people

The first rule of business is to look after your people. Your business won't go far without them. That's why Managing Safely®, the world's leading health and safety awareness training course for line managers, should be one of your priority investments.

Managing Safely is designed by the Institution of Occupational Safety and Health (IOSH), the global body for safety, health and wellbeing in the workplace. It will help you:

- control hazards
- reduce risk
- improve productivity.

So come to us and ask for IOSH.

## Examples:

### 3. It's a big ask

But this course has the answers to your health and safety training needs.

We know you want to protect your people and your business. We know you want the best when it comes to building a winning health and safety culture, whichever business sector you're in.

IOSH Managing Safely® is the world's leading health and safety training course for line managers. This tried, tested and trusted course is designed by the Institution of Occupational Safety and Health (IOSH), the global body for safety, health and wellbeing in the workplace. Whatever your business, it will help you:

- control hazards
- reduce risk
- improve productivity.

So, to get the answers you need on health and safety, be sure to ask the right questions. Ask for IOSH Managing Safely. Ask for IOSH.

## Terms, definitions, acronyms and abbreviations

**Alt text** alternative text to accompany an image.

**Engagement** how much people like, click, read, comment and share content.

**Hashtag** a word or phrase preceded by # to group together posts on a specific topic.

**Impressions** the number of times the post displays in any person's feed, not matter if it was clicked or not.

**Organic content** all social media activity that doesn't have paid promotion.

**Paid social media activity** paying for certain posts to be 'boosted', thus reaching more people.

**Reach** the number of people who could come across your social media posts.

## Guidance for training providers: marketing of IOSH-approved courses

This guidance is for all training providers who have had a course approved by IOSH. It aims to help you market your products in line with the IOSH brand guidelines, and to get the most out of your approved status.

### Introducing IOSH courses

Please present and explain this text to delegates in the course introduction:

*The IOSH development team has reviewed the syllabus, content, assessments and training methods in this course against its quality standards to make sure our learners have a great experience. IOSH has approved and licensed us as a provider of this course. This includes approval of our course trainers, based on their qualifications and experience. We invested in this approval because we're committed to high-quality, high-impact training. We're also committed to continuous improvement, so please help us with this by sharing any feedback.*

You may use this text in any advertising campaign, including advertising on LinkedIn.

### Your unique approved provider logo

As the licence holder of an IOSH-approved course, you have a numbered approved provider logo, which can set you apart in the marketplace and should be used on any advertising of IOSH-approved courses. This logo is distinct from the generic logo, which should not be used in relation to any courses or any parts of your offer which have not been subject to IOSH approval.

### IOSH-approved courses

You should always use the word 'approved' in relation to your courses. Note that the courses are not 'qualifications' (see more here), so you must avoid using that term. The courses are not 'accredited' or 'certified'. The only correct and recognised terminology is 'approved course(s)'.

Do not list or describe your course as 'IOSH (course name)', as this suggests an IOSH-produced course. Instead, you must list the course with the prefix 'IOSH-approved'.

### **Activate 2028: new strategy**

The IOSH strategy is Activate 2028. If any of your advertising still refers to our last strategy, WORK 2022, it will sound dated. We recommend you switch to Activate 2028 as soon as possible.

You might consider linking your course to our other campaigns, building on your association and helping to promote broader awareness of the subjects.

- Our [No Time to Lose](#) campaign aims to raise awareness of occupational cancer and help businesses take action by providing free practical resources.
- Our [Catch the Wave](#) campaign supports businesses in taking a model approach to socially sustainable safety and health.

### **Use relevant keywords in your advertising**





When advertising, certain key words relating to the occupational health and safety sector can help you reach the right people.

### **IOSH Magazine**

In addition to advertising your course on LinkedIn and other social media, you might want to consider advertising in [IOSH Magazine](#). This will enable you to reach a targeted audience who have an existing interest in health and safety. Speak to your account manager for more details.

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LE18 1NN  
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csc@iosh.com

 [twitter.com/IOSH\\_tweets](https://twitter.com/IOSH_tweets)  
 [facebook.com/IOSHofficial](https://facebook.com/IOSHofficial)  
 [linkedin.com/company/iosh](https://linkedin.com/company/iosh)  
 [youtube.com/IOSHchannel](https://youtube.com/IOSHchannel)  
 [instagram.com/ioshofficial](https://instagram.com/ioshofficial)

IOSH is the Chartered body for health and safety professionals. With over 50,000 members in more than 130 countries, we're the world's largest professional health and safety organisation.

We set standards and support, develop and connect our members with resources, guidance, events and training. We're the voice of the profession and campaign on issues that affect millions of working people.

IOSH was founded in 1945 and is a registered charity with international NGO status.

**Institution of Occupational Safety and Health**  
Founded 1945  
Incorporated by Royal Charter 2003  
Registered charity in England and Wales No. 1096790  
Registered charity in Scotland No. SC043254