



safe work australia

CLEAN AIR. CLEAR LUNGS.

Know the hidden
hazards at
your workplace.

Campaign brand guidelines

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6. PHOTOGRAPHY STYLE

CLEAN
AIR. 
CLEAR
LUNGS.

**CLEAN
AIR.** 
**CLEAR
LUNGS.**

stacked logo

 **CLEAN AIR. CLEAR LUNGS.**

In-line logo

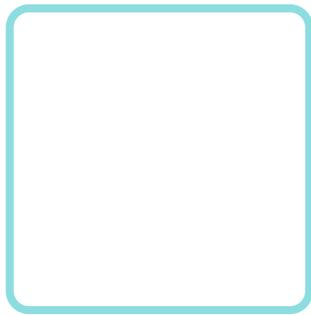
 **CLEAN AIR. CLEAR LUNGS.**

 **CLEAN AIR. CLEAR LUNGS.**

 **CLEAN AIR. CLEAR LUNGS.**

 **CLEAN AIR. CLEAR LUNGS.**

2.1 COLOUR PALETTE



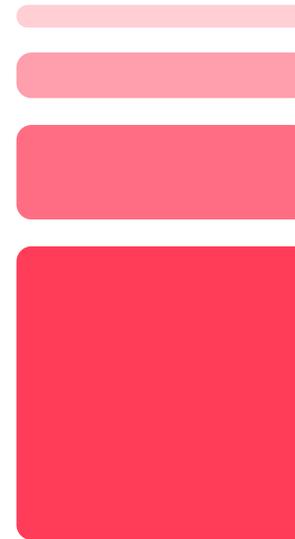
Invisible White

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #FFFFFF



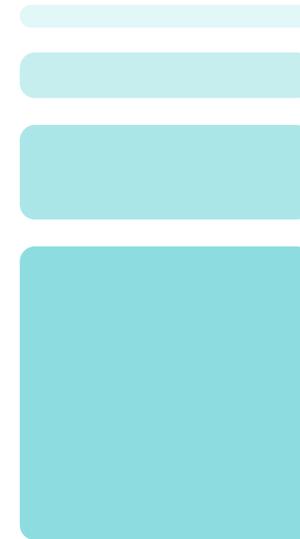
Clean Navy

RGB: 0 41 64
CMYK: 100 78 48 52
HEX: #002940



Healthy Pink

RGB: 255 61 89
CMYK: 0 89 55 0
HEX: #FF3D59



Clear Blue

RGB: 141 221 224
CMYK: 40 0 15 0
HEX: #8DDDE0

AGRICULTURE



MANUFACTURING



CONSTRUCTION



ENGINEERED STONE



For generic campaign material that isn't specific to one industry, pink or white lungs are to be used (whichever provides the most contrast to the background) and 'Clear Navy' or white text is to be used (whichever provides most contrast to the background). Other colours may be used for emphasis. No colour combination that is already in use for an industry is to be used for general campaign material.



3.1 PRIMARY TYPEFACE

CLEAN AIR. CLEAN LUNGS. Campaign Brand Guidelines

ACUMIN VARIABLE CONCEPT - REGULAR

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%&*()<>?

ACUMIN VARIABLE CONCEPT - CONDENSED BLACK

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%&*()<>?

3.2 SECONDARY TYPEFACE

ARIAL - REGULAR

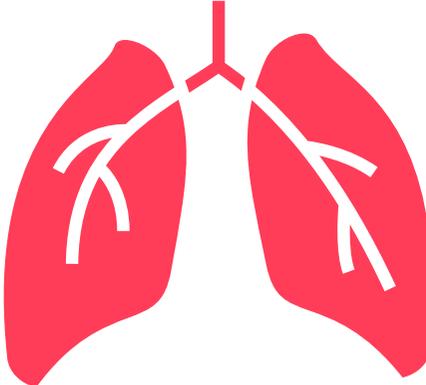
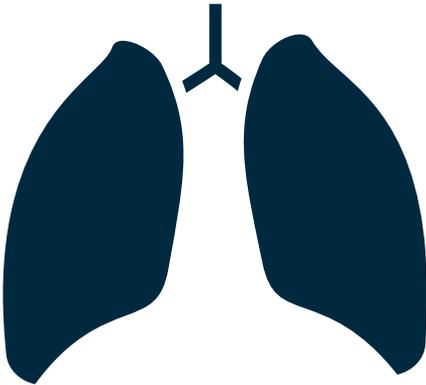
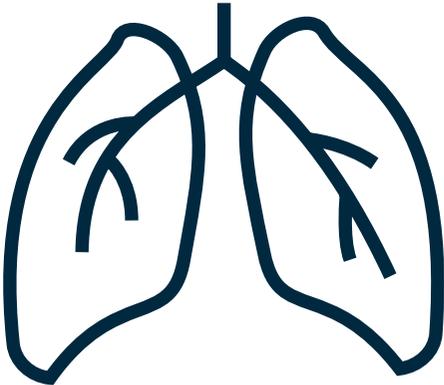
abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%&*()<>?

ARIAL - NARROW BOLD

**abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#\$%&*()<>?**

4. GRAPHIC ELEMENTS - LUNGS

Primary colour palette - outline/fill colour in contrast colour to background



5.1 BRAND APPLICATIONS

CLEAN AIR. CLEAN LUNGS. Campaign Brand Guidelines

Campaign poster - A4

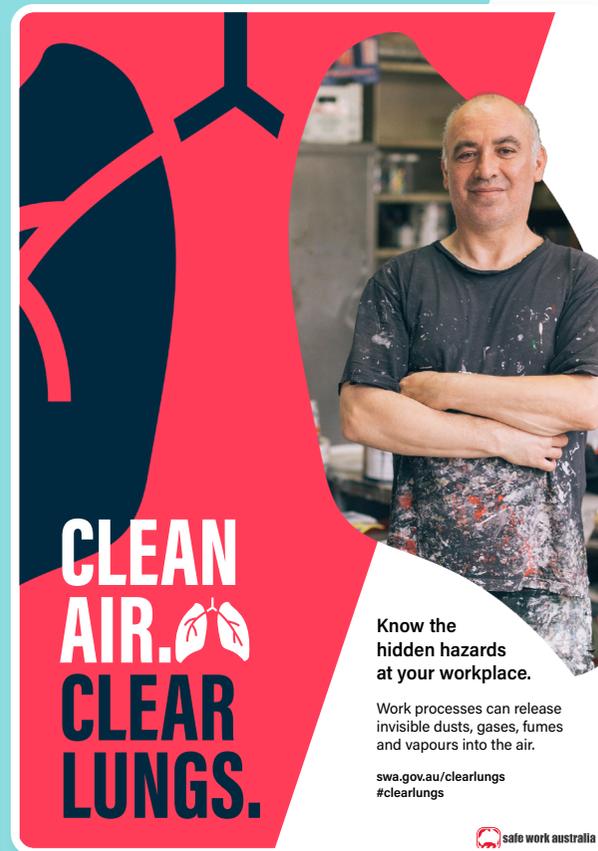


safe work australia

**CLEAN
AIR.** 
**CLEAR
LUNGS.**

Know the hidden hazards at your workplace.
Work processes can release invisible dusts, gases, fumes and vapours into the air.
swa.gov.au/clearlungs | [#clearlungs](https://twitter.com/clearlungs)

Campaign poster - A4



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5.2 BRAND APPLICATIONS

CLEAN AIR. CLEAR LUNGS. Campaign Brand Guidelines



CLEAN AIR. CLEAR LUNGS.



Identify the hazards:
Agriculture

#clearlungs
swa.gov.au/clearlungs

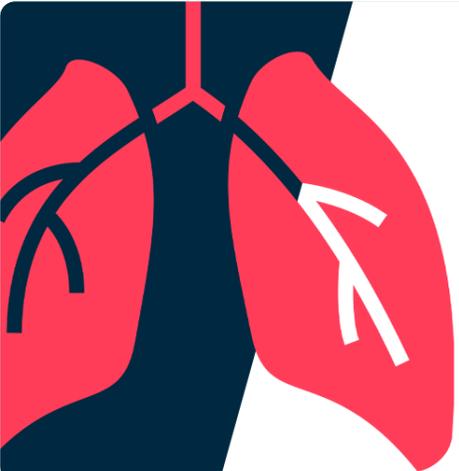


CLEAN AIR. CLEAR LUNGS.



IDENTIFY MANAGE MONITOR

swa.gov.au/clearlungs
#clearlungs



CLEAN AIR. CLEAR LUNGS.

Know the hidden hazards at your workplace.

#clearlungs | swa.gov.au/clearlungs



CLEAN AIR. CLEAR LUNGS.



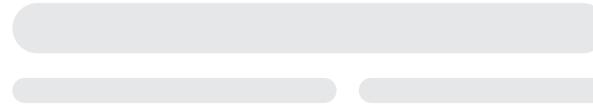
Monitor and review:
Engineered Stone

#clearlungs
swa.gov.au/clearlungs



5.2 BRAND APPLICATIONS

Example Social Media post - Manufacturing Industry



Some manufacturing processes can release harmful substances that your workers might breathe in.

Inspect your workplace and review available information to identify any hazardous substances in the air.

See our information to help you identify and manage the hazards in your workplace.

safeworkaustralia.gov.au/clearlungs

#clearlungs



Identify the hazards:
Manufacturing

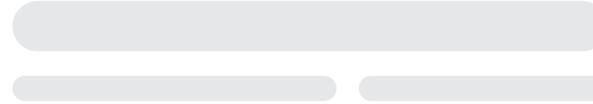
#clearlungs

swa.gov.au/clearlungs



5.2 BRAND APPLICATIONS

Example Social Media post - Construction Industry



Do you know if your workers are breathing in hazardous substances? In the construction industry, work processes can release dusts, gases, fumes or vapours into the air.

The Clean Air. Clear Lungs. campaign has information to help you identify and manage the hazards in your workplace.

safeworkaustralia.gov.au/clearlungs

#clearlungs



Identify the hazards:
Construction

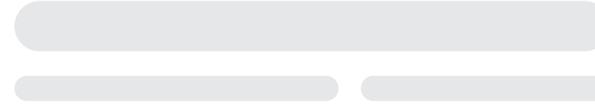
#clearlungs

swa.gov.au/clearlungs



5.2 BRAND APPLICATIONS

Example Social Media post - Engineered Stone Industry



Do you work with engineered stone?

Make sure you identify hazards, like silica dust, in your work processes – from preparing and working on the slab, to cleaning up and disposing of waste.

safeworkaustralia.gov.au/clearlungs

#clearlungs



Identify the hazards:
Engineered Stone

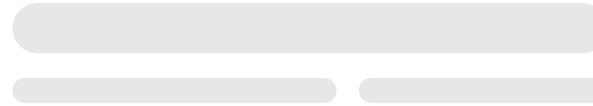
#clearlungs

swa.gov.au/clearlungs



5.2 BRAND APPLICATIONS

Example Social Media post - Agriculture Industry



Some agricultural processes release high amounts of dusts, gases, fumes and vapours into the air, which can damage your lungs.

Make sure you've identified these hazards at your workplace to protect your workers lung health.

More information is available at safeworkaustralia.gov.au/clearlungs

#clearlungs

