



BRAND GUIDE 2024





**Reimagine** your boundaries;  
we'll get you there.



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Anthony Ford  
Marketing Manager

**Welcome to the ZERO® Brand Guide. This document encapsulates the values, mission, and distinctive attributes that define the ZERO® brand and its crucial role in the fall protection industry.**

ZERO® Height Safety is a leading multinational company headquartered in Christchurch, with offices strategically located in New Zealand, Australia, and the USA. For over 25 years, we have set benchmarks in the design and distribution of Personal Protective Equipment (PPE), particularly in industrial fall protection. Our reputation as a brand is built on innovation, excellence, and an unwavering commitment to safety.

The ZERO® brand is synonymous with reliability and innovation in height safety. We are not merely a supplier of PPE; we are a catalyst for fostering a safety-conscious culture. Our mission is to minimise workplace injuries and fatalities by delivering PPE that not only protects but also enhances the wearer’s performance. ZERO’s brand values underscore our commitment to designing products that prioritise fast connection, comfort, and longevity, crucial for both worker compliance and overall safety.

Our extensive product range—comprising safety harnesses, lanyards, industrial abseil gear, and head

protection—reflects our dedication to quality and our expertise in providing effective and comfortable PPE. Collaborating with elite manufacturing partners in Europe, the UK, Turkey, India, Taiwan, Korea, and China, we ensure that every product bearing the ZERO® name meets the highest standards of performance and durability.

Employers who choose ZERO® products do so because they recognise that their employees perform best when equipped with gear that matches their capabilities. The ZERO® brand assures them that their teams are protected by the most advanced and durable safety equipment available. This confidence in our brand drives resellers to stock ZERO® products, knowing they offer their customers unparalleled quality and innovation in height safety solutions.

The ZERO® brand is committed to more than just product excellence. We actively invest in educating our national reseller network through an extensive training programme, empowering them to deliver our brand’s

promise of safety and innovation to their customers. Our contributions to industry literature on height safety and industrial head protection reflect our thought leadership and commitment to advancing sector standards and best practices.

The ZERO® brand is about equipping workers with the tools they need to safely excel in their roles. It is about a relentless pursuit of safety improvements and a dedication to reducing the impact of falls through PPE designed for engagement. Our brand identity is built on the pillars of safety, quality, innovation, and a profound understanding of the challenges faced by those who work at heights.

ZERO® Height Safety’s brand is more than a name; it is a promise of safety, performance, and trust. This document will guide you through the elements that make our brand unique and the standards that ensure our continued leadership in the fall protection industry.

Togeather, we will make safety an instinctive culture.

## Our vision

**Our vision** is to make safety an instinctive culture.

Our vision is about the future—a safer future. It is the essence of what we hope to achieve and forms the beginning of our strategy.

## Our purpose

**Our purpose** is to provide innovative safety solutions to stay protected in challenging environments.

Our purpose keeps us focused on why we exist.

# Our core values

## OneTeam

All stakeholders collaboratively working towards shared success.

## Integrity

Professional approach that is trusted to perform and deliver.

## Passionate

Enthusiastically living and believing in protecting people.

## Caring

Instinctive culture that takes care of our partners, our people, our company and our environment.

## Initiative

Act or take charge to be innovative & progressive in our solutions.

Our core values are the bedrock of why we exist, how decisions are made in order to achieve our goals and how we operate in order to maintain ZERO®'s integrity.



# Mihi

Noho mai rā Aotearoa,  
moana waipiata,  
maunga kākārīki.

Mai i ngā wai kaukau o ngā tūpuna,  
ki ngā puke kawē i ngā reo o te tini,  
i puta ai te kī mōu.

Tū ana he maunga,  
takoto ana he raorao,  
heke ana he awaawa.

Ko ō wahapū te ataahua,  
ō tāhuna te mahora,

te taiao e whītiki nei i a koe he taonga tuku iho.

**Aotearoa**

**who bestrides shimmering seas,  
and verdant mountains.**

**From the bathing waters of our forebears,  
and hills that echo with voices  
that acclaim.**

**Your mountains stand lofty,  
your valleys spread from them  
and your streams run freely.**

**Your harbours are majestic,  
your beaches widespread,**

**the environment that surrounds you is a legacy.**



# Value proposition statements

reimagine

| rē-i-'ma-jən | verb

1. : To think about or consider  
in a new and creative way:  
especially : to form a new  
conception of : RE-CREATE

## RESONATE, DIFFERENTIATE, SUBSTANTIATE

Our value proposition has three important components: resonate, differentiate & substantiate.

# Reimagine

your boundaries;  
we'll get you there.

**At ZERO®, we know you and your team do your best work  
when your gear is as good as you are.**

Fast connection, comfort and durability are at the forefront of our design process to give you optimum agility and security on the job.

ZERO® products are the outcome of 25 years experience in height safety and fall protection. We know what it takes to work at heights, to minimise the impact of falls and enable you to do your best work.



# Reimagine

your boundaries;  
we'll get you there.

**Employers choose ZERO® products because they want their staff to perform to their best ability. We absolutely know that our gear improves user acceptance and compliance.**

Our ZERO® Plus range was created for a quick, secure, and customised fit that is so comfortable that your team will want to wear it all day.

ZERO® products are the outcome of 25 years experience in height safety and fall protection. We know what it takes to work at heights, to meet compliance, and to minimise the impact of falls. We know your team will do their best work when their gear is as good as they are.

# Reimagine

your boundaries;  
we'll get you there.

**Leading resellers are choosing to stock the most innovative height safety products that are designed to last to differentiate themselves. We absolutely know our gear improves user acceptance and compliance, resulting in stronger sales through our retail partners.**

Through our preferential reseller service, we provide a ZERO® product training program to ensure your team increases the value they provide to your customers.

ZERO® products are the outcome of 25 years experience in height safety and fall protection. We know what it takes to work at heights, to meet compliance, and to minimise the impact of falls.



# Corporate social responsibility | Policy

## Our environment

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At ZERO® Height Safety (NZ/AU) Limited, we are committed to minimising our environmental impact and promoting sustainable practices throughout our operations. As a manufacturer and distributor of safety equipment, including safety harnesses, lanyards, industrial helmets, work positioning devices, self-retracting lifelines, temporary anchor points, ropes and rope lines, connection devices, ladders, confined space, and rescue equipment, we recognise the importance of integrating environmental considerations into our business practices. Our environmental policy outlines our commitment to environmental stewardship and sets the framework for achieving our environmental goals.

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By adhering to this environmental policy, ZERO® Height Safety (NZ/AU) Limited aims to become a leader in sustainable manufacturing and distribution practices within the safety equipment industry. We are committed to minimising our environmental footprint, conserving resources, and protecting the environment for future generations.

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# Environmental | Policy

## Compliance with environmental laws and regulations

We will comply with all applicable environmental laws, regulations, and other requirements relevant to our operations. We will strive to exceed these requirements whenever possible and continuously improve our environmental performance.

## Product design and lifecycle management

We will integrate environmental considerations into our product design and development processes. Our products will be designed to have the longest service life possible by international manufacturing standards regulation. We will also consider the environmental impacts associated with product packaging and strive to minimize waste throughout the product lifecycle.

## Supply chain management

We will work collaboratively with our suppliers to promote environmentally responsible practices. This includes encouraging suppliers to adopt sustainable manufacturing processes, reduce their environmental footprint, and comply with applicable environmental regulations. We will prioritize suppliers who share our commitment to environmental stewardship.

## Employee engagement and training

We will promote environmental awareness among our employees through training programs and engagement initiatives. We believe that every employee has a role to play in achieving our environmental objectives and will encourage their active participation in sustainable practices both within and outside the workplace.

## Continuous improvement

We are committed to monitoring and evaluating our environmental performance regularly. Through the use of performance indicators and targets, we will strive for continuous improvement in our environmental practices. We will review our environmental objectives and targets periodically, considering advancements in technology, scientific knowledge, and best practices.

## Communication and stakeholder engagement

We will communicate openly and transparently with our stakeholders about our environmental performance, goals, and initiatives. We will engage with customers, employees, suppliers, regulatory authorities, and the wider community to foster dialogue, gather feedback, and promote environmental responsibility.

# Anti-slavery | Policy

At ZERO® Height Safety, we are unwavering in our commitment to the principles of equality, human rights, and social justice. We vehemently oppose any form of slavery, human trafficking, or forced labour in all its manifestations. Our stance against these practices is steadfast and resolute. We firmly believe that every individual deserves to live a life free from exploitation, coercion, and oppression. We are dedicated to ensuring that our business operations, supply chains, and partnerships are entirely free from any connection to modern-day slavery.

We have a ZERO®-tolerance policy towards slavery and human trafficking within our organisation and throughout our supply chain, as set out in the provisions related to slavery in the New Zealand Crimes Act 1961, which criminalises slavery under Section 98.

We are committed to transparency in our operations and supply chain. We evaluate our suppliers to ensure they adhere to ethical labour practices, disclosing relevant information to stakeholders as required.

By adhering to these principles and taking concrete actions, ZERO® Height Safety stands firmly against slavery in all its forms and strives to create a world where every individual can enjoy freedom, dignity, and equal rights.



The logo mark

To enable the logo to work across a large variety of applications, it was created in several variations.

- Full colour on white
- Full colour on black

As the ZERO® logo is a registered trademark, it is necessary to use it with the “registered trademark” symbol. The only exception is when the logo is smaller than 55 mm wide, the version without “registered trademark” symbol should be used in this case.

When the logo is smaller than 25 mm wide, the variant without the bottom line should be chosen. This is valid for both white and black background.

Full colour on white



Full colour on black



Less than 55 mm - no trademark



Less than 25 mm - no bottom line



The logo mark

To ensure complete usability in all situations, we also created black-and-white variations of the logo.

Please note that you should use the black-and-white variant only when necessary. Full colour is always the preferred choice.

The same size and variety guidelines as for the full colour logo apply for the black & white logo.

Black on white



White on black



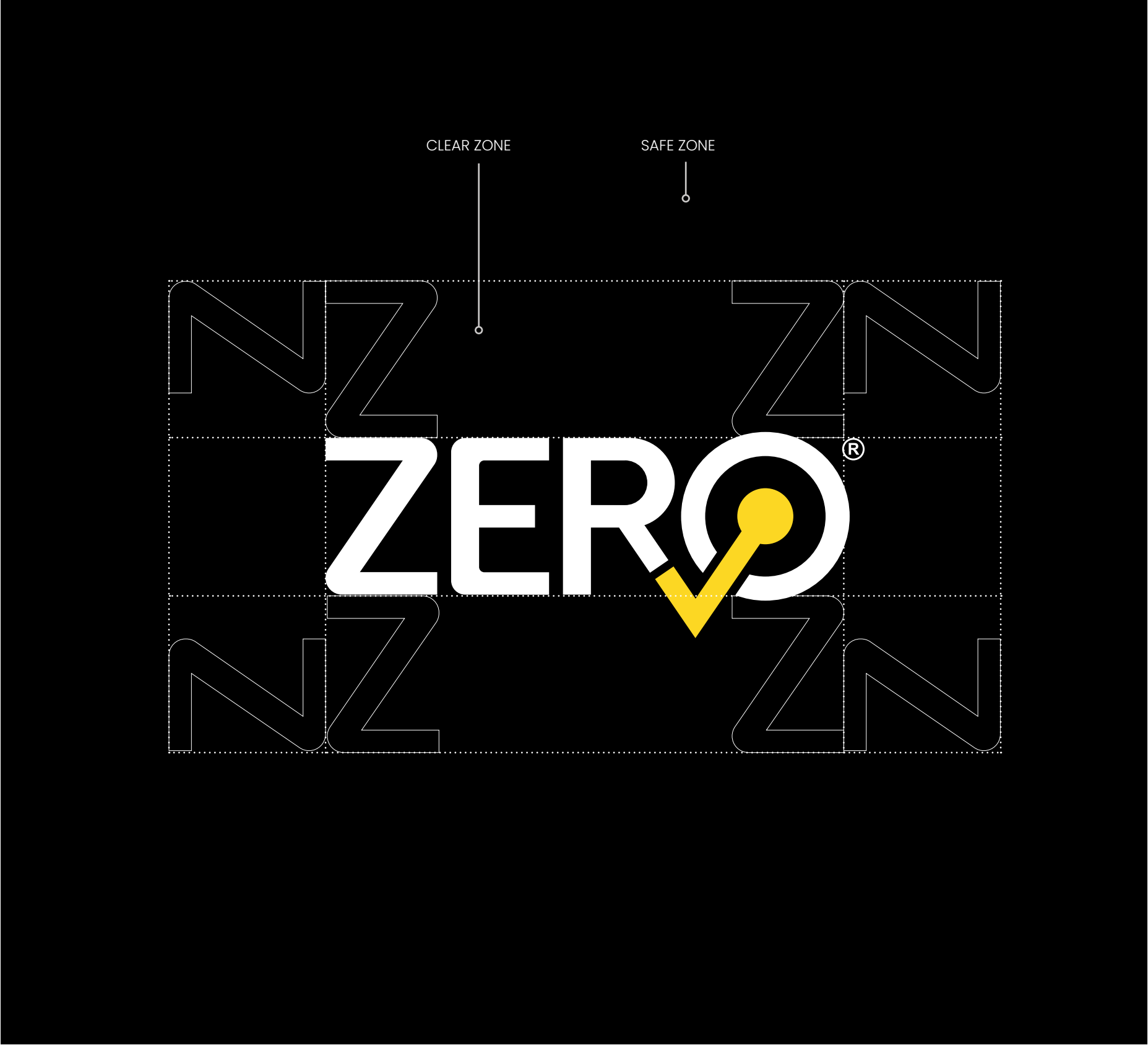


Using a clear zone

to ensure the logo is never crowded, a clear area must be maintained around it at all times.

No imagery, typography, or other visual information should appear within this zone.

The clear zone on all sides of the logo is 100% of the total height of the “Z” (from ZERO®) in the logo, as shown. Take the measurements from the most extreme points of the letters of the logo, as shown on the right.



# Plus range mark | Colour

## The PLUS Range mark

- Full colour on white
- Full colour on black

If the background is the same colour as one of those in the logo, then the black part of the mark needs to be reduced to 90% black when using the full-colour mark, as shown on the right.

Since we made recent changes to this logo, make sure you are using the current version of the mark.

Full colour on white



Full colour on black



# Safety mark | Colour

## The safety mark

To enable the mark to work across large variety of applications, it was created in several variations.

- Full colour on white
- Full colour on black

If the full colour mark is used on a background that is the same colour as one of those in the logo, the part of the mark needs to be reversed out, as shown on the right.

As changes were made to this logo recently, make sure the current version of the mark is being used.

Full colour on white



Full colour on black





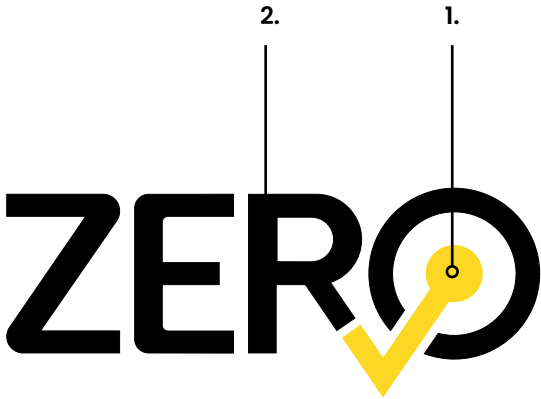
# Colour palette | Swatches

## The ZERO® palette

Shown to the right, we can see the ZERO® colour palette. Follow this guide for accurate breakdowns of the corporate colours across all applications.

Using the colour codes will create a consistent look across all branding collateral.

Important: This is a guide. Some colours may vary in accuracy from the colour mixes specified. Always refer to accurate print guides when proofing colours.



1. ZERO® Yellow



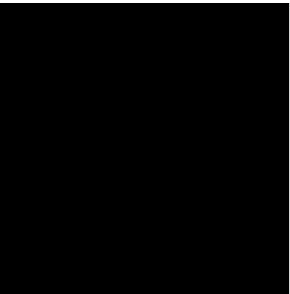
**PANTONE**  
115 C

**CMYK**  
C2 M12 Y94 K0

**RGB**  
R252 G216 B35

**HEX**  
#FDDA24

2. ZERO® Black



**PANTONE**  
Pantone Black C

**CMYK**  
C0 M0 Y0 K100

**RGB**  
R0 G0 B0

**HEX**  
#000000

### About the typefaces

The Poppins font family is the typeface we selected as the corporate typeface for headings and subheadings.

We selected Poppins Light to use as the body copy font. This font family is to be used across all printed marketing and stationery to maintain consistency.

The examples show a cross section of the weights available in these typefaces.

In some situations, Bebas Neue can be used as an alternative font for headings. This may include some promotional material.

Poppins Semi Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:"{'}

Poppins Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:"{'}

About the typefaces

We chose the Book Antiqua font for our value proposition and value-driven statements.

In some situations, Book Antiqua may be used as an alternative font for headings. This may include some material to denote our value proporsition.

Book Antiqua Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:"{'}



Digital fonts

The Arial font family is the typeface we selected as the corporate typeface for headings and subheadings.

Although we previously defined specific typefaces and they are always preferable.

Arial Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:”{ }

Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:”{ }

Website fonts

The Poppins font and Lexand Deca font family is the typeface we selected for web use when possible.

The ZERO® website uses the Poppins 700 font for headings and subheadings. Lexand Deca 300 is used for body copy. In some situations, you may need to use a standard font, in which case you should use Arial.

Poppins 700

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:"{'}

Lexand Deca 300

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?:"{'}

# Our voice | Tone

## Our tone

While our strengths help guide content choices, our tone creates consistency in how that content is delivered. Keep this in mind when creating communications to maintain a distinct tone of voice and ensure the ZERO® personality shines through.

Our style of writing for marketing communications is authoritative, yet accessible. We are knowledgeable, but we never over-intellectualise.



*“We captured a great shot of Elder Robati on site sporting a ZERO® Pinnacle ZERTEC helmet. Looking good Elder!”*



# Photography | Lifestyle

## Using our imagery

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**Our hero photography is the most emotionally resonant component of our visual style, the embodiment of our brand personality, and a powerful means of differentiating ourselves.**

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Our photography should communicate our underlying style, professionalism, and commitment to our customers. It should be expressive, compelling, and clean.

Preferably neutral-to-cool toned lower contrast photography with natural lighting is used to complete a simplistic and professional look. Our photography puts our product at the forefront, with the subject naturally in their element to give an authentic feel.

The diagonal theme runs through our photography with the subject facing to the right and looking up to the top right-hand corner of the page, when possible, as the upper right corner is usually associated with progress, the future, and hence success. Regardless, the subject should not be looking at the bottom of the page. Ensure the subject is not posing or looking directly at the camera. The face of the subject, if visible, should express professionalism and a sense of security.

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## Using product imagery

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**Our product photography represents our brand value. Primarily, our products represent quality and durability, bolstered by comfort and style.**

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All product photography should be taken or post-processed to have a solid white background to maintain a professional, clean, and consistent look for all marketing material. This will also provide consistency with additions and upgrades in the future.

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# Reimagine

your boundaries;  
we'll get you there.



## ZERO® HEIGHT SAFETY (NZ/AU) LIMITED

### CHRISTCHURCH (HEADQUARTERS)

16 Waimakariri Park Drive  
Kainga, Christchurch 8083  
New Zealand

### AUCKLAND

D23, 930 Great South Road  
Penrose, Auckland 1061  
New Zealand

### AUSTRALIA

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