**Background**

1. At ATQ, safety is our highest priority without exception. We continue to demonstrate commitment to all our staff supporting a safe work culture with our apprentices.   
     
   Originally ATQ have had ‘Trade Safe’ as its safety plug and sub brand when communicating or promoting its safety messages and information.
2. ATQ have now also incorporated an overall corporate Health & Wellbeing program. Our Health & Wellbeing program promotes our employees overall wellbeing in both state and mind. The process is we work collaboratively with government programs and other stakeholders each month to promote programs such as ‘domestic violence awareness month’, ‘quit smoking month’, ‘mental awareness month’ etc.

We openly communicate these messages to broader tradie community that we promote these initiatives on social media, gov initiatives, newsletters etc.   
  
Rather than have the two sub-brands we have decided to combine the programs into one.   
(Please see attached PowerPoint presentation)

**Requirements**

A logo – Work Safe Live Will

This logo will appear on posters, uniforms etc.

**Tone**

Embody safety, health & wellbeing

**Executional Guidelines**

Account for colour variations – On Black, Red, White etc

**Reference**

Our company website [www.atq.com.au](http://www.atq.com.au)

Our old Trade Safe Logo.