

# *ShedSafe Guidelines*

*Style and Usage Guide Version 1.*

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## **Purpose of Guidelines**

*This guide is for ShedSafe accredited manufacturers and resellers.*



*It provides:*

- 1. a style guide for how the ShedSafe logo should be used in your marketing material*
- 2. the words and phrases to use in marketing and when describing ShedSafe to customers*

**It is very important that you follow these guidelines.**

**Straying from these guidelines and misusing the ShedSafe trademark can permanently damage the brand.**

**Any abuses of the brand can also expose you and the Steel Shed Group, to the risk of legal proceedings.**

*ShedSafe has been developed as an asset for accredited members.*

*It will help raise standards throughout the industry by:*

- educating consumers and*
- providing a new benchmark*

*With your help, ShedSafe will be a lasting, respected brand. It will influence the purchasing decisions of most, if not all, consumers shopping for sheds.*

*ShedSafe should also be an asset to your business. It will ensure your efforts to maintain compliant engineering and design standards are recognised. It should also make it harder for those who do not maintain standards.*

## ***Talkin' ShedSafe: Conversations with Customers***

ShedSafe is likely to be its most useful during discussions with customers.

Whether those discussions are face-to-face, over the phone or via email, ShedSafe can be a useful reference tool.

### **Talkin' Design**

At its core, ShedSafe is about your commitment to provide sheds that are designed compliant to the Building Code of Australia. There are a lot of manufacturers and resellers out there who aren't committed to that standard, so it is an important point of difference.

#### ***Message:***

*We're ShedSafe Accredited.*

*Our ShedSafe accreditation reflects our commitment to supply sheds that are designed to the **Building Code of Australia.***

***Designing to the Code helps protect your shed, its contents and the safety of people near it.***

*The Code demands that sheds are built to weather all but the most unlikely wind speeds anticipated on the site it is built on.*

*Complying with the Code, accredited ShedSafe sellers consider a range of risk-factors. These risk-factors influence the maximum wind speed and pressure the Code demands your shed must withstand. They include:*

- *The region it is built in and the risk of cyclones*
- *The surrounding terrain and topography*
- *Any nearby shielding*
- *The final use of the shed*
- *The model shed you're after, including any alterations and additions*

*As a ShedSafe distributor we consider all these factors and stay abreast of changes to the Code.*

## Talkin' About Your Credentials

The strength of ShedSafe lies in your commitment to provide sheds designed to the BCA. Often it will be handy to talk about that commitment and what that means.

### **Message:**

*We're ShedSafe Accredited.*

*We have formally committed to providing site-specific shed designs that meet the Building Code of Australia.*

*As an accredited ShedSafe provider:*

- *We have formally committed to providing sheds designed to the Building Code of Australia*
- *Our design processes are regularly reviewed by an independent expert*
- *We have completed ShedSafe training*
- *We stay abreast of changes to the Building Code of Australia*
- *We agree to random audits of our design process and standards*

## Talkin' About Your Sheds

A ShedSafe shed is one provided by an accredited ShedSafe manufacturer. It speaks to the dealer's commitment to the standard of design of the shed, not its final construction.

Many resellers must rely on a third party or partner to build their customers' shed.

ShedSafe is a mechanism for ensuring that sheds are designed to the BCA. ShedSafe does not influence the builder and the quality of the shed's construction.

Therefore you can only talk about the influence ShedSafe has on the design of your sheds. Refer to the Talkin' Design section earlier.

However, depending on your business model, your suppliers and your preferred builders, you may be able to speak to the quality of the entire process and the final built product.

## **What ShedSafe isn't and what you can't say**

- ShedSafe is not a guarantee
- It doesn't and shouldn't suggest each individual building is checked or designed by ShedSafe
- Shedsafe should not suggest that non-accredited sheds are NOT safe especially those designed to the BCA
- Shedsafe isn't a tool for competitors to beat each other up with
- Shedsafe should not suggest the structure is harmless – its built of steel
- Shedsafe does not guarantee buildings will be constructed correctly
- Shedsafe doesn't provide consumer protection for shed companies especially in relation to deposits and payments
- Shedsafe does not mean it's safe to live in

## ***Marketing material: what words to use***

### **Using just the logo**

As with any brand, the ShedSafe logo is positioned to say more than just the two words “shed safe”. It represents an industry standard; an assurance that the reseller is committed to providing BCA compliant shed designs. For this reason, many accredited resellers will just use the logo on its marketing material.



Details of ShedSafe can be acquired from the ShedSafe’s supporting communications material including:

- Website
- Posters
- Brochures
- Advertising

These resources (especially the website) will explain ShedSafe and educate consumers on the importance of buying from ShedSafe accredited dealers.

The Australian Steel Institute (ASI) encourages resellers to refer to these materials during conversations (phone, email and in person) with customers. Ensure you and your sales team read them thoroughly and regularly, especially if you are provided with updated, refreshed material.

## Slogans to complement the logo

A number of complementary slogans have been developed to use alongside the logo. The slogans you chose to use may vary according to:

- the purpose or focus of the marketing material
- the nature of your local shed market, and
- how your competitors are positioned.

### Focusing on *your* credentials

Much of your marketing may focus on the merits of your business.

Purchasing a shed is a major commitment and a significant investment for most buyers. Trust in you – the reseller– is vital. This is particularly true given the complexities of the purchase and that most buyers must rely on your knowledge and expertise to guide them through those complexities.

In these instances, slogans should focus on your credentials. Once again, using the logo on its own does convey this message. You may also wish to use...

***Rest assured.***

***We're ShedSafe accredited.***



***We're committed to safe design.***

***Committed to ShedSafe.***



***Committed to ShedSafe***



***Raising standards in your local market***

In local markets where you are aware that competitors are regularly undercutting your quotes by wrongly specifying their shed designs you may wish to direct buyers to ShedSafe as an educational tool. In these instances it may be worthwhile referencing the ShedSafe website.

***Ask the Question.***

***Is it ShedSafe?***

**[www.shedsafe.com.au](http://www.shedsafe.com.au)**



***Is it ShedSafe?***

**[www.shedsafe.com.au](http://www.shedsafe.com.au)**



***Build an Asset***

***Not a liability***

**[www.shedsafe.com.au](http://www.shedsafe.com.au)**

