

# A GUIDE TO USING THE "WE'RE GOOD TO GO" INDUSTRY STANDARD



## Where to display your certificate

The location will vary depending on your business type but suggested examples include:



At the reception area or point-of sale in your business



At the shop front or exterior of the premises

## Where to feature the Industry Standard

It is recommended to include the mark on your marketing channels or promotional collateral which may include:



Social media account header



Signage



Social media posts



Website



Company vehicle

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## How to communicate the Industry Standard to your customers

### What to say:

- Acquiring the Industry Standard mark means that your business has followed government and industry COVID-19 guidelines, has a Risk Assessment in place and a process to maintain cleanliness and aid social distancing.
- Share communications that you hold the Industry Standard in order to increase awareness amongst your customer base and the general public. You could do this by posting on social media, share a press release with local press, include on your website or create a blog post.
- Use positive, upbeat language and reinforce the measures you have in place to reassure customers. This might be social distancing signposts or markings on the ground, hand washing facilities or access to hand sanitiser, PPE and protective screens etc. Signpost your visitors to anything they need to know or check in advance of visiting. For example, do they need to pre-book tickets or can they just turn up? Have your opening hours changed? Are you serving food and drink?

### What not to say:

- Avoid using language such as "safe". Instead, signpost to the actual practical measures you have put in place, such as hand washing facilities or social distancing markers.

## Industry Standard usage guidelines

- Successful applicants from England, Wales, Scotland or Northern Ireland should use the Industry Standard logo specific to their nation.
- A clear space the width of 'GO' should be left around the mark to protect it from other elements. (Excluding the lower text to keep the circle mark centred).
- Use the white version only on images and colour backgrounds where green is illegible.
- Do not use the mark below minimum sizes.
- Do not angle the mark in any way.
- Do not alter the fonts or colours of the mark in any way.
- Do not put the mark within a shape.
- Do not stretch the mark. It should be resized proportionally and never pixelated.



Print minimum

Digital minimum



25mm



86px



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