Designing for Safety:

The Impact of Visual Communication on Workplace Culture and Incident Reduction



Communications & Training, Simon Miles, 2025

ABOUT



COMMUNICATIONS

I bring over 20 years of communications experience, specializing in strategic marketing, branding, and public engagement. My focus is on creating clear, effective messaging that connects with diverse audiences across print, digital, and community platforms.



SAFETY TRAINING

As a safety instructor, occupational first aid and first responder, I deliver practical workplace training and provide on-site safety coverage. I blend technical expertise with engaging instruction to strengthen awareness and reduce risk.



EMERGENCY SERVICES

Through my service as a firefighter and USAR technician, I've gained hands-on experience in emergency response and rescue operations. I've also served as a Safety Officer and Deputy Task Force Leader, ensuring teams are ready to respond under pressure.

TOPICS

01 POWER OF VISUAL COMMUNICATION IN SAFETY

02 CORE DESIGN PRINCIPLES FOR SAFETY COMMUNICATION

03 COMPLIANCE MEETS CREATIVITY

04 TOOLS, TEMPLATES & TECHNOLOGIES

05 SMALL CHANGES, BIG IMPACT

06 CALL TO ACTION & Q&A

01

POWER OF VISUAL COMMUNICATION IN SAFETY

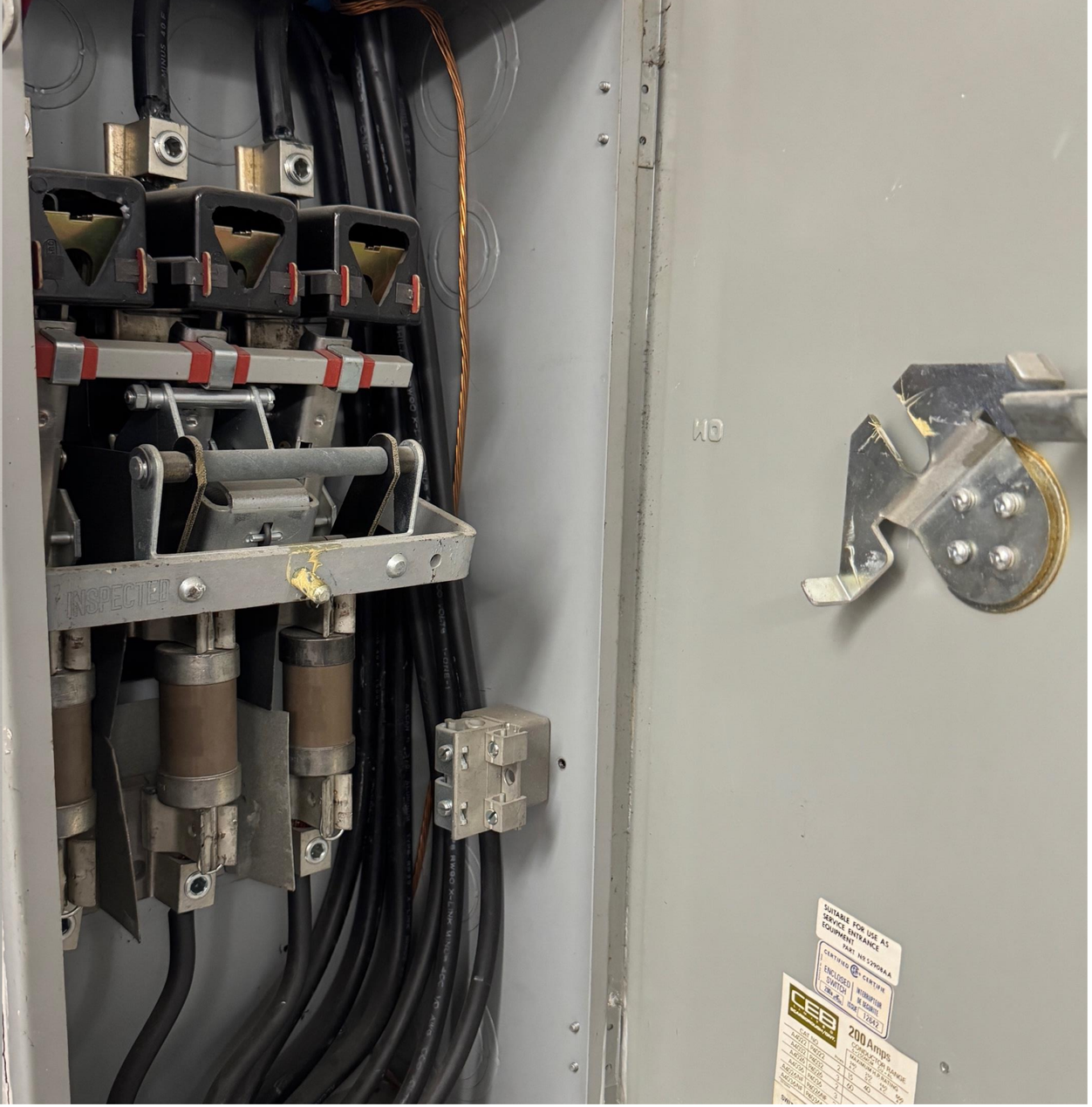
In our environments, safety messages compete with distractions – noise, stress, fatigue. Clear visuals cut through faster than words.

But when is too much caution dangerous?



HANDS UP IF...

- THE INVISIBLE SIGN
- THE CONTRADICTORY SIGN
- THE SIGN NOBODY FOLLOWS
- THE CONFUSING SIGN
- THE SIGN THAT LIES
- THE SIGN THAT CREATES THE HAZARD





01. THE POWER OF VISUAL COMMUNICATION IN SAFETY

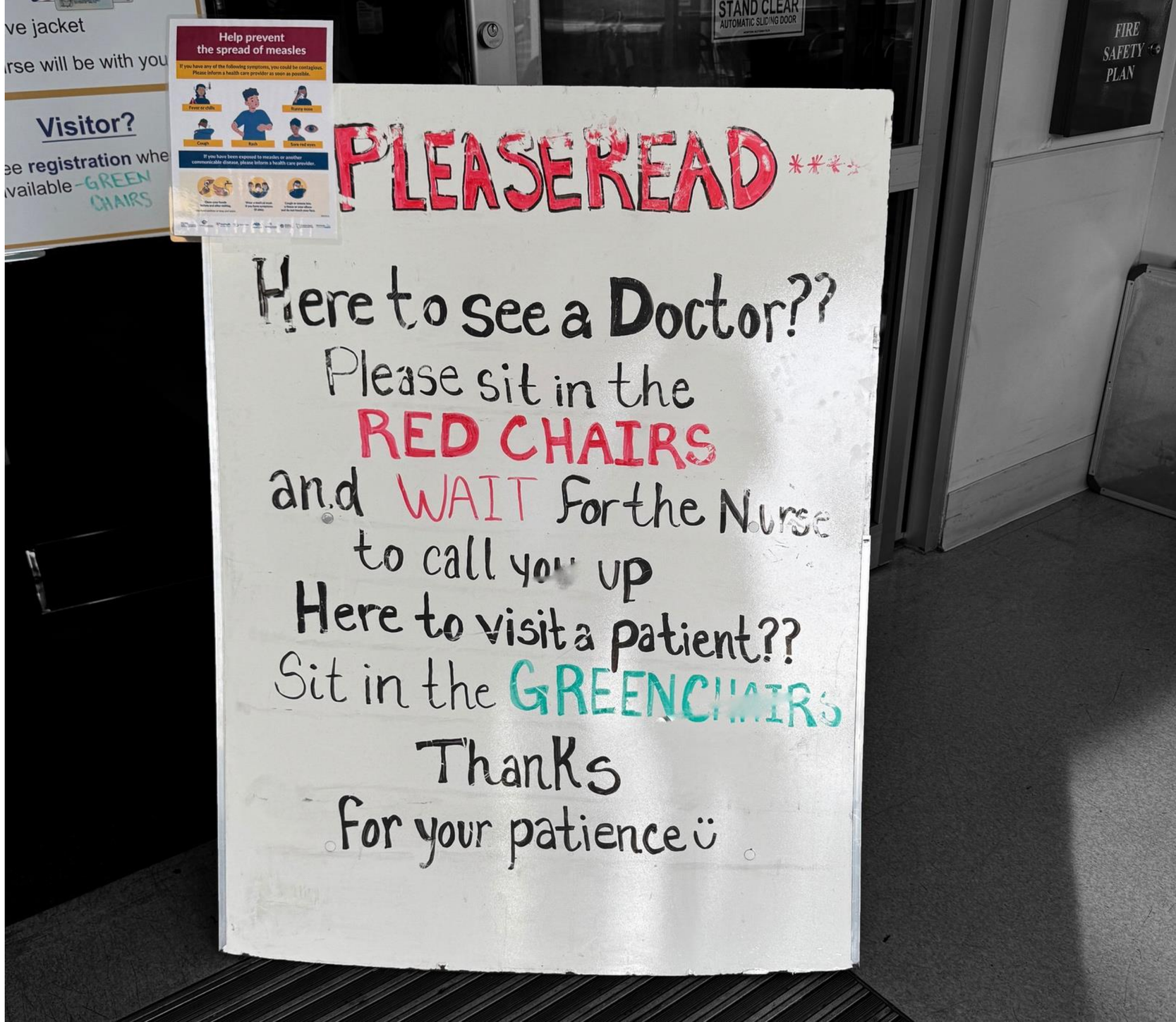




02

CORE DESIGN PRINCIPLES FOR SAFETY COMMUNICATION

Effective safety communication relies on clarity with icons, legible fonts, and high contrast; consistency through standardized color codes; hierarchy to guide attention; accessibility for diverse needs; and engagement to enhance retention.





HEIRARCHY

Eye flow

Critical first

Clear emphasis

Reduce clutter

DESIGN STANDARDS

Simple icons

Legible fonts

High contrast

Standard colors

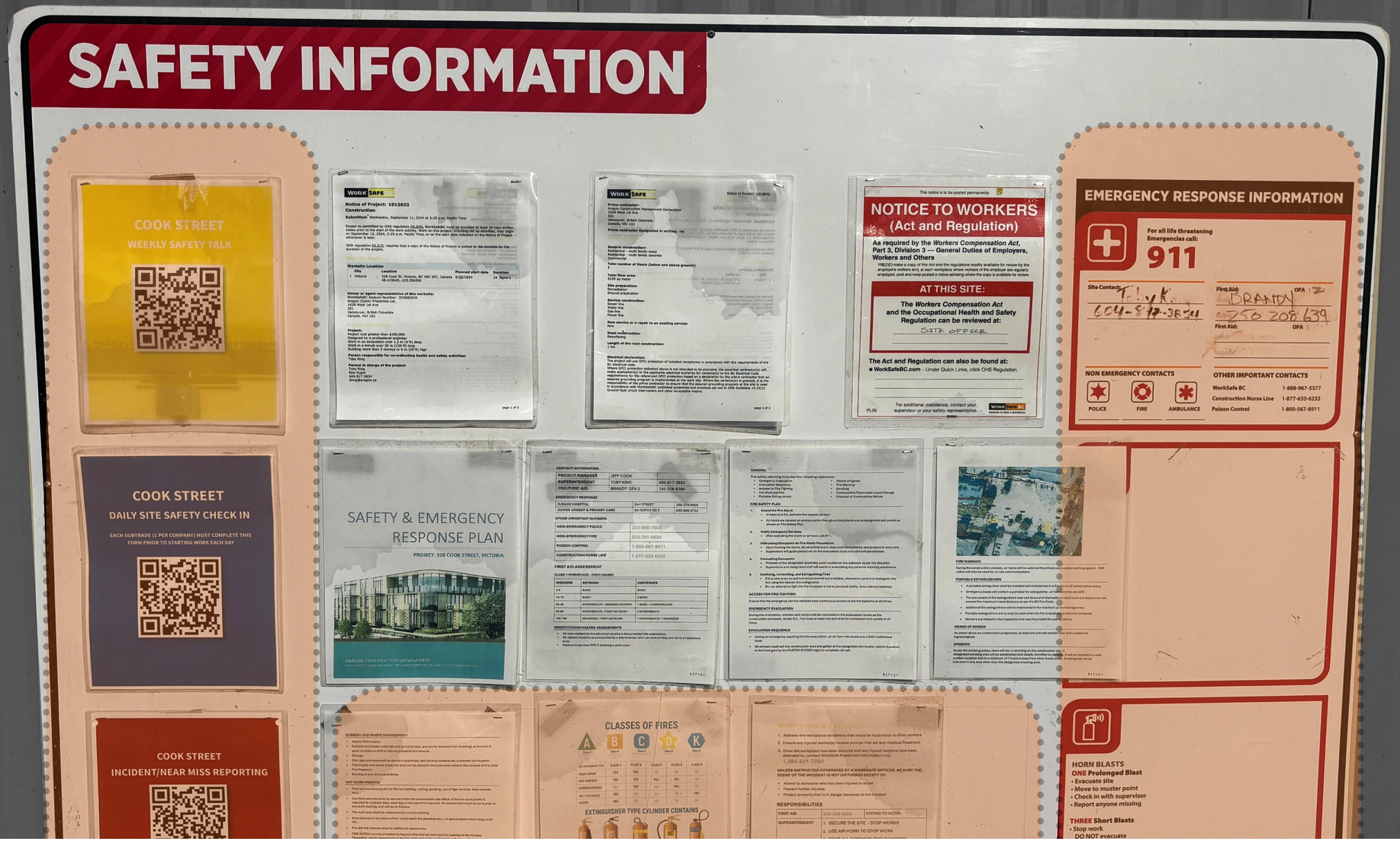
ENGAGEMENT

Storytelling

Humor (when safe)

Interactive visuals

Relatable context

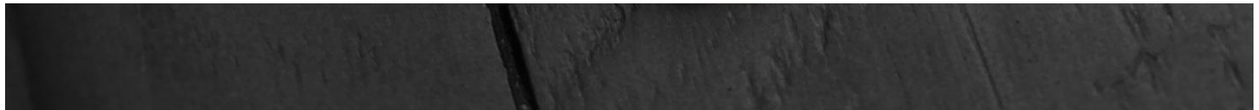


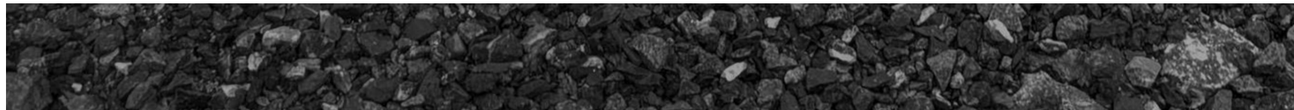
01. THE POWER OF VISUAL COMMUNICATION IN SAFETY





01. THE POWER OF VISUAL COMMUNICATION IN SAFETY









01. THE POWER OF VISUAL COMMUNICATION IN SAFETY





03

COMPLIANCE MEETS CREATIVITY

Standards like CSA, WHMIS, ISO, and provincial regulations keep us consistent and legally compliant.
We can’t just copy-paste from the regulations. Workers don’t think in legal text. They think in actions.
Our job is to bridge the gap.





03. COMPLIANCE MEETS CREATIVITY





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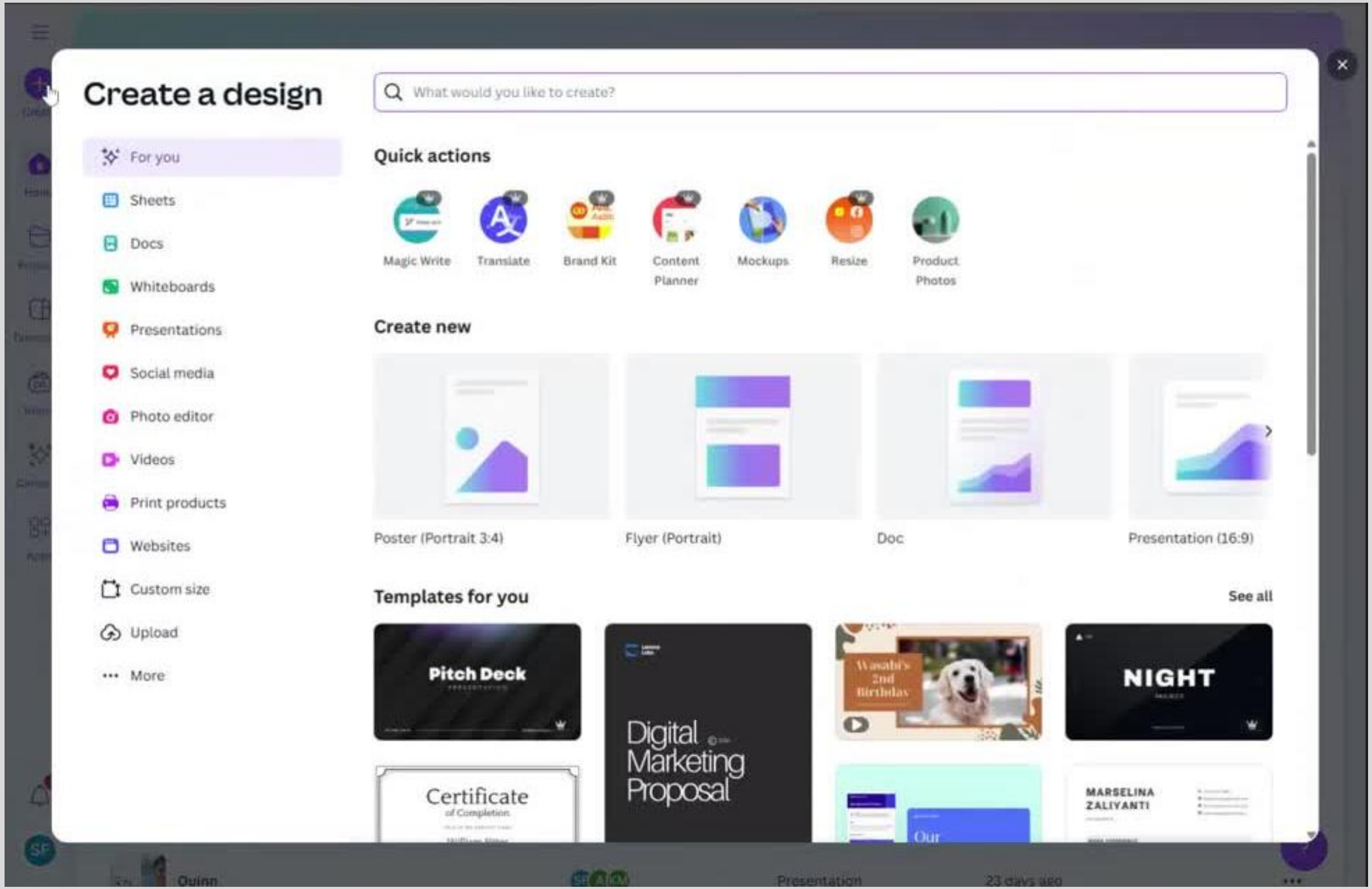


04

TOOLS, TEMPLATES & TECHNOLOGIES

You don’t need to be a professional designer to apply these ideas. Templates matter. Standard signage, digital dashboards, training visuals – these give you consistency and speed.



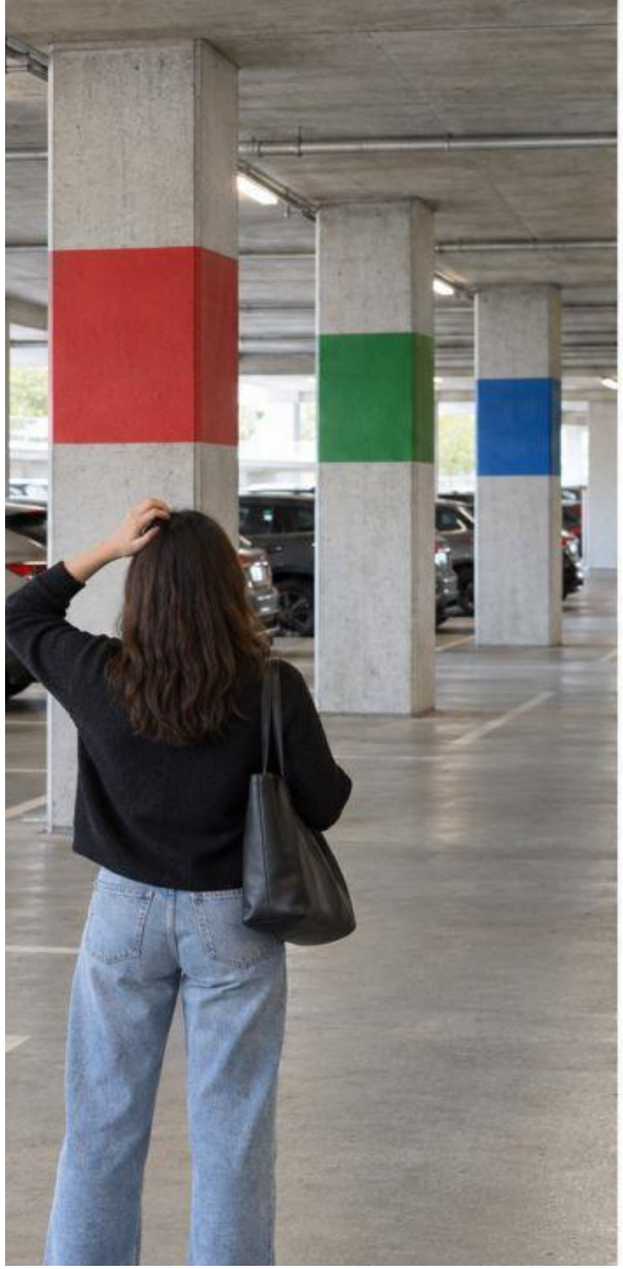

Create a design
What would you like to create?
For you
Sheets
Docs
Whiteboards
Presentations
Social media
Photo editor
Videos
Print products
Websites
Custom size
Upload
More
Quick actions
Magic Write
Translate
Brand Kit
Content Planner
Mockups
Resize
Product Photos
Create new
Poster (Portrait 3:4)
Flyer (Portrait)
Doc
Presentation (16:9)
Templates for you
See all
Pitch Deck
Digital Marketing Proposal
Wasabi's 2nd Birthday
NIGHT
Certificate
of Completion
MARSELINA ZALIYANTI
Quinn
Presentation
23 days ago

05

SMALL CHANGES, BIG IMPACT

Even small shifts in communications, through branding, simplicity and consistency can spark awareness, influence behavior, and lay the foundation for a stronger safety culture.





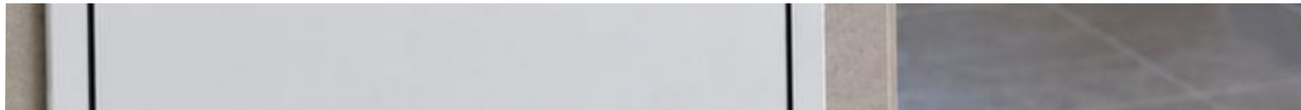




06. SMALL CHANGES, BIG IMPACT







06

CALL TO ACTION

We have a responsibility in our workplaces to do better and make safety part of doing the job, not just an added layer to be applied.
By being aware of the intended outcome, being clear, consistent and engaging we are more inclusive safer and more productive.



BEHAVIOUR

Clear, well-designed communication guides safer decision-making by influencing how workers perceive risks and respond to safety protocols in real time.

VISUAL CLARITY

Simplified, legible visuals reduce cognitive load, improve hazard recognition, and help ensure critical safety information is quickly understood and acted upon.

ENGAGEMENT

Visually engaging materials capture attention, reinforce safety values, and encourage active participation in building a stronger, more proactive safety culture.

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