



ST4S PRODUCT BADGE PROGRAM

Usage Guidelines

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Overview

Safer Technologies 4 Schools (ST4S) is a national service that assesses the safety of digital products and services used by Australian schools.

The ST4S badge helps school leaders and educators easily identify suppliers who have been assessed through the ST4S program. This gives schools peace of mind that simple, easy to understand privacy and security information is available for this vendor, and it meets the minimum required standards for use in the badge program.

These guidelines have been designed to ensure all ST4S badges are used correctly and consistently. It also includes materials to support you in your promotion of your ST4S badge to make sure your messaging is consistent with the program.

Usage of the ST4S badge is by invitation only. Suppliers are required to sign a license agreement before publication on your channels. If you would like to participate in the ST4S program, please see the Readiness Check and Supplier Nomination Form.

BRANDING **GUIDELINES**

Badge versions

The ST4S badge program has three versions of its badge:

Primary



Mono (White)



Mono (Black)



Clear space and minimum size

To ensure the badge is legible and clear of any visual distraction, a minimum clear area has been developed. The distance is called 'clear space'. It must also adhere to the minimum size to remain legible.

Clear space

The clear space margin begins at the outer edges of the badge.



Minimum size

The minimum size is XX px wide for digital and XX mm wide for print.



Digital XX px



Print XX mm

Do's and don'ts

The ST4S badge should be applied consistently by all suppliers. Follow the do's and don'ts to use the badge correctly.

Do's



Use the primary version on a variety of background colours, ensuring the colours stand out.



Use the primary version on images or part of an image that is free from distraction.



Use the black version only when black logos are required.



Use the white version on a simple and dark enough background to be legible.

Don'ts



Don't rotate the badge.



Don't use over a busy or distracting image.



Don't change the colours of the badge.



Don't morph the badge.

Digital usage

If you have placed the ST4S Badge on your website or application, it should include a hyperlink to the ST4S Vendor Badge Program page. It is recommended that you set this up to open in a new tab or window.

Badge usage context

Suppliers must only place the badge on the primary product or service page that has been recognised in the ST4S Product Badge Program.

You may place the badge on the header or footer of your website if your website is based solely on the eligible product or service, or if all your products or services satisfy the requirements of badge usage.

If your company manages a range of products or services and only a select number of them have been recognised in the ST4S Product Badge Program, you must not use the ST4S badge on website elements such as the header or footer. This will ensure only valid products or services are recognised under the ST4S Product Badge Program.

Suppliers must not display the ST4S badge on the same webpage or document page as any advertising banners, promotional content, or third-party advertisements. This ensures the badge is not misinterpreted as an endorsement of these advertisements or their content. This restriction does not apply to other accreditations or certifications, such as ISO or SOC.

Use the examples below to better understand where you can use the badge as a member of the ST4S Product Badge Program.

Example 1

A supplier offers one product, which is eligible to use the ST4S badge. This supplier may use the badge within their header or footer.

Example 2

A supplier owns three products and only one is eligible to use the badge. The supplier cannot display the badge in the header or footer, and can only use the badge on the product page that has been recognised in the program.

COMMUNICATION GUIDELINES

Branding terminology

Use the guide below to see what language you can use to describe the ST4S service and badge, and the wording that must not be used.

Use: assessed by Safer Technologies 4 Schools (ST4S)

Use: Safer Technologies 4 Schools (ST4S) Product Badge Program

Use: Our product or service <insert product or service name and version> has successfully qualified to be part of the Safer Technologies 4 Schools (ST4S) Product Badge Program in <insert year of commencement of assessment>

Use: Our product or service <insert product or service name and version> has joined the Safer Technologies 4 Schools (ST4S) Product Badge Program in <insert year of commencement of assessment>

Use: AI assessed by Safer Technologies 4 Schools (ST4S)

Do not use: approved by Safer Technologies 4 Schools (ST4S)

Do not use: certified by Safer Technologies 4 Schools (ST4S)

Do not use: endorsed by Safer Technologies 4 Schools (ST4S)

Do not use: ST4S endorses the artificial intelligence in
<product/service>

If your company owns more than one product or service and not all are eligible to use the badge, you cannot say that your company has been recognised in the ST4S Product Badge Program. You must specify the product or service and version.

Messaging

On any supplier website which uses the ST4S badge, the following messages may be included to ensure correct and consistent language and messaging is used:

What is Safer Technologies 4 Schools (ST4S)?

The Safer Technologies 4 Schools (ST4S) service is a national standardised approach to evaluating digital products and services used by schools across Australia. It is supported by the state and territory governments and the Catholic and independent school sectors. Learn more at www.st4s.edu.au.

Why was the ST4S established?

ST4S was established in collaboration with all Australian state, territory, Catholic and Independent school sectors to develop a nationally consistent security and privacy control framework to help schools reduce risks when choosing digital products and services.

How does ST4S benefit schools?

ST4S equips educators with the information to make informed decisions about the privacy and safety of the products and services used in their schools.

What does usage of the ST4S badge mean?

Suppliers in the program have undergone a rigorous assessment that indicates the product does not present a significant safety or privacy risk to schools. Ongoing use of the badge requires vendors to perform annual ST4S Readiness Checks to help ensure continued compliance with the most important ST4S Assessment Framework requirements.

How does the ST4S badge benefit schools?

The badge helps educators easily identify vendors for which comprehensive information is available to assess how it can be used in their schools. It provides a recognisable symbol that a product or service has been assessed through the ST4S framework and has committed to supporting student and school online security and safety.

