



# BESAFETOGETHER

CAMPAIGN GUIDELINES

## VOICE AND TONE

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It starts with a click of the seatbelt, the flash of a blinker, the little wave when someone lets you in. Every decision we make on the road, no matter how small, makes an impact. A positive impact on the safety of the roadway as well as the drivers around us.

Whether you're behind the wheel, maintaining the roads, or responding to emergencies, this initiative encourages you to actively participate in creating safer roads by making little choices. The choices that pave the way for a community where every journey ends safely. Because it takes every one of us to keep us all safe.

# OUR WORDMARK

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HORIZONTAL

**BESAFETOGETHER**

VERTICAL

**BESAFE  
TOGETHER**

HORIZONTAL STACK

**BESAFETOGETHER** |   
TOLLING. MOVING SMARTER.

VERTICAL STACK

**BESAFETOGETHER**

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TOLLING. MOVING SMARTER.

HORIZONTAL CLEARANCE



VERTICAL CLEARANCE



# TYPOGRAPHY

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HEADLINES - TERMINA BOLD

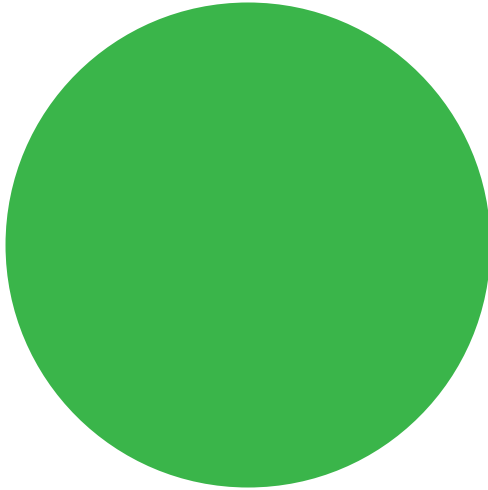
**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

BODY - MONTSERRAT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

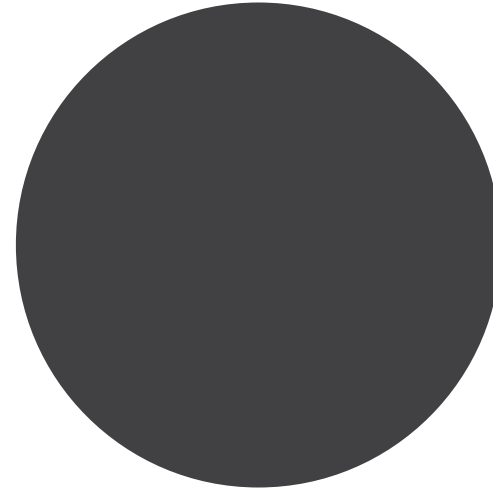
## COLOR

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GREEN  
#39B54B

C: 75%	R: 57
M: 0%	G: 181
Y: 100%	B: 75
K: 0%	



CHARCOAL  
#414042

C: 0%	R: 65
M: 0%	G: 64
Y: 0%	B: 66
K: 90%	

# WORKING FILES

Working templates will be provided for all media outlets. Member organizations may use these files to add their own logos.

SEE IT. **SPEED LIMIT 70**  
RADAR ENFORCED

CHECK IT. MPH

RESIST IT.

**THE LITTLE THINGS ADD UP.**

**BESAFETOGETHER**

This large advertisement features a young girl with curly hair sitting in a car seat, wearing a white shirt and denim overalls. The background is a blurred car interior. On the left side, there are three stacked panels: the top panel shows a speed limit sign for 70 mph with 'RADAR ENFORCED' below it; the middle panel shows a speedometer with the needle pointing to 30 mph; the bottom panel shows a close-up of a foot on a gas pedal. The text 'SEE IT.', 'CHECK IT. MPH', and 'RESIST IT.' is overlaid on these panels. At the bottom, the slogan 'THE LITTLE THINGS ADD UP.' is written in large white letters, and the 'BESAFETOGETHER' logo is in the bottom left corner. A small grey placeholder box is in the bottom right corner.

SEE IT. **SPEED LIMIT 70**  
RADAR ENFORCED

CHECK IT. MPH

RESIST IT.

**THE LITTLE THINGS ADD UP.**

Make the smart choice and stay within the speed limit - it's there for a reason.

**BESAFETOGETHER**

This medium advertisement features the same young girl in a car seat. It includes the same three stacked panels on the left as the large version. The text 'SEE IT.', 'CHECK IT. MPH', and 'RESIST IT.' is overlaid. The slogan 'THE LITTLE THINGS ADD UP.' is in large white letters, followed by the subtext 'Make the smart choice and stay within the speed limit - it's there for a reason.' in smaller white letters. A QR code is located to the right of the subtext. The 'BESAFETOGETHER' logo is in the bottom left corner, and a small grey placeholder box is in the bottom right corner.

SEE IT. **SPEED LIMIT 70**  
RADAR ENFORCED

CHECK IT. MPH

RESIST IT.

**THE LITTLE THINGS ADD UP.**

**BESAFETOGETHER**

This small advertisement features the same young girl in a car seat. It includes the same three stacked panels on the left as the large version. The text 'SEE IT.', 'CHECK IT. MPH', and 'RESIST IT.' is overlaid. The slogan 'THE LITTLE THINGS ADD UP.' is in large white letters. The 'BESAFETOGETHER' logo is in the bottom left corner, and a small grey placeholder box is in the bottom right corner.

# PHOTOGRAPHY

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When finding images, please be sure they work for all media needs

ORIGINAL



PRINT CROP



BANNER CROP



SOCIAL CROP



# QUESTIONS?

Please contact Tanya Sheres, Vice President of Communications,  
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