



TARGET ZERO INITIATIVE



BRAND



In support of the Strategic Highway Safety Plan (SHSP)

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TARGET ZERO LOGO

TARGET ZERO INITIATIVE



SPANISH VERSIONS



CREOLE VERSIONS



100% Black



White Knockout Logo for Dark Backgrounds
(Purple background will not show.)



TARGET ZERO LOGO USAGE

Allow .25 clearance around all sides of logo.



DO NOT show smaller than 1 inch wide.



DO NOT add treatments such as a drop shadow. Such treatments are prohibited.



DO NOT change colors of the logo.



Displaying ONLY FDOT and Target Zero initiative logos

When the FDOT and Target Zero logos appear together, the FDOT logo should appear first. The FDOT logo and Target Zero logo should be included in all deliverables both internal and external. There will be exceptions, but those must be approved by the Target Zero branding team. The FDOT logo should appear on the left and can be used as one color for better aesthetics.

Horizontal Scenario (preferred)



The example provided shows a letter size document with a typical newsletter placement. Other examples might include postcards, information flyers, briefing documents, report covers, presentations, etc.

Vertical Scenario



If the space provided dictates placing the logos vertically, the FDOT logo is placed on top of the Target Zero logo.

Examples of vertical treatments include logos on event signage and other small areas like promo items. The horizontal position is preferred.

Promotional Items



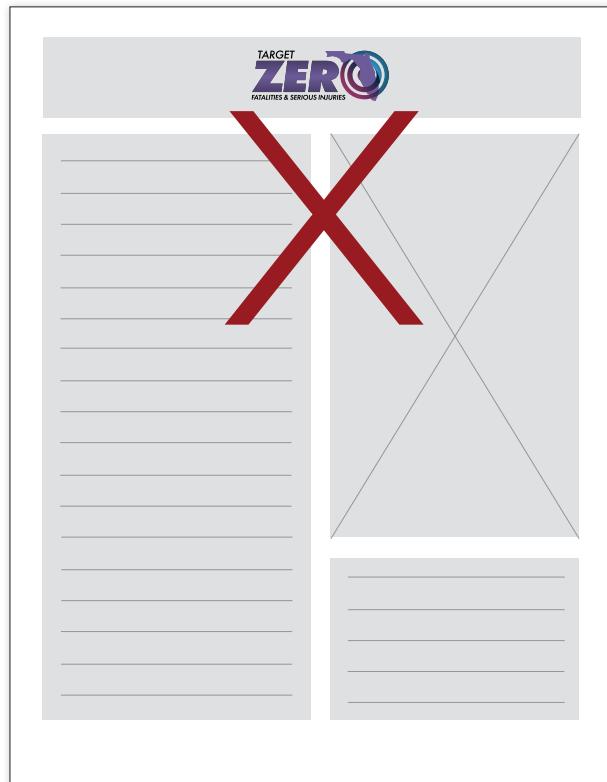
Positioning should include the FDOT logo on the left in the horizontal scenario.

TARGET ZERO LOGO USAGE - HEADERS

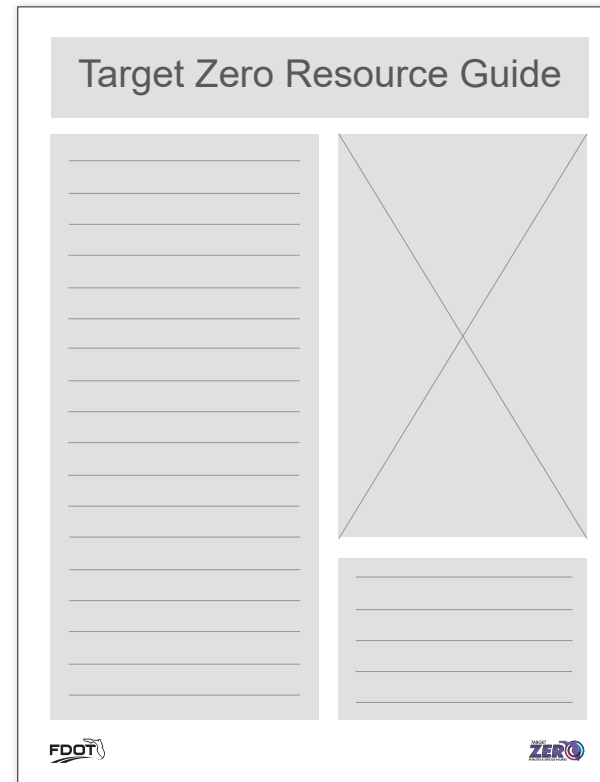
Do NOT use the Target Zero logo in headers

The Target Zero logo is NOT to be used as a standalone header element in any document, presentation, or other asset. In marketing, the 'what' is more important than the 'who' because of the audience's short attention span. When creating any materials with a header, please spell out the full title in the header using text ONLY - ie., Target Zero Resource Guide.

DO NOT use the logo as a standalone header element.



DO spell out Target Zero when used in a headline.



Header text should be Arial font, per the brand guidelines on page 7 of this document.

The Target Zero and FDOT logos can be included as footer elements.

TARGET ZERO LOGO - PLACEMENT

Assets Created by FDOT

Displaying multiple logos and co-branding with the FDOT and Target Zero logos

Horizontal Format

If additional logos are featured with the FDOT and Target Zero logos, the order will go as follows: FDOT, Target Zero, programs funded by FDOT in alphabetical order, then other partner program logos in alphabetical order.

Note: the Vital Few logo should only be added to FDOT materials that are for internal purposes or external purposes that explicitly mention/cover a Vital Few update.

Horizontal Scenario (preferred)



Order shown:
FDOT, Target Zero, FDOT funded, partner logo

What is co-branding?

Co-branding is a partnership where two initiatives or brands share their brand names, logos, etc., on one product such as campaign materials.

Vertical Format

If the space provided dictates placing the logos vertically, the FDOT logo is placed on top of the Target Zero logo, then follow the same order as the horizontal scenario.

Vertical Scenario



TARGET ZERO LOGO - PLACEMENT

Assets Created by Partners

Partners producing collateral with multiple logos and co-branding with the FDOT and Target Zero logos

Horizontal Format

When partners produce materials, the logo order should be the partner logo first on the left side. The order will go as follows: Partner Logo, FDOT, Target Zero, then other partner or program logos in alphabetical order.

Horizontal Scenario (preferred)



Order shown:

Partner logo (or the agency creating the asset), FDOT, Target Zero, other partner or program logos in alphabetical order.

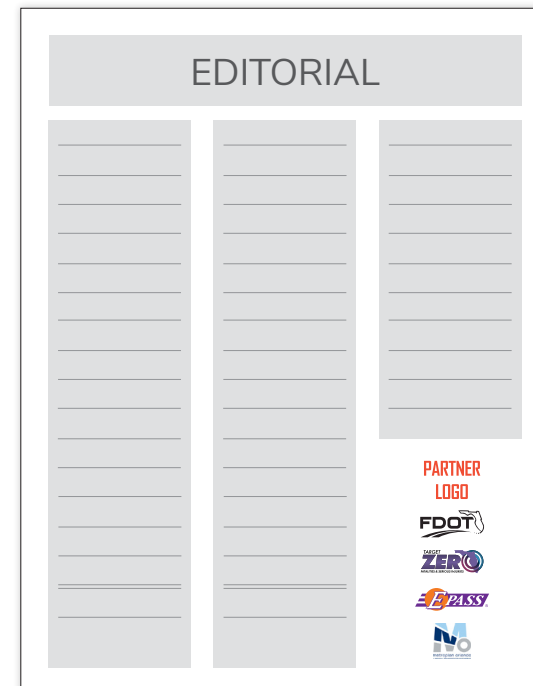
REMEMBER:

The FDOT and Target Zero logos must always be shown together, with the FDOT logo on the left and the Target Zero logo on the right.

Vertical Format

If the space provided dictates placing the logos vertically, the order will go as follows: Partner Logo, FDOT, Target Zero, then other partner or program logos in alphabetical order.

Vertical Scenario



FONTS

To be used on all Target Zero assets and specifically designed collateral. The Target Zero logo remains unchanged.

Guidance for Partners:

- These guidelines refer only to font use within content created by Target Zero.
- Partners are not expected to change their existing brand or document fonts to match these guidelines.

PRIMARY FONT

RIFT BOLD

RIFT BOLD ITALIC

RIFT MEDIUM

RIFT MEDIUM ITALIC

RIFT LIGHT

RIFT LIGHT ITALIC

[Download Rift](#)

Nunito Sans Light

Nunito Sans Light Italic

Nunito Sans Regular

Nunito Sans Italic

Nunito Sans Black

Nunito Sans Extra Black Italic

[Download Nunito Sans](#)

Usage Suggestions:
Display Fonts
Headlines
Call to Actions
Pair with Nunito for
infographics.

SECONDARY FONT

Arial Regular

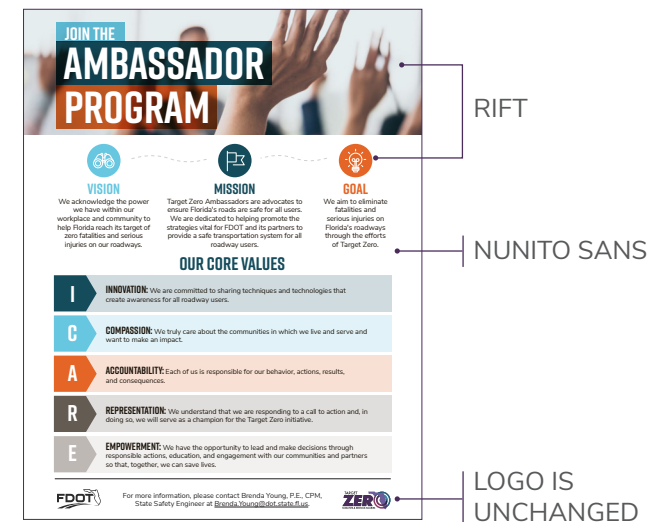
Arial Italic

Arial Bold

Arial Bold Italic

Note: Use Arial with non-professionally designed deliverables such as correspondence, reports and summary notes.

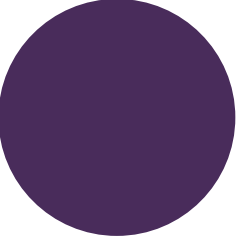
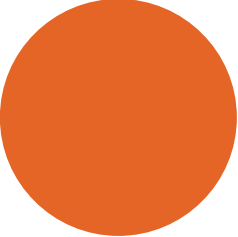
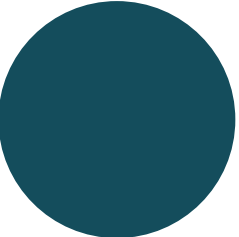
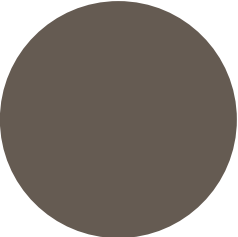
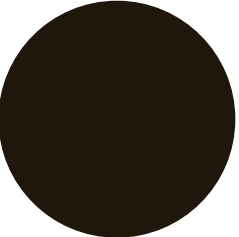
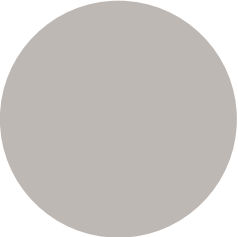
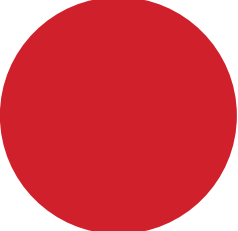
Example of usage



Note: Although Futura is the dominant font in the Target Zero logo, Rift and Nunito Sans will be used in the initiative brand. The readability of Futura is not optimal for body copy and other large amounts of text. Both fonts feel more modern and stronger than the roundness of Futura. Both primary fonts are Adobe fonts and are available for download if you have Adobe Creative Cloud.

COLOR PALETTE

This color palette is to be used for all co-branding assets and collateral materials only.
The logo colors remain unchanged.


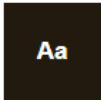



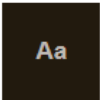







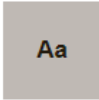

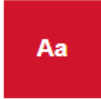






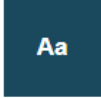



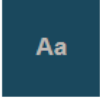


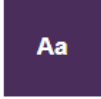



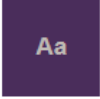








	CMYK 78-91-35-27 RGB 74-45-91 HEX #4a2d5b PMS 669		CMYK 7-74-100-0 RGB 227-102-38 HEX #e36626 PMS 7579
	CMYK 92-59-47-31 RGB 19-77-93 HEX #1A485D PMS 7477		CMYK 37-39-45-48 RGB 100-91-83 HEX #655b53 PMS 411
	CMYK 62-65-75-80 RGB 34-26-14 HEX #221a0e PMS Black 4		CMYK 12-13-15-016 RGB 191-185-180 HEX #bfb9b4 PMS Warm Gray 4
			CMYK 0-90-79-19 RGB 207-20-43 HEX #CF142B PMS 711

The graphic below shows the color choice hierarchy as it relates to co-branding assets and collateral materials for the Target Zero initiative. When creating future co-brands, the Target Zero initiative color palette will be used as the foundation. As the Target Zero initiative expands and campaigns are created, visuals will be tailored to the target audience while complementing the original Target Zero initiative brand.



ADA COLORS

Use only color combinations shown. Color combinations that are not represented are to be avoided as they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all.

	White Lines text #FFFFFF Aa	Zero Purple text #4A2D5B Aa	Traffic Turquoise text #1A485D Aa	Stop Sign Red text #CF142B Aa	Light Leather text #BFB9B4 Aa	Black Asphalt text #221A0E Aa
 Black Asphalt background #221A0E						
 Light Leather background #BFB9B4						
 Stop Sign Red background #CF142B						
 Traffic Turquoise background #1A485D						
 Zero Purple background #4A2D5B						
 Safety Orange background #E36626						

EXPANDED COLOR PALETTE

The Target Zero initiative color palette allows for subtle differences to create unique campaigns under the brand. The Logo colors remain unchanged.



Color palettes for programs that fall under the Target Zero initiative were built with flexibility and long range planning in mind. The palettes are identical to the main brand, but contain a unique identifying hue. Adding a complementary color will mitigate the risk of an oversaturation of one color. As the initiative grows, this methodology will offer the opportunity for visual flexibility.

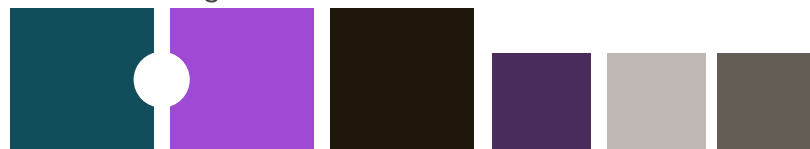
Ambassador Program Color Palette



Primary

Secondary

Partner Meetings Color Palette



Primary

Secondary

CO-BRANDED ADA COLORS

TARGET ZERO INITIATIVE

Ambassador Program Color Palette

	White Lines text #FFFFFF Aa	Zero Purple text #4A2D5B Aa	Traffic Turquoise text #1A485D Aa	Safety Orange text #E36626 Aa	Light Turquoise text #66C7E0 Aa	Black Asphalt text #221A0E Aa
Black Asphalt background #221A0E	Aa			Aa	Aa	
Light Turquoise background #66C7E0		Aa	Aa			Aa
Safety Orange background #E36626						Aa
Traffic Turquoise background #1A485D	Aa				Aa	
Zero Purple background #4A2D5B	Aa				Aa	
White Lines background #FFFFFF		Aa	Aa			Aa

Use only color combinations shown. Color combinations that are not represented are to be avoided as they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. Employing accessibility best practices improves the user experience for all.

Partner Meetings Color Palette

	White Lines text #FFFFFF Aa	Zero Purple text #4A2D5B Aa	Traffic Turquoise text #1A485D Aa	Safety Orange text #E36626 Aa	Pushy Purple text #9E4ADA Aa	Black Asphalt text #221A0E Aa
Black Asphalt background #221A0E	Aa			Aa		
Pushy Purple background #9E4ADA	Aa					
Safety Orange background #E36626						Aa
Traffic Turquoise background #1A485D	Aa					
Zero Purple background #4A2D5B	Aa					
White Lines background #FFFFFF		Aa	Aa		Aa	Aa

VISUALS - PHOTOGRAPHY

TARGET ZERO INITIATIVE

Safety is our highest priority; photos used in all collateral must exhibit safe driving practices in compliance with Florida law. All photos must show drivers buckled up, bicyclists wearing helmets, and children utilizing the proper safety restraint based upon their age. **Images that are used should also show diversity to reflect the initiative's inclusive messaging. Applies to all co-branding efforts.**



- Use photos that show diversity in age, race, etc.
- Do not use photos of snow or mountains as they are not authentic to Florida.
- If there are road markings or signs in photos, seek technical assistance to ensure they are the same as Florida roads.
- If budget allows, custom photo shoots are suggested to capture the real essence of Florida driving and environment.

No seatbelt visible.
Even if the person is parked, the seatbelt must be visible.



No seatbelt visible.



No helmet.



Photos depicting unsafe driving should not be used. For example, arms or heads out the window while the car is in movement.



VISUALS - ICONOGRAPHY

The brand will use iconography to show information in a quicker, more digestible way. This will help visually create continuity and streamline designs and promotional assets. As the initiative evolves, additional icons will be created. **Applies to all co-branding efforts.**

Use when representing:



crashes involving pedestrians



pedestrians using crosswalk



crashes involving two or more vehicles



lane departure



crashes involving bicycles



caution, construction or safety ideas/concepts



decision making, including multiple direction concepts



interstates



a goal or idea (see sample below)



a vision, or looking into the future (see sample below)



referencing a mission (see sample below)



volunteering, unity of people for a common purpose



communication via phone



contact information, for use with email addresses



being part of a group or community

Example of usage



AMBASSADOR PROGRAM

BRAND AUDIENCE(S)

FDOT Employees and Leadership – Includes sharing the Target Zero initiative brand with all FDOT employees, showing them what the brand means and ensuring they emotionally connect and understand the mission.

FDOT Partner Agencies – Includes partner agencies as updates are provided during partner meetings. Additional partners will be engaged as the Target Zero initiative expands. This would also identify potential “partner” ambassadors that would be an extension of the program in 2022-2023.

Target Zero Ambassadors – Includes all FDOT employees who participate in the program and those who join after the initial launch and implementation.

BRAND VOICE

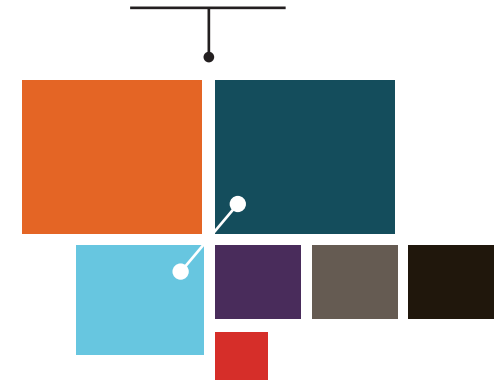
The unique perspective of the Target Zero Ambassador Program brand is advocating for safe driving behaviors. The brand voice will be used in sharing the information and strategies needed for FDOT and its partners to provide a safe transportation system. At all times, the brand voice communicates and encompasses the program values: Innovation, Compassion, Accountability, Representation, and Empowerment.

BRAND TONE(S)

The tones in the Target Zero Ambassador Program brand represent “unity,” as the advocacy mentioned above doesn’t happen alone. Because of the nature and importance of the brand, its communication style is informative, enthusiastic, and passionate, to keep audiences fully engaged with the program and its added value to the overall Target Zero initiative.

This is a sample of FDOT’s recruitment flyer that can be customized by partner organizations as part of their respective ambassador program.

The graphic below shows color choice hierarchy for the Ambassador Program.



JOIN THE AMBASSADOR PROGRAM

VISION
We acknowledge the power we have within our workplace and community to help Florida reach its target of zero fatalities and serious injuries on our roadways.

MISSION
Target Zero Ambassadors are advocates to ensure Florida's roads are safe for all users. We are dedicated to helping promote the strategies vital for FDOT and its partners to provide a safe transportation system for all roadway users.

GOAL
We aim to eliminate fatalities and serious injuries on Florida's roadways through the efforts of Target Zero.

OUR CORE VALUES

I INNOVATION: We are committed to sharing techniques and technologies that create awareness for all roadway users.

C COMPASSION: We truly care about the communities in which we live and serve and want to make an impact.

A ACCOUNTABILITY: Each of us is responsible for our behavior, actions, results, and consequences.

R REPRESENTATION: We understand that we are responding to a call to action and, in doing so, we will serve as a champion for the Target Zero initiative.

E EMPOWERMENT: We have the opportunity to lead and make decisions through responsible actions, education, and engagement with our communities and partners so that, together, we can save lives.

FDOT For more information, please contact Brenda Young, P.E., CPM, State Safety Engineer at Brenda.Young@dot.state.fl.us. **TARGET ZERO**

CONTENT STYLE GUIDELINES

TARGET ZERO INITIATIVE

Use AP style unless FDOT preferences dictate style.

Content Guidelines

- **Help us work toward zero traffic fatalities and serious injuries.**
 - Do not include an (s) in the word toward.
 - When using a statement like this, ensure it is clear we are referring to traffic safety, not just safety in general.
- Target Zero is an initiative, not a program. Reference it as the “Target Zero initiative” with a lower-case “i.”
- The Target Zero Ambassador Program is a program, using a capital “P” when referenced.
- All statistics must be pre-approved by FDOT Communications Director or designee.
- Language such as ‘caused’ must be replaced with language like “a contributing factor.”

Social Media Hashtag

- Use #TargetZeroFL when hashtagging with social media.
- All other hashtags must be pre-approved by FDOT Communications Director or designee.

Website Reference

- TargetZeroFL.com - Do not use “www.”
- Always capitalize T, Z, and FL.

Any changes made to the brand outlined in this guide must be submitted for approval.

If you have questions please contact

FDOT Communications Director, Beth Frady (Beth.Frady@dot.state.fl.us), or
FDOT Traffic Safety Marketing Coordinator, Tenda McPherson (Tenda.McPherson@dot.state.fl.us).