In support of the Strategic Highway Safety Plan (SHSP)

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TARGET ZERO LOGO

TARGET ZERO INITIATIVE

TARGET ZERO LOGO

SPANISH VERSIONS

CREOLE VERSIONS

100% Black

White Knockout Logo for Dark Backgrounds
(Purple background will not show.)
TARGET ZERO LOGO USAGE

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

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.
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 - i.e., 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
Note: If the FDOT logo is already featured inside your primary coalition/program logo, it is acceptable to replace the leading FDOT logo with the program/coalition logo.

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

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.
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.

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.

Horizontal Scenario (preferred)

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

Vertical Scenario

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.
TARGET ZERO INITIATIVE

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.

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.

<table>
<thead>
<tr>
<th>White Lines text</th>
<th>Zero Purple text</th>
<th>Traffic Turquoise text</th>
<th>Stop Sign Red text</th>
<th>Light Leather text</th>
<th>Black Asphalt text</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FFFFFF Aa</td>
<td>#4A2D5B Aa</td>
<td>#1A4B5D Aa</td>
<td>#CF142B Aa</td>
<td>#BF984 Aa</td>
<td>#221A0E Aa</td>
</tr>
</tbody>
</table>

- Black Asphalt background #221A0E
- Light Leather background #BF984
- Stop Sign Red background #CF142B
- Traffic Turquoise background #1A4B5D
- Zero Purple background #4A2D5B
- Safety Orange background #E36826
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

<table>
<thead>
<tr>
<th>Color</th>
<th>White Lines text</th>
<th>Zero Purple text</th>
<th>Traffic Turquoise text</th>
<th>Safety Orange text</th>
<th>Light Turquoise text</th>
<th>Black Asphalt text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Asphalt background</td>
<td>#212121</td>
<td>#6F6F6F</td>
<td>#640000</td>
<td>#D86205</td>
<td>#40C700</td>
<td>#212121</td>
</tr>
<tr>
<td>Light Turquoise background</td>
<td>#3478C1</td>
<td>#6F6F6F</td>
<td></td>
<td></td>
<td>#40C700</td>
<td></td>
</tr>
<tr>
<td>Safety Orange background</td>
<td>#FF69B4</td>
<td>#D86205</td>
<td></td>
<td></td>
<td></td>
<td>#D86205</td>
</tr>
<tr>
<td>Traffic Turquoise background</td>
<td>#4682B4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>#4682B4</td>
</tr>
<tr>
<td>Zero Purple background</td>
<td>#9B2033</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>#9B2033</td>
</tr>
<tr>
<td>White Lines background</td>
<td>#FFFFFF</td>
<td>#6F6F6F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Color</th>
<th>White Lines text</th>
<th>Zero Purple text</th>
<th>Traffic Turquoise text</th>
<th>Safety Orange text</th>
<th>Pushy Purple text</th>
<th>Black Asphalt text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Asphalt background</td>
<td>#212121</td>
<td>#6F6F6F</td>
<td>#640000</td>
<td>#D86205</td>
<td>#ED99C1</td>
<td>#212121</td>
</tr>
<tr>
<td>Pushy Purple background</td>
<td>#ED99C1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety Orange background</td>
<td>#FF69B4</td>
<td></td>
<td></td>
<td></td>
<td>#D86205</td>
<td>#FF69B4</td>
</tr>
<tr>
<td>Traffic Turquoise background</td>
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<td></td>
<td>#4682B4</td>
<td>#4682B4</td>
</tr>
<tr>
<td>Zero Purple background</td>
<td>#9B2033</td>
<td></td>
<td></td>
<td></td>
<td>#9B2033</td>
<td>#9B2033</td>
</tr>
<tr>
<td>White Lines background</td>
<td>#FFFFFF</td>
<td>#6F6F6F</td>
<td></td>
<td></td>
<td>#6F6F6F</td>
<td></td>
</tr>
</tbody>
</table>
COLOR PALETTE
The social media color palette for the Target Zero initiative was developed based on industry knowledge of what drives social media views and engagement. This palette combines the primary brand colors with additional brightened colors in order to grab the attention of the initiative's target audience. The addition of these colors also allows for the creation of branded gradients, which add dimension and movement to the brand's look and feel.

GRAPHICS
Social Media Photography Choice
The Target Zero initiative photography style on social media is warm, saturated, and vibrant. Photos should focus on relatable experiences and recognizable locations, while providing a direct tie-in to driving. Photo filter overlays in warm tones (reds, oranges, and yellows) can be used to ensure all imagery has a consistent look and feel.

Target Cropping
The concentric circles forming the brand's target element should be incorporated into imagery in the form of cropped overlays. These provide additional visual interest and can be used to emphasize text.
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.
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
- 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
- Bikers
- Bike and pedestrian combined
- Pedestrians
- Intersections
- Interstates
- Caution, construction or safety ideas/concepts
- Decision making, including multiple direction concepts
- Contact information, for use with email addresses
- Being part of a group or community

**Example of usage**

![Visuals - Iconography](attachment:image.png)
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.
CONTENT STYLE GUIDELINES

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 Office, fdotcommunicationsoffice@dot.state.fl.us