# TARGET ZERO SHIRT ORDERING GUIDE

### WHY DOES SHIRT COLOR MATTER?

Visual continuity is the best way to help build brand awareness. Branding is everywhere, and it's not just a logo. It's what a poster looks like, designs on vehicle wraps, billboards, and even promotion items! When you wear your Target Zero attire, you contribute to that brand awareness, so thank you!

When ordering wearables choose brand colors or business neutrals. Choose logo colors (imprints or thread) that provide high contrast. For instance, dark shirts will work best with white or light colors. We want people to see the logo, so choose the highest color contrast.

The recommendations provided below will assist you and your vendor with picking out the best looking and brand friendly shirt. We appreciate you being a Target Zero Brand Ambassador.

# PRIMARY SHIRT RECOMMENDATIONS



# BUTTON U



White Shirt | Full Color Logo





White Shirt | Full Color Logo



Women





Close up of one color

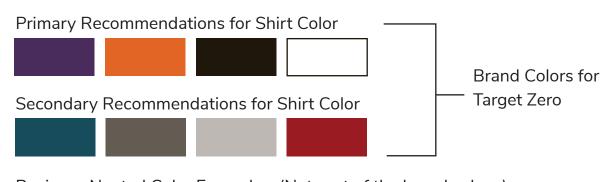




Close up of full color used on

recommended materials colors.

# **COLOR RECOMMENDATIONS**



Business Neutral Color Examples. (Not part of the brand colors.)



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## DO NOT USE



## **PURCHASING OPTIONS**

- 1 Bought as an identification shirt for "Target Zero" events: Follow Disbursement Operations Handbook, Topic "Shirts/Clothing (other than uniforms and safety)" - Handbooks - Home (sharepoint.com)
- Bought to promote "Target Zero" at public meetings and other non "Target Zero" events:

Must be purchased through the Safety Office/Program and follow Disbursement Operations Handbook, Topic "Promotional Items" -Handbooks - Home (sharepoint.com) and document Section 334.044(5), FS as authority

**3** Bought with personal funds: Order directly with no reporting required

**VENDOR INFORMATION** 

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