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

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple Shirt</td>
<td>White Logo</td>
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</tbody>
</table>

POLOS

T-SHIRT

BUTTON UP

COLOR RECOMMENDATIONS

Primary Recommendations for Shirt Color

Secondary Recommendations for Shirt Color

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

HIGH CONTRAST EXAMPLES TO USE

DO NOT USE

PURCHASING OPTIONS


2. 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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