



# 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.)



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.



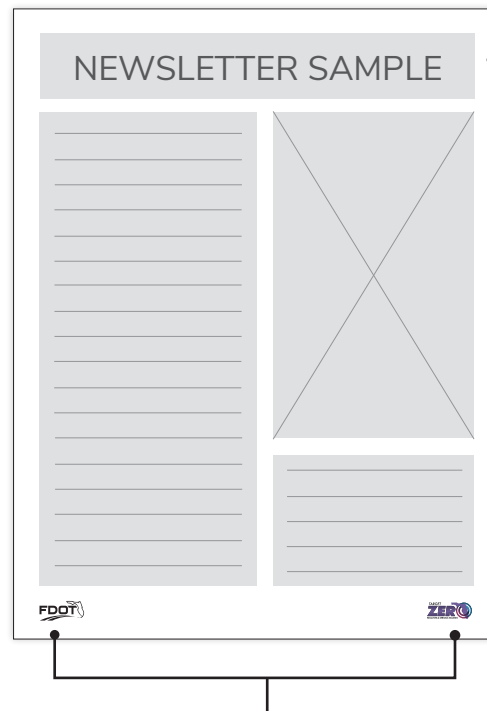
**DO NOT** change colors of the logo.



## 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)



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

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



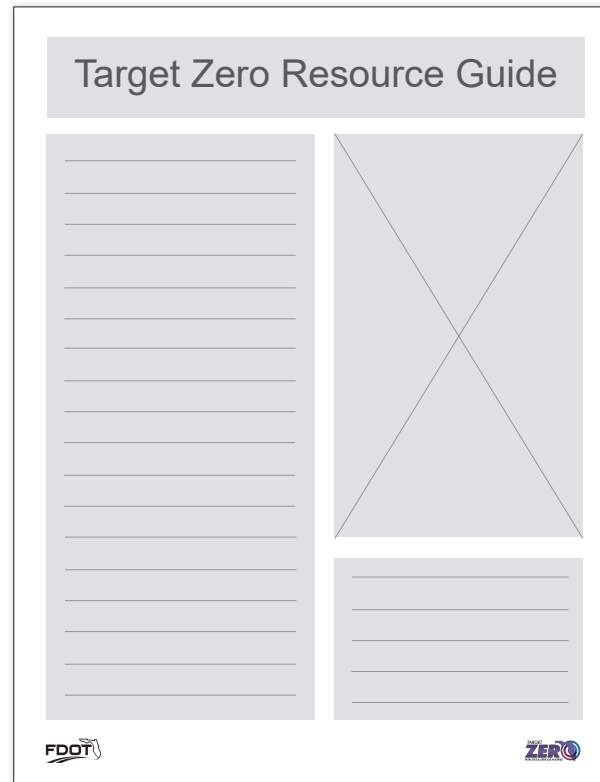
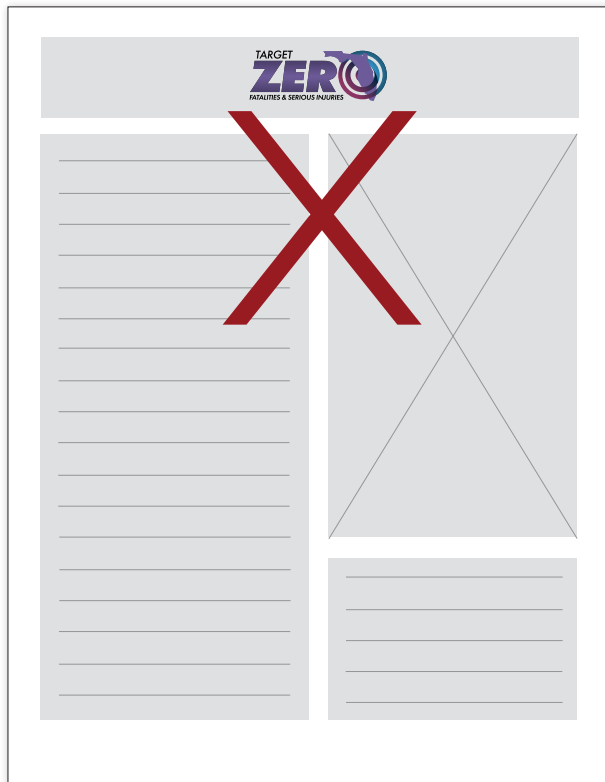
# TARGET ZERO LOGO USAGE - HEADERS

## 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

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.

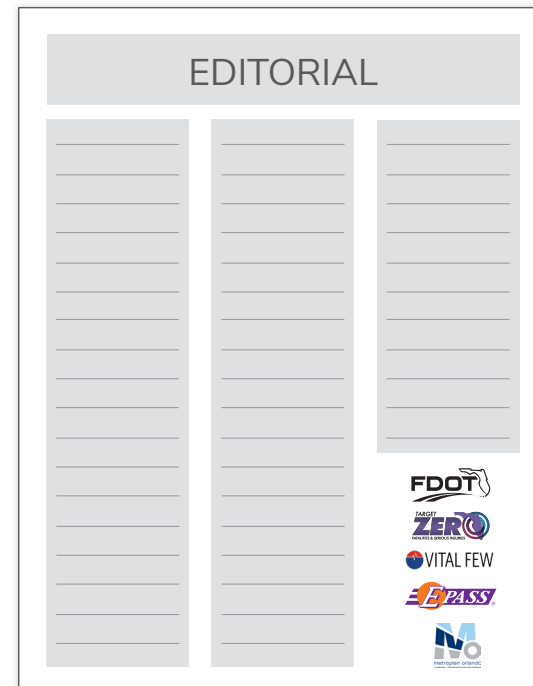
#### What is co-branding?

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.

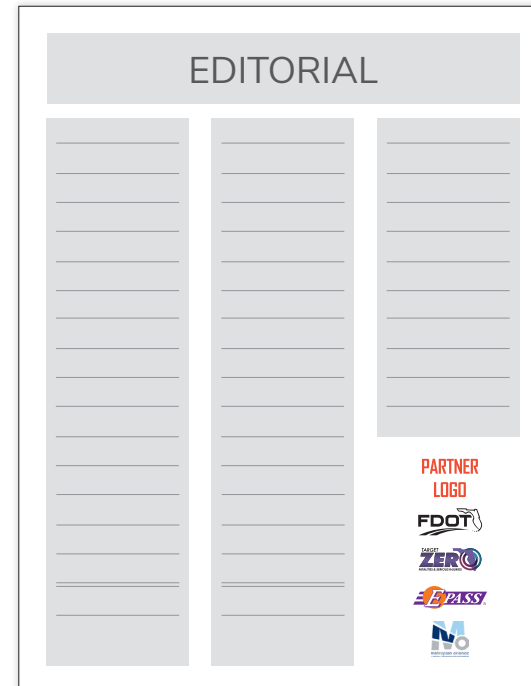
#### REMEMBER:

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

The infographic features the following text and elements:

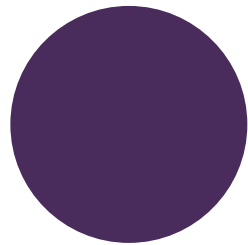
- Header:** JOIN THE AMBASSADOR PROGRAM
- VISION:** We acknowledge the power we have within our workplace and community to help Florida reach its target of zero fatalities and serious injuries on our roadways.
- MISSION:** Target Zero Ambassadors are advocates to ensure Florida's roads are safe for all 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 experiences 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.
- Logos:** FDOT and Target Zero.

Annotations on the right side of the infographic indicate: 'RIFT' points to the header text, 'NUNITO SANS' points to the core values text, and 'LOGO IS UNCHANGED' points to the FDOT and Target Zero logos.

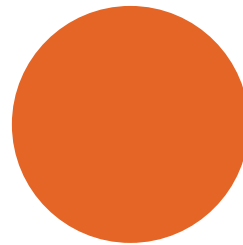
Note: Although Futura is the dominant font in the Target Zero logo, Rift and Nunito Sans will be used in the initiative brand. The readability of Futura is not optimal for body copy and other large amounts of text. Both fonts feel more modern and stronger than the roundness of Futura. Both primary fonts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

# COLOR PALETTE

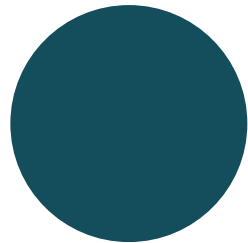
This color palette is to be used for all co-branding assets and collateral materials only. **The logo colors remain unchanged.**



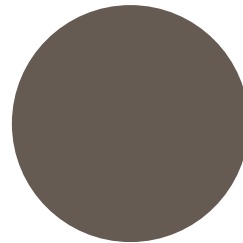
CMYK | 78-91-35-27  
 RGB | 74-45-91  
 HEX | #4a2d5b  
 PMS | 669



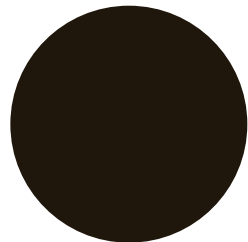
CMYK | 7-74-100-0  
 RGB | 227-102-38  
 HEX | #e36626  
 PMS | 7579



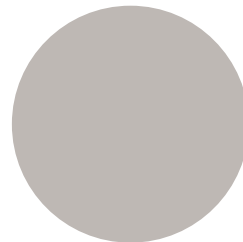
CMYK | 92-59-47-31  
 RGB | 19-77-93  
 HEX | #1a485d  
 PMS | 7477



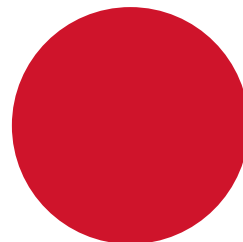
CMYK | 37-39-45-48  
 RGB | 100-91-83  
 HEX | #655b53  
 PMS | 411



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 | 12-100-94-3  
 RGB | 207-20-43  
 HEX | #cf142b  
 PMS | 711


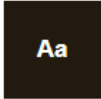



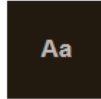







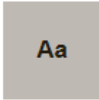

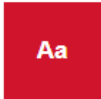






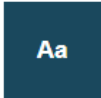



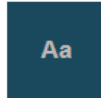


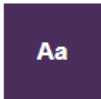



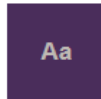








The graphic below shows the color choice hierarchy as it relates to co-branding assets and collateral materials for the Target Zero initiative. When creating future co-brands, the Target Zero initiative color palette will be used as the foundation. As the Target Zero initiative expands and campaigns 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



Partner Meetings Color Palette



# CO-BRANDED ADA COLORS

## 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

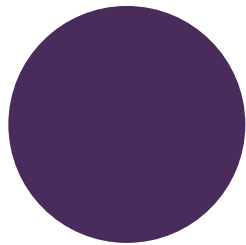
Use only color combinations shown. Color combinations that are not represented are to be avoided as they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. Employing accessibility best practices improves the user experience for all.

## Partner Meetings Color Palette

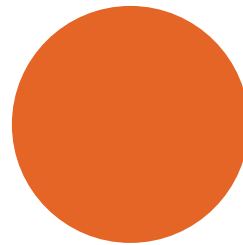
	White Lines text #FFFFFF Aa	Zero Purple text #4A2D5B Aa	Traffic Turquoise text #1A485D Aa	Safety Orange text #E36626 Aa	Pushy Purple text #9E4ADA Aa	Black Asphalt text #221A0E Aa
Black Asphalt background #221A0E	Aa			Aa		
Pushy Purple background #9E4ADA	Aa					
Safety Orange background #E36626						Aa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

# DIGITAL COLOR PALETTE

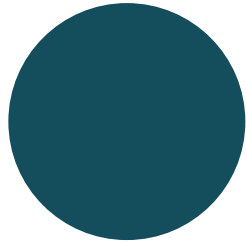
This color palette is to be used for social media and the behavior change campaign.  
**The logo colors remain unchanged.**



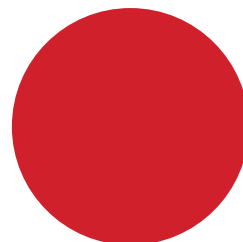
CMYK | 78-91-35-27  
RGB | 74-45-91  
HEX | #4a2d5b  
PMS | 669



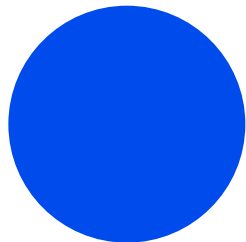
CMYK | 7-74-100-0  
RGB | 227-102-38  
HEX | #e36626  
PMS | 7579



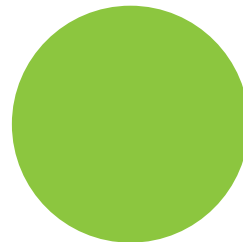
CMYK | 92-59-47-31  
RGB | 19-77-93  
HEX | #1a485d  
PMS | 7477



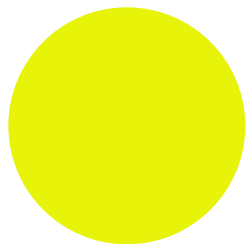
CMYK | 12-100-94-3  
RGB | 207-32-44  
HEX | #cf142b  
PMS | 711



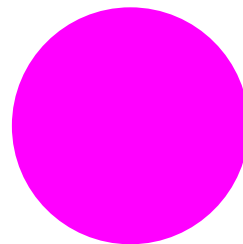
CMYK | 85-71-0-0  
RGB | 0-75-236  
HEX | #004bec  
PMS | 2728 C



CMYK | 50-0-99-0  
RGB | 140-198-63  
HEX | #8cc63f  
PMS | 7488 C



CMYK | 15-0-98-0  
RGB | 231-243-9  
HEX | #e7f309  
PMS | 803 C



CMYK | 27-82-0-0  
RGB | 255-0-255  
HEX | #ff00ff  
PMS | 807 C

The digital 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.



# VISUALS - SOCIAL MEDIA

## 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.



Sample social media graphics

## 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.

# VISUALS - PHOTOGRAPHY

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
				
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



**Ambassador Program**

**TOGETHER, WE CAN SAVE LIVES!**

**GOAL**  
As FDOT employees, we aim to eliminate fatalities and serious injuries throughout Florida's transportation system through the efforts of Target Zero.

**MISSION**  
Target Zero Ambassadors are advocates for a safe and inclusive transportation network. We are dedicated to helping promote the strategies vital for FDOT and its partners to provide a safe multimodal system.

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

FDOT 1 ZER0

# 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

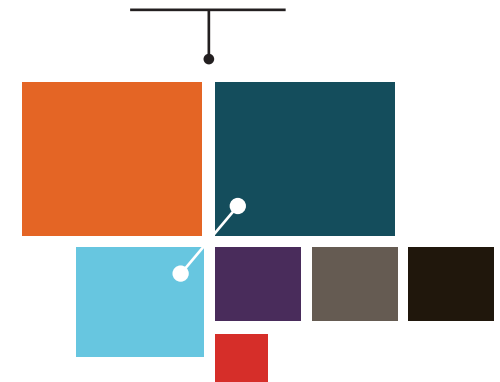
The unique perspective of the Target Zero Ambassador Program brand is advocating for safe driving behaviors. The brand voice will be used in sharing the information and strategies needed for FDOT and its partners to provide a safe transportation system. At all times, the brand voice communicates and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





## 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](mailto:fdotcommunicationsoffice@dot.state.fl.us)