

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

POLOS

Women
Purple Shirt | White Logo



Men
Purple Shirt | White Logo



Women
Black Shirt | White Logo



Men
Black Shirt | White Logo



Women
Orange Shirt | White Logo



Men
Orange Shirt | White Logo



Women
White | Full Color Logo



Men
White Shirt | Full Color Logo



T-SHIRT



BUTTON UP



Close up of one color logo with high contrast.



Close up of full color used on recommended materials colors.



FULL COLOR LOGO

COLOR RECOMMENDATIONS

Primary Recommendations for Shirt Color



Secondary Recommendations for Shirt Color



Brand Colors for Target Zero

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



HIGH CONTRAST EXAMPLES TO USE



DO NOT USE



PURCHASING OPTIONS

FDOT EMPLOYEES:

- Bought as an identification shirt for FDOT employees at "Target Zero" events:**
Must be purchased using state funds following the Disbursement Operations Handbook, Topic "Shirts/Clothing (other than uniforms and safety)" - [Handbooks - Home \(sharepoint.com\)](#)
- Bought as a giveaway to the public (non-FDOT employees) to promote "Target Zero" at public meetings and other non "Target Zero" events:**
Must be purchased using state funds as a safety awareness program and follow Disbursement Operations Handbook, Topic "Promotional Items" - [Handbooks - Home \(sharepoint.com\)](#) and document Section 334.044(5), FS as authority
- Bought with personal funds:**
Order directly with no reporting required
- FDOT Vendor Information:**
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TARGET ZERO PARTNERS: SHARE SHIRT ORDERING GUIDE WITH YOUR PREFERRED VENDOR
Download logos from [TargetZeroFL.com](#)

TARGET ZERO SHIRT ORDERING GUIDE - CAMPAIGN SHIRTS



COLOR GUIDE

Use Purple Only For Shirt Color



The inventory of vendors varies, please select a shirt color that closely matches PMS 2627 or a rich, deep plum purple shade.

VENDOR NOTES

- Ensure that vendor can produce a full color digital print to accommodate the black, white, orange, and purple colors in the design files.
- Ensure that vendor can handle printing of the gradient tones in the sunglasses on the design files.
- Supply the print-ready EPS design files to the vendor.