TARGET ZERO SHIRT ORDERING GUIDE

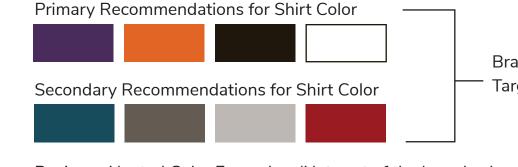
WHY DOES SHIRT COLOR MATTER?

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.



COLOR RECOMMENDATIONS



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

HIGH CONTRAST EXAMPLES TO USE

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DO NOT USE



PURCHASING OPTIONS

Bought as an identification shirt for FDOT employees at 1 "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)

2 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

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

VENDOR INFORMATION

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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.

