



LOGO STANDARDS AND USAGE GUIDE

**YELLOW**

PMS 143 C  
C:0 M:32 Y:87 K:0  
R:241 G:180 B:52  
HEX: F1B434

**BLACK**

C:70 M:67 Y:64 K:74  
R: 34 G: 32 B: 32  
HEX: 221F20

**TOWARD ZERO DEATHS FULL COLOR LOGO**

As the official logo for the National Strategy on Highway Safety Toward Zero Deaths (TZD) program, this logo was designed and colors specifically selected to represent the following:

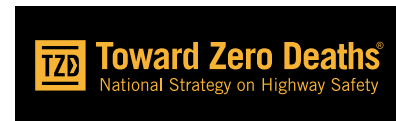
**Black** - Remembering the lives lost in traffic crashes.

**Yellow** - Each person's individual goal of zero deaths for his or her family and friends.

It is the intent that with consistent use of the logo the color combination of yellow and black will become identifiable with TZD over time. This official logo should be used for all four-color applications including websites, advertisements, brochures, posters, etc. Correct and consistent usage is critical to preserve the program's brand identity.

**TOWARD ZERO DEATHS LOGO FOR USE ON BLACK OR DARK BACKGROUNDS**

In applications where the logo is used on a black or dark background, the yellow on black logo should be used as shown.

**TOWARD ZERO DEATHS PROUD PARTNER LOGO**

For states, associations and other organizations that already have in place an established safety program logo, e.g. Zero Fatalities, the Toward Zero Deaths Proud Partner logo is designed to be used in conjunction with the established logo to demonstrate support for the national Toward Zero Deaths program.

**TOWARD ZERO DEATHS PROUD PARTNER LOGO FOR USE ON BLACK OR DARK BACKGROUNDS**

In applications where the Toward Zero Deaths Proud Partner logo is used on a black or dark background, the yellow on black logo should be used as shown.



## COLOR APPLICATION

The colors shown below are the only color combinations permitted for the Toward Zero Deaths primary logo or TZD Proud Partner logo.



Two-Color Application



One-Color Application



Black and White Application



Reverse Application



Two-Color Application



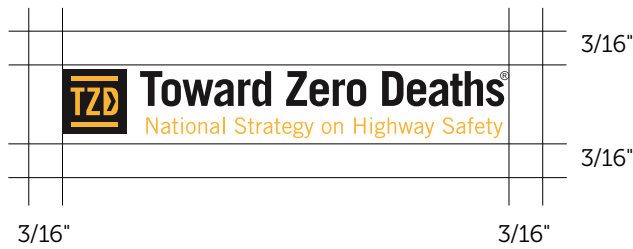
One-Color Application



Black and White Application



Reverse Application



## CLEAR-SPACE REQUIREMENTS

The TZD logo should always be allowed a clean visual separation from all other elements. Always allow a space at least .1875" (3/16) around the entire logo.



## MAXIMUM REDUCTION

The maximum reduction for the TZD logo, either the primary logo or the proud partner logo, should not be smaller than the examples shown to the left.



Incorrect Proportion: Horizontal Distortion



Incorrect Proportion: Vertical Distortion



Incorrect Color: Use of Alternate Colors



Incorrect Size: Below maximum reduction

## INCORRECT USAGE

The logo is a unique piece of artwork and should be used consistently. Shown in this section are incorrect uses of the logo that should not be used:

The logo should not be altered in shape, proportion or color contrary to this guide.

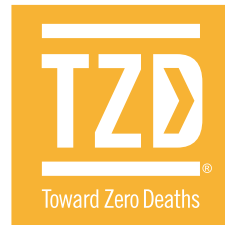
Never use the logo smaller than the maximum reduction size.

## SECONDARY LOGO

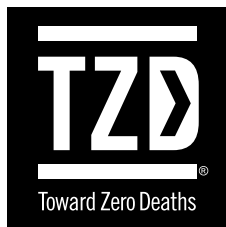
The secondary logos shown below are only to be used when the Toward Zero Deaths primary logo or TZD Proud Partner logo will not fit in the allotted space.



Two-Color Application



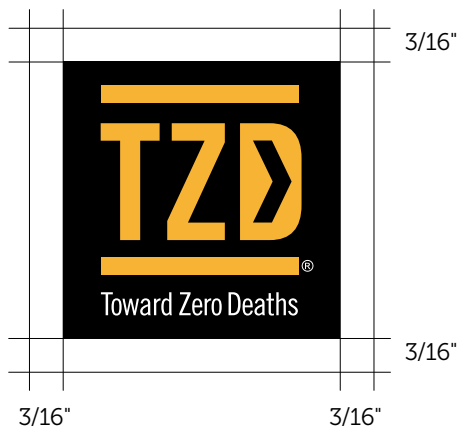
One-Color Application



Black and White Application

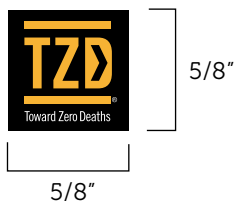


Reverse Application



## CLEAR-SPACE REQUIREMENTS

The secondary logo should always be allowed a clean visual separation from all other elements. Always allow a space at least .1875" (3/16) around the entire logo.



## MAXIMUM REDUCTION

The maximum reduction for the secondary logo should not be smaller than the example shown to the left.

## SECONDARY COLOR PALETTE

The secondary color palette for the Toward Zero Deaths logo contains six colors that have been selected to complement the primary color palette.



### **LIGHT GRAY**

PMS 421 C  
C:13 M:8 Y:11 K:26  
R:178 G:180 B:178  
HEX: B2B4B2



### **GREEN**

PMS 384 C  
C:26 M:4 Y:99 K:35  
R:148 G:147 B:0  
HEX: 949300



### **LIGHT BLUE**

PMS 278 C  
C:45 M:14 Y:0 K:0  
R:139 G:184 B:232  
HEX: 8BB8E8



### **GRAY**

PMS 417 C  
C:33 M:23 Y:35 K:63  
R: 101 G: 102 B: 92  
HEX: 65665C



### **ORANGE**

PMS 167 C  
C:5 M:77 Y:100 K:15  
R:190 G:83 B:28  
HEX: BE531C



### **BLUE**

PMS 308 C  
C:100 M:18 Y:8 K:50  
R:0 G:88 B:124  
HEX: 00587C