zero Fatalities®

Lives are on the Line

INTRODUCTION

The Zero Fatalities logo usage guide has been developed to let all traffic safety partners know how to properly use the Zero Fatalities logo. The guide provides correct logo usage standards for common applications. The proper use of these guidelines will reduce confusion and help to communicate and represent our brand consistently and effectively.

Zero Fatalities®

Lives are on the Line

THE ZERO FATALITIES LOGO

As the official logo for Nevada's Zero Fatalities program, all communications should contain this logo. The preferred format of the logo is the horizontal version (as shown above). The Zero Fatalities logo consists of two elements: the Zero Fatalities wordmark, and the call to action - Lives are on the Line. The logo should always contain both elements.

FULL-COLOR LOGO

The full-color logo should be used for four-color process applications including advertisements, brochures, websites, PowerPoints, memos and letterhead.

Zero Fatalities®
Lives are on the Line

Zero Fatalities®
Lives are on the Line

ONE-COLOR LOGO

In certain instances, a one-color version of the logo may be used. Example applications include merchandise, apparel and black and white print ads.

Zero Fatalities®
Lives are on the Line

Zero Fatalities®
Lives are on the Line

PRIMARY COLOR PALLETTE

PMS: 280
(Same for Coated and Uncoated Paper)
CMYK: 100-78-5-18
RGB: 0-39-118
HEX: 002776

PMS: 877 Metallic
CMYK: 46-38-40-3
RGB: 133-124-116
HEX: 857C74

MINIMUM SIZE

The minimum size for the logo should not be smaller than the example shown to the right. There are no maximum enlargement size restrictions. Large-scale or small-scale uses, such as signs, banners, event booth signage, merchandise, and vehicular wraps require accurate proper scaling to retain the integrity of the logo.

CLEAR-SPACE REQUIREMENTS

The Nevada Zero Fatalities logo should always be allowed a clean visual separation from all other elements. Always allow a clear space of at least .1875" (3/16") around the entire logo, except when used with a full bleed.

CORRECT LOGO USAGE

Full-color application

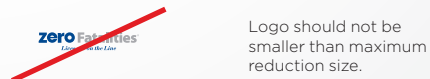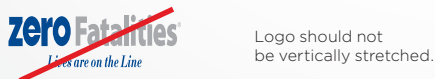One-color black application

White on black application

Email signature application

White on red application

INCORRECT LOGO USAGE

The logo is a unique piece of artwork and should be reproduced consistently. Shown below are examples of incorrect uses. The logo should never be altered in shape, proportion or color contrary to this guide.

Logo should not be horizontally stretched.

Logo should only be used in the approved colors shown in this guide and should not be recreated.

Logo should not be vertically stretched.

Logo should not be smaller than maximum reduction size.

10

YEAR ANNIVERSARY

zero Fatalities®

Lives are on the Line

INTRODUCTION

2021 marks the 10-year anniversary of Zero Fatalities. As a way to celebrate this milestone, we created a special logo in honor of the anniversary. While the logo usage guidelines are similar to those of the standard Zero Fatalities logo, there are a few differences that need to be taken into account when using this particular mark. This guide provides correct usage standards for common applications when using the 10-year anniversary logo. The proper use of these guidelines will reduce confusion and help to communicate and represent our brand consistently and effectively.

THE ZERO FATALITIES LOGO

The 10-year anniversary logo will serve as the official Zero Fatalities logo during 2021. This logo should be included in all communications throughout the anniversary year. The preferred format of the logo is the horizontal version (as shown above). The logo consists of three elements: the Zero Fatalities wordmark, the tagline ("Lives are on the Line"), and the 10-year anniversary mark. When being used, the logo should include all three elements.

FULL-COLOR LOGO

The full-color logo should be used for four-color process applications including advertisements, brochures, websites, PowerPoints, memos and letterhead.

ONE-COLOR LOGO

In certain instances, a one-color version of the logo may be used. Example applications include merchandise, apparel and black and white print ads.

PRIMARY COLOR PALLETTE

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PMS: 877 Metallic
CMYK: 46-38-40-3
RGB: 133-124-116
HEX: 857C74

MINIMUM SIZE

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CLEAR-SPACE REQUIREMENTS

The 10 Year Zero Fatalities logo should always be allowed a clean visual separation from all other elements. Always allow a clear space of at least .1875" (3/16") around the entire logo, except when used with a full bleed.

CORRECT LOGO USAGE

Full-color application

One-color black application

White on black application

Email signature application

White on red application

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The logo is a unique piece of artwork and should be reproduced consistently. Shown below are examples of incorrect uses. The logo should never be altered in shape, proportion or color contrary to this guide.

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Please stay in touch with us at zerofatalitiesnv.com
and through social media at