OTS

CALIFORNIA OFFICE OF
TRAFFIC SAFETY

GO SAFELY
CALIFORNIA

CALIFORNIA OFFICE OF TRAFFIC SAFETY

OTS IDENTITY

This visual identity system encompasses critical elements of the California Office of Traffic Safety brand, including logos, colors, typeface and their combined uses. Consistency is paramount in helping distinguish and support the brand and its mark. By making sure our brand identity is consistent, we help increase public awareness of who we are and the messages we deliver. The new look is designed to build recognition, trust and authenticity across all communication and branding platforms.
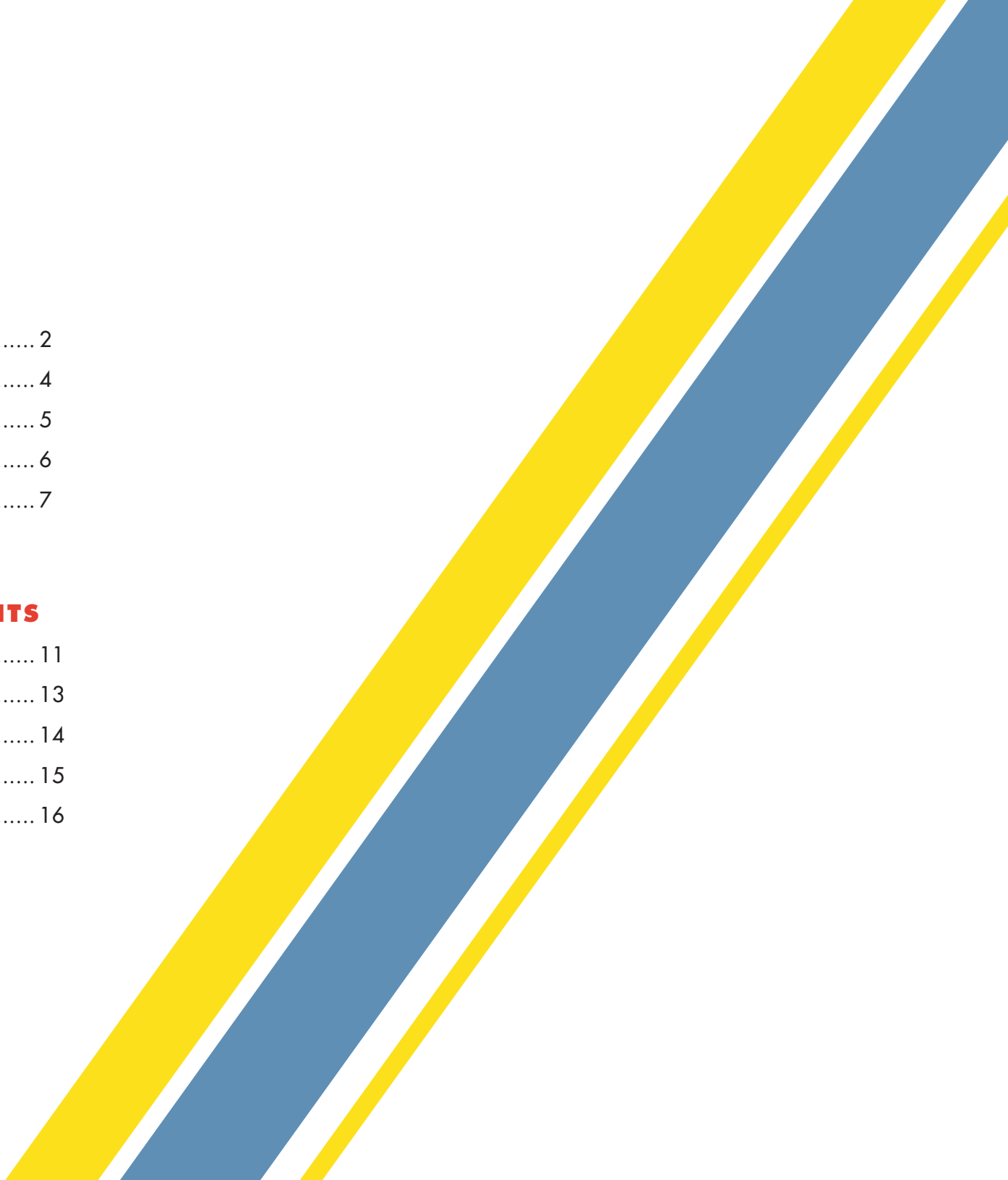
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DESIGN ELEMENTS

STANDARD LOGO

This is the foundation of our brand identity system and represents the quickest and most concise visual expression of our brand. It should accompany all communication and branding materials.

Due to the importance of the logo being presented with consistency and care, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

VERTICAL LOCK-UP
When space does not allow for the horizontal logo.

HORIZONTAL LOCK-UP
When space does not allow for the vertical logo.

STANDARD LOGO

THE COLOR LOGO
The full color OTS logo is the cornerstone of the visual identity. It is a governmental mark and includes the primary corporate colors, symbolizing OTS wherever it appears. As such, the OTS Blue, Yellow and Grey should be used whenever the logo is reproduced in color.

THE BLACK LOGO
Black (PMS Black, 100% black) should be used in any application that will not allow for reproduction of the color version of the logo.

THE REVERSED LOGO
When using the logo against a colored or textured background, it should appear in white. Take care to maintain sufficient contrast between the reversed logo and the background. If the background color is too light to reverse out, use either the black or full-colored logo instead.

COLOR USAGE

This primary palette includes the OTS Blue, Yellow and Grey used in the logo, as well as other colors that complement and work in tandem with the logo. Use this palette when creating any communications for OTS.

These other colors should be used sparingly and only when needed. For example, as a background color in a poster or the color of a headline.

Primary

PMS: 107C
C:0 M:0 Y:92 K:0
R:251 G:225 B:34
FBE122

PMS: 427C
C:7 M:3 Y:5 K:8
R:208 G:211 B:212
D0D3D4

PMS: 431C
C:45 M:25 Y:16 K:59
R:91 G:103 B:112
5B6770

PMS: 7454C
C:62 M:23 Y:4 K:12
R:95 G:143 B:180
5F8FB4

PMS: 296C
C:100 M:73 Y:28 K:86
R:4 G:28 B:44
041C2C

Secondary *(Use Sparingly)*

PMS: 5477C
C:66 M:24 Y:43 K:66
R:62 G:93 B:88
3E5B58

PMS: 563C
C:54 M:0 Y:29 K:2
R:107 G:187 B:174
6BBBAE

PMS: 188C
C:16 M:100 Y:65 K:58
R:118 G:35 B:47
76232F

PMS: 179C
C:0 M:87 Y:85 K:0
R:224 G:60 B:49
E03C31

PMS: 107C
C:0 M:0 Y:92 K:0
R:251 G:225 B:34
FBE122

CLEAR SPACE

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other elements, such as text or images, should appear within it. This clear space is equal to the size of the "O" in the OTS Logo.

LOGO MISUSE

To ensure a strong and cohesive impression across all OTS materials, every logo reproduction must be applied clearly and consistently. The following are examples of things to avoid:

1. Don't use different colors within the logo.
2. Don't outline the logo.
3. Don't apply drop shadows.
4. Don't restructure or reposition the elements within the logo.
5. Don't squeeze or stretch the logo.
6. Don't bend the logo.
7. Don't recreate the logo with alternate typefaces.
8. Don't use a low-resolution or web-based logo.
9. Don't use a staging box that falls within the clear space.

1.

2.

3.

4.

5.

6.

7.

8.

9.

PRIMARY TYPEFACE

Our primary font is Futura. It should be used in all materials and its font family should be used for headlines, subheads and body copy.

The misuse of a branded font is one of the most widely found mistakes in brand management, most often changing the look and feel of materials and taking away from the consistency and identity of a brand.

These guidelines must apply to ALL materials, even the most simple. Whether creating a quick directional sign, a simple name badge or any printed items. Setting such a standard will not only help guide personnel but also conserve time and effort during production.

Note: If for any reason Futura is unavailable, Arial may be used as a substitute.

FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

GO SAFELY IDENTITY

Like the State of California's "Flex Your Power" brand, which promotes broad energy conservation and has been embraced by both citizens and government stakeholders alike, the Office of Traffic Safety seeks to position "Go Safely, California" as the widely adopted transportation safety rally cry. As the owner and parent of the Go Safely, California brand, the Office of Traffic Safety shall simultaneously become considered a leading organization furthering California's reputation as a model of progress and innovation for the entire country.

DESIGN ELEMENTS

STANDARD LOGO

The following guidelines have been developed to ensure the Go Safely logo is being presented with consistency and care. This is the foundation of our brand identity system and should accompany all communication and branding materials.

THE COLOR LOGO
The full color Go Safely logo is the cornerstone of the visual identity. It is a governmental mark and includes the primary corporate colors, symbolizing Go Safely wherever it appears. As such, the Go Safely Reds, Greens, and Yellows should be used whenever the logo is reproduced in color.

HORIZONTAL LOGO

HORIZONTAL LOCK-UP WITH OTS

STANDARD LOGO

COLOR LOGO VARIATIONS & BACKGROUNDS
The full color Go Safely logo has three variations that apply to the following color backgrounds and cannot be mix and matched. If you require a different color background, please use a black or white logo.

THE BLACK LOGO
Black (PMS Black, 100% black) should be used in any application that will not allow for reproduction of the color version of the logo.

THE REVERSED LOGO
When using the logo against a colored or textured background, it should appear in white. Take care to maintain sufficient contrast between the reversed logo and the background. If the background color is too light to reverse out, use either the black or full-colored logo instead.

CLEAR SPACE & SIZING

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other elements, such as text or images, should appear within it. This clear space is equal to the size of the "O" in the Go Safely Logo.

MINIMUM SIZE FOR OTS LOCKUP
At one inch wide, the "California Office of Traffic Safety" should be the same width as the Go Safely logo. As the logo increases in size OTS can be 25% smaller than the logo.

COLOR USAGE

This primary palette includes the Go Safely Green, Yellow and Red used in the logo, as well as other colors that complement and work in tandem with the logo. Use this palette when creating any communications for Go Safely.

The secondary palette should be used sparingly and only if necessary.

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C:66 M:24 Y:43 K:66
R:62 G:93 B:88
3E5B58

PMS: 563C
C:54 M:0 Y:29 K:2
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8. Don't use a low-resolution or web-based logo.
9. Don't use a staging box that falls within the clear space.

INITIATIVE LOGOS

The intention of the Go Safely brand is to be inclusive, human and friendly with all of our messaging. However, sometimes during the course of the campaign, you may need to be more direct and harder hitting so we created this logo series. These should be used in place of the Go Safely logo and only when absolutely necessary. Please use them sparingly.

Use the Full-Color logo in video, digital and full-color printing. Its colors are from the Go Safely palette.

Use the Single-Color Black logo for laser prints and photocopies.

Use the White logo when laser prints and photocopied backgrounds are patterned or compromised.

BIKES AND PEDESTRIANS LOGO

DISTRACTED DRIVING LOGO

DUID LOGO

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0123456789(,.;:?!$&*)

FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)