

BRAND STANDARDS GUIDE



ESTABLISHING THE SAFE ROUTES NEBRASKA BRAND

A **brand** is the collective perceptions and impressions associated with a business, product, program, or organization. As a new program, Safe Routes Nebraska has a unique opportunity to establish a strong brand by defining, enhancing, and reinforcing it in every communication associated with the program. To that end, this guide will help anyone creating Safe Routes Nebraska communications to understand exactly how the brand must be presented.

HOW TO USE THIS GUIDE

A major key to making the Safe Routes Nebraska brand strong, recognizable, and favorable with the public is consistency. In this guide, you'll learn how to consistently apply the brand's messaging, tone, and visual elements to create a strong, persistent message on every communication that goes out. By doing this, we're controlling the impressions that our brand makes. And by making the same impression over and over, the perceptions people develop of our brand are more likely to be the perceptions we want them to have.

IN THE PAGES OF THIS GUIDE, YOU'LL LEARN ABOUT:

- **Primary messaging** – The values, features, and benefits of Safe Routes Nebraska. Examples of verbiage that should be used on every communication are included.
- **Tone and voice** – The personality behind Safe Routes Nebraska. Here you'll find descriptions and examples of how the Safe Routes Nebraska brand “sounds” and relates to people.
- **Visual messaging** – The look of Safe Routes Nebraska. This section provides in-depth information on how to apply the Safe Routes Nebraska logo, the color palette, typefaces, photography, the mascot, and all other visual elements of the Safe Routes Nebraska brand.
- **Campaign** – This section displays the campaign concept, showing how all of the elements of messaging, tone, and visuals come together to communicate the Safe Routes Nebraska brand.

PRIMARY MESSAGING

Safe Routes Nebraska: Putting Kids on a Healthier Path

WHAT IS SAFE ROUTES NEBRASKA?

Safe Routes Nebraska works with communities and schools to help create environments that encourage children to walk and bike to school. Here's how:

- We provide funding to communities and schools for eligible projects that help create communities that are friendly to walkers and bikers.
- We offer support and education for groups seeking funding to create safer routes to school.
- We provide educational materials for teachers to instruct students on walking and biking to school safely.
- We give parents the information they need to help their kids walk/bike to and from school safely.
- We engage children and make learning about walking and biking to and from school fun.

WHY WALKING AND BIKING TO SCHOOL?

By creating an environment that allows kids to walk and bike to school safely, we're creating healthier kids.

Childhood obesity has become a nationwide epidemic. One of the most effective ways to counteract this dangerous trend is to get kids moving on a regular basis. By walking and biking to school, kids are doing aerobic activity nearly every day . . . and that means more alert minds in class, more energy throughout the day, and more fitness habits to carry into adulthood.

Other benefits to walking/biking-friendly communities include:

- Decreased traffic around schools
- Lower air and noise pollution
- Less gasoline consumption

VERBIAGE EXAMPLES

Short copy

At Safe Routes Nebraska, we're committed to helping build safe routes to school, so kids can walk and bike more . . . getting the exercise they need for happy, healthy lives.

Medium copy

At Safe Routes Nebraska, we're committed to helping communities build safe routes, so kids can walk and bike more . . . getting the exercise they need for happy, healthy lives. Creating environments that foster safe walking and biking enables children to make regular activity a habit. And building these habits today will help them become healthier adults tomorrow.

Long copy

At Safe Routes Nebraska, we're committed to helping build safe routes to school, so kids can walk and bike more . . . getting the exercise they need for happy, healthy lives. Here's how we do it:

- Funding projects to make communities more walker/biker-friendly
- Educating teachers, students, parents, and communities on safe walking and biking
- Encouraging kids to walk or bike to and from school—after all, it's fun!

TONE AND VOICE

The Safe Routes Nebraska tone and voice is friendly, trustworthy, straightforward, and sometimes mildly humorous.

Friendly – This campaign must engage a variety of audiences. Each of these audiences must feel that the Safe Routes Nebraska materials are approachable in order to get involved with the program. We will achieve this through warm, friendly feeling verbiage that is clear in its meaning and has at its root a deep understanding of the common good.

Trustworthy – Communications associated with Safe Routes Nebraska speak with confidence and authority. All of our audiences should be able to trust us as a source of information concerning the program, child safety, and the benefits of walking/biking to school. To maintain a trustworthy tone, we will always respect the intelligence of our readers and provide them with accurate, clear information about the program and its benefits.

Straightforward – To ensure that every audience clearly understands what we're saying about Safe Routes Nebraska, we should always write in a simple, straightforward tone that's free of jargon, legalese, and other inaccessible and unclear language.

Mildly humorous – Part of the warmth and friendliness of the Safe Routes Nebraska voice is in the humor that's used. Our humor is never silly, crude, or overbearing. Instead, our humor taps into the universal experience of adults who want children to enjoy the experience of walking and biking to school and want the children in their communities to get the health benefits that come with these activities.

VISUAL MESSAGING

LOGO APPLICATION

Logo must have a space the height of the “N” in the word “NEBRASKA” all the way around it.



COLOR USAGE

3-Color Spot: use PMS 2727, PMS Hexachrome Green, PMS Hexachrome Cyan

4-Color Process: use process of PMS colors in the logo

1 or 2 Colors: use black logo or reversed logo

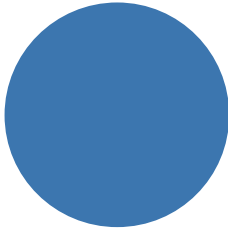
Preferred use of one-color logo.



Only use reversed one-color version when necessary (see page 8 for more information on reversing against colors, gradients, etc.).



PRIMARY COLORS



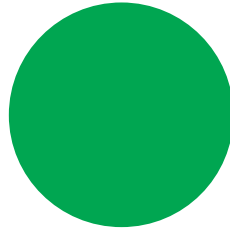
PMS 2727

C - 71

M - 42

Y - 0

K - 0



Hexachrome

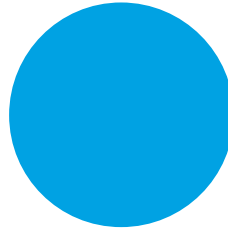
Green

C - 93

M - 0

Y - 100

K - 0



Hexachrome

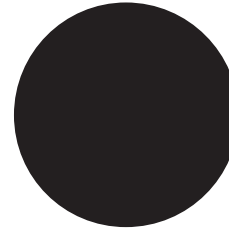
Cyan

C - 98

M - 0

Y - 0

K - 0



Black

C - 0

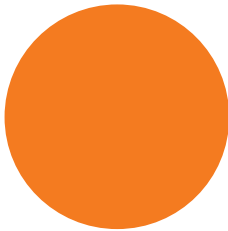
M - 0

Y - 0

K - 100

SECONDARY COLORS

Secondary colors cannot be used as backgrounds. Limit usage of secondary colors to less



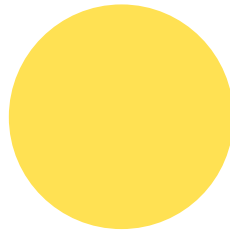
PMS 166

C - 0

M - 64

Y - 100

K - 0



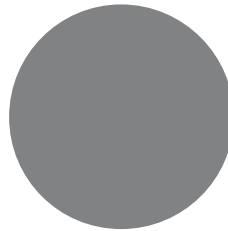
PMS 7404

C - 0

M - 9

Y - 80

K - 0



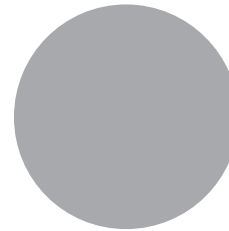
Black

C - 0

M - 0

Y - 0

K - 60



Black

C - 0

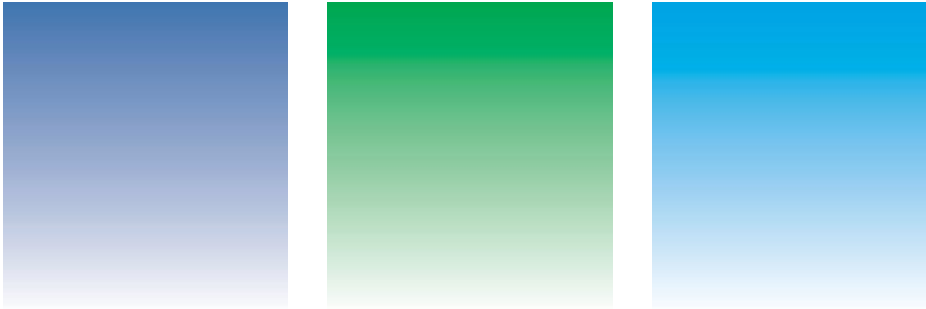
M - 0

Y - 0

K - 40

GRADIENT USAGE

Gradients may be used with all primary colors except Black.



LOGO USAGE ON GRADIENT

Logo may be placed on a gradient background. Reverse the logo when placing on the dark portion of the gradient. Use four-color logo when placing it on the light portion of the gradient.



GRAPHIC ICON USAGE

Only use graphic icons in reverse against primary gradients or solids. When using graphic icons with gradients, make sure the road and the feet of the people bleed off the lighter colored area.



TYPOGRAPHY

Heads:

News Gothic Bold

News Gothic BT Bold

News Gothic BT Bold Condensed

Body:

News Gothic

News Gothic BT

News Gothic BT Condensed

PHOTOGRAPHY

Photos should be taken of children in grades 3 through 7. The children should be interacting with the route . . . walking, biking, or playing. No matter what they're doing, they should clearly be enjoying themselves. Photos should capture the beauty of the surroundings to make walking and biking look more appealing. The camera should be an observer, capturing moments that look candid as if the camera were not even there.

Avoid shots that are unnaturally posed, have children looking into the camera, show children interacting with the camera, or feature children in a non-safe routes environment.

