OTS

CALIFORNIA OFFICE OF
TRAFFIC SAFETY

GO SAFELY CALIFORNIA

CALIFORNIA OFFICE OF TRAFFIC SAFETY

Communications & Public Affairs Logo Style Guide

OTS Standard Logo

Vertical/Square Lock-Up

Default option that should be used for digital and print materials with white background.

Horizontal Lock-Up

Secondary option that should be used on white background when space does not allow for vertical/square logo.

*All logos are **available for download** on the OTS website:
https://www.ots.ca.gov/media-and-research/campaigns/new-logo/

OTS Logo: Color Background

Vertical/Square Lock-Up

Default option for use on color background to maintain sufficient contrast.

Secondary Vertical/Square Lock-Up

Secondary option for use on color background when black logo does not allow for sufficient visibility.

Text (including images of text) should have a contrast ratio of at least **4.5:1 for "regular" sized text (12-14 pt font) and **3:1** for "large" text (18-24 pt font).**

Free Color Contrast Analyser available for download: https://developer.paciellogroup.com/resources/contrastanalyser/

Go Safely, California Logo

Horizontal Red and Green Lock-Up

Default option when using on digital and print materials with white background.

Horizontal White Lock-Up

White logo is a secondary option on digital and print materials when using on color background. For use only when background color is too light to maintain sufficient contrast with green lock-up. **Note: Only OTS standard logo is required on educational materials.**

Custom Logos

The following guidelines have been developed to ensure the "Go Safely, California" logo is presented accurately and consistently.

Enter the City or County name for intended use into the "ADD CITY OR COUNTY" field using Arial Bold font.

Left justify City or County name to "S"

Use the blue logo against white backgrounds

Use white logo with dark background when unable to maintain sufficient contrast with blue or yellow logo.

Custom Spanish Logos

The following guidelines have been developed to ensure the Spanish "Go Safely, California" logo is presented accurately and consistently.

When necessary, enter the correct City or County name for intended use into the "ADD CITY OR COUNTY" field using Arial Bold font.

Left justify City or County name to the top of the "C" in "CON"

Use yellow logo against color background only.

Use white logo with dark background when unable to maintain sufficient contrast with blue or yellow logo.

Campaign Initiative Logos

Logos by default should be used on white backgrounds.

Contact the OTS PIO at pio@ots.ca.gov for guidance on format-appropriate logos (e.g. color backgrounds or where there is visibility issue with application).

Distracted Driving

Drug-Impaired Driving

DUI Alcohol

CHOOSE A SOBER WAY TO GO.

ELIJA UN CAMINO SOBRIO PARA IR.

Car Seat Safety

THE RIGHT SEAT

EL ASIENTO ADECUADO

Speeding

SLOW THE FAST DOWN.

GO SAFELY CALIFORNIA
CALIFORNIA OFFICE OF TRAFFIC SAFETY

School Bus Safety

BUSES NEED A BRAKE