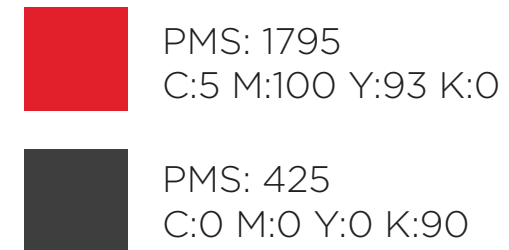




zero *teen* Fatalities®

STANDARD USAGE GUIDE



LOGO CONFIGURATION

The Zero Teen Fatalities logo is made up of both a graphic letter symbol and modified treatment of the Zero Fatalities brand logo. These two elements should appear as shown here in all materials including the applications, website, and collateral materials.

ZERO TEEN FATALITIES FULL COLOR LOGO

This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

OTHER ACCEPTABLE LOGO USAGE





COLOR APPLICATION



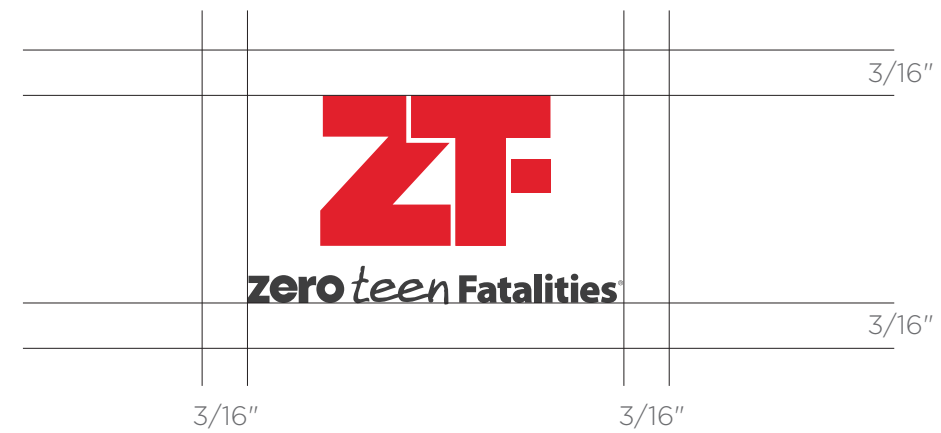
BLACK AND WHITE APPLICATION



REVERSED APPLICATION



CLEAR SPACE REQUIREMENTS





LOGO CONFIGURATION

The logo is a unique piece of artwork and should be reproduced consistently. Shown below are examples of incorrect uses of the logo.

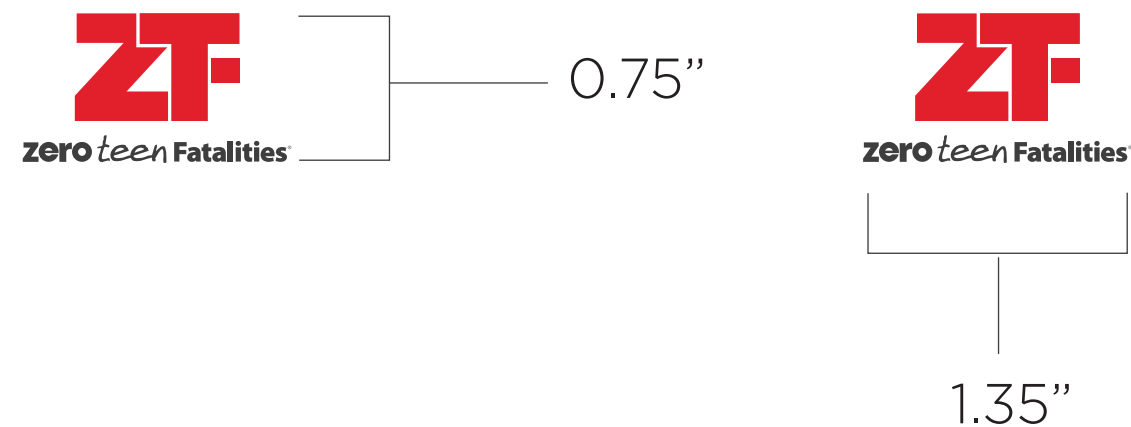
The logo should never be altered in shape, or proportion.

Never use the full logo smaller than the maximum reduction size. Use only the reproducible logos supplied.



LOGO CONFIGURATION

The maximum reduction for the logo should not be smaller than the examples shown below. There are no maximum enlargement size restrictions. Large-scale uses—such as signs, banners, trade show exhibits, etc.—require accurate enlargements and attention to retain the integrity of the logo.



WRITTEN USAGE

- Use Zero Teen Fatalities in all body copy
- Use ZtF as the acronym in body copy and on social media
- Use ZTF in all graphical executions
- Use ZeroTeenFatalities.com