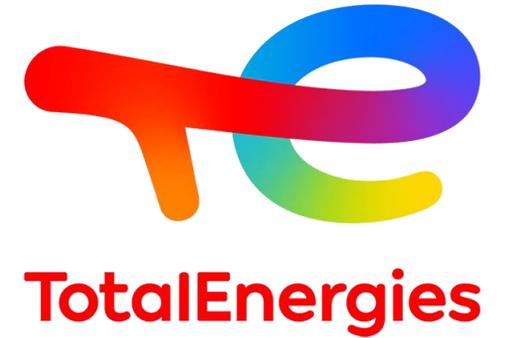


**#SafeDriver Campaign**

# GOODIES GUIDELINES

*April 2023*



# Summary

- 1. *Textile and accessory goodies***
- 2. *Ground markings***
- 3. *Stickers***

# 01.

## Textile and accessory goodies

# Textile and accessory goodies



We provide you with the graphic elements to produce t-shirts and caps with the campaign colors.

The textile goodies must come from a responsible and preferably local production chain.

We ask you to produce white t-shirts and caps, and we advise you to mark them via iron-on.

You will find below the size guide of the elements to respect to produce the t-shirts.





Taille S : 70 x 51cm — RECTO



Taille S : 70 x 51cm — VERSO



Taille M : 72 x 53cm — RECTO



Taille M : 72 x 53cm — VERSO



Taille L : 74 x 56cm — RECTO



Taille L : 74 x 56cm — VERSO



Taille XL : 76 x 58cm — RECTO



Taille XL : 76 x 58cm — VERSO



Couleur  
T-shirt



CMJN :  
0%, 0%; 0%, 0%

Dimensions  
marquage dos



Dimensions  
marquage manche



Dimensions  
marquage coeur



# 02.

## Ground markings

# Ground markings

In order to make as many people as possible aware of the campaign and of good behaviour, we propose to make markings on the ground.

These can be done with a rigid stencil by stripping the ground with a high-pressure cleaner (clean tag), or by using an ecological paint. The markings will disappear naturally over time.

The proposed size is **150(L)x75(h) cm**.

If you use an external service provider, they will have to adapt the stencil design, **adding support bars to hold the insides of the rest of the stencil**, as below. These bars should ideally be located as close as possible to the graphic elements

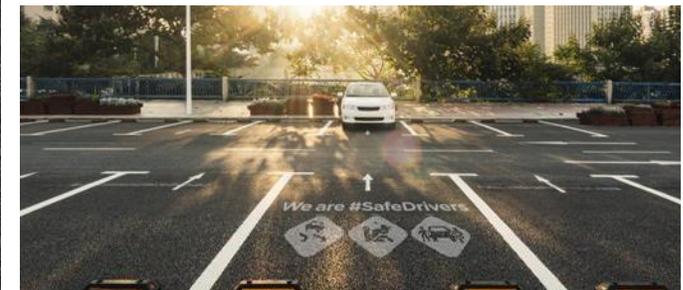
## We are #SafeDrivers



# Ground markings



We recommend that you make these markings on the ground in the areas where vehicles leave and pick up: vehicle and pedestrian entrances, parking spaces, loading areas.



# 03.

## Stickers

# Stickers

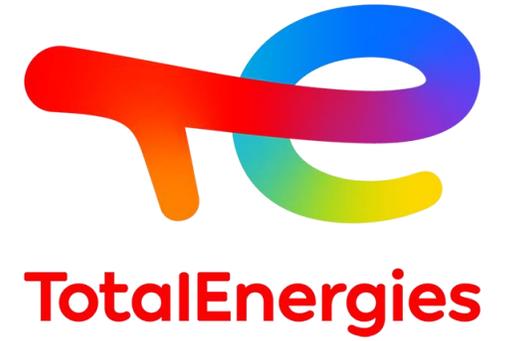


You also have the possibility of affixing stickers with the colors of the campaign, in coherence with the needs of memorization and repetition of the message: on the vehicles (under the handle, at the opening of the doors, of the gas tank), or in the common spaces.

Note that on vehicles, stickers are only applied to the bodywork to avoid reducing the field of vision. These stickers will be ideally printed in quadri on a transparent material.

**Recommended size: 30(L)x15(h)cm.**





Thank you.