

BUCKLE UP PHONE DOWN

mission

TO CHANGE DRIVER BEHAVIOR IN AN EFFORT TO REDUCE FATALITIES AND INCAPACITATING INJURIES ON INDIANA ROADWAYS BY 25% IN 10 YEARS

colors

#1E2B5A

#F0532D



#00B0DF

#FFFFFF

font

MAIN: LEMON MILK

SECONDARY: OSWALD

logos



primary



primary for use on
dark colors



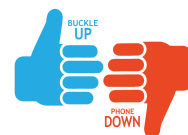
primary for
small spaces



secondary



secondary for use
on dark colors



secondary for
small spaces