
**NHTSA CHILD PASSENGER
SAFETY CAMPAIGN**
STYLE AND BRANDING GUIDELINES

The following document describes best practices for using assets in the NHTSA “Know It All” Child Passenger Safety Campaign. Assets are to be used in donated media only; they cannot be used in paid media without prior consent from NHTSA.

Material for this campaign have been carefully constructed to work together, complementing each other in visual tone, style and color. As such, the guidelines in this document should be followed at all times to ensure the campaign elements are being used to their full effect. All logos, including NHTSA and Ad Council, must be used only in the context of the existing ads.

In the event that a question or instance arises not addressed here, or to inquire about paid media opportunities, please contact Elizabeth Graziosi (DOT/NHTSA) at elizabeth.graziosi@dot.gov for further direction.

ASSETS

FONTS

**FRANFURTER PLAIN
ALL CAPS**

**ITC AVANT GARDE GOTHIC STD
BOLD CONDENSED ALL CAPS**

TYPE ELEMENTS

KNOW FOR SURE
IF YOUR CHILD IS IN THE RIGHT CAR SEAT.

The above lock-up should be treated as a unit at all times. It shouldn't be broken up or rearranged. It can be scaled up and down, but its composition shouldn't change. The graphic lines should not be removed. The type should always be FRANKFURTER PLAIN ALL CAPS.

VISIT [SAFERCAR.GOV/THERIGHTSEAT](https://www.safercar.gov/therightseat)

The above call to action should always be typeset in ITC AVANT GARDE GOTHIC STD BOLD CONDENSED ALL CAPS. The URL should always be underlined.

ASSETS CONTINUED

TYPE ELEMENTS

*THE AMOUNT
OF PEOPLE
**WHO
THINK**
THEY HAVE
THEIR CHILD
IN THE RIGHT
SEAT.*



The above lock-ups should be treated as units at all times. They shouldn't be broken up or rearranged. They can be scaled up and down, but their composition shouldn't change. The underlines should not be removed. The various arrow options are provided to offer design options.

TYPE ELEMENTS

*CHOOSE CAR SEAT:
BY AGE & SIZE*



*CHOOSE CAR SEAT:
BY AGE & SIZE*

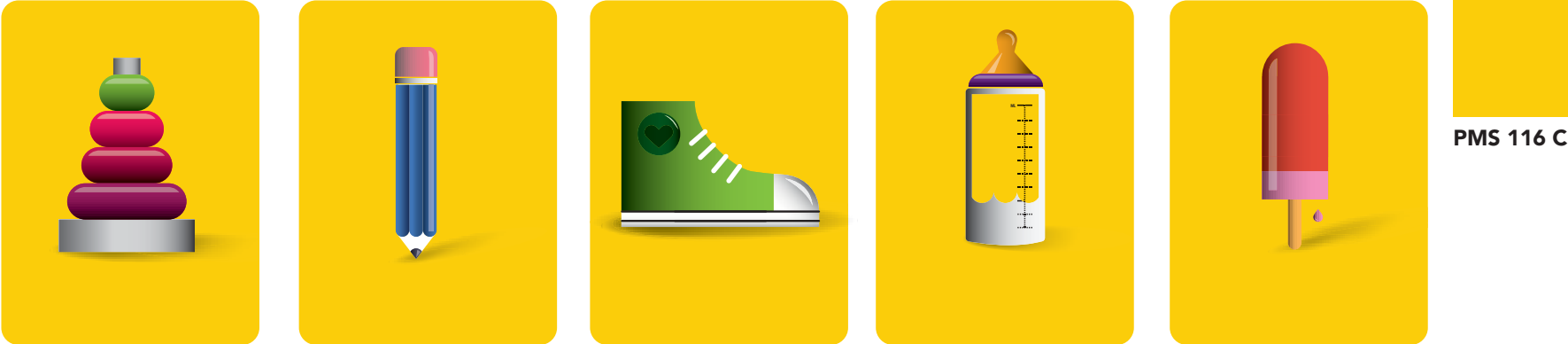
*CHOOSE CAR SEAT:
BY AGE & SIZE*



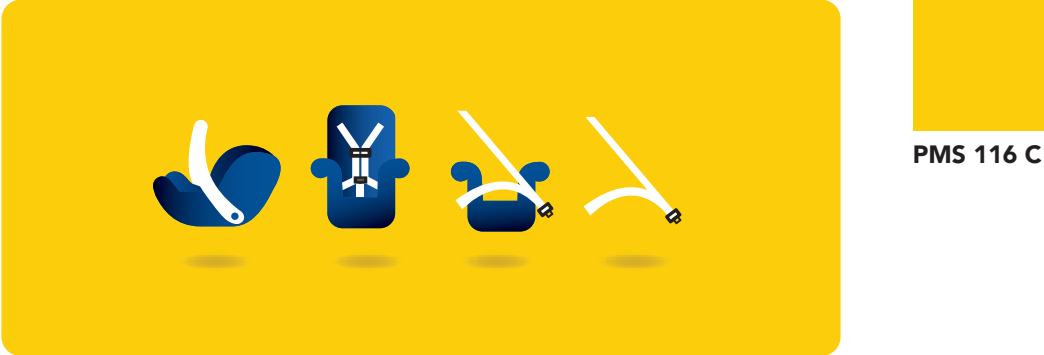
The above lock-ups should be treated as units at all times. They shouldn't be broken up or rearranged. They can be scaled up and down, but their composition shouldn't change. In layouts they should always be in the upper right or left corner of the rounded yellow box. The designer can choose which inner ring color to use, however these colors cannot be changed.

ASSETS CONTINUED

ILLUSTRATIONS



There are 5 campaign illustrations. They shouldn't be altered in any way, including color. They should always be on a background of PMS 116C with rounded corners. Do not remove their drop shadows.



There are 4 stages of illustrated seats. They can be used together as a group or separately, but should not be altered in any way, including color. The should always be on a background of PMS 116C with rounded corners. Do not remove their drop shadow.

ASSETS CONTINUED

LAYOUT

There should always be a PMS 116C yellow box with rounded corners, and there should always be a white border.

“Choose seat by age and size” lock-up should be in the top left or right corner.

Illustration should be featured prominently in the center of the page, ALWAYS with the notations for “the number of people who think they have their child in the right seat” and “the ones who actually do”.

The “know for sure” lock-up should appear below the illustration.

The logos should always appear in this order. The Ad Council logo in the bottom left corner. The NHTSA and Child Car Safety logos in the bottom right.

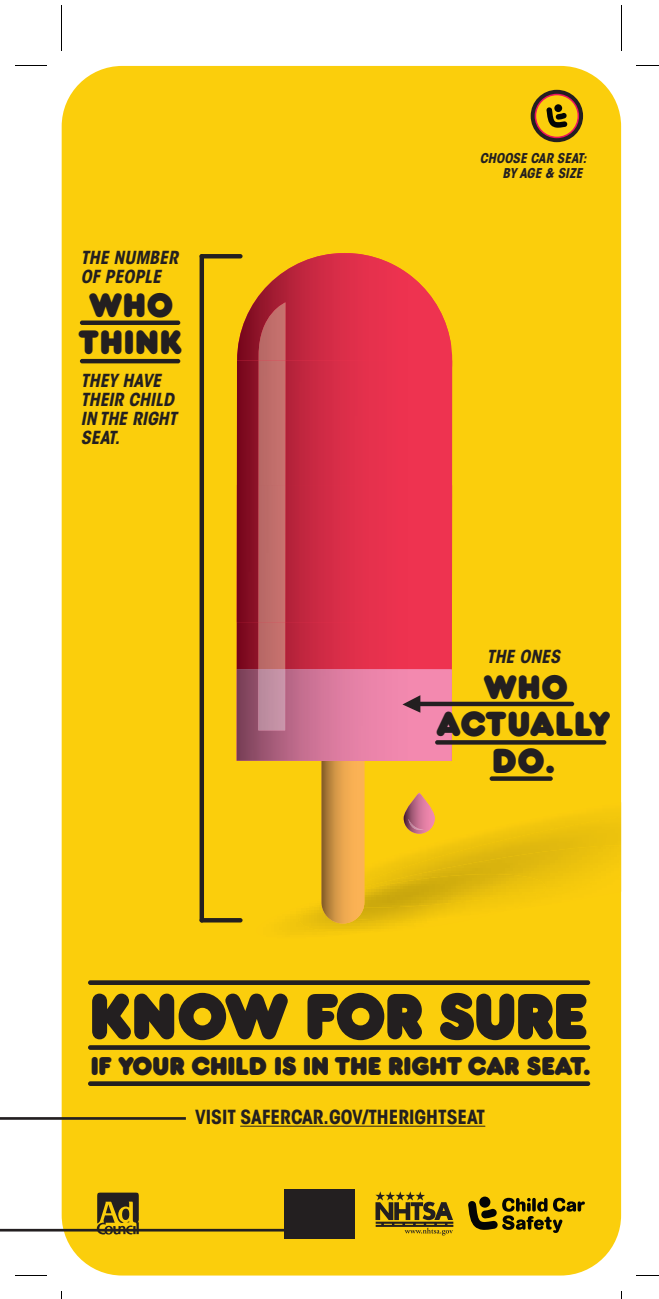
The advertisement is a vertical rectangle with a bright yellow background and rounded corners. At the top right, it says "CHOOSE CAR SEAT: BY AGE & SIZE" next to a small circular icon. In the center is a baby bottle with a purple cap and a white body. The bottle has a scale on the right side with the letters "ML" at the top. To the left of the bottle, the text reads "THE NUMBER OF PEOPLE WHO THINK THEY HAVE THEIR CHILD IN THE RIGHT SEAT." To the right of the bottle, the text reads "THE ONES WHO ACTUALLY DO." Below the bottle, the main headline reads "KNOW FOR SURE IF YOUR CHILD IS IN THE RIGHT CAR SEAT." At the bottom left is the Ad Council logo. At the bottom center is the text "VISIT SAFERCAR.GOV/THERIGHTSEAT". At the bottom right are the NHTSA logo (with five stars) and the Child Car Safety logo.

ASSETS CONTINUED

LAYOUT ADDITIONAL LOGOS

If there is a need to show additional logos, this layout should be used.
The CTA moves to underneath the "know for sure" lock-up.

This frees up additional space for logos.



AVAILABLE MECHANICALS CONTINUED

OUT OF HOME - BILLBOARD

123X173 INCHES (BUILT 8.33% OF ACTUAL SIZE)

IS YOUR CHILD IN THE RIGHT CAR SEAT?

Ad Council SAFERCAR.GOV/THERIGHTSEAT NHTSA Child Car Safety

AD3-24403A
 AD COUNCIL
 "NHTSA 'Know for Sure' OOH"
 Built at: 0.01%
 Output at: 100.0%
 Scale: 1" = 1'
 Mesh Size: 120.0" x 12.00" w
 Line: 10" h x 12" w
 DOR: 133
 Posting Date: None
 Location: None

AD3-24403A_123x173P_OOH.indd

Version	Created By	Status	Date
1.0	S. Gordon	Final	
1.1	S. Gordon	Final	
1.2	S. Gordon	Final	
1.3	S. Gordon	Final	
1.4	S. Gordon	Final	
1.5	S. Gordon	Final	
1.6	S. Gordon	Final	
1.7	S. Gordon	Final	
1.8	S. Gordon	Final	
1.9	S. Gordon	Final	
2.0	S. Gordon	Final	
2.1	S. Gordon	Final	
2.2	S. Gordon	Final	
2.3	S. Gordon	Final	
2.4	S. Gordon	Final	
2.5	S. Gordon	Final	
2.6	S. Gordon	Final	
2.7	S. Gordon	Final	
2.8	S. Gordon	Final	
2.9	S. Gordon	Final	
3.0	S. Gordon	Final	
3.1	S. Gordon	Final	
3.2	S. Gordon	Final	
3.3	S. Gordon	Final	
3.4	S. Gordon	Final	
3.5	S. Gordon	Final	
3.6	S. Gordon	Final	
3.7	S. Gordon	Final	
3.8	S. Gordon	Final	
3.9	S. Gordon	Final	
4.0	S. Gordon	Final	
4.1	S. Gordon	Final	
4.2	S. Gordon	Final	
4.3	S. Gordon	Final	
4.4	S. Gordon	Final	
4.5	S. Gordon	Final	
4.6	S. Gordon	Final	
4.7	S. Gordon	Final	
4.8	S. Gordon	Final	
4.9	S. Gordon	Final	
5.0	S. Gordon	Final	
5.1	S. Gordon	Final	
5.2	S. Gordon	Final	
5.3	S. Gordon	Final	
5.4	S. Gordon	Final	
5.5	S. Gordon	Final	
5.6	S. Gordon	Final	
5.7	S. Gordon	Final	
5.8	S. Gordon	Final	
5.9	S. Gordon	Final	
6.0	S. Gordon	Final	
6.1	S. Gordon	Final	
6.2	S. Gordon	Final	
6.3	S. Gordon	Final	
6.4	S. Gordon	Final	
6.5	S. Gordon	Final	
6.6	S. Gordon	Final	
6.7	S. Gordon	Final	
6.8	S. Gordon	Final	
6.9	S. Gordon	Final	
7.0	S. Gordon	Final	
7.1	S. Gordon	Final	
7.2	S. Gordon	Final	
7.3	S. Gordon	Final	
7.4	S. Gordon	Final	
7.5	S. Gordon	Final	
7.6	S. Gordon	Final	
7.7	S. Gordon	Final	
7.8	S. Gordon	Final	
7.9	S. Gordon	Final	
8.0	S. Gordon	Final	
8.1	S. Gordon	Final	
8.2	S. Gordon	Final	
8.3	S. Gordon	Final	
8.4	S. Gordon	Final	
8.5	S. Gordon	Final	
8.6	S. Gordon	Final	
8.7	S. Gordon	Final	
8.8	S. Gordon	Final	
8.9	S. Gordon	Final	
9.0	S. Gordon	Final	
9.1	S. Gordon	Final	
9.2	S. Gordon	Final	
9.3	S. Gordon	Final	
9.4	S. Gordon	Final	
9.5	S. Gordon	Final	
9.6	S. Gordon	Final	
9.7	S. Gordon	Final	
9.8	S. Gordon	Final	
9.9	S. Gordon	Final	
10.0	S. Gordon	Final	

Printed Images: NHTSA, Unknown

Fonts: None

Notes: Different prints with an even white border



This advertisement Created by
 gotham

AVAILABLE MECHANICALS CONTINUED

PRINT - FULL PAGE

7X10 INCHES



AGK-24001A
AD COUNCIL
"NHTSA Baby Bottle"
No Sizes 7" x 10"
4C Magazine Page
Line Screen: 133
Public Version
Insertion Date: 2012

Version	IN SET BY PLEASE	Studio Manager	S. Gordon	Initials	Date
Final	Final/In-Place	Proofreader	None		
Pre-Flight		Art Director	N. Chambers		
Line Screen	133	Copywriter	S. Lombardi		
Estimate	4	Creative Director	None		
Print/Export	4.4.2012 1:37 PM	Production Manager	J. Adair-Kennels		
Prepress Art	100%	Account Executive	S. Furtic		
Galley	1	Client	Ad Council		
PDF Sent To:					

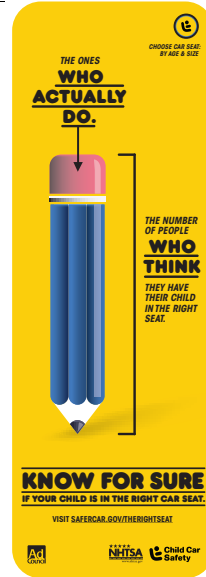
Files: None
Placed Images: Baby Bottle 7x10_ML.tif (to Date: 100%)

Notes: None

This Advertisement Created by
gotham

PRINT - EXTREME VERTICAL

3.5X10 INCHES



AGK-24001D
AD COUNCIL
"NHTSA Pencil"
No Sizes 3.5" x 10"
4C Magazine Vertical
Line Screen: 133
Public Version
Insertion Date: 2012

Version	IN SET BY PLEASE	Studio Manager	S. Gordon	Initials	Date
Final	Final/In-Place	Proofreader	None		
Pre-Flight		Art Director	N. Chambers		
Line Screen	133	Copywriter	S. Lombardi		
Estimate	4	Creative Director	None		
Print/Export	4.4.2012 1:38 PM	Production Manager	J. Adair-Kennels		
Prepress Art	100%	Account Executive	S. Furtic		
Galley	1	Client	Ad Council		
PDF Sent To:					

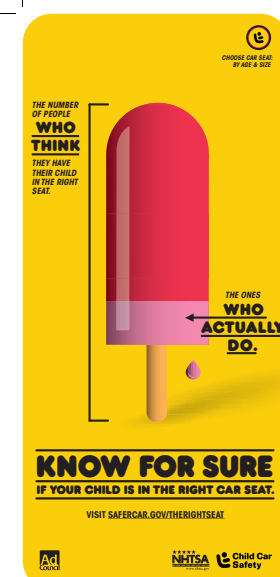
Files: None
Placed Images: Pencil 3.5x10_ML.tif (to Date: 100.00%)

Notes: None

This Advertisement Created by
gotham

PRINT - 2/3 PAGE VERTICAL

4.625X10 INCHES



AGK-24001C
AD COUNCIL
"NHTSA Popsicle"
No Sizes 4.625" x 10"
4C 2/3 Magazine Vertical
Line Screen: 133
Public Version
Insertion Date: 2012

Version	IN SET BY PLEASE	Studio Manager	S. Gordon	Initials	Date
Final	Final/In-Place	Proofreader	None		
Pre-Flight		Art Director	N. Chambers		
Line Screen	133	Copywriter	S. Lombardi		
Estimate	4	Creative Director	None		
Print/Export	4.4.2012 1:38 PM	Production Manager	J. Adair-Kennels		
Prepress Art	100%	Account Executive	S. Furtic		
Galley	1	Client	Ad Council		
PDF Sent To:					

Files: None
Placed Images: Popsicle 4.625x10_ML.tif (to Date: 100%)

Notes: None

This Advertisement Created by
gotham

AVAILABLE MECHANICALS CONTINUED

PRINT - 1/2 PAGE HORIZONTAL
7X4.875 INCHES



AGX-240018
AD COUNCIL
"NHTSA Sneaker"
Non-Stack 7" x 4.875"
AC Magazine 1/2 Page
Line Screen: 133
Printed at: 100%
Pub: Various
Insertion Date: 2012

Version	HELS IN PLACE	Studio Manager	S. Gordon	Notes	Date
Page#	Future Drive	Proofreader	Henry		
Proof#	0	Art Director	B. Chambers		
Line Screen	133	Copywriter	S. Lombardi		
Est# Round	0	Creative Director	Sara		
Print/Export	4.4.2012 1:21 PM	Production Manager	J. Ador-Karabos		
Printed at:	100%	Account Executive	S. Poirier		
Galley:	1	Client	Ad Council		
PDF Sent To:					

Fonts: None
Placed Images: Sneaker 1x4.875_in_1 (Up to Date: 100%)
Notes: None



PRINT - SMALL RECTANGLE
4.625X4.875 INCHES



AGX-240018 4.625X4.875 INCHES
AD COUNCIL
"NHTSA Stacking Block"
Non-Stack 4.625" x 4.875"
AC Magazine Small Rectangle
Line Screen: 133
Printed at: 100%
Pub: Various
Insertion Date: 2012

Version	HELS IN PLACE	Studio Manager	S. Gordon	Notes	Date
Page#	Future Drive	Proofreader	Henry		
Proof#	0	Art Director	B. Chambers		
Line Screen	133	Copywriter	S. Lombardi		
Est# Round	0	Creative Director	Sara		
Print/Export	4.5.2012 11:25 AM	Production Manager	J. Ador-Karabos		
Printed at:	100%	Account Executive	S. Poirier		
Galley:	1	Client	Ad Council		
PDF Sent To:					

Fonts: None
Placed Images: stacking block 4.625x4.875_inch_small (Up to Date: 100%)
Notes: None



NEWSPAPER B&W - HORIZONTAL RECTANGLE
11.5X7 INCHES



AGX-240020
AD COUNCIL
"NHTSA Sneaker"
Non-Stack 11.5" x 7"
B/W Newspaper Horizontal Rectangle
Line Screen: 85
Pub: Various
Insertion Date: 2012

Version	FHS 100% convert	Studio Manager	S. Gordon	Notes	Date
Page#	Newsline	Proofreader	Henry		
Proof#	0	Art Director	B. Chambers		
Line Screen	85	Copywriter	S. Lombardi		
Est# Round	0	Creative Director	Sara		
Print/Export	5.13.2014 2:24 PM	Production Manager	J. Ador-Karabos		
Printed at:	100%	Account Executive	S. Poirier		
Galley:	1	Client	Ad Council		
PDF Sent To:					

Fonts: None
Placed Images: AGX-240020 Sneaker 11.5x7_BW_11.5x7 (Up to Date: 100%)
Notes: None



NEWSPAPER B&W - SMALL FRACTIONAL
5.6875X7 INCHES



AGX-240022 5.6875X7 B/WP INCHES
AD COUNCIL
"NHTSA Stacking Block"
Non-Stack 5.6875" x 7"
Small Fractional
Line Screen: 85
Pub: Various
Insertion Date: 2012

Version	FHS 100% convert	Studio Manager	S. Gordon	Notes	Date
Page#	Newsline	Proofreader	Henry		
Proof#	0	Art Director	B. Chambers		
Line Screen	85	Copywriter	S. Lombardi		
Est# Round	0	Creative Director	Sara		
Print/Export	1.13.2014 2:22 PM	Production Manager	J. Ador-Karabos		
Printed at:	100%	Account Executive	S. Poirier		
Galley:	1	Client	Ad Council		
PDF Sent To:					

Fonts: None
Placed Images: AGX-240022 stacking block 5.6875x7_BW_7_in (Up to Date: 100.0%)
Notes: None

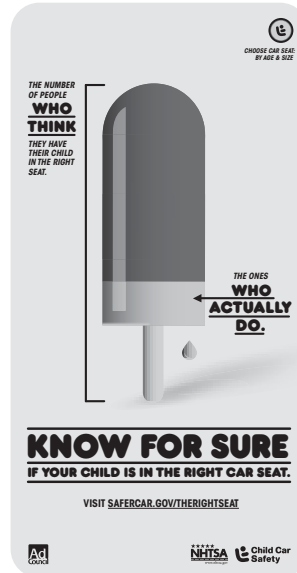


AVAILABLE MECHANICALS CONTINUED

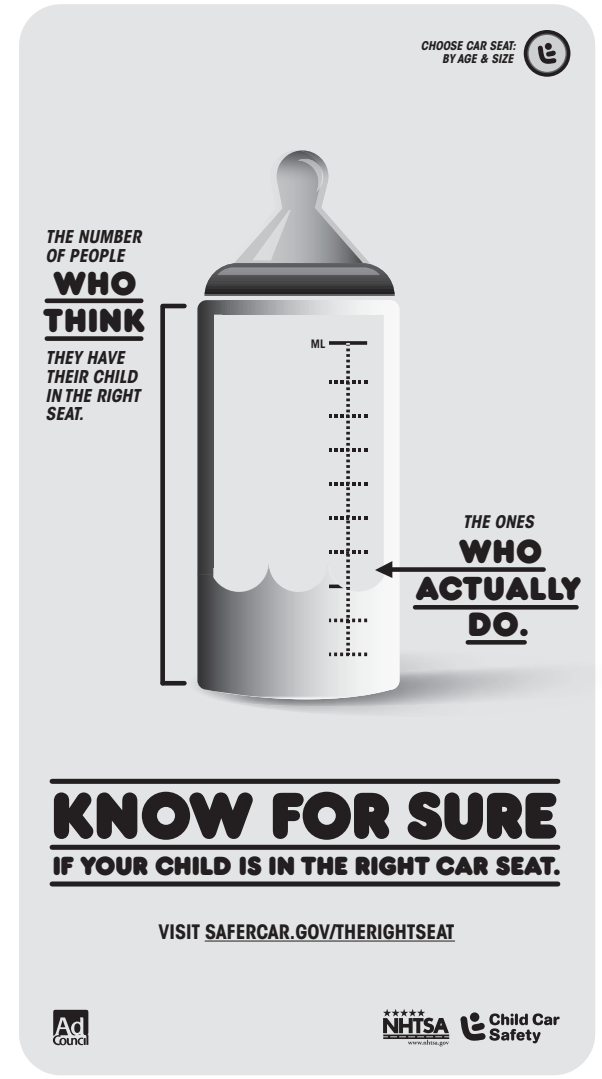
NEWSPAPER B&W - THIN VERT RECTANGLE
3.75X10.5 INCHES



NEWSPAPER B&W - SMALL QUARTER PAGE
5.6875X10.5 INCHES



NEWSPAPER B&W - FULL PAGE
11.5X21 INCHES



AGX-24002
AD COUNCIL
"NHTSA Pencil"
Non-Sheet 11.7" x 10.5"
B/W Newspaper Thin Vert Rectangle
Line Service: 85
Public Various
Insertion Date: 2012

Version	PO	ADVERT	Studio Manager	S. Gordon	STATUS	DATE
Version	PO	ADVERT	Studio Manager	S. Gordon		
Preprod	Preprod	Preprod	Preprod	Preprod		
Line Service	85	85	Art Director	B. Chambers		
Editor	7	7	Copywriter	S. Lombardi		
Production Manager	J. Adair	J. Adair	Production Manager	J. Adair		
Printed At	None	None	Account Executive	S. Potts		
Client	AD Council	AD Council	Client	AD Council		

This Advertisement Created by
gotham

AGX-24002
AD COUNCIL
"NHTSA Paper"
Non-Sheet 5.6875" x 10.5"
B/W Newspaper Qtr Page
Line Service: 85
Public Various
Insertion Date: 2012

Version	PO	ADVERT	Studio Manager	S. Gordon	STATUS	DATE
Version	PO	ADVERT	Studio Manager	S. Gordon		
Preprod	Preprod	Preprod	Preprod	Preprod		
Line Service	85	85	Art Director	B. Chambers		
Editor	7	7	Copywriter	S. Lombardi		
Production Manager	J. Adair	J. Adair	Production Manager	J. Adair		
Printed At	None	None	Account Executive	S. Potts		
Client	AD Council	AD Council	Client	AD Council		

This Advertisement Created by
gotham

AGX-24002
AD COUNCIL
"NHTSA Baby Bottle"
Non-Sheet 11.5" x 21"
B/W Newspaper Full Page
Line Service: 85
Public Various
Insertion Date: 2012

Version	PO	ADVERT	Studio Manager	S. Gordon	STATUS	DATE
Version	PO	ADVERT	Studio Manager	S. Gordon		
Preprod	Preprod	Preprod	Preprod	Preprod		
Line Service	85	85	Art Director	B. Chambers		
Editor	7	7	Copywriter	S. Lombardi		
Production Manager	J. Adair	J. Adair	Production Manager	J. Adair		
Printed At	None	None	Account Executive	S. Potts		
Client	AD Council	AD Council	Client	AD Council		

This Advertisement Created by
gotham

10666-032114-v2