Safer Journeys is a 10-year government programme designed to create a safe road system increasingly free of death and injury. A serious or fatal road crash is almost never the result of one factor alone. If we unite and coordinate our efforts to improve each aspect of road safety — better behaviours, a safer road environment, safer speeds and higher vehicle standards — then we will reduce the trauma of crashes and ensure Safer Journeys for all New Zealanders.
If you’re promoting road safety, stand up and say so.

This logo has been created for all kinds of applications. Indeed, that’s its whole purpose. It is currently used by the road safety partner agencies, including the NZ Transport Agency, Police, Ministry of Transport, ACC and Local Government NZ.

We also encourage use of the logo by a number of groups and organisations that directly contribute to Safer Journeys and further our achievement of a safe road system.

If you work for one of the partner agencies and want to use the logo please contact your representative at:

✉️ janette.williams@nzta.govt.nz
✉️ marketing@acc.co.nz
✉️ h.palmer@transport.govt.nz
✉️ penelope.forrest@police.govt.nz
✉️ marketing@lgnz.co.nz

Any other requests for use of the logo should email ✉️ h.palmer@transport.govt.nz or go through your regular contact at one of the partner agencies as usual.

You may need to include the All-of-Government Brand identity in your communication.

➡️ All-of-Government-Brand guidelines
Lots of applications, a few simple rules.

The Safer Journeys logo is a silver fern / road motif. The silver fern is used because road safety is a matter of national importance for all New Zealanders, and the road is used because that is where most of the serious crashes occur.

The logo is a simple and elegant visual device, but it represents an effort of national scale and importance. For that reason, we need to safeguard it and treat it with respect at all times. It needs to be given a defined area of clear space around it and reproduced in accordance with the guidelines in this document. The fern and text should always appear together and should not be altered.

Flexibility for all usages has been built into the design, so use this information to determine the correct application.

- On a black background – the rectangle is not necessary.
- On a white background – maintain clear space equal to the height of the capital S. No rectangle.
- On a coloured or patterned background – Either version with rectangle included.

- DO NOT scale logo out of original proportions.
- DO NOT use the grey version on a coloured background without rectangle.
- You can use the black version on a coloured background without rectangle.

*Safer Journeys* 1 2 3 4 5 6 7 8 9 10
**Safer Journeys brand colours**

**CMYK print colours**

| C100 M50 Y0 K95 | C16 M0 Y0 K39 | C0 M0 Y0 K0 |

**Spot print colours**

| PANTONE 5395 (or PANTONE BLACK) | PANTONE 7542 | OPAQUE WHITE |

**Mono print colours**

| BLACK | 47% BLACK |

**Screen or web colours**

| R0 G0 B0 | R103 G123 B131 | R255 G255 B255 |

**Alternative logo versions**

**Mono colour (black) on white** – for uses where the logo is reproduced in one colour and a dot screen cannot be used. Can also be used on a coloured background (example page 3)

**Mono colour (47% black) on white** – for uses where the logo is reproduced in one colour with greyscale.

**Mono colour on black** – for uses where the logo is reproduced in one colour on a black background.

**Gradient logo** – this special version of the logo is designed for environments where its shading can be clearly seen. This implies large or high quality uses only, where the means of reproduction can show the gradient without clumping or pixellation. If in any doubt, revert to an appropriate solid colour version.

**Alternate mono colour on black** – an actual road is grey or black with white lines down the centre therefore this is the most logical and preferred option for the logo. We appreciate that there are times when you are restricted to the use of a single colour (with no tones) on black and therefore the following logo variant is necessary. But please use this format sparingly.
**Putting it in writing.**

There’s scope to link individual programmes or messages with Safer Journeys by adding words to the logo. The addition of a relevant Safer Journeys strapline can help focus everyone’s attention. That said, this is an attribute of the identity that we don’t want to get out of hand. While you’re free to add words, ask yourself first if it’s really necessary. If it isn’t, then just use the standard logo.

In writing straplines, the following guidelines should be observed:

- The words "Safer Journeys" must be used.
- Keep it succinct. The additional messaging should only be a few words at the most.
- The additional messaging should be direct and unambiguous in meaning.
- The additions can be after (e.g. "Safer Journeys this Easter") or before (e.g. "Take breaks for Safer Journeys") the Safer Journeys brand.
- The typeface for Safer Journeys is Knockout HTF-50 Welterweight. The point size used can vary but straplines may only use this typeface. See these examples (right and on the following page) for layout guidance.

For information on purchasing the Knockout font:

>`www.typography.com`
Logos with event-specific straplines

Logos with audience-specific straplines

Logos with location-specific straplines

Safer Journeys in Paekakariki
Safer Journeys in Canterbury
Safer Journeys in Waikato
Safer Journeys in Auckland

Safer Journeys for holidaymakers
Safer Journeys for truckies
Safer Journeys for pedestrians
Safer Journeys for school kids

Safer Journeys this Queen’s Birthday
Safer Journeys this holiday season
Safer Journeys this summer
Safer Journeys this Easter

Safer Journeys 1 2 3 4 5 6 7 8 9 10
Logo file formats

An electronic library of the Safer Journeys logo in different formats is available for approved communications (see page 2).

*Print files* - The print files have been prepared as CMYK artwork for all print applications. All versions are available in full colour, mono black and mono white. The AI, EPS and PDF format files are vector files and can be scaled up or down without losing quality. They are also available in spot (PMS) colour versions. The TIFF and JPEG files are bitmap files and can only be scaled down.

*Screen files* - The screen files have been prepared as RGB artwork and are appropriate for screen, tv or web applications. The AI, EPS and PDF format files are vector files and can be scaled up or down without losing quality. The TIFF and JPEG files are bitmap files and can only be scaled down. The PSD files are transparent for use on coloured backgrounds.

*Editable files* - The editable files are in AI format only and are suitable for adding straplines for specific purposes as detailed on pages 5 and 6 of this document. To customise these you will need a copy of the Knockout HTF-50 Welterweight font, available at:

> www.typography.com
Here’s some we prepared earlier.

These are a few mockup examples of how the Safer Journeys logo can be used.
A coordinated effort to improve road safety.

Because the Safer Journeys identity represents the total effort of everyone involved and the ultimate goal of the entire road safety effort, it’s ideally placed as the central brand in the communication, as the carrier of the message.

In this case it can appear at size in a central position with partner logos arranged underneath if necessary. Where space doesn’t permit this, try to keep it lower right as a signoff.

Consider whether it’s necessary to carry partner logos at all. Too many logos cause clutter and weaken the impact of your main message.
Safer Journeys is a strategy of great importance for New Zealand.

It is about the way we work with and help each other every day. All of us play a part in creating a road safety environment that will save lives and reduce the tragedy of serious crashes.

Use this identity with pride and passion, knowing that it represents your role in that vital effort.