

≡ MAKE ROADS SAFE

The Campaign for Global Road Safety

www.makeroadssafe.org

Make Roads Safe logotype

≡ **MAKE ROADS SAFE**
The Campaign for Global Road Safety
www.makeroadssafe.org

Positive use

To print: black on white.

Minimum size requirements:

12mm height x 48.72mm width (300 dpi)

50px height x 203px width (72 dpi)

≡ **MAKE ROADS SAFE**
The Campaign for Global Road Safety

Positive use

To print: black on white.

Minimum size requirements:

10mm height x 55.58mm width (300 dpi)

45px height x 250px (72 dpi)

≡ **MAKE ROADS SAFE**
www.makeroadssafe.org

Positive use

To print: black on white.

Minimum size requirements:

10mm height x 55.58mm width (300 dpi)

45px height x 250px (72 dpi)

≡ **MAKE ROADS SAFE**
The Campaign for Global Road Safety
www.makeroadssafe.org

Negative use

To print: white on black.

Minimum size requirements:

12mm height x 48.72mm width (300 dpi)

50px height x 203px width (72 dpi)

≡ **MAKE ROADS SAFE**
The Campaign for Global Road Safety

Negative use

To print: white on black.

Minimum size requirements:

10mm height x 55.58mm width (300 dpi)

45px height x 250px (72 dpi)

≡ **MAKE ROADS SAFE**
www.makeroadssafe.org

Negative use

To print: white on black.

Minimum size requirements:

10mm height x 55.58mm width (300 dpi)

45px height x 250px (72 dpi)

Colour Palette Specifications



Black

Appropriate use of the Make Roads Safe logo

The Make Roads Safe logo is the official marque of the Make Roads Safe campaign. It is for the exclusive use of the Make Roads Safe campaign and is only available for use by members and partners who follow the approved logo guidelines. Prior approval must be sought for use of the Make Roads Safe logo. If your organisation is in receipt of a Make Roads Safe grant please use the logo in accordance with the Terms and Conditions.

Minimum space requirements

The Make Roads Safe logo is displayed to best effect when positioned in clear space to protect the integrity and visibility of the logo.