

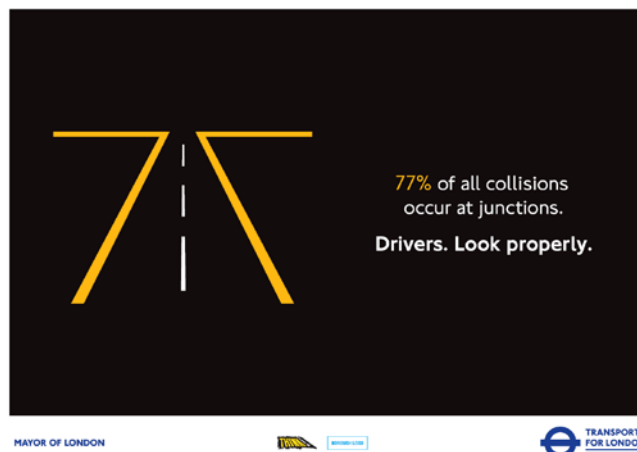
Road Safety advertising toolkit 'Motorist'

Summary

- Transport for London (TfL) has developed a new advertising campaign asking motorists to look out for vulnerable road users. We are specifically, encouraging motorists to take care at junctions due to the high number of collisions at these points
- This artwork is available for London boroughs to use as part of their Road Safety campaigns

What is the campaign?

- The advertising highlights the fact that 77% of collisions between vehicles and vulnerable road users take place at or within 20 metres of junctions. It gives motorists a specific instruction to take care
- 2 versions of the poster are used in this campaign



What is available to boroughs?

- The artwork shown is available to boroughs to use as part of their Road Safety campaigns
- The artwork will be available to boroughs for download from the TfL Design team's FTP site, in A3 or A4 formats
- You can use the artwork shown in any media channel/format except TV – so posters, publications, leaflets etc are fine
- Boroughs will have permission to use the artwork in perpetuity

Logos and layouts

- London boroughs may insert their own logo to the right of the 'Think' logo as shown. These will be centred proportionally between the Mayor of London and TfL logos
- The content and layout of the artwork including the headline and body copy, font and position of logos cannot change as it must remain in TfL's house style
- The artwork is available in portrait and landscape format

How do boroughs get the creative?

- The creative can be downloaded from the TfL FTP site:
Server: <ftp://tfl.ftpsites.bta.com//Boroughs/>

The user name and password for this site may be requested at:
marketingtoolkits@tfl.gov.uk

Please note

- Boroughs will need to be able to access FTP sites – this can be done via a browser but you may find your security settings don't allow access to FTP sites. Alternatively, licensed software can be used to access an FTP site. You should check with your borough IT team before requesting artwork to ensure you will be able to access the FTP site

Please contact marketingtoolkits@tfl.gov.uk with any queries.