



OREGON FRIENDLY DRIVER

Brand Guidelines

2024 / 2025

PROJECT 4



OREGON FRIENDLY DRIVER BRAND GUIDELINES

Welcome to your brand guidelines, the instruction manual for using your brand assets effectively and professionally.

Reference this document before using your logos, typography suite, color palette, social media templates, etc.

Please contact us if you have any questions.

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(541) 306-9979



01/03

Brand Strategy



The purpose behind the brand, based on market research.

Learn more



PURPOSE STATEMENT

Our purpose is to increase safety and reduce crashes for vulnerable road users. We will make the road network a safer experience by providing free online course certifications, webinars, and in-person classes.



Brand strategy

VISION STATEMENT

To increase safety and reduce crashes for vulnerable road users by cultivating a culture of safety, respect, courtesy, and awareness among all road users in Oregon. Oregon Friendly Driver aims to educate drivers about best practices, laws, and techniques for safer navigation of the road network by offering free in-person classes, webinars, and online courses.

Through these initiatives, Oregon Friendly Driver seeks to reduce crashes, injuries, and fatalities on Oregon roads, ultimately making the transportation system safer and more inclusive for everyone.

Additionally, the brand endeavors to foster a sense of community and responsibility among ALL road users—people driving, people bicycling, people walking, and rolling, promoting mutual respect and understanding to enhance overall road safety and well-being.

OUR WHY

01

To increase safety and reduce crashes for vulnerable road users by cultivating a culture of safety, respect, and awareness among all road users in Oregon.

03

To reduce crashes, injuries, and fatalities on Oregon roads, ultimately making the transportation system safer and more inclusive for everyone.

02

Offering free in-person classes, webinars, and an online course, the program aims to educate drivers about best practices, laws, and techniques for safer road network navigation.

04

To foster a sense of community and responsibility among all road users—people driving, people bicycling, people walking, and rolling, promoting mutual respect and understanding to enhance overall road safety and well-being.

ABOUT STORY



The Oregon Department of Transportation began funding Oregon Friendly Driver in 2017 due to the high number of traffic fatalities across the state. The program aims to increase safety, reduce crashes for vulnerable road users, and ultimately create safer roads for everyone.

In Oregon, from 2017 to 2021, vulnerable road users constituted 18.3% of fatalities in motor vehicle crashes, with a record high of 106 fatalities in traffic crashes in 2021 alone.

Oregon Friendly Driver is a statewide effort managed by Commute Options with community partners across the state. It is designed to help drivers better understand the rights and responsibilities of all road users making Oregon roads safer for all humans.

The course aims to clarify the laws and infrastructure designed for ALL people - driving, walking, rolling, and bicycling, which can often confuse drivers.

We educate, build awareness, and encourage road user respect through real-world scenarios that clarify why these laws exist and how traffic infrastructure should be utilized.

Oregon Friendly Driver helps clarify why these laws exist. As a result, participants learn how to be safer, friendlier drivers on Oregon roads.

The course takes 60-90 minutes to complete and is delivered through live webinars, an online course, and in-person classes. All of which are free to everyone!

CORE VALUES

ACCESS FOR ALL

We encourage the participation of all Oregonians regardless of gender, race, religion, or social background and strive to make our materials available to everyone.

OREGON FRIENDLY VALUES

We lead with courtesy, compassion, and respect for all humans/ vulnerable road users in every aspect of our instruction.

BUILDING CONFIDENCE

We empower ALL drivers and road users to confidently navigate road travel and make safe behavior choices, behind the wheel or from the sidewalk.

CREATING SAFE COMMUNITIES

We inspire responsible drivers to commit to safety, awareness, and a more enjoyable experience for everyone on Oregon's roads.

Brand strategy

VALUE PROPOSITIONS

01. SAFETY FIRST

Make safety the primary benefit, reducing crashes and protecting vulnerable road users.

- Safer Roads through Education: Support our most vulnerable roadway users, and take the OFD online course today.
- Safe Roads/Safe Oregon: Enjoy Oregon's natural beauty in all seasons and create respectful roadways. Become a certified Oregon Friendly Driver today!
- Compassionate Community: Connect with fellow members of our community to stay informed and advocate for safer roadways. Take the free Oregon Friendly Driver course online today!

03. POTENTIAL INSURANCE DISCOUNTS

If applicable, promote this benefit once verified through ODOT.

- Increased credibility (business and utility/road workers): Commit to a culture of road safety in your community and increase your credibility with continued driver education. Take the FREE Oregon Friendly Driver Course today!

02. KNOWLEDGE & AWARENESS

Highlight the course's educational value in understanding roadway user behavior and best practices.

- Post License Support/Continued Driver Education: Receive ongoing support and resources beyond your driver test to help you stay safe and informed on the road. Take the Oregon Friendly Driver Course today - it's free!
- Driver Test Preparation: Feel more prepared—drive smart, confidently, and safely. Sign up for the FREE online Oregon Friendly Driver Course today!
- Boost Confidence: Gain the confidence you need to navigate the roads safely. Become a certified Oregon Friendly Driver today!



02/03

Visual Identity



The foundational design
elements that make up the
core of your brand.

Learn more





Visual Identity

MOOD BOARD

Keywords

 FRIENDLY

 EDUCATIONAL

 APPROACHABLE

 NATURAL

Visual Identity

PRIMARY LOGOTYPE



01

DESCRIPTION

The Oregon Friendly Driver logo features a green outline of Oregon with bold white text. It includes icons of diverse road users, highlighting the program's focus on safe and inclusive driving practices across the state.

Visual Identity

LOGO SUITE

01



02

**OREGON
FRIENDLY
DRIVER**

03



04

OREGON FRIENDLY DRIVER

LOGO VARIATIONS

Visual Identity

01

PRIMARY LOGO

The primary logo is to be used in most cases when there is enough space.

02

SECONDARY LOGO

The secondary logo is to be used when there is limited space for illustrations or a more simplistic logo mark is needed.

03

HORIZONTAL LOGO

The horizontal logo is to be used when there is limited vertical space.

04

SECONDARY HORIZONTAL LOGO

The secondary horizontal logo is to be used when vertical space is further limited.

FILE BREAKDOWN

01 EPS

Often saved as vector files, EPS logos are for use in designer programs like Adobe Illustrator. These vector files can be scaled to any size at perfect resolution, and are ideal for printing.

02 PNG

PNG files are for web use only, often saved with a transparent background. These files are great for using overtop of images and different backgrounds in applications like Canva.

03 JPG

JPG files are for web use only, and are often the smallest file size. These files are ideal for use throughout your website as they load the fastest.

04 PDF

PDF files are for print use only, and can be used in programs like Adobe Illustrator. Use these files for producing brand pieces with a professional printer.



FILE NAMING CONVENTION

UNDERSTANDING YOUR LOGO FILES:

OFD_HORIZONTAL_GREEN.eps

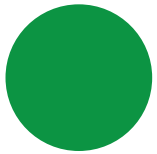
Brand name
abbreviation

Logo layout
selection

Color

File type

COLOR PALETTE



Oregon Green

RGB 12 148 67

CMYK 85 17 100 3

#0C9443

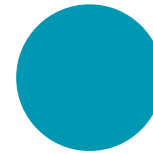


Pine

RGB 2 82 75

CMYK 91 46 65 37

#023524B



Coast

RGB 0 151 178

CMYK 80 24 24 0

#0097B2

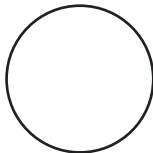


Lime

RGB 181 214 39

CMYK 34 0 100 0

#B5D627

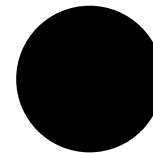


White

RGB 255 255 255

CMYK 0 0 0 0

#FFFFFF



Black

RGB 0 0 0

CMYK 75 68 67 90

#000000

Color use

01

LIGHT HUES

Use the logos in full color or black on light backgrounds



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02

MEDIUM HUES

Use the logos in full color or pine on medium backgrounds



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DRIVER



03

DEEP HUES

Use the logos in full color or white on dark backgrounds



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DRIVER



COLOR COMBINATIONS

This page shows four potential color combinations for the “Oregon Friendly Driver” logo, intended purely for illustrative purposes, as the logo should never be used in a multicolored form. Proper use of these color combinations is crucial for ADA compliance, ensuring that the text is legible and accessible to all users, including those with low vision. Adhering to these guidelines maintains both brand consistency and accessibility. Deviating from these approved colors could lead to poor contrast, making the logo difficult to read and less inclusive.



Use logos and brand assets in white overtop of green and pine backgrounds.



Use logos and brand assets in oregon green and pine overtop of lime and white backgrounds.



Use logos and brand assets in white and lime overtop of pine and coast backgrounds.



Use logos and brand assets in white and lime overtop of black and pine backgrounds.



TYPOGRAPHY

SUBHEAD

HEADING

Fic testo qui blatempst, ut venditatum quam fuga. Git ape re commolu ptiatum aut magnat fugit et iundae expligenis illaborerum lamus eliquas moluptam, con rera pero velit laut et aut molene nobis preperem volupta verem enisitat. Emolut doles ex ex eossum aut reribusda sae cus ut pos quam quo.

BUTTON

TYPE STYLING

01 SUBHEADINGS

Arial Bold

SUBHEAD

02 HEADINGS

Rubik

HEADING 1
HEADING 2

03 BODY

Minion Pro

Fic testo qui blatempost, ut venditatum quam fuga.
Git ape re commolu ptiatum aut magnat fugit
et iundae expligenis illaborerum lamus aliquas
moluptam, con rera pero velit laut et aut molene
nobis preperem volupta verem enisitiat.

04 BUTTON

Arial Bold

BUTTON





Visual Identity

IMAGERY DIRECTION

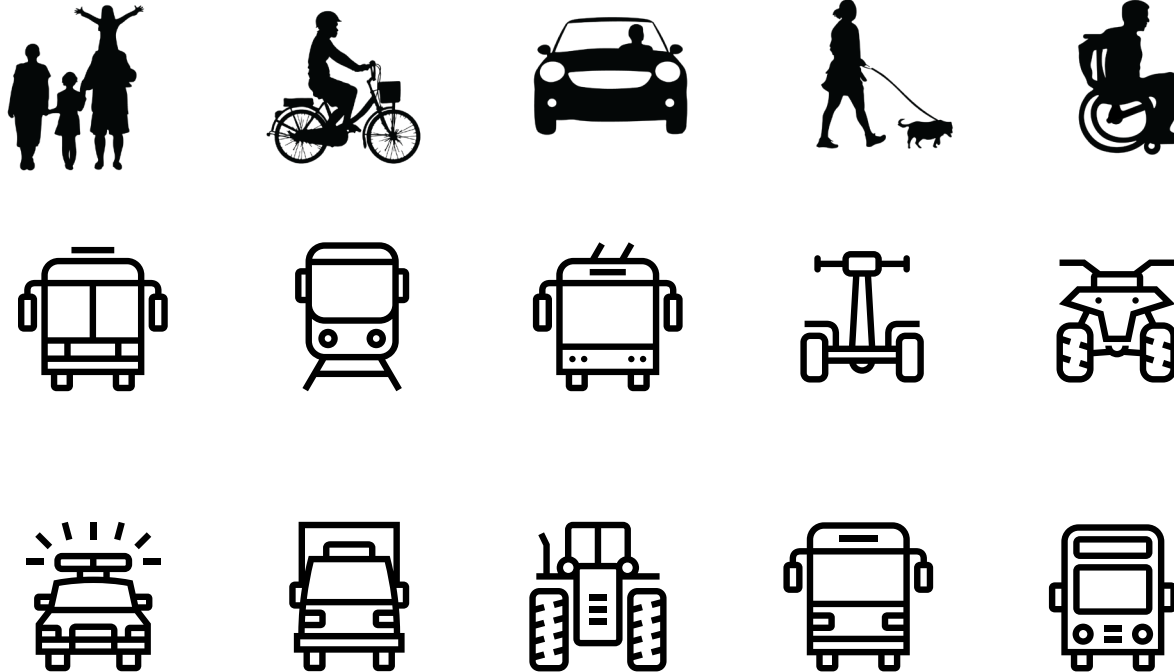
The brand photography in these guidelines emphasizes a natural and authentic look, featuring unfiltered, clear, and sharp images. The photos focus on people engaging in everyday roadway activities like walking, biking, and driving, reflecting a sense of community and active living. Each image captures real moments, whether it's a parent and child biking together, a bus driver at work, or friends enjoying a car ride. For informational purposes, people can also be photographed against plain backgrounds to keep the focus on key messages. Additionally, incorporating natural elements such as scenic Oregon roads or landscapes adds a regional touch, grounding the brand in its unique environment while maintaining visual consistency.

IMAGERY REQUIREMENTS

- All people on bikes must be wearing helmets
- All people in cars must be wearing seat belts
- Balance photo usage to include photos of people driving and at least one other mode of transportation (e.g., people walking or rolling).

ICONOGRAPHY

Visual Identity



The iconography for the brand features a series of simple, black-and-white line icons representing different types of vehicles and road users. The first set of icons are pulled from the primary logo mark and can be used in Oregon green or black or white. The additional icons are designed with clean lines and minimal detail, providing a modern and easily recognizable visual language. The icons were created by Karentniy and are available for purchase on creativemarket.com, making them accessible for various branding and design needs.



BRAND INTEGRITY

DIRECTIONS FOR USE

Brand integrity is essential for establishing trust and consistency in the marketplace. It ensures that all aspects of the brand, from visual elements to messaging, align with the brand's core values and mission. Following visual guidelines is crucial because it maintains a cohesive identity across all platforms and touchpoints, helping the brand become easily recognizable and memorable to its audiences.

Consistent use of logos, colors, typography, and iconography reinforces the brand's image and communicates professionalism. Adhering to these guidelines not only protects the brand's reputation but also fosters customer loyalty by delivering a reliable and unified experience.

Visual identity





03/03

Messaging



How to use the brand voice
in marketing collateral.

Learn more



TONE OF VOICE

IS	IS NOT
Educational and Informative	Inaccessible or Aggressive
Serious	Unapproachable
Friendly	Slapstick or Chummy
Compassionate	Lenient

PRIMARY TAGLINE

To be used for the general public/audiences.



Education for People-Centered Roadways

VOCABULARY

WORDS TO USE	WORDS NOT TO USE
OFD Course	“The Program” / “The OFD Program”
People Walking / Biking / Driving / Rolling	Pedestrian / Cyclist
Crash	Accident/ Smash / Smoosh
Driver Education / Student / Students	“Driver’s Ed”
Low Vision	Visually Impaired
Children	Little Ones
Vulnerable Road Users	Share / “Share the road”
Micro-mobility	
Safety	
Is/ Is not Freindly	

USE CASES & APPLICATION



Perspective / Pronouns

- We
- Oregon Friendly Driver
- The Oregon Friendly Driver Course

Example Use Cases

- “OFD aims to create safer roadway experiences for...”
- “We instruct in-person classes and live webinars.”
- “The Oregon Friendly Driver Course for New Drivers [**X audience segment**]”

TARGET AUDIENCE SPECIFIC MESSAGING

Brand Strategy



01. GENERAL PUBLIC / SOLO DRIVERS

The Oregon Friendly Driver Course for Solo Drivers targets the general public with messages about sharing the road safely with everyone.

Value Propositions: Potential Insurance Discounts, Safe Roads/Communities, Post License Support/ Continued Driver Skills, Stay informed about Oregon's driving laws concerning vulnerable road users

Tagline: Education for People-Centered Roadways.



02. DRIVER EDUCATION STUDENTS + NEW DRIVERS

The Oregon Friendly Driver Course for New Drivers focuses on the importance of safe driving habits and awareness of vulnerable road users. This course is a deeper dive into what is introduced in the formal Driver Education class.

Value Propositions: Build Confidence, Build Awareness, Driver Test Preparation, Gain knowledge beyond formal Driver Education class instruction

Tagline: Beyond Driver Education. Learn about people walking, biking, and driving on Oregon's roads.

TARGET AUDIENCE SPECIFIC MESSAGING

Brand Strategy



03. PARENTS OF NEW DRIVERS

The Oregon Friendly Driver Course for Parents of New Drivers focuses on the importance of building knowledge and awareness of vulnerable road users to emulate/teach safe driving habits to new drivers.

Value Propositions: Safe Roads/Communities, Build Awareness and Knowledge—to lead by example and support new drivers in best practices, New Drivers gain knowledge beyond formal Driver Education class instruction

Tagline: Lead by Example. Teach Safety. Drive Friendly.



04. BUSINESS OWNERS | TEAM LEADERS

The Oregon Friendly Driver Course for Businesses highlights the legal and financial benefits of completing the course and promotes a culture of safety within businesses.

Value Propositions: Safe Roads/Communities, Potential Insurance Discounts, Reduce the number of crashes within company fleets and among employees

Tagline: Safe Roads. Safe Workplaces.

TARGET AUDIENCE SPECIFIC MESSAGING

Brand Strategy



05. COMMERCIAL DRIVERS

The Oregon Friendly Driver Course for Commercial Drivers highlights elevated credibility, confidence, and benefits of continued education and safety promotion.

Value Propositions: Increased level of credibility, Post License Support / Continued Driver Skills, Reduce the number of crashes within company fleets and among employees

Tagline: Get Certified to Navigate Oregon Roads with people biking, walking, and driving.



06. SCHOOL BUS DRIVERS

The Oregon Friendly Driver Course for School Bus Drivers emphasizes the Department of Education approval for 1.5 hours of required classroom credit and protecting children and other vulnerable road users.

Value Propositions: Knowledge & Awareness , Safe Roads/Communities, Reduce crashes in school zones

Tagline: Oregon Friendly Drivers make safer communities for students walking, biking, and rolling.

TARGET AUDIENCE SPECIFIC MESSAGING

Brand Strategy



07. TRANSPORTATION SAFETY ADVOCATES

The Oregon Friendly Driver Course partners with Transportation Safety Advocates to spread awareness about Oregon Friendly Driver initiatives, its benefits and direct correlation to equity.

Value Propositions: Safe Roads/Communities, Knowledge & Awareness, Stay informed about Oregon's driving laws concerning vulnerable road users

Tagline: Championing Awareness for Safer Transportation for All People on Oregon's Roadways.



OFD protects our most vulnerable populations (as traffic crash fatalities disproportionately affect historically under-represented populations), including BIPOC, low-income, and disabled communities.

TARGET AUDIENCE SPECIFIC MESSAGING

Brand Strategy



08. SENIOR DRIVERS

The Oregon Friendly Driver Course for Senior Drivers addresses the specific challenges faced by older drivers and emphasizes the course's value in refreshing knowledge and skills.

Value Propositions: Build Confidence, Post License Support/Continued Driver Edu, Safe Roads/Communities

Tagline: Confidence and Safety for Every Mile at Every Age.



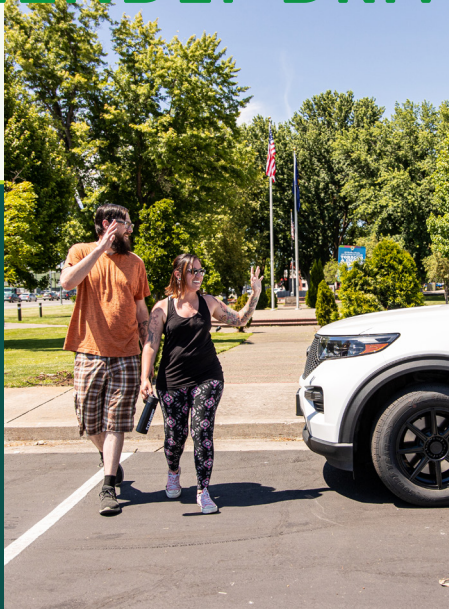
09. TOURISTS

The Oregon Friendly Driver Course provides visitors with essential knowledge of local driving practices and rules around people walking, biking, and rolling. The course educates people from out of state to prevent common crashes caused by unfamiliarity with Oregon's unique road Culture.

Value Propositions: Knowledge & Awareness of Local Driving Practices, Safe Roads/Communities

Tagline: Act Like a Local. Learn how to drive around people walking, biking and rolling on Oregon roadways.

OREGON FRIENDLY DRIVER



Safer Driving. Stronger Communities

01



CONFIDENCE

We empower all drivers and road users to confidently navigate road travel and make safe behavior choices, behind the wheel or from the sidewalk.



MESSAGING REQUIREMENTS

FOOTER

—————> Include this at the footer of **ALL** marketing materials.

Oregon Friendly Driver is funded by the Oregon Dept. of Transportation and administered by Commute Options. Learn more at www.OregonFriendlyDriver.org.

HOW AND WHERE TO MENTION ODOT

—————> Include these links in the footer of marketing materials or anywhere links are helpful. Review the ODOT branding and logo usage document. *Contact us at info@oregonfriendlydriver.org for the link to branding guides and logo files.*

Social Media Post: Tag ODOT, Commute Options, and OFD

In-Person Presentation: Include ODOT Logo and mention during presentation.

Website: Use footer verbiage above for any mentions of OFD on your website.

Print Ads: Include ODOT Logo - Check with Commute Options and ODOT to approve.

Education Videos: Include ODOT Logo

Press Release/PSA: Include ODOT logo

Posters/Flyers/Banners: Include ODOT and Commute Options logo

LINKS TO SOCIALS

—————> Include these links in the footer of marketing materials or anywhere links are helpful.

Facebook: <https://www.facebook.com/profile.php?id=100043430576508>

Instagram: <https://www.instagram.com/oregonfriendlydriver/>

LinkedIn: <https://www.linkedin.com/company/oregon-friendly-driver-ofd>

YouTube: <https://www.youtube.com/@oregonfriendlydriver4902>



Gain the confidence you need to
navigate the roads safely. Become a
certified Oregon Friendly Driver today!



Oregon Friendly Driver is funded by the Oregon Dept. of Transportation and administered by Commute Options. Learn more at www.OregonFriendlyDriver.org

PROJECT 4

**We can't wait to see
your brand in use!**



GOT A QUESTION?

Email us!

stephanie@project4marketing.com