
Guidelines for using



This document is intended to provide any stakeholder planning to use the THINK! brand logo in their communications with specific guidelines on how the logo should be used. It answers the following key questions:

- Q1. How should I use the THINK! logo?
- Q2. Where should I use the THINK! logo?
- Q3. Which logo should I use?
- Q4. How big should the logo be?
- Q5. How much space do I need to leave around the logo?
- Q6. Where should I position other elements in relation to THINK!?
- Q7. How should THINK! be used on television?
- Q8. What font should I use in print communications?
- Q9. How should THINK! be voiced on radio?
- Q10. What are the guidelines for using THINK! online?
- Q11. Should THINK! be used with sub-brands?

Alternatively, rigorously researched THINK! campaign assets produced centrally by the DfT are available for all stakeholders to use. They may be subject to usage fees but this could still prove more cost effective than generating materials from scratch.

Please contact the THINK! team (dftpublicity@dft.gsi.gov.uk) to use the brand and receive the logo files.

THINK! works best when it is an active part of the communication.

THINK! gets road users to think for themselves.

But in order to do this it must be an **active** part of the communications message.

Here THINK! is an active part of the message making you think about the consequences if you don't look out for your mates on the road.



Its power is lost if it is used as an organisational badge simply indicating where the message is from...

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Here THINK! is used as a passive organisational badge at the bottom of the page alongside a number of other logos. THINK! has no active role in engaging the viewer to think about the consequences of their actions on the road.



..or if it is used in isolation as a piece of branding.

Here THINK! appears in isolation of a road safety message, thus THINK! does not have an active role in making people think about the consequences of their actions on the road, it is a passive badge.



There may be times when the situation dictates THINK! is used as a passive badge. This is not incorrect. In those instances please use the 'supporting THINK!' logo which has been designed for this very purpose of branding.



However it is always worth considering whether you could make THINK! work harder in your communication by giving it an active role.

If you are going to use THINK! actively in communications please share your planned communications and supporting effectiveness evidence with the DfT in advance.

It is worth noting that branding your local road safety partnership THINK! precludes the active use of THINK! and renders it a passive badge in all communications. This should be avoided where possible. If you are considering this course of action please speak to DfT to discuss options.

Q2. When should I use the THINK! logo?

We have explained how THINK! works best when it is actively attached to the road safety message however consideration also needs to be given to where THINK! appears.

THINK! works best in the context of using the road...

THINK! is there to make people think about the consequences of their actions on the road. It could do this for example at the end of a road safety advertisement, or at the roadside, it could not do this very well if it were on a mug or a pen.

THINK! works best when it is anticipatory...

THINK! is there to make people think about the possible consequences of their actions on the road. It could do this for example if it appeared on a beer mat warning a driver not to drink and drive. It would be pointless if it appeared on a breathalyser once the damage is done.

THINK! works best when it is attention grabbing...

THINK! is there to jolt people out of their complacency and make them think about the consequences of their actions on the road. It can do this if it is 'interruptive' and something people will notice. For example at the end of a thought provoking advertisement on bus backs or car bumper stickers on the road. It cannot do this if it appears somewhere that is recessive such as a driving license one rarely looks at, or somewhere habitual such as on a seatbelt, which is seen all the time and thus becomes 'part of the furniture'.

THINK! works best in the context of road safety...

THINK! is there to encourage people to think about their actions on the road and to use it safely. This can be compromised if THINK! is attached to things which conflict with safe road use, for example if it were to appear in computer games that promote risky driving, or to sponsor Formula 1.

Q3. Which logo should I use?

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There are three approved versions of the THINK! logo. Where possible, the approved yellow and blue logo should be used.

Approved logo



The THINK! logo is printed in dark blue and yellow. These colours can be printed as two specials or in a four colour process. For single colour printing, the preferred colour is Pantone 289.

NB. Please ensure that you use the most recent logo as shown above, as it has changed over time, and also has been reformatted for digital use.

Blue Pantone 289
CMYK: 100c 60m 0y 56k
Websafe: 003263 0r 50g 99b



Yellow Pantone 109
CMYK: 0c 9m 94y 0k
Websafe: ffe01a 255r 255g 28b



There are two alternative versions for use in the following circumstances only:

Colour version to be used on dark backgrounds.

This version should be used where the background is too dark for the blue version to be used.



Mono version

This version is for use when printing in black and white (eg. in a newspaper)



Are there any exceptions?

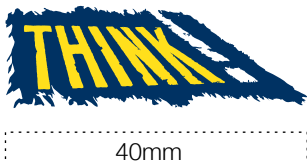
There may be circumstances where it is appropriate to remove the logo altogether where the communication is an 'ambush', eg. a viral film. In either of the above circumstances, please contact the THINK! team who will be happy to provide guidance.

Q4. How big should the logo be?

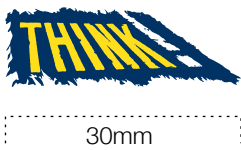
To ensure good readability and quality reproduction please respect the minimum width of all colour and mono reproductions: Recommended sizes:

48\$	725mm wide
Bus back	500mm wide
6\$	250mm wide
A1	75mm wide
A2	60mm wide
A3	50mm wide

A4 format 50mm wide



A5 format/half page/
25 x 4/ DL format

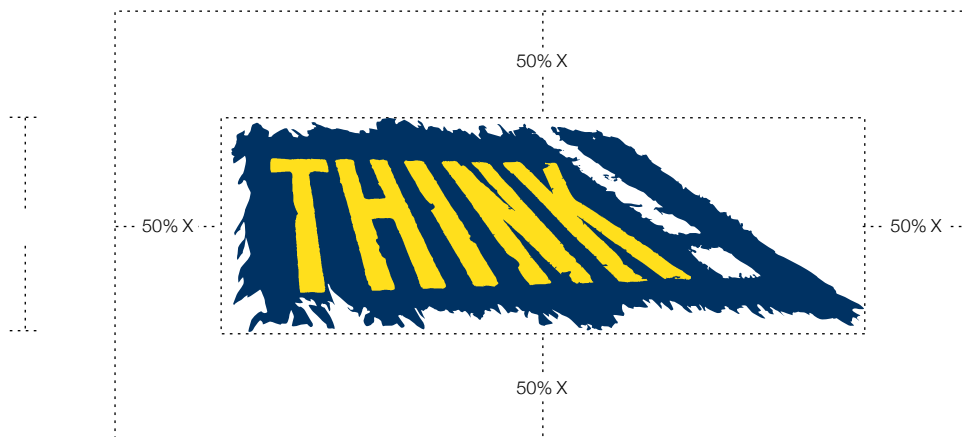


Minimum size: 20mm

Q5. How much space do I need to leave around the logo?

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Every logo should be positioned with a minimum exclusion zone according to the scale below:



Q6. Where should I position other elements in relation to THINK!?

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- In all media, the strapline should appear to the left or right of the logo, not underneath.
 - If you want to show a website URL with THINK! for all work A4 size and larger, point size for the font should be 12 point. However for smaller sizes, we would advise running the URL at the same size as the body copy.
-

a) The logo

- The recommended size for the THINK! logo when it is used on TV is 64 lines/pixels high.
- The logo should be positioned in the bottom half of the screen. Its exact positioning (left, right or centre) should be determined by what will achieve the best standout.
- The logo should be on the screen for a minimum of three seconds.

b) Supers and voiceover

- Straplines should be supered unless there is a good reason not to, either creatively or strategically. Overall, the guiding factor should be the clarity of the message.
- If a strapline or fact is being supered the super should stay on screen for enough time for it to be read (please consult Clearcast guidelines).
- Key facts should always be voiced and supered.
- If THINK! is being used as a super and voiced, they should both be visible at the same time.

Q8. What font should I use in print communications?

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The specified typefaces are Helvetica Neue and Arial.

Q9. How should THINK! be voiced on radio?

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The tone of voice should be developed around the issue and the idea. In general THINK!'s tone should be: adult and non-judgmental.

Q10. What are the guidelines for using THINK! online?

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The recommended size for the THINK! logo online, based on a screen size of 1024 x 768 pixels is 75 x 25 pixels. Where possible, the blue and yellow logo should be used.

Please ensure you use an online vector file of the logo and make sure that it has been put as a separate layer and not as an alpha channel. For reasons of accessibility, please alt tag the logo so that it sits within DfT accessibility guidelines.

THINK! is seen as a positive brand by all consumers, so it works to strengthen any initiative with which it is associated. Likewise, THINK! is enriched by being associated with broader and more dynamic activity. In these instances THINK!'s role is to act as a passive badge of road safety endorsement and so the 'supporting THINK!' logo should be used as detailed under Q1.