Brand Guidelines

EVERGREEN SAFETY COUNCIL | esc.org

Logo and icon

EVERGREEN
SAFETY COUNCIL

Make sure the logo is always large enough to remain legible.

Use the icon alone when the logo text is too small to be legible.

Colors

Primary palette

	●	●	●	○
HEX	#26834F	#074120	#A0DB00	#FFFFFF
RGB	38, 131, 79	7, 65, 32	160, 219, 0	255, 255, 255
CMYK	84, 25, 87, 11	88, 45, 96, 55	42, 0, 100, 0	0, 0, 0, 0

Secondary palette

	●	●	●	●
HEX	#000000	#1C2C40	#404041	#D5E7F5
RGB	0, 0, 0	28, 44, 64	64, 64, 65	213, 231, 245
CMYK	0, 0, 0	56, 31, 0, 75	2, 2, 0, 75	13, 6, 0, 4

Fonts

Work Sans	Headings, subheadings
Open Sans	Body
RAJDHANI	Accent (use all caps only)

We use sentence case whenever possible (including headings).

We also refer to Evergreen Safety Council as “the Council” or “ESC,” with a preference for “the Council.”

Secondary brands

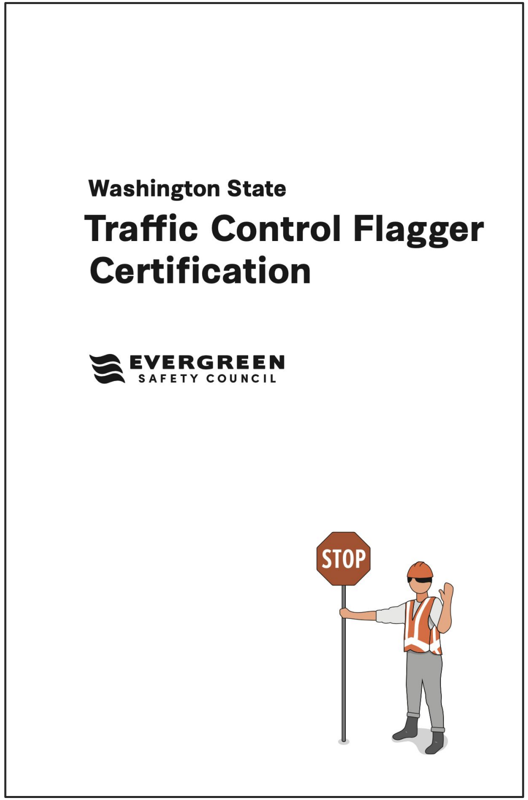
Flagger + TCS

Washington Flagger (classroom)
Federal Flagger (classroom, online)
Washington TCS (classroom)
Oregon TCS (classroom)

Flagger + TCS

Fonts for print materials

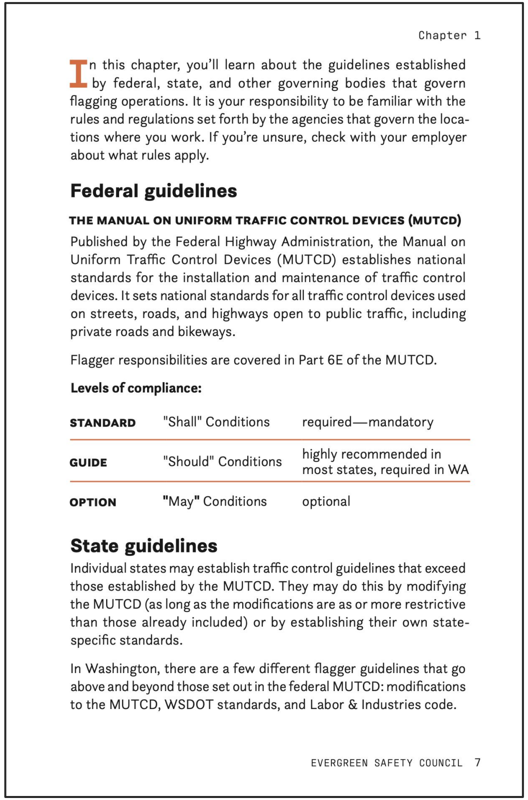
Synthese – Headings
Questa Sans – Body
Antarctican Mono – Accent



Washington State

Traffic Control Flagger Certification

EVERGREEN SAFETY COUNCIL



Chapter 1

In this chapter, you'll learn about the guidelines established by federal, state, and other governing bodies that govern flagging operations. It is your responsibility to be familiar with the rules and regulations set forth by the agencies that govern the locations where you work. If you're unsure, check with your employer about what rules apply.

Federal guidelines

THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)

Published by the Federal Highway Administration, the Manual on Uniform Traffic Control Devices (MUTCD) establishes national standards for the installation and maintenance of traffic control devices. It sets national standards for all traffic control devices used on streets, roads, and highways open to public traffic, including private roads and bikeways.

Flagger responsibilities are covered in Part 6E of the MUTCD.

Levels of compliance:

STANDARD	"Shall" Conditions	required—mandatory
GUIDE	"Should" Conditions	highly recommended in most states, required in WA
OPTION	"May" Conditions	optional

State guidelines

Individual states may establish traffic control guidelines that exceed those established by the MUTCD. They may do this by modifying the MUTCD (as long as the modifications are as or more restrictive than those already included) or by establishing their own state-specific standards.

In Washington, there are a few different flagger guidelines that go above and beyond those set out in the federal MUTCD: modifications to the MUTCD, WSDOT standards, and Labor & Industries code.

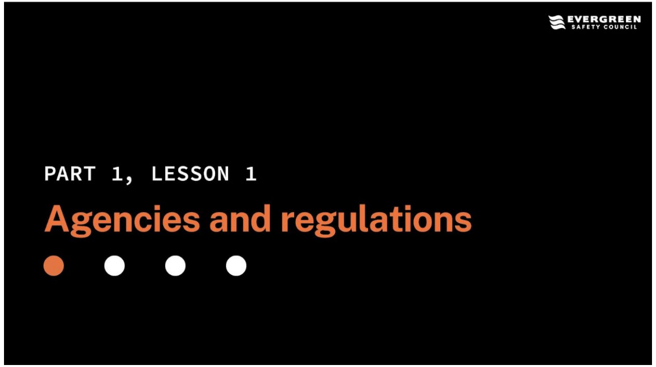
EVERGREEN SAFETY COUNCIL 7

Flagger + TCS

Fonts for digital materials

Public Sans – Headings
Source Sans – Body
Source Code – Accent

*Note: on PowerPoints for instructors, we use Arial for all type.



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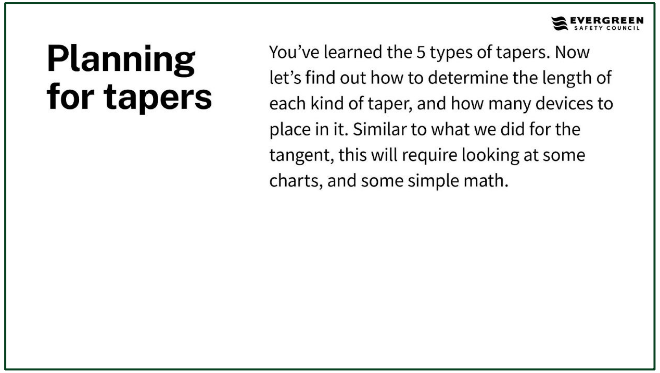
`PART 1, LESSON 1`

Agencies and regulations

● ○ ○ ○



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Planning for tapers

You've learned the 5 types of tapers. Now let's find out how to determine the length of each kind of taper, and how many devices to place in it. Similar to what we did for the tangent, this will require looking at some charts, and some simple math.

Flagger + TCS

Primary palette

*Colors in books may vary slightly.

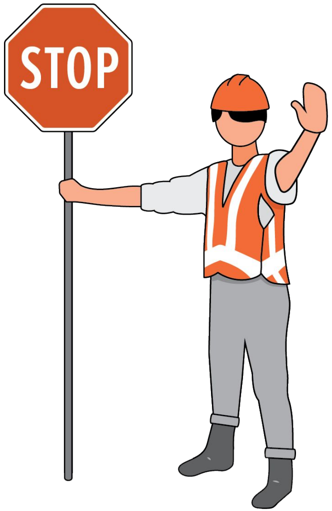
	●	●
HEX	#FF6D2D	#FAAF40
RGB	255, 109 ,45	250, 175 ,64

Secondary palette

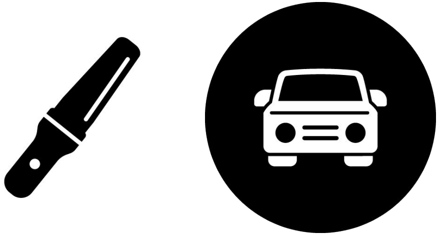
●	●	●	●	●	●
#FD2E09 253, 46, 9	#F8EC32 248, 236, 50	#D6DE23 214, 222, 35	#104E5A 16, 78, 90	#E9C832 233, 200, 50 *this used on OR TCS cover only	#da463e

Flagger + TCS

Illustration and icon styles



Illustrations are outlined



Icons are solid

PEVO + WITPAC

Washington PEVO - *new, still in process (classroom)

WITPAC (classroom, digital)

PEVO + WITPAC

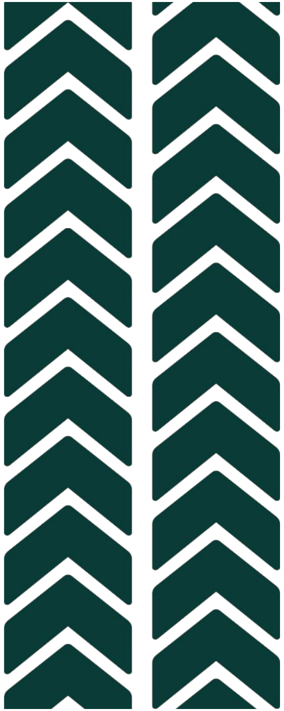
PEVO logos + accent graphics

PEVO

Washington State

PEVO

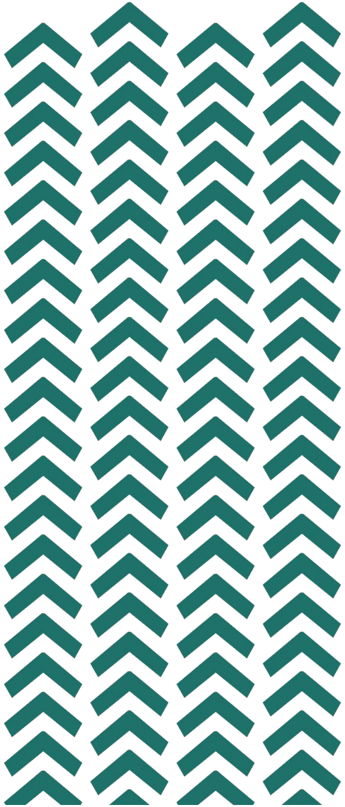
Pilot Escort Vehicle Operator



PEVO + WITPAC

WITPAC logo + accent graphics

WITPAC



PEVO + WITPAC

Fonts

Merriweather Sans – Headings
Lato – Body
Chivo Mono – Accent

*Note: on PowerPoints for instructors, we use Arial for all type.

CHIVO MONO - ACCENT

Merriweather Sans

Heading

Lato Regular - Body

PEVO + WITPAC

PEVO palette

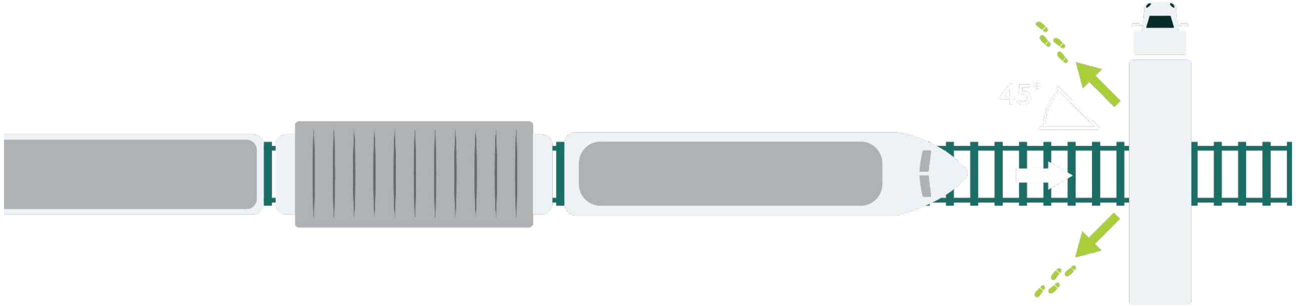
	●	●	●	●	●
HEX	#0A3B36	#C2E0A1	#EFEFCF	#759AAB	#301933

WITPAC palette

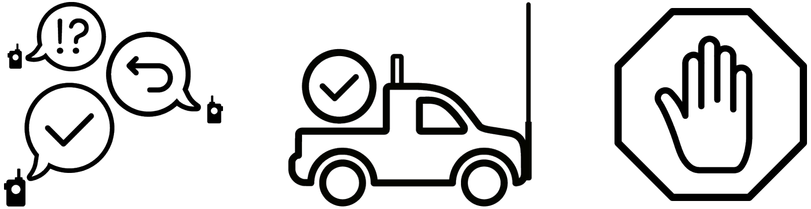
	●	●	●	●
HEX	#0A3B36	#0F574F	#690F12	#B7E800

PEVO + WITPAC

Illustration and icon styles (WITPAC)



No outline on illustrations



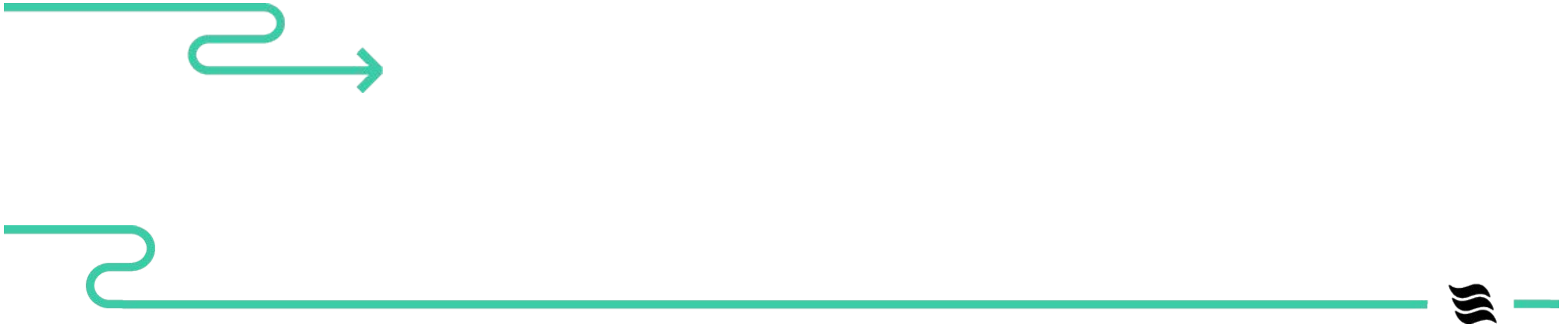
Icons are outlined, no fill

EverSafe Driving Program®

Classroom, digital

EverSafe Driving Program®

Accent graphics

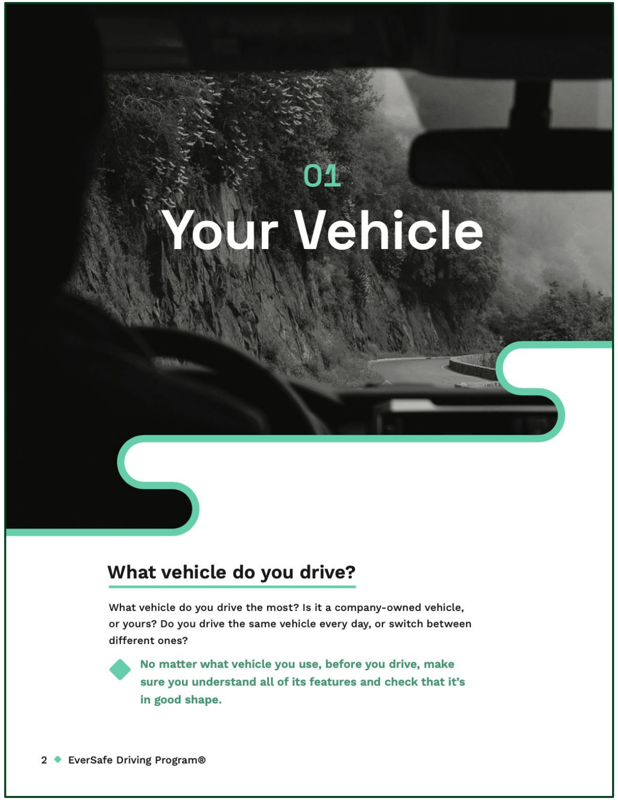


EverSafe Driving Program®

Fonts

Work Sans – Headings
Open Sans – Body
Space Grotesk Regular – Accent

*The title of this program must always include the registered trademark symbol ® . The title may NOT be shortened to EverSafe®.



01

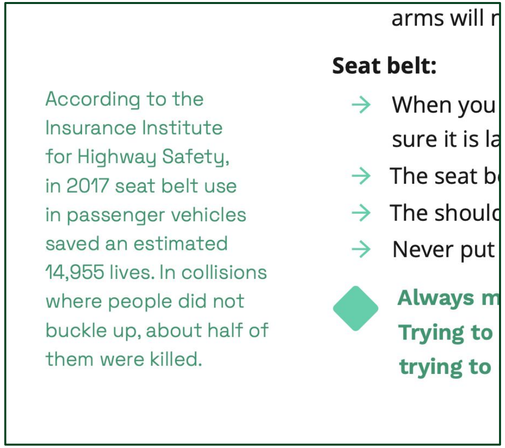
Your Vehicle

What vehicle do you drive?

What vehicle do you drive the most? Is it a company-owned vehicle, or yours? Do you drive the same vehicle every day, or switch between different ones?

◆ **No matter what vehicle you use, before you drive, make sure you understand all of its features and check that it's in good shape.**

2 ◆ EverSafe Driving Program®



According to the Insurance Institute for Highway Safety, in 2017 seat belt use in passenger vehicles saved an estimated 14,955 lives. In collisions where people did not buckle up, about half of them were killed.

arms will r

Seat belt:

- → When you
  sure it is la
- → The seat b
- → The should
- → Never put

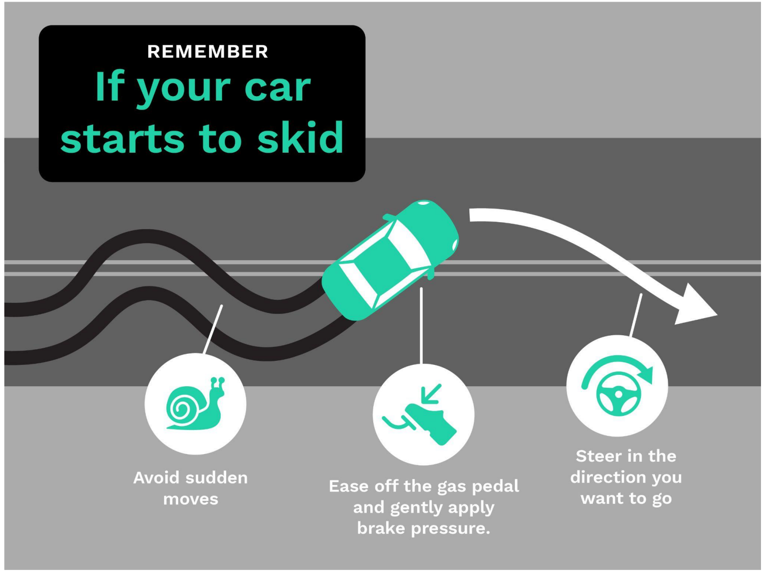
◆ **Always m**
Trying to
trying to

EverSafe Driving Program®

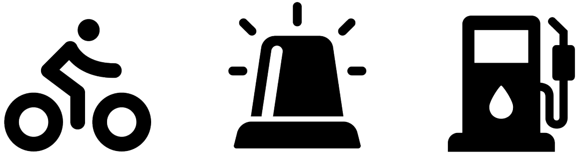
Primary palette	●	●	●
HEX	#3DCBA8	#BAF0E0	#164A54
Secondary palette	●	●	●
HEX	#F56300	#FAAD1F	#F5F0E3

EverSafe Driving Program®

Illustration and icon styles


REMEMBER
If your car starts to skid
Avoid sudden moves
Ease off the gas pedal and gently apply brake pressure.
Steer in the direction you want to go

No outline on illustrations



Icons are filled

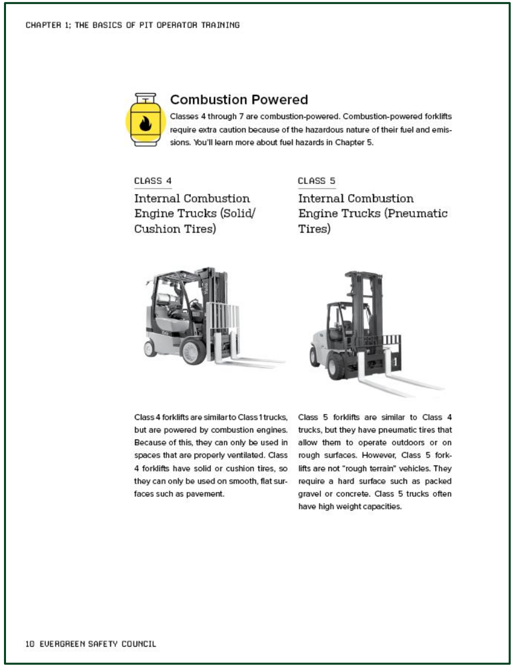
Forklift

Classroom, digital

Forklift

Fonts

Proxima Nova – Headings
Proxima Nova – Body
Kulturista – Accent



CHAPTER 1; THE BASICS OF PIT OPERATOR TRAINING

Combustion Powered

Classes 4 through 7 are combustion-powered. Combustion-powered forklifts require extra caution because of the hazardous nature of their fuel and emissions. You'll learn more about fuel hazards in Chapter 5.

CLASS 4

Internal Combustion Engine Trucks (Solid/ Cushion Tires)

Class 4 forklifts are similar to Class 1 trucks, but are powered by combustion engines. Because of this, they can only be used in spaces that are properly ventilated. Class 4 forklifts have solid or cushion tires, so they can only be used on smooth, flat surfaces such as pavement.

CLASS 5

Internal Combustion Engine Trucks (Pneumatic Tires)

Class 5 forklifts are similar to Class 4 trucks, but they have pneumatic tires that allow them to operate outdoors or on rough surfaces. However, Class 5 forklifts are not "rough terrain" vehicles. They require a hard surface such as packed gravel or concrete. Class 5 trucks often have high weight capacities.

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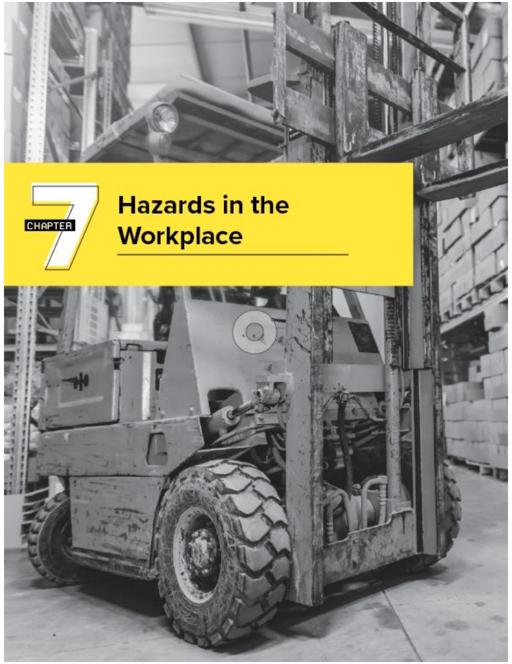


CHAPTER 7

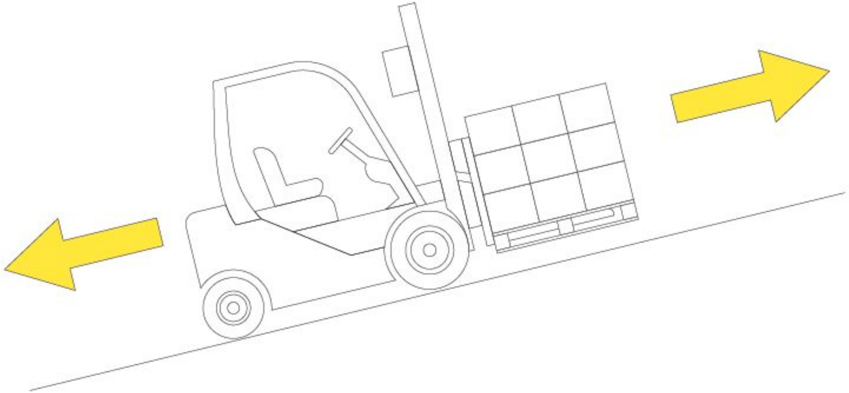
Hazards in the Workplace

Forklift

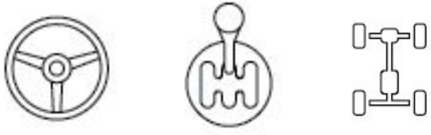
Primary palette	●	●
HEX	#FFE700	Black

Forklift

Illustration and icon styles



Line art illustrations



Icons are outlined