



Communications & Public Affairs Logo Style Guide

OTS Standard Logo

Vertical/Square Lock-Up

Default option that should be used for digital and print materials with white background.



Horizontal Lock-Up

Secondary option that should be used on white background when space does not allow for vertical/square logo.



*All logos are **available for download** on the OTS website:
<https://www.ots.ca.gov/media-and-research/campaigns/new-logo/>

OTS Logo: Color Background

Vertical/Square Lock-Up

Default option for use on color background to maintain sufficient contrast.



Secondary Vertical/Square Lock-Up

Secondary option for use on color background when black logo does not allow for sufficient visibility.



****Text (including images of text) should have a contrast ratio of at least **4.5:1** for “regular” sized text (12-14 pt font) and **3:1** for “large” text (18-24 pt font).****

Free Color Contrast Analyser available for download:

<https://developer.paciellogroup.com/resources/contrastanalyser/>

Go Safely, California Logos

Horizontal Red and Green Lock-Up

Default option when using on digital and print materials with white background.



Horizontal White Lock-Up

White logo is a secondary option on digital and print materials when using on color background. For use only when background color is too light to maintain sufficient contrast with green lock-up. **Note: Only OTS standard logo is required on educational materials.**



Horizontal Black and White Lock-Up

Default option when using on digital and print materials with color background. For use only when background color is too light to maintain sufficient contrast with green lock-up. **Note: Only OTS standard logo is required on educational materials.**



Custom Logos (English)

The following guidelines have been developed to ensure the “Go Safely, California” logo is presented accurately and consistently.

Use the Go Safely [logo builder](#)



Enter the City or County name for intended use in the “City/agency name field.” This is restricted to city/county names only. If you want custom messages for schools, programs or neighborhoods, contact the OTS PIO at pio@ots.ca.gov.



Use white logo with dark background when unable to maintain sufficient contrast.



Campaign Initiative Logos

Logos by default should be used on white backgrounds.

Contact the OTS PIO at pio@ots.ca.gov for guidance on format-appropriate logos (e.g. color backgrounds or where there is visibility issue with application).

Awake at the Wheel



Bicycle and Pedestrian



Car Seat Safety



Drug-Impaired Driving



DUI Alcohol

**CHOOSE A ~~SOBER~~
WAY TO GO.**

**ELIJA UN CAMINO
~~SOBRIO~~ PARA IR.**

Speeding



School Bus Safety



Traffic Safety Champion

