

An illustration of seven diverse people standing in a row against a light beige background. From left to right: a man with blonde hair and glasses wearing a black vest over a white shirt and a bow tie; a man with dark skin wearing a red long-sleeved shirt and blue jeans; a woman with brown hair and glasses wearing a blue long-sleeved shirt and black pants; a man with brown hair wearing a blue polo shirt and black pants; a man with a beard wearing a yellow long-sleeved shirt and blue jeans; a woman with dark curly hair wearing a red dress; and a woman with black hair wearing a teal jumpsuit. They are all standing on a thin black horizontal line.

Maryland Highway Safety Office

Be the Driver & Roadside Safety

Toolkits & Collateral

December 2020

ZERO DEATHS
MARYLAND

Be the Driver



what a bunch of characters

A unique style of illustration, color and typography has been established to build unified brand recognition across all programs.

The foundation of the brand personality is a set of diverse characters who will tell the **be the driver who saves lives** story across all media channels.



VIDEO



WINTER - FIRE PIT



EVERGREEN - BAR



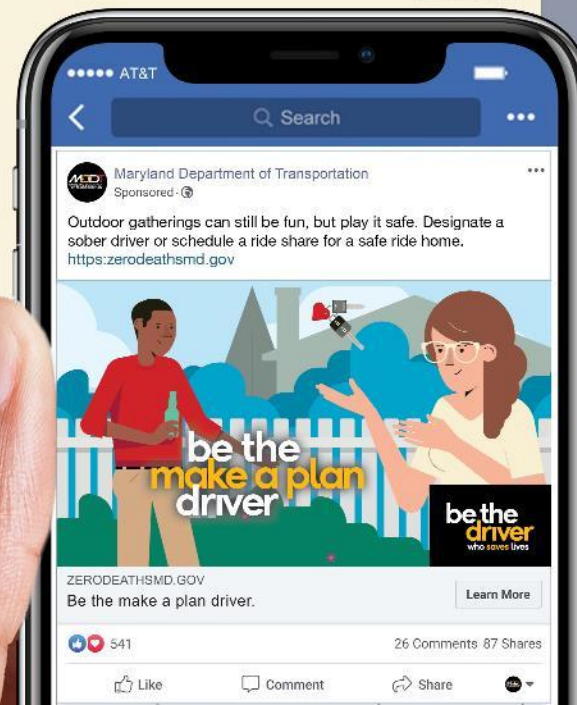
SUMMER - BARBECUE

be the
make a plan
driver

OUT-OF-HOME



SOCIAL MEDIA



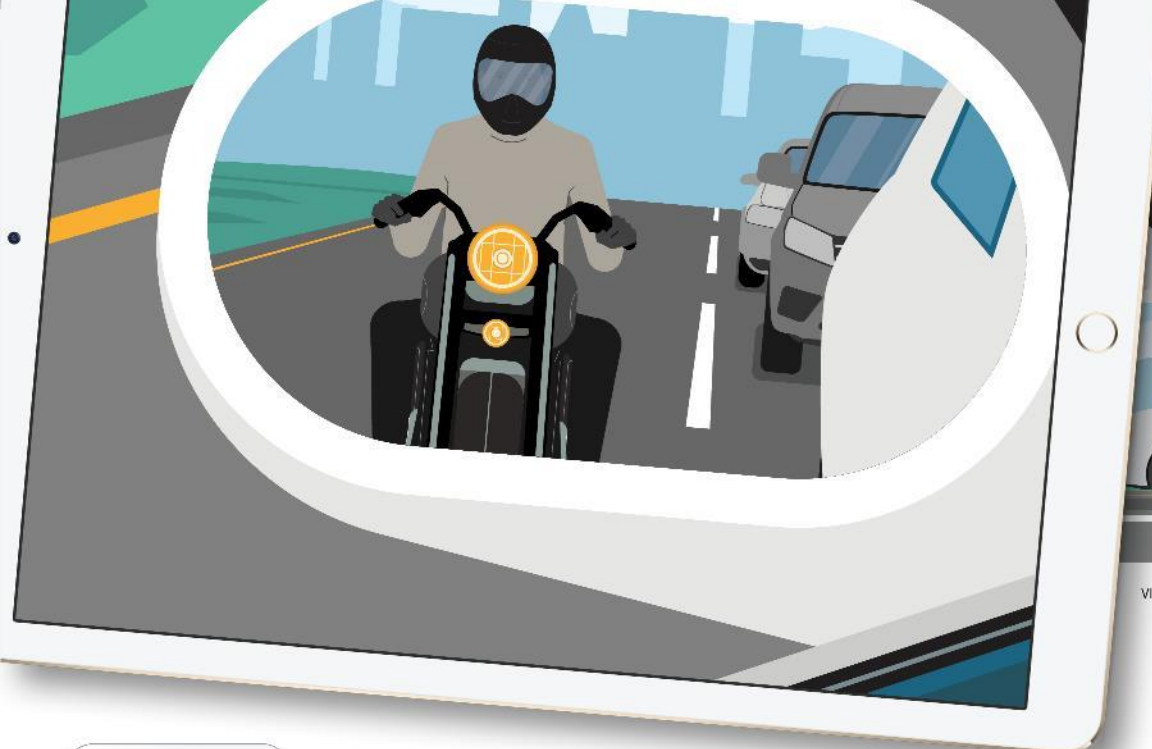
STREAMING AUDIO

IMPAIRED DRIVING CAMPAIGN

Principal takeaway message:

If you're drinking away from home, appoint a designated driver or plan for a ride share.

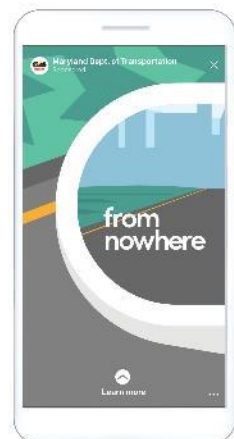
the make a plan driver



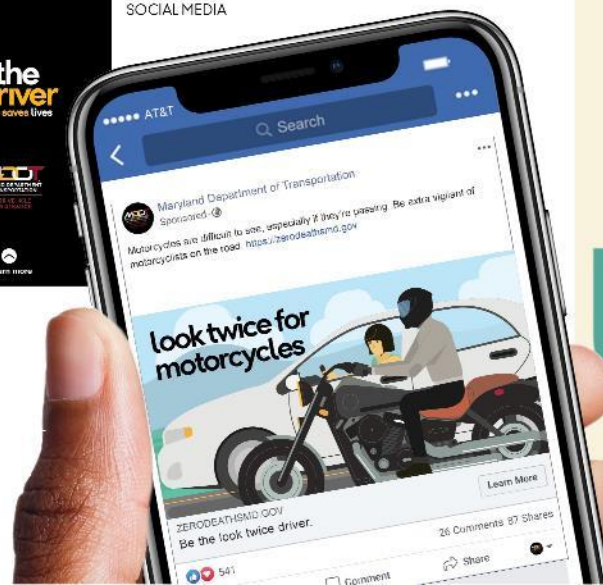
VIDEO



OUT-OF-HOME



SOCIAL MEDIA



MOTORCYCLE SAFETY CAMPAIGN

Principal takeaway message:

Spotting motorcyclists can be a challenge. Be extra alert for motorcycles—so all of us can get home safely.

the look twice driver





VIDEO



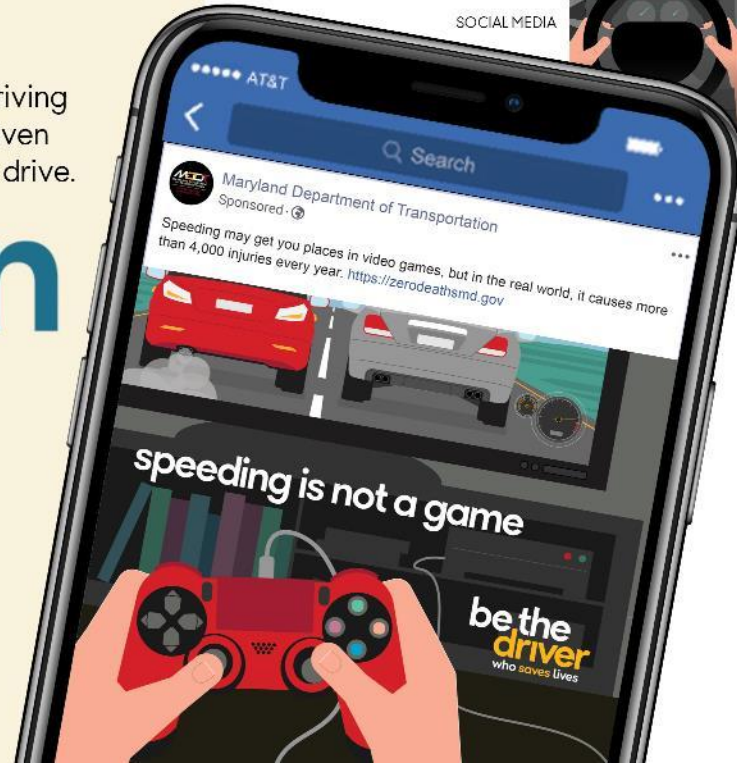
OUT-OF-HOME

AGGRESSIVE DRIVING CAMPAIGN

Principal takeaway message:
Speeding and aggressive driving
cause crashes, injuries and even
death. Slow down when you drive.

the slow down driver

SOCIAL MEDIA



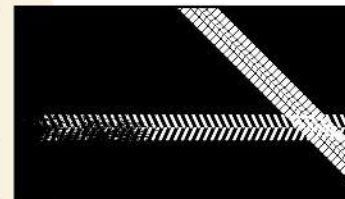
STREAMING AUDIO



OUT-OF-HOME



VIDEO



DISPLAY VEHICLE



STREAMING AUDIO



SOCIAL MEDIA



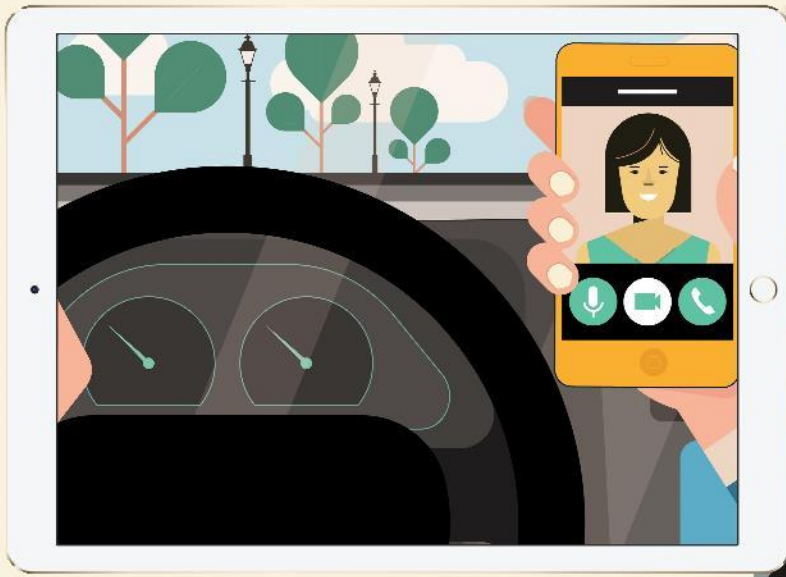
OCCUPANT PROTECTION CAMPAIGN

Principal takeaway message:

There are no good reasons for not wearing a seat belt. They can save your life and the lives of your passengers.

the buckled up driver



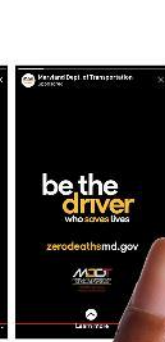


VIDEO



put your phone down
while driving

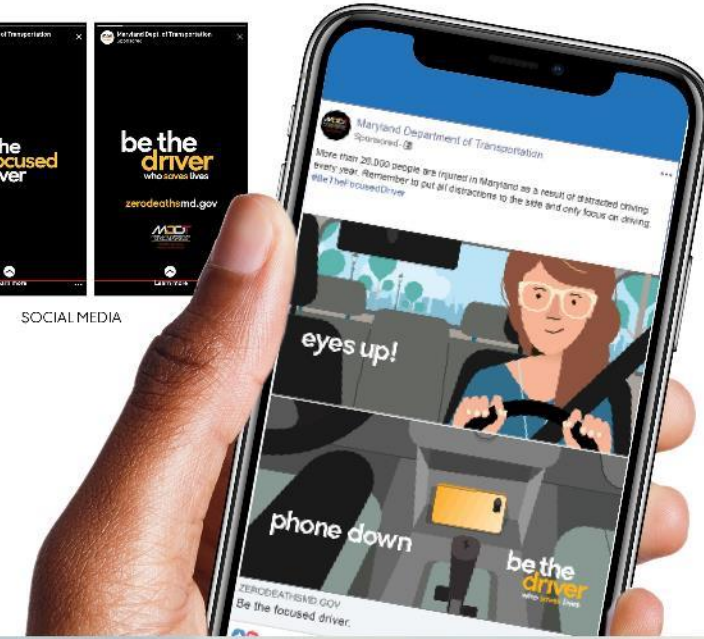
OUT-OF-HOME



SOCIAL MEDIA



STREAMING AUDIO



DISTRACTED DRIVING CAMPAIGN

the focused driver

Principal takeaway message:

Put your phone down while driving. Holding
your phone while driving is against the law.





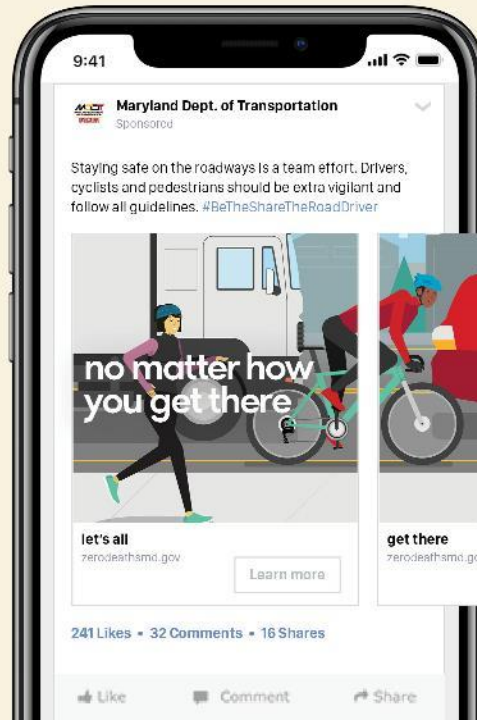
OUT-OF-HOME



SOCIAL MEDIA



STREAMING AUDIO



PEDESTRIAN & BICYCLE SAFETY CAMPAIGN

Principal takeaway message:

Drivers, cyclists and pedestrians all need to be cautious, obey laws and look out for each other.

the share the road driver

Where to find resources & toolkits?

ZeroDeathsMD.gov

Distracted Driving Resources and Social Media

Distracted driving has quickly become one of the leading causes of injuries and crashes on the roads in Maryland. Because of this, state law requires that you park the phone before you drive your car. It is now illegal to use a handheld phone for calling or texting while driving. Make your community safer by sharing these resources and encouraging those around you to do the same.



Distracted Driving Toolkit

This zip file contains a sample social media plan incorporating *Be the FOCUSED Driver* resources.

TOOLKIT (ZIP FILE)



Park the Phone Brochure

Cell phones are one of the primary causes of distraction while driving. This PDF summarizes the Maryland cell phone and texting laws, and also includes the fines and penalties for drivers who break them.

BROCHURE (PDF)



Park the Phone Brochure – Spanish

Cell phones are one of the primary causes of distraction while driving. This PDF summarizes the Maryland cell phone and texting laws, and also includes the fines and penalties for drivers who break them.

BROCHURE - SPANISH (PDF)

ZERO DEATHS MARYLAND

What's in the toolkit?

A graphic of a file folder with a tab on the left. The folder is light gray with a darker gray tab. The text "Excel Document" is centered on the folder in a large, black, sans-serif font.

Excel
Document

A graphic of a file folder with a tab on the left. The folder is light gray with a darker gray tab. The text "Graphics" is centered on the folder in a large, black, sans-serif font.

Graphics

Roadside Emergency



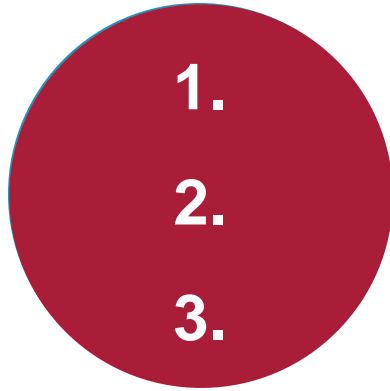
ZERO DEATHS
MARYLAND

Partners



ZERO DEATHS
MARYLAND

What We Had To Consider



There isn't one set of
procedures



Drivers must understand
they have to act based on
their individual situation



We can't say what to do –
have to be recommendations

what to do during a roadside emergency

every situation is different

› prepare › assess › use good judgment › stay vigilant

IF THERE IS NOT AN *IMMEDIATE* EMERGENCY

› Do everything you can to get your vehicle off the highway

IF YOU ARE **ABLE** TO REMAIN IN YOUR VEHICLE

› Remain buckled and facing forward

IF YOU ARE **UNABLE** TO REMAIN IN YOUR VEHICLE

› Do not stand near the vehicle

› Move to higher ground, or behind a guardrail/embankment

If you need help, contact roadside assistance. If you're on an interstate call #77 or 9-1-1 if it is an emergency and wait until help arrives.





ZeroDeathsMD.gov/RoadsideSafety



Google Search

I'm Feeling Lucky

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