



Safety Materials

Message Showcase



Message Showcase



Available Messages

**Give even more room.
Switch lanes to pass safely.**
Deje más espacio. Cambie de carril para adelantar con seguridad.

Life moves fast.
Slow down to keep her safe.
La vida va de prisa. Reduce la velocidad para protegerla.
生活節奏雖快。但請減速、保護路人生命安全。

It's not just a sign.
Give people room to ride.

It's not just a sign.
Look for her before you turn.
No es solo una señal. Fíjate en ella antes de dar vuelta.

It's not just a sign.
Give people room to ride.
No es solo una señal. Deje espacio para los ciclistas.

It's not just a sign.
Watch for people at intersections.
No es solo una señal. Fíjate en los que caminan.

Children are present. Slow down.
Niños están presentes. Desacelerar.

Thanks for slowing down, neighbor.
Gracias por reducir la velocidad, vecino.

Cross at the corner or crosswalk.
Cruza en la interseccion o cruce peatonal.

Ride in the direction of traffic.
Sigue en la misma direccion de tráfico.

Celebrate Walk, Bike, and Roll to School day with us!

Slow down. She's going places.
Baja la velocidad. Ella llegará lejos.

Slow down. They're going places.
Reduce la velocidad. Ellos llegarán lejos.
請減速。路上有行人。

Slow down.
So they can get to their destination.
Reduce la velocidad para que lleguen a su destino.

Slow down.
The neighborhood is not a race track.
Baja la velocidad. El vecindario no es una pista de carreras.



**Share the trail.
Pass with care.**

Slow down. Saving lives is more important than saving time.

Baja la velocidad. Salvar vidas es más importante que ahorrar tiempo.

Slow down and stop.

Every intersection is a crosswalk.

Reduzca la velocidad y deténgase. Cada intersección es un paso de peatones.

請減速。每一個路口都是人行橫道。

All messages also available in Spanish, Traditional Chinese, Vietnamese, Korean, and Tagalog. Additional languages can be requested. Contact SCAG to request additional languages.

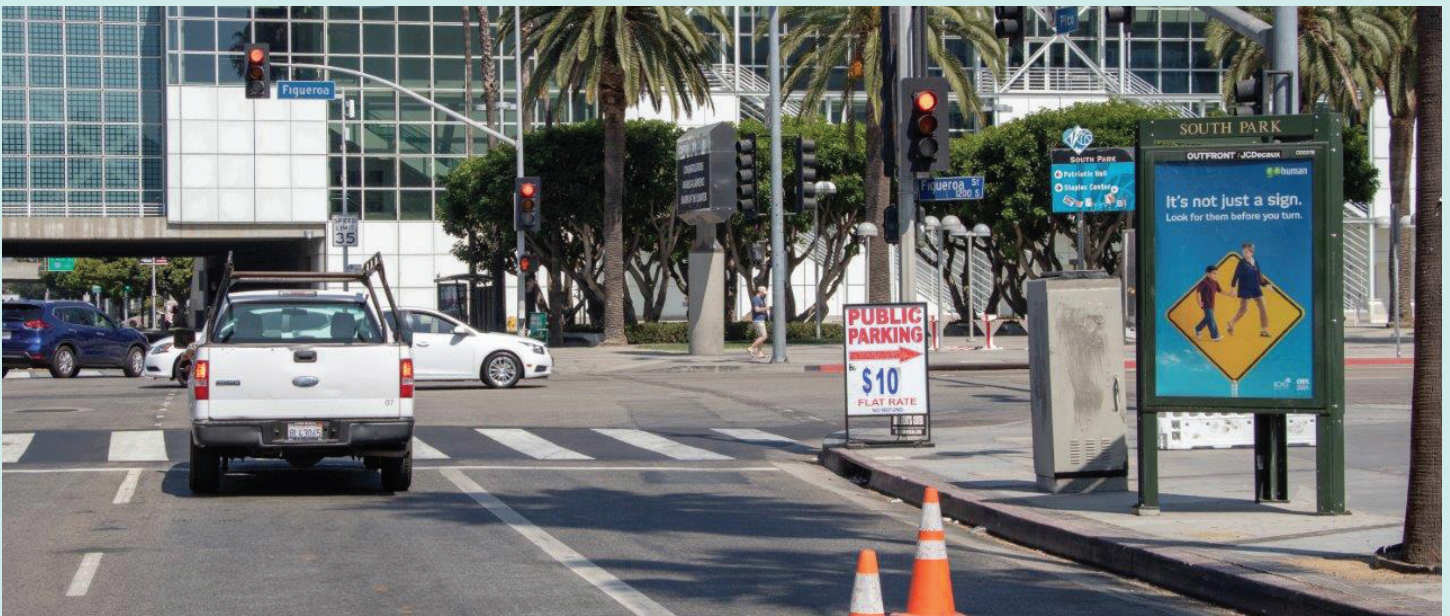
Custom messages are also possible. Contact SCAG to specify your message.

**Slow down for a safer community.
Baje su velocidad para una comunidad segura.**

Slow down. We're going places!

Reduce la velocidad. Ellos llegarán lejos.

Share the trail. Pass with care.



Message Showcase



Customization Options

Customize your co-branded collateral with the following options:

- Material Type: lawn signs, banner, bus shelter, etc. See following pages.
- Message Text & Language: see previous page. Text is customizable and available in Spanish, Traditional Chinese, Vietnamese, Korean, and Tagalog. Additional languages may be requested.
- Your Logo: provide a high-quality version of your logo (.EPS, .AI, or .PNG filetypes preferred)
- Sign and Model: signs and models can be mixed and matched, see following pages.



Message Showcase



Customization Options



Message Showcase



Collateral Material Types



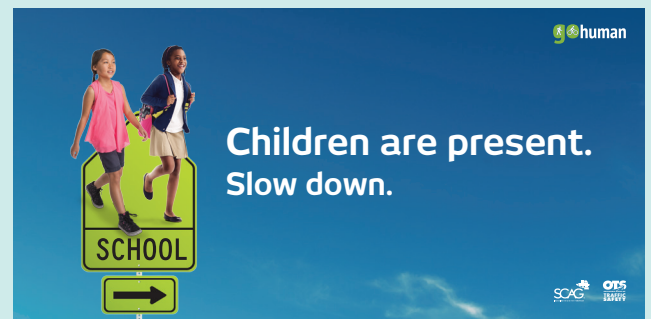
Lawn Sign: 24" x 18"



Photo Backdrop: 120" x 96"



Postcard: 7" x 5"



Banner: 72" x 36" or 96" x 48"



Instagram: 1080px x 1080px



Photo Booth Backdrop: 96" x 96"



Instagram Frame: 36" x 48"

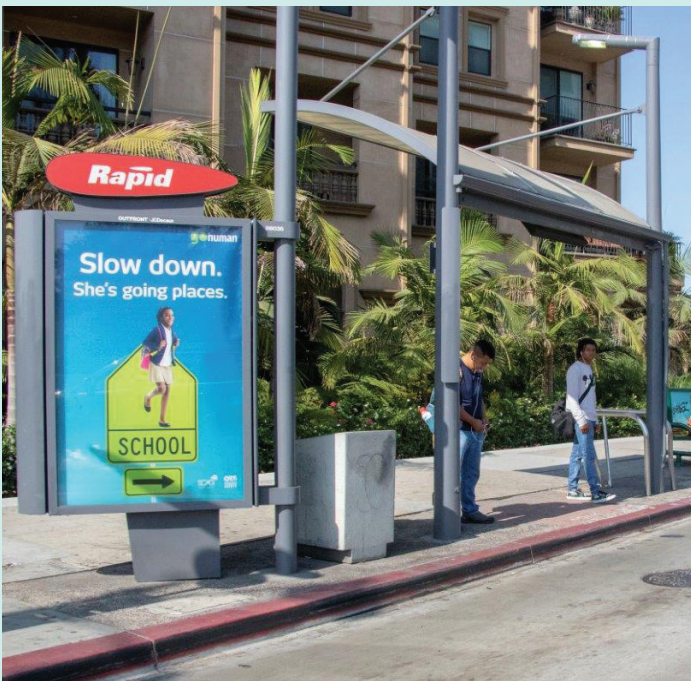
Message Showcase



Collateral Material Types



Banner: 96" x 48"



Bus Shelter: 48" x 69"



Lawn Sign: 24" x 18"



Bus Wrap: 480" x 101"

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Examples

請減速。
每一個路口都是人行橫道。

gohuman
GoHumanSoCal.org

SCAG OTS
TRAFFIC SAFETY

Life moves fast.
Slow down to keep her safe.

gohuman
GoHumanSoCal.org

SCAG OTS
TRAFFIC SAFETY

MONICA RODRIGUEZ
LA CLAY COUNTY WOMAN, FIDELITY STREET

No es sólo una señal.
Dale espacio a los que montan bicicleta.

gohuman

SCAG OTS
TRAFFIC SAFETY

Give even more room.
Switch lanes to pass safely.

gohuman
GoHumanSoCal.org

SCAG

It's not just a sign.
Watch for people at intersections.

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SCAG OTS
TRAFFIC SAFETY

Slow down and stop.
Every intersection is a crosswalk.

gohuman

SCAG OTS
TRAFFIC SAFETY

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How to Request Materials

Visit scag.ca.gov/go-human-safety-campaign to request materials.

Click the black “Request Safety Advertisements” button near the bottom of the page.

Fill out the form completely.

Upload a high-quality version of your logo. The filetypes .AI, .EPS, and .PNG are preferred.

Once your materials arrive, be sure to share photos of them in your community on social media using #GoHumanSoCal.

Questions?

Reach out to GoHuman@scag.ca.gov.

