



peopleforbikesTM +



Travel With Care Local Campaign Guidelines

INTRODUCTION	3
LANGUAGE	
Headlines	5
Example Headlines	6
Body Copy	8
VISUALS	
Composition: Primary	9
Composition: Alternate	10
Headline Treatment	11
Footer	12
Photography	13
HALF PAGE AD	14
FULL PAGE AD	15
BILLBOARD	16

This campaign originated in Pittsburgh, PA in late 2013. Originally titled Drive With Care, the campaign was created by bike advocacy group BikePGH and creative agency Wall-to-Wall Studios in response to a series of bicyclist deaths. The campaign's goal was to humanize people on bikes by depicting members of the community in a series of ads for the general public. Drive With Care was so well-received that in 2014, BikePGH allowed national bike advocacy group PeopleForBikes to take it national. PeopleForBikes updated the campaign title to Travel With Care and released a series of seven different ads. In this spirit of sharing the campaign, PeopleForBikes and BikePGH are offering the campaign to other communities to improve bicycling safety and relations on the road.

This document is designed to allow communities to replicate the Travel With Care campaign using local models and logos. While we encourage open use of the campaign, we also request that you submit ads to us for approval to ensure consistency.

Please send any ads for approval to **care@peopleforbikes.org**. We will respond to your request within 2 business days, often sooner.

Questions? Email us at **care@peopleforbikes.org**.

The layout for the Travel With Care Campaign uses existing PeopleForBikes brand visuals.

INCLUDING:

- Trade Gothic Bold Condensed No. 20 for headlines
- Trade Gothic Bold No. 2 and Medium for body copy
- Semi-transparent, angled bars around foreground elements
- Semi-transparent footer



POLAR EXPLORER.
DAD.
RIDES A BIKE.
KEEP YOUR COOL.

Eric Larsen — Polar Explorer
Drivers and bike riders: let's melt icy relations on the road.

 + 
TRAVEL WITH CARE



FIREFIGHTER.
WIFE.
RIDES A BIKE.
DON'T BE A HOTHEAD.

Rebecca Rusch — Firefighter
When everyone drives and bikes with care, things won't get heated.

 + 
TRAVEL WITH CARE

HEADLINES

The headlines for the Travel With Care campaign are essential to the story the campaign is telling. The headlines follow a simple four-phrase structure.

INCLUDING:

Two Personal Qualities

These items are related to profession and/or family life. Parent child relationships are impactful, but any meaningful relationships can be used as well.

“RIDES A BIKE.”

This item is consistent throughout all of the ads, and drives home the message.

Pay-off

The Pay-off further conveys our message of safety and never puts the blame on people in cars. This line can contain a pun on the individuals profession/position.

The advertisement features a woman in firefighter gear (yellow helmet, blue shirt, orange pants) standing next to a black bicycle. The background is white. In the top left corner is the 'BIKE DENVER' logo. On the right side, four black boxes with white text contain the headline: 'FIREFIGHTER.', 'WIFE.', 'RIDES A BIKE.', and 'DON'T BE A HOTHEAD.'. At the bottom left, the text reads: 'Rebecca Rusch — Firefighter' followed by 'When everyone drives and bikes with care, things won't get heated.' At the bottom right, there are logos for 'BIKE DENVER' and 'peopleforbikes', with the text 'TRAVEL WITH CARE' below them.

HEADLINE EXAMPLES

Here are some examples of headlines that can be used for everyday people/professions.

STUDENT:

- a. Student.
- b. Adventurer.
- c. Rides a bike.
- d. Ride and drive like a grown-up.

CARPENTER:

- a. Carpenter.
- b. Friend.
- c. Rides a Bike.
- d. Cut her a break.

PRIEST:

- a. Priest.
- b. Volunteer.
- c. Rides a bike.
- d. Take the high road.

NURSE:

- a. Nurse
- b. Mother.
- c. Rides a bike.
- d. Operate with care.

STUDENT 2:

- a. Scholar.
- b. Daughter.
- c. Rides a bike.
- d. Ride and drive like a grown-up.

FIREFIGHTER:

- a. Firefighter.
- b. Dad.
- c. Rides a bike.
- d. Pass responsibly.
 - Pass safely.
 - Put safety first.
 - Stay cool when passing.
 - Keep cool when passing.
 - Don't be a hothead.

CLOTHING DESIGNER:

- a. Clothing designer.
- b. Best friend.
- c. Rides a bike.
- d. Pass with style.
 - Be street smart.
 - Drive cool.
 - Pass with flair.

SURGEON:

- a. Surgeon.
- b. Mom.
- c. Rides a bike.
- d. Operate with care.
 - Give her room to operate.
 - Her safety's in your hands.
 - Pass with precision.
 - Handle with care.

CHEF:

- a. Chef.
- b. Daughter.
- c. Rides a bike.
- d. Drive tastefully.
 - Drive with good taste.
 - Drive chill.

BALLET DANCER:

- a. Ballet dancer.
- b. Daughter.
- c. Rides a bike.
- d. Stay on your toes.

PERSONAL TRAINER:

- a. Yoga teacher.
- b. Mom.
- c. Rides a bike.
- d. Exercise caution.

ACCOUNTANT:

- a. CPA.
- b. Mom.
- c. Rides a bike.
- d. Account for her.

ATTORNEY:

- a. Attorney.
- b. Grandfather.
- c. Rides a bike.
- d. Drive lawfully.
 - No disorderly driving.
 - Avoid personal injury.
 - Don't be a liability on the road.
 - Be a law-abiding driver.
 - Drive in good faith.

HEADLINE EXAMPLES

Here are some examples of headlines that represent the main categories of the potential celebrity endorsements for the Travel With Care Campaign.

MUSICIAN:

- a. Musician.
- b. Dad.
- c. Rides a bike.
- d. Ride and drive in harmony.
 - Ride and drive harmoniously.
 - Safety rocks.

ACTRESS:

- a. Actress.
- b. Mom.
- c. Rides a bike.
- d. Share the stage.
 - No driving drama.
 - Keep her in focus.

TALK SHOW HOST:

- a. Talk show host.
- b. Wife.
- c. Rides a bike.
- d. Share the stage.
 - Don't cut her off.
 - Spotlight on safety.

REALITY SHOW STAR:

- a. Reality show star.
- b. Mom.
- c. Rides a bike.
- d. Don't drive or ride like a diva.
 - Don't pass like a diva.
 - Give her some space.
 - No drama please.

ATHLETE:

- a. Athlete.
- b. Dad.
- c. Rides a bike.
- d. Drive like a champ.
 - Drive like a pro.
 - Keep your head in the game.
 - Keep it sportsmanlike.

WIDE RECEIVER:

- a. Wide receiver.
- b. Father
- c. Rides a bike.
- d. Pass with care.

FOOTBALL PLAYER:

- a. Football player.
- b. Dad.
- c. Rides a bike.
- d. Pass with care.
 - No roughing the biker.
 - No encroachment.

BASEBALL PLAYER:

- a. Baseball player.
- b. Son.
- c. Rides a bike.
- d. Keep your head up.
 - It's a beautiful day for safety.
 - Play it safe.

BODY COPY

Body copy is not a mandatory element for the campaign, but it is available if it is needed. The copy should read:

Name — Profession, Location (if desired)

Additional information

A photograph showing the lower legs and feet of a firefighter in full protective gear, including heavy boots and pants with reflective yellow stripes. The firefighter is standing next to a bicycle, with the front wheel and fork visible. The background is a plain, light-colored wall.

Rebecca Rusch — Firefighter
When everyone drives and bikes with care, things won't get heated.

BIKE PGH! +  **peopleforbikes™**

TRAVEL WITH CARE

COMPOSITION / Primary

The headlines for the ads follows a similar style to existing promotions. However, because of the photograph's left heavy composition, the type has moved to a flush right orientation. The type should be as big as possible in the space while allowing comfortable negative space for the photograph. The photograph of the individual uses the 3/4 view. The individual is filling the space, completely in the frame, cropped by the footer, and given some margin away from the headline. The negative space above the footer provides a suitable area for the local group logo. The footer houses additional copy and the BikePGH and PeopleForBikes logos.

A woman in firefighter gear, including a yellow helmet and orange pants, stands next to a black mountain bike. She is smiling and looking towards the camera. The background is a plain, light color.

BIKE DENVER

**FIREFIGHTER.
WIFE.
RIDES A BIKE.
DON'T BE A HOTHEAD.**

Rebecca Rusch — Firefighter
When everyone drives and bikes with care, things won't get heated.

BIKE PGH + **peopleforbikes**
TRAVEL WITH CARE

COMPOSITION / Alternate

An alternate composition exists for extremely horizontal formats. This format may be seen on the side of a moving bus, or on a webpage at a small scale. Therefore, additional copy is not recommended.

PRO ATHLETE. HUSBAND.

RIDES A BIKE.

TRAVELING ISN'T A RACE.

TRAVEL WITH CARE.

BIKE DENVER

BIKE PGH! + peopleforbikes

HEADLINE TREATMENT

The container around the type is a key element. The box is black and set to 90% opacity and on the multiply setting. The lines of type should be far enough apart that each line of text has some border of black box, as well as white space between them. The box around the type and negative space between them, should all be about the size of the stroke of the character. The last line of the headline decreases to half the size, and is Pantone Cool Gray 6.

TRADE GOTHIC CONDENSED BOLD NO. 20

WIDE RECEIVER.

FATHER.

RIDES A BIKE.

PASS WITH CARE.

DROP SHADOW SETTINGS

Opacity: 75%
X Offset: .02 in
Y Offset: .02 in
Blur: .02 in

BLACK BOX ANGLE

The angle of the end of the box is 75°.
The longest point is always be on the bottom.

90% OPACITY SET TO MULTIPLY

FOOTER

When space allows, the footer provides housing for additional copy, tagline and logos. It follows the standard design specifications.

TRADE GOTHIC MEDIUM

TRADE GOTHIC BOLD NO. 2

Antonio Brown — Wide Receiver, Pittsburgh Steelers

Antonio bikes regularly, and believes motorists and cyclists can both do more to prevent accidents.

DROP SHADOW SETTINGS

Opacity: 75%
X Offset: .02 in
Y Offset: .02 in
Blur: .02 in

CO-BRANDED LOGO



TRAVEL WITH CARE

90% OPACITY SET TO MULTIPLY

PHOTOGRAPHY

The photography for the campaign has very strict standards, and needs to be shot specifically for the campaign. The individuals must be photographed on an all white seamless background. Some shadows can be present but need to remain minimal. People stand in front of the bikes. Everyone must wear clothing that is indicative of their profession. Each person must pose for at least one full body shot, a 3/4 view. A 4/4 view is optional, but is helpful for extreme horizontal ads. Any nonessential logos should be avoided or presented in a way that they are easily photoshopped out. The expressions of the subject is to be relaxed and friendly. Avoid photos of people posing or acting. Subjects should not be wearing helmets, though it's okay (but not required) for a helmet to be in their hand or hanging from the handlebars.

Setup notes:

We used a 107" seamless backdrop—Savage Super White
http://www.bhphotovideo.com/c/product/45468-REG/Savage_1_12_107_x_12yds_Background.html

Camera L — Medium Softbox for fill, approx 6' from subject, to cover entire bike

Camera R — Small softbox for key, approx 4' from subject, +1 stop up from fill, to light subject waist up

Background — Two heads, bounced into two 8x8 white flats on either side of seamless.

Format: 35mm Full Frame RAW

Resolution: 3840 x 5760 (23 Megapixels)

Shutter speed: 1/160

Aperture: f11

Focal Length: 50mm

Orientation: Portrait

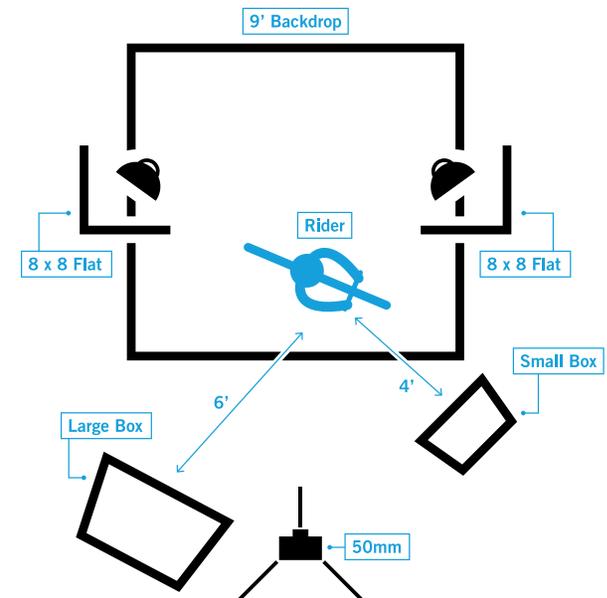
3/4 VIEW



4/4 VIEW



SETUP DIAGRAM





PERSONAL TRAINER.

DAUGHTER.

RIDES A BIKE.

EXERCISE CAUTION.

Raydan Phillips — Personal Trainer

Ride and drive with patience and everything will work out.



+



peopleforbikes™

TRAVEL WITH CARE



FIREFIGHTER.
WIFE.
RIDES A BIKE.
DON'T BE A HOTHEAD.

Rebecca Rusch — Firefighter
When everyone drives and bikes with care, things
won't get heated.



TRAVEL WITH CARE

STUDENT. SISTER. RIDES A BIKE.

DRIVERS: PLEASE DON'T KID AROUND.

TRAVEL WITH CARE.



peopleforbikes™

THANK YOU

Questions? Email us at care@peopleforbikes.org.