

FULL COLOR



BLACK & WHITE



Color Logo

EMBLEM



Emblem Logo

For more resources and information on the pedestrian and bicycle safety program, please visit oregonwalkbike.org



WALKING, DRIVING OR ROLLING, LET'S ALL GET THERE SAFELY!

Oregonians stand out by looking out for each other
and sharing the road – whatever the mode.

WHEN YOU'RE DRIVING

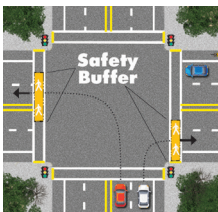
When you get in the driver's seat, lives are in your hands – literally. That's why it's so important to give all your attention and focus to the job at hand. Remember these tips:

KEEP YOUR EYES UP and your hands on the wheel – and off distractions that take your mind off the road.



SLOW DOWN and be on the lookout for pedestrians at corners and mid-block crosswalks. Be ready to stop.

BE SURE TO YIELD when pedestrians show intent to cross an intersection. Watch for any part of their body (or cane, umbrella, etc.) out in the roadway.



GIVE PLENTY OF SPACE and wait to proceed and/or turn until they have cleared your lane plus at least six feet of the next lane.

BE EXTRA VIGILANT AT NIGHT. Most crashes where a pedestrian is killed happen after the sun goes down, when it's harder to see. So keep your eyes peeled.

NEVER PASS A STOPPED VEHICLE at a crosswalk. Pedestrians may be crossing.

**ON FOOT OR ON WHEELS, LET'S ALL
LOOK OUT FOR
EACH OTHER!**

Drive, Walk & Ride Safely. The Way to Go. Transportation Safety – ODOT

WHEN YOU'RE ON FOOT

The best safety equipment you have as a pedestrian are your brains, eyes and ears. Stay alert and follow these safety steps:

AVOID DISTRACTIONS like texting, talking on your phone or listening to headphones.

STAY VISIBLE by avoiding wearing dark colors that blend into the surroundings. Instead, wear bright colors during the day and something light and/or reflective when it's dark out.



USE CROSSWALKS, or cross at marked intersection whenever possible, where drivers expect pedestrians. If there isn't one, find a well-lit area where you have the best view of traffic.

BEFORE STEPPING OUT, let drivers know you intend to cross by putting out a foot, arm or cane. Try to make eye contact so you know you they see you.

ONLY CROSS AFTER you have looked for traffic in all directions, and obey all pedestrian signals.

WATCH FOR CARS MAKING TURNS, exiting driveways or backing up in parking lots. And never step out from between parked cars.

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3.7x8.5" Rack Card

Rack Card 3.7x8.5

8.5x11" Flyer

Flyer 8.5x11

11x17" Poster

Poster 11x17

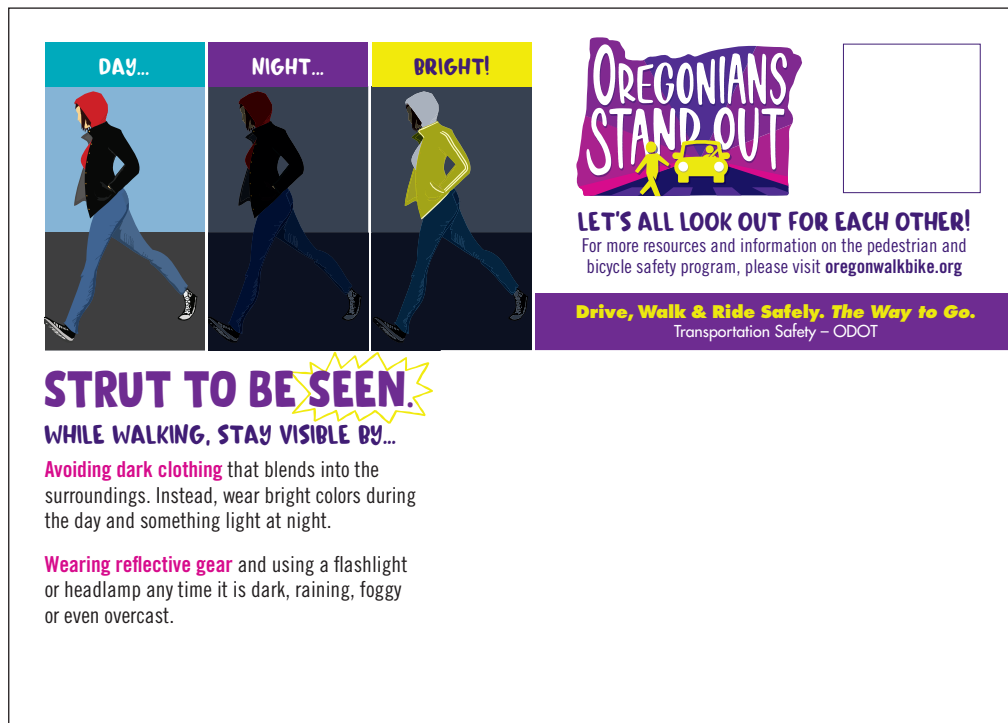
All shown at 50% actual size



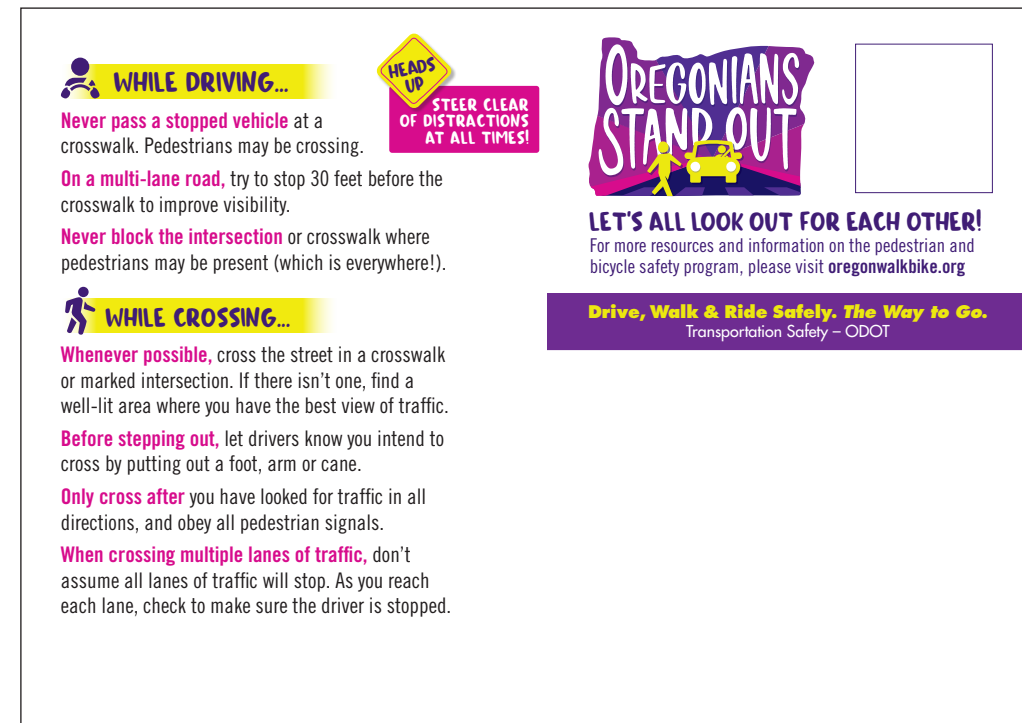
Front



Front



Back



Back



Lawn Sign 1 (actual size: 24x18")



Lawn Sign 2 (actual size: 24x18")

Slow Your Roll 24x18

Let's All Look Out For Each Other 24x18



Bumper Sticker (actual size: 10x3")

I Look Out For People Bumper
Sticker



1080x1080 (Instagram & Mobile Facebook Posts)

Let's All Look Out For Each Other Facebook and Instagram Ad 1080x1080



1200x628 (Facebook Posts – Desktop)

Let's All Get There Safely 1200x628



Email graphic

Let's All Look Out For Each Other 300x250



728x90 Letter Head Banner Ad

Let's All Look Out For Each Other 728x90