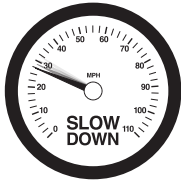


# WE NEED YOU!

To help us drive  
safer roads



**‘Project Pictogram – Driving Safer Roads’** is a national community wide road safety initiative which seeks to raise awareness of the ‘Fatal Factors’ present in almost all Killed or Serious Injury (KSI) collisions, as well as the more minor shunts which delay our journeys and cost businesses every day.

Please give this leaflet to the Fleet or Health & Safety Manager of any lorry, van, coach, bus or company car fleet in your area. Perhaps your employer, local school coach company, or the sports club mini-bus.

Sticker sets cost around £2.50 per vehicle to produce from the free artwork files which can be downloaded from [www.hantsfire.gov.uk/project-pictogram](http://www.hantsfire.gov.uk/project-pictogram) These stickers provide daily on-road reminders to us all of the ‘Fatal Factors’ – simple-to-change driver behaviour habits which can save lives!

# 'PROJECT PICTOGRAM'

## Driving Safer Roads



## BRAND USAGE GUIDELINES

The UK 'Industry Standard' for fleet & business communication of national priority road safety messages

Please share widely through your professional network to help make this industry standard.



Endorsed by



Copyright FREE resource for use in the promotion of Road Safety

[www.hantsfire.gov.uk/project-pictogram](http://www.hantsfire.gov.uk/project-pictogram) Project.pictogram@hantsfire.gov.uk