Use consistent branding and colors throughout the tip card's design.

Logos for organizations sponsoring the tipcard content; only two shown, but up to 3 may fit at a small resolution.

Depict traffic control device as it will be encountered by road users.

Left-aligned title for tip card.

Positive appeal (non-threatening, non-controlling language).
CHECKLIST FOR DESIGN OF TIP CARDS & BROCHURES
Based on ‘Guidelines to Develop Educational Tip Cards for Aging Road Users’, BDV30 977-15

Depict traffic control device as it will be encountered by road users

Use active language; less than 20 words in order to maintain the font-size specified in the guidelines.

Identify target population for tip card (pedestrians, motorists, drivers), then use their label here

Be sure to short, clear active sentences throughout

Whenever possible, the image should clearly depict the situation the road user will encounter. Images should be in sequential order as road users encounter them.

SHORT TITLE FOR TRAFFIC CONTROL DEVICE

image of traffic control device

SHORT DESCRIPTION OF TRAFFIC CONTROL DEVICE
(less than 20 words)

HERE’S WHAT YOU NEED TO KNOW

Short, clear description of correct action for the traffic control device, with images depicting a safe scenario, and an unsafe one.

image of unsafe scenario

image of safe scenario

IF YOU ARE

in scenario 1, action to take

illustration of traffic control device with different lines/arrow representing scenario specific actions

in scenario 2, action to take

website link | phone number
## Checklist for Design of Tip Cards & Brochures

Based on ‘Guidelines to Develop Educational Tip Cards for Aging Road Users’, BDV30 977-15

<table>
<thead>
<tr>
<th>Branding Banner</th>
<th>Use consistent branding and colors throughout the tip card’s design.</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO #1</td>
<td>Logos for organizations sponsoring the tipcard content; only two shown, but up to 3 may fit at a small resolution.</td>
</tr>
<tr>
<td>LOGO #2</td>
<td>Depict traffic control device as it will be encountered by road users</td>
</tr>
</tbody>
</table>

**Topic of Tip Card**

- Left-aligned title for tip card

**Short Attention-Grabber**

- Positive appeal (non-threatening, non-controlling language)
### Checklist for Design of Tip Cards & Brochures

Based on ‘Guidelines to Develop Educational Tip Cards for Aging Road Users’, BDV30 977-15

<table>
<thead>
<tr>
<th>SHORT TITLE FOR TRAFFIC CONTROL DEVICE</th>
</tr>
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<tbody>
<tr>
<td><strong>image of traffic control device</strong></td>
</tr>
<tr>
<td><strong>SHORT DESCRIPTION OF TRAFFIC CONTROL DEVICE</strong></td>
</tr>
<tr>
<td>(less than 20 words)</td>
</tr>
</tbody>
</table>

#### DRIVERS, WHEN YOU:

<table>
<thead>
<tr>
<th>SEE THIS</th>
<th>DO THIS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>image of scenario 1</strong></td>
<td>action to take for scenario 1, shown in image to left</td>
</tr>
<tr>
<td><strong>image of scenario 2</strong></td>
<td>action to take for scenario 2, shown in image to left</td>
</tr>
<tr>
<td><strong>image of scenario 3</strong></td>
<td>action to take for scenario 3, shown in image to left</td>
</tr>
</tbody>
</table>

- Use active language; less than 20 words in order to maintain the font-size specified in the guidelines.
- Identify target population for tipcard (pedestrians, motorists, drivers), then use their label here.
- Be sure to short, clear active sentences throughout.
- Whenever possible, the image should clearly depict the situation the road user will encounter. Images should be in sequential order as road users encounter them.

**website link | phone number**