



Style Guide

Move Over and Drive Safe:
A Campaign to Save Lives through Safe Driving

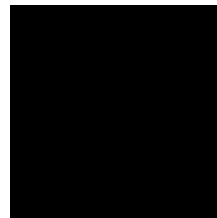
Move Over and Drive Safe Logos



Hex: #003d7d
rgb: (0, 61, 125)



Hex: #d59f0f
rgb: (213, 159, 15)



Hex: #000000
rgb: (0,0,0,)



Hex: #cd291c
rgb: (205, 41, 28)

The provided logos are designed to promote cohesion within the campaign. While their use in graphics and other documents is optional, we encourage you to review them and consider incorporating them into your materials. To support consistency, the hex codes and RGB values for the campaign colors are included below each logo. These colors can be integrated into your designs to align with the overall campaign's cohesive visual identity.



Posting Timeline

December 23, 2024

Wayne County Sheriff 's Office will create and post first major post with announcement on December 23rd, and then others will follow every two weeks starting with Michigan State Police

January 2025

Michigan State Police (Metro South)
Redford Police Department

February 2025

Livonia Police Department
Dearborn Department

March 2025

Westland Police Department March
Wyandotte Police Department March

April 2025

Northville TWP Police Department April
Detroit Police Department April

May 2025

Sumpter Police Department May
Northville Police Department May
Inkster Police Department May

Remember to reference this timeline throughout the campaign to engage with posts from other organizations. Engagement can include liking, retweeting, resharing, or commenting. The more we interact with these posts, the greater the campaign's reach and impact!



Hashtags

Hashtags

Official campaign hashtag: **#MoveOverDriveSafe**

Using the hashtag **#MoveOverDriveSafe** not only boosts engagement but also unifies all campaign posts under a common theme. Hashtags, marked by the # symbol, help categorize content, making it easier for users to find related posts.

By including **#MoveOverDriveSafe** in your posts, you increase visibility, expand reach, and connect with broader online communities—even those who don't follow you. Hashtags can be placed anywhere in your post and are a key tool for fostering discoverability.

Remember to include **#MoveOverDriveSafe** in every campaign social media post to maximize impact!



Tagging

Make sure to tag other offices/individuals involved in the campaign. Tagging others creates or will create larger community involvement and reach. Please see below a list of organizations and their social media handles.

Wayne County Sheriff's Office

- Facebook: @sheriffraphaelwashington?
- X (Twitter): @sheriffraphael
- Instagram: @raywash0115

Michigan State Police

- Facebook: @MichiganStatePolice
- X (Twitter): @michstatepolice
- Instagram: @michstatepolice

Michigan State Police Metro South Post

- X (Twitter): @mspmetrodet

Dearborn Police Department

- Facebook: Dearborngov
- X (Twitter): Dearborngov
- Instagram: Dearborngov

Inkster Police Department

- Facebook: @inksterpolice
- X (Twitter): @CityOfInksterMI
- Instagram: @inkster_police

Livonia Police Department

- Facebook: @livonia-police-department
- X (Twitter): @LivoniaPD
- Instagram: @livoniapd

Northville Police Department

- Facebook: northvillecityhall
- X (Twitter): @NorthvilleCity

Northville Twp Police Department

- Facebook: @TwpNorthville
- X (Twitter): @twpnorthville
- Instagram: @twpnorthville

Redford Township Police Department

- Facebook: @Redford.Twp.Police
- X (Twitter): @RTPD_INFO
- Instagram: @redford_township_police

Sumpter Police Department

- Facebook: @sumpterpolice
- X (Twitter): @sumpterpolice

Westland Police Department

- Facebook: @CityOfWestland
- X (Twitter): @CityOfWestland
- Instagram: @westlandadministration

Wyandotte Police Department

- Facebook: @wyandottepdmi
- X (Twitter): @WyandottePD
- Instagram: @wyandottepolice



Verbiage and Messaging

Messaging is the cornerstone of any effective social media post, shaping how your audience perceives and interacts with your content. A clear, compelling message ensures that your post not only grabs attention but also communicates its purpose instantly. Thoughtful messaging establishes an emotional connection, making your content memorable and shareable. By combining concise language with a strong call-to-action, your post can inspire engagement and amplify your reach, turning casual viewers into active participants in your campaign or brand story.

All messaging should contain a call to action and is encouraged to be:

- **Dynamic**
- **Engaging**
- **Personable**
- **Localized**

Call to action

A call to action (CTA) on social media is a prompt that encourages your audience to take a specific action after engaging with your content. It serves as a guide, telling users what to do next whether it's clicking a link, sharing a post, commenting, or signing up. Effective CTAs are clear, direct, and tailored to the platform and audience. By creating a sense of urgency or value, CTAs help drive engagement, conversions, and deeper interaction with your brand or message.

Examples of calls to action:

- **Learn more here**
- **Use the hashtag and share your story!**
- **Check out the campaign here #MoveOverDriveSafe**



Graphics and Design

Graphics are optional but can greatly increase reach and optics. Visual content can be:

- Logo
- Graphic (as exemplified below)
- Video
- Pictures

Logo



Pictures



Graphics



Photos are a powerful way to enhance a personal experience and bring the campaign to life. They help illustrate the story visually, making it more engaging and impactful.

Videos



Videos offer a compelling way to share personal experiences and highlight the campaign. They bring stories to life through movement and sound, creating a memorable and engaging way to promote the campaign and connect with your audience.



Example:



The image shows a Facebook post from the National Sheriffs' Association. At the top left is the profile picture, a circular logo with a star and a shield. To its right is the name "National Sheriffs' Association" and three dots for a menu. The main text of the post reads: "Stay safe. Protect lives. Make a difference. Join the #MoveOverDriveSafe campaign and help spread the word about traffic safety and protecting our communities. Whether you're a driver, first responder, or concerned citizen, your voice matters! @NationalSheriff". Below the text is a large image with a blurred background of a city street at night. Overlaid on the image is the text "MOVE OVER, IT'S THE LAW" in large white letters, and "#MoveOverDriveSafe" below it. On the right side of the image is a large version of the National Sheriffs' Association logo, which features a star with a shield in the center, a banner with "#MoveOverDriveSafe", and the words "NATIONAL SHERIFFS' ASSOCIATION" around the star. Below the image are two buttons: "See insights and ads" on the left and "Boost post" on the right. At the bottom left, there are icons for a thumbs up and a surprised face, followed by the number "7". At the bottom right, there is a share icon followed by the number "2".

National Sheriffs' Association

Stay safe. Protect lives. Make a difference. Join the #MoveOverDriveSafe campaign and help spread the word about traffic safety and protecting our communities. Whether you're a driver, first responder, or concerned citizen, your voice matters! @NationalSheriff

**MOVE OVER,
IT'S THE LAW**
#MoveOverDriveSafe

See insights and ads **Boost post**

7 2



Posting Checklist

- Caption** conveys a clear narrative whether it be a personal anecdote, a compelling story, or a dynamic exclamation. All captions should include a call to action. Keep in mind the three points from messaging section:

- Dynamic
- Engaging
- Personable
- Localized
- Call to action

- Graphics** should be relevant to the content, visually engaging or appealing, and carry some branding consistency (including a logo or defining character). Different media types you can use:

- Photos
- Graphics
- #MoveOverDriveSafe logo
- Videos

- Hashtag** is included.

#MoveOverDriveSafe

- Tagging**

Tagging other organizations in the campaign is a great way to boost visibility and engagement for everyone involved. By tagging partners, collaborators, or relevant groups, you expand your reach to their audiences while showcasing shared goals and connections. Be sure to reference the posting timeline on page 3.

Then, POST your content!

