

**From:** [Catherine Nguyen-Pham](#)  
**To:** [Angie Melo](#)  
**Cc:** [Colin Patterson](#); [Karen Flores](#)  
**Subject:** FOR YOUR REVIEW:::Road Safety Lawn Signs Creative Design  
**Date:** Wednesday, January 20, 2021 4:41:22 PM

Hi Angie,

Below is the email you can send over to the subcommittee.

Thanks!  
 Catherine

Road Safety Promotions Sub Committee,




As was discussed at the last Road Safety Committee meeting in November 2020, the Committee tasked Colin and Communications to develop a new concept of the Slow Down Lawn Signs.

Based on the discussions about the signs, the signs needed to be:

- Colourful
- Attention grabbing
- Easy to read/not text heavy
- Visible on the roadway

Below are three concepts for your review. We will have further discussions during the Road Safety Promotions Subcommittee meeting.

Please be ready to speak to your preferred option.

	OPTION ONE	OPTION TWO	OPTION THREE
			
<b>DESIGN CONCEPT</b>	Bubble Letters	Speech Bubble	Block Letters
<b>DESIGN DESCRIPTION</b>	Bold cartoon font Eye catching colour "Slow down" really stands out Peel Police's hashtag: "TakeThePledge"	More conservative Includes an inverted text bubble Lower case letters "slow down" is smaller text Exclamation mark Peel Police's hashtag: "TakeThePledge"	Less cluttered Less real estate used (cleaner look) To the point Block letters City's hashtag: "#SaugaRoadSafety"
<b>WORDING</b>	Slow Down, #TakeThePledge, Call 311	Slow Down, #TakeThePledge, Call 311	Slow Down, #SaugaRoadSafety
<b>HASHTAG</b>	#TakeThePledge	#TakeThePledge	#SaugaRoadSafety
<b>CALL TO ACTION</b>	Call 311	Call 311	N/A
<b>LOGOS</b>	Mississauga, Vision Zero, 311	Mississauga, Vision Zero, 311	Mississauga, Vision Zero

**Design concepts:**

**Option 1:**



Option 2: (two colour choices)



Option 3:

