

# CHECKLIST FOR DESIGN OF TIP CARDS & BROCHURES

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

BRANDING BANNER	Use consistent branding and colors throughout the tip card's design.	<input type="checkbox"/>
LOGO #1      LOGO #2	Logos for organizations sponsoring the tipcard content; only two shown, but up to 3 may fit at a small resolution.	<input type="checkbox"/>
image of traffic control device	Depict traffic control device as it will be encountered by road users	<input type="checkbox"/>
TOPIC OF TIP CARD	Left-aligned title for tip card	<input type="checkbox"/>
short attention-grabber	Positive appeal (non-threatening, non-controlling language)	<input type="checkbox"/>

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

## SHORT TITLE FOR TRAFFIC CONTROL DEVICE

image of traffic control device

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

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

## 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

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

Be sure to short, clear active sentences throughout

## IF YOU ARE

in scenario 1, action to take

in scenario 2, action to take

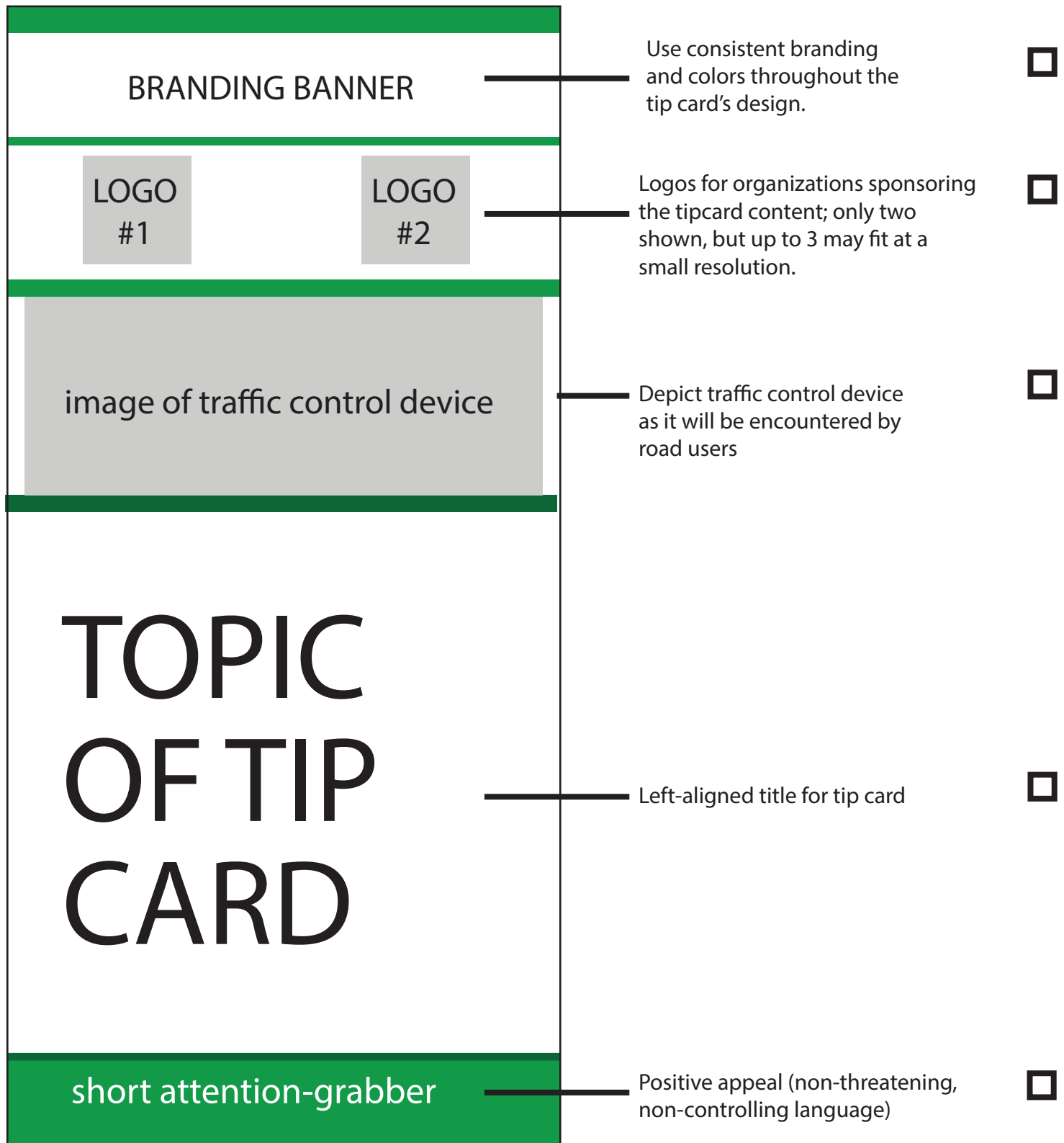
illustration of traffic control device with different lines/arrows representing scenario specific actions

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

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