

RULES GOVERNING USE
of the Road Safety Symbol

Québec 



You may use the symbol free of charge, as long as you comply with the terms set forth below by the Société de l'assurance automobile du Québec.

The road safety symbol was designed by the SAAQ for use as part of activities intended to highlight **Road Safety Year**. The following rules apply to use of the symbol.

The symbol must be used in its entirety, as much for reasons of legibility and good taste, as to emphasize its spirit and dignity.

We seek your cooperation in having your communications testify to your scrupulous adherence to the rules and willingness to be consistent in showing your allegiance to the spirit of the symbol.

Meaning	The road safety symbol has been struck in the shape and colours of a highway to signify the bearer's adherence to the principle of road safety.
Reproduction	<p>Any agency, grouping, business firm or natural person wishing to express support for road safety will be allowed to use the symbol after having obtained written consent from the SAAQ.</p> <p>Organizations that are subject to the Act respecting access to documents held by public bodies and the protection of personal information (R.S.Q., c. A-2.1), for example, Québec government departments and agencies, municipalities, school boards, health care and social service facilities, however, may use the symbol without getting the SAAQ's consent in writing.</p> <p>The exemption also applies to the Sûreté du Québec and to municipal police forces.</p>
Requesting authorization	The Request for Authorization to Use the Road Safety Symbol form must be filled out and sent to the SAAQ.

Terms

- Reproduction of the symbol is allowed on condition this is done in its entirety and use of the symbol has been authorized by the SAAQ. Use of the symbol for commercial purposes is prohibited.
- Use of the symbol must be in accordance with the graphic specifications set forth by the SAAQ.
- Symbol use must be for the purpose of road safety education, information, awareness and promotion.
- The right of use may not be transferred.
- The right of use has no territorial limit.
- The symbol may be used until December 31, 2008 unless a notice from the SAAQ extends its use beyond that time limit.
- Failure to abide by the rules governing use of the symbol results in cancellation of the authorization.

For information

Requests concerning use of the road safety symbol must be sent to:

Direction des communications

333, boulevard Jean-Lesage, O-M-51

Case postale 19600

Québec (Québec) G1K 8J6

E-mail: Dir.communications@saaq.gouv.qc.ca

Fax: 418 644-5861

Telephone: 418 528-4070

GRAPHIC SPECIFICATIONS

for Use of the Road Safety Symbol

The road safety symbol may be downloaded free of charge from the SAAQ's website. Graphic specifications may also be viewed onscreen and downloaded.

The symbol may be downloaded in various formats.

The symbol may be used these two ways:

- the ribbon with the words "Road Safety";
- the ribbon with the words "Road Safety" followed by the year 2007.



Colours

The official colours of the symbol are yellow (PMS 124) and grey (PMS 425).

The symbol may be shown in three versions:

- two colours



- in black



- white on a black background.



To ensure correct usage:

Do not:

- add a luminous effect around the symbol;
- modify the respective proportions of the components;
- use the components separately;
- deform the symbol in any manner.

Border and Size

To give the symbol appropriate visibility, a blank area of at least 5 mm must be kept around the symbol and its lettering.



The minimum size for printed matter is 20 mm.



A slogan may be added as long as the illustrated graphic standards are met.



Promotional material

The wide variety of promotional articles on which the symbol could be used makes it impossible to set forth exhaustive standards. Sobriety and good taste are the main guidelines. If in doubt, contact the SAAQ.

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