



# ROAD SAFETY

## PARKING OUTSIDE SCHOOLS 2022 TOOLKIT



# Email Signature

650 pixels wide and a max height of between 90 and 150 pixels

- RoadSafety\_EmailSignature.jpg



# Online Advertising

Leaderboard - 728 x 90 pixels:

- RoadSafety\_Leaderboard.jpg



MPU - 300 x 250 pixels:

- RoadSafety\_MPU.jpg



## Online Advertising

Campaign Window - 750 x 500 pixels:

- RoadSafety\_CampaignWindow.jpg



## Digital Media

Screensavers - 1280 x 960 pixels:

- RoadSafety\_Screensaver.jpg



## Social Media

1000px x 1000px

- RoadSafety\_Socials.jpg



## Artwork: High Resolution PDFs

### School Banners

- RoadSafetyBanner.pdf



# Social Media - Facebook/Instagram Twitter Posts

AUDIENCE	FACEBOOK / INSTAGRAM	TWITTER
Drivers / Parents	Parking outside schools could put our children in danger. Parking away from school is safer and healthier for our children. Show you care. #ParkElsewhere.	Parking outside school could put our children in danger. Show you care. #ParkElsewhere.
Drivers / Parents	The closer we all park to school, the more we pollute the air and put our children in danger. Show you care, #ParkElsewhere	Help keep the air cleaner for our children. Park away from the school. #ParkElsewhere
Drivers / Parents	On the school run? Park safely, away from school entrances, driveways and zig zag markings. #ParkElsewhere	On the school run? Park safely and considerately. Show you care #ParkElsewhere
Drivers / Parents	Parking on pavements causes obstruction for pedestrians, prams and wheelchair users. Park safely to show that you care. #ParkElsewhere	Pavements are for people, not cars. If you're on the school run, avoid parking on the pavement – even for a few minutes. #ParkElsewhere
Drivers / Parents	Do you live too far to walk, cycle or scoot to school? Park and stride! Show you care and #ParkElsewhere – driving part of the journey and walking the rest will help keep our schools healthier, safer and happier.	Show you care and #ParkElsewhere – driving part of the journey to school and walking the rest will help keep our schools healthier, safer and happier.
Drivers / Parents	Schools could be safer, healthier, and happier for all if we chose to walk, cycle or scoot to school, even for a couple of days a week.	Schools could be safer, healthier, and happier for all if we chose to walk, cycle or scoot to school, even for a couple of days a week.



