

# Safety in numbers.

~ *Our Brand Mantra*

To make and keep our highways safe.

~ *Our Brand Promise*

## Our Vision

To minimize the occurrence and severity of highway crashes, and related injuries and fatalities.

## Our Mission

Working together, we use data to improve highway safety by integrating engineering; enforcement; education, marketing and outreach; and emergency response initiatives.

## Our Brand Position

Our member organizations voluntarily contribute their expertise and resources to reduce major crashes on Vermont highways.

## Our Brand Personality & Tone

CARING  
PURPOSEFUL  
INVITING  
ENTHUSIASTIC  
PASSIONATE  
EXPERIENCED

## Rational

### DATA DRIVEN

We collect, use and share data to inform strategies, prioritize efforts and measure performance.

### DIVERSE

We are a network of volunteers with different backgrounds and expertise, and representing a purposeful mix of public and private organizations.

### ACCESSIBLE

We freely offer relevant data, information, and access to people, organizations and resources.

## Cultural

### FUNCTIONING MODEL

We are a volunteer membership of diverse private and public organizations using data to inform the integration of engineering; enforcement; education, marketing and outreach; and emergency response initiatives to reduce major crashes on Vermont roads and highways.

## Emotional

### COMMITTED

We're concerned with the safety of all Vermont road users, and we take our roles and responsibilities seriously.

~ *Our Brand Attributes*

## About Us

The Vermont Highway Safety Alliance is a network of diverse private and public organizations working together to collect, use and share data to develop highway safety strategies integrating engineering; enforcement; education, marketing and outreach; and emergency response initiatives. To get our help and get involved with reducing major crashes on Vermont roads go to [www.highwaysafety.vermont.gov](http://www.highwaysafety.vermont.gov)



# A brand lives in the minds of your audience

— it is all things that influence a lasting impression of your organization.

**A brand platform** is a creative framework that articulates desired associations for your audience to make with your organization—tangible and intangible aspects of the brand, including your vision, mission, position, promise, core values, personality and tone.

## Rational brand attributes

are logical, data-driven — *left-brain* decision-making,  
“*this makes sense.*”

## Emotional brand attributes

are from the gut — *right-brain* decision-making,  
“*this feels right.*”

**Cultural brand attributes** are what’s trending — informed and driven by others,  
“*people like this.*”

**Vision** is where you want to go.

**Mission** is how you can get there.

**Brand position** is the starting point — what are you and who are you for?

**Brand promise** keeps you on the right path by creating external expectations and holding yourself internally accountable.

**Brand mantra** is the ultimate distillation or essence of a brand.

