



# DROWSY DRIVING PREVENTION WEEK®

NOV 6-13, 2022

[theNSF.org](https://theNSF.org)

## BRAND GUIDELINES



## TABLE OF CONTENTS

Using the Drowsy Driving Prevention Week® Registered Trademark. ....

3

Using the Campaign Messaging: “SLEEP FIRST. DRIVE ALERT.” ....

3

Campaign Logo .....

3

Proper Logo Use: Color Variations, Logo Clearance,  
and Minimum Size Requirements. ....

4

What Not To Do .....

5

Pairing Your Logo With the Drowsy Driving Prevention Week Logo. ....

5

## INTRODUCTION

Drowsy Driving Prevention Week® is a registered trademark of the National Sleep Foundation (NSF). All mentions of Drowsy Driving Prevention Week must be attributed to the NSF.

Drowsy Driving Prevention Week is an annual awareness campaign that encourages drivers to prioritize sleep and drive only when they are alert and refreshed. Should you wish to join NSF in promoting Drowsy Driving Prevention Week and using its assets, we request that you follow all brand guidelines.

This resource was created for sponsors, partners, and other supporters of Drowsy Driving Prevention Week. Please ensure that all materials you produce for Drowsy Driving Prevention Week are consistent with the National Sleep Foundation brand in terms of logo use, images, graphical layout, and overall impression.

This guide does not grant rights to use any other National Sleep Foundation logos or assets without permission from the NSF.

If you have any questions about the application or use of National Sleep Foundation or Drowsy Driving Prevention Week assets, please submit your materials for review and approval to:

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[skohn@thensf.org](mailto:skohn@thensf.org)



## USING THE DROWSY DRIVING PREVENTION WEEK® REGISTERED TRADEMARK

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- Always mention National Sleep Foundation in connection with Drowsy Driving Prevention Week. Preferred reference is “National Sleep Foundation’s Drowsy Driving Prevention Week®”
- The Drowsy Driving Prevention Week logo must be used its entirety. Removing or adding any other element is not allowed
- Use the registered trademark symbol superscript “®” after the first mention of Drowsy Driving Prevention Week
- In any mention of Drowsy Driving Prevention Week, link to the NSF homepage: <https://www.thensf.org/>
- Use the following hashtags to support Drowsy Driving Prevention Week on social media: #SleepFirst #DriveAlert #DDPW
- Always tag NSF on the following established NSF handles:

**Facebook:** @nationalsleepfoundation

**Twitter:** @sleepfoundation

**Instagram:** @sleepfoundation

**LinkedIn:** @nationalsleepfoundation

## USING THE CAMPAIGN MESSAGING: “SLEEP FIRST. DRIVE ALERT.”

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Drowsy Driving Prevention Week is a campaign to raise awareness for the importance of prioritizing sleep and reminds drivers to only drive when they are alert and refreshed. The National Sleep Foundation aims to prevent sleepy drivers from getting behind the wheel and getting into a crash by promoting the importance of getting the restful, healthy sleep that drivers need.

The central message of the 2022 Drowsy Driving Prevention Week campaign is: “Sleep First. Drive Alert.”

- Use the hashtags #SleepFirst #DriveAlert #DDPW to support Drowsy Driving Prevention Week on social media

## CAMPAIGN LOGO

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The key visual element of the campaign messaging is the Drowsy Driving Prevention Week logo:





## PROPER LOGO USE

### Color Variations

Whenever possible, the logo should appear in full color, depending on the background color. If the application requires a single color, the black or white version may be used, depending on the background color.

Full color



Full color for light backgrounds



Full color, knocked out, for dark backgrounds

Single color



Single color, black, for light backgrounds



Single color, white, for dark backgrounds

### Logo Clearance

The logo should always appear with clear space on all sides of the logo, which is at least the width of the 'DR' in 'DROWSY'.



### Minimum Size Requirements

For legibility, the logos should not appear smaller than the recommended minimum sizes shown here.



Min. 150 px for digital



Min. 1.75" for print



## WHAT NOT TO DO

To maintain visual consistency, remember to follow the [Proper Logo Use](#) guidelines. The following are examples of incorrect Drowsy Driving Prevention Week logo usage. **Do not modify, crop, or add to the logo in any way.**



Do not use the full-color logo on a dark background. In this case, the full-color knocked-out logo should be used ([see approved example above](#)).



Do not change the font style, font color, or logo color.



Do not rotate the logo.



Do not stretch, distort, or change the logo's proportions.



Do not make the logo smaller than the minimum size requirements.



Do not allow any other elements, for example, your company logo, to encroach on the logo's protected clear space. See below for guidelines on how to pair your logo with the Drowsy Driving Prevention Week logo.



Do not modify, crop, or add to the logo in any way. For example, do not ever add additional copy, such as the name of your company, to the logo.

## PAIRING YOUR LOGO WITH THE DROWSY DRIVING PREVENTION WEEK LOGO

### Branding

When you are preparing your materials to promote Drowsy Driving Prevention Week, the materials must prominently include the Drowsy Driving Prevention Week logo and follow the Drowsy Driving Prevention Week brand guide for sponsors, exhibitors, and partners.

### Logo Placement

At a minimum, the logo should appear in the bottom, right-hand corner of the material. Use the [Proper Logo Use](#) section to help you determine which version of the logo to use.

If the Drowsy Driving Prevention Week logo is being paired with your logo, your logo should always appear to the left of the Drowsy Driving Prevention Week logo at a size proportional or smaller to it. The distance between your logo and the Drowsy Driving Prevention Week logo should follow the [Proper Logo Use: Logo Clearance](#) guidelines.



The National Sleep Foundation name and logo are protected by United States copyright law and cannot be used without advance permission from the NSF.

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