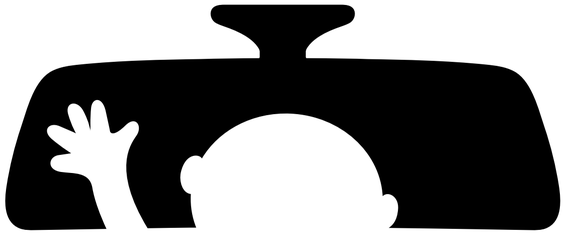
CHILD HOT CAR DEATHS

CHILD HOT CAR DEATH PREVENTION
LOGO EXPLORATION
8.23.23

Mirror
Child Centric

Here we use the rearview mirror and a stylized waving baby graphic as a clear visual reminder to check for your child in the back seat.

Option M

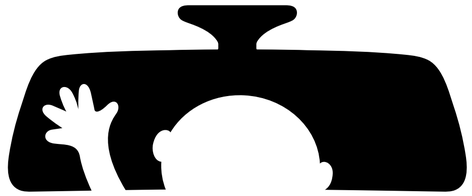


Child Hot Car
Death Prevention

STOP. LOOK. LOCK.

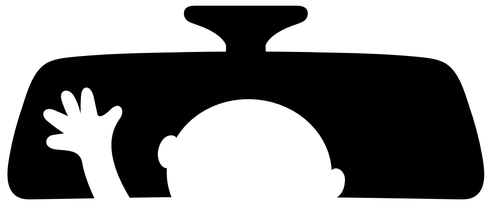
OPTION M - COLOR

OPTION M - ALT NAMING



Child Hot Car
Death Prevention

STOP. LOOK. LOCK.



Prevent Child
Hot Car Deaths

STOP. LOOK. LOCK.

STOP SIGN

Innocent and Child Like

We explored a more innocent approach with a baby/child graphic. The baby is deliberately cute and endearing to help create a more emotive response from parents.

OPTION S

OPTION S - COLOR

OPTION S - ALT NAMING

KEY
Stop Look Lock Centric

STOP. LOOK. LOCK is a strong CTA message – here we explored what the CTA would look like as a bold graphic mark to incite action beyond the campaign.

OPTION K - KEY 1

Child Hot Car
Death Prevention

OPTION 3 - KEY 2

Child Hot Car
Death Prevention

OPTION K - COLOR

Note: We will adjust logos so they are all the same and it's only the background that differs

OPTION K - ALT NAMING

Child Hot Car
Death Prevention

Prevent Child
Hot Car Deaths