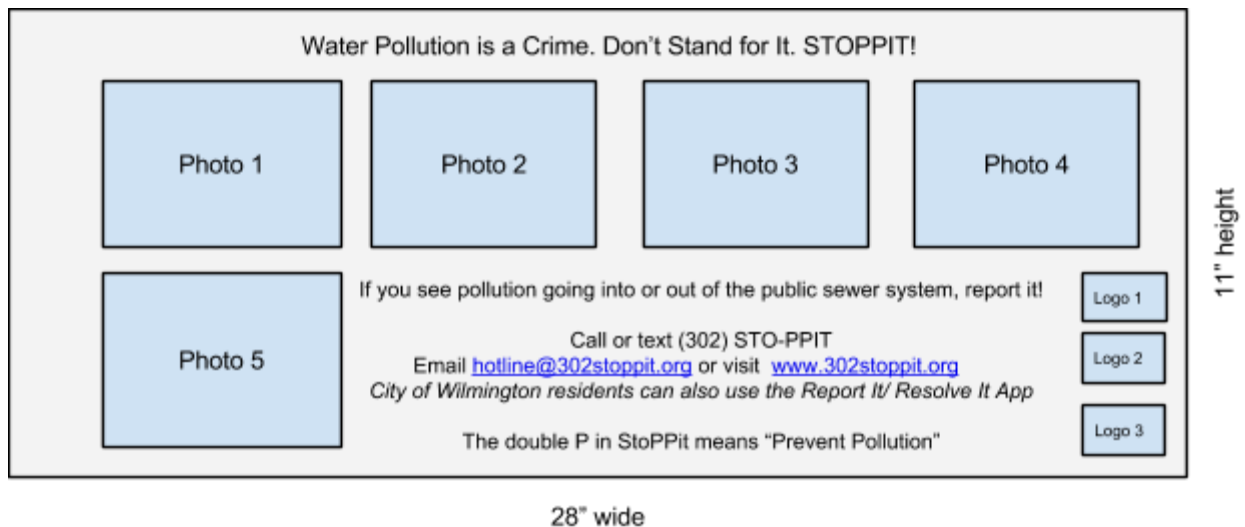




Graphic Design Brief Print Ads



Project Name:

Environmental Public Service Campaign Needs a Bus Advertisement Design

Task Description:

We are creating advertisements to be placed inside city buses for an environmental public service campaign. With this campaign we are promoting the use of a hotline called the "Stoppit Hotline." This is a phone number citizens can call when they see people illegally dumping things into the storm drain. We want people to know what to look for and how report incidents via phone, text, or smartphone app.

Project Duration:

10 Days for the designers to submit their first bids

Logo to Use:



Format:

Single Sided

Dimensions:

Interior Bus Ads	
Dimensions	11"h x 28"w
File Type	pdf
Notes	Leave 1/2" on top and bottom with no graphics for installation in frame

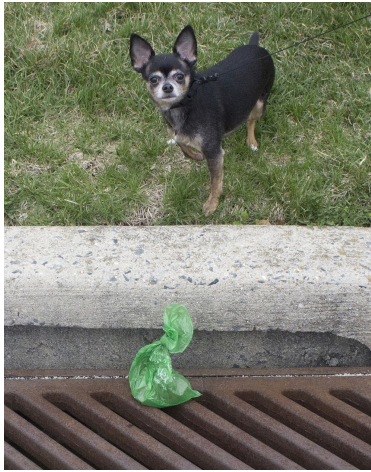
Must Have:

1-2 images that show people doing the “right” behavior that we are asking them to do

Sample Images of citizens reporting on the Stoppit Hotline:



Images of Illicit Discharges- Must include all of these images



Pet waste



Yard waste

Photo credit: Alachua County, FL



Vehicle fluids



Household waste

Heading:

Water pollution is a Crime. Don't stand for it. Sto**PP**it!

Info Text:

If you see pollution going into or out of the public sewer system, report it!

[NCCDE Stoppit Hotline Graphic Design Brief](#)

Water Words That Work, LLC

905 West 7th Street, Suite 201, Frederick, MD 21701

703.829.6732 waterwordsthatwork.com

Call or text (302) STO-PPIT

Email hotline@302stoppit.org or visit www.302stoppit.org

City of Wilmington residents can also use the Report It/Resolve It App

The “double **P**” in STO**PP**IT stands for “**P**revent **P**ollution”

Logos of participating jurisdictions:

New Castle County, City of Wilmington, DelDOT

Nice to Have:

The “P” in StoPPit and “Prevent Pollution” made more obvious, tying the idea together that the double “P” in StoPPit means “Prevent Pollution”

Should Not Have:

Images of people dumping things in the drain

Look & Feel Slider:

Elegant						x		Bold
Playful						x		Serious
Traditional				x				Modern
Personable							x	Professional
Feminine				x				Masculine
Colorful				x				Conservative
Economical						x		Upmarket

Target Market Description:

Residents of New Castle County, DE

Residents of the City of Wilmington, DE

Files to Provide Designers:

High resolution logos

[NCCDE Stoppit Hotline Graphic Design Brief](#)

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Once we make a final decision on images we can purchase from Bigstock and send high resolution versions