

“RESPECT THE RAILS” CAMPAIGN

Tri-Rail’s Rail Safety campaign poster was designed to catch the eyes of younger kids. With the text on a slant and the fonts I selected, as well as the colors and the image I created out of several stock photographs, this campaign was to educate kids to avoid playing on the rails, as well as to pay attention while crossing at designated railroad crossings.

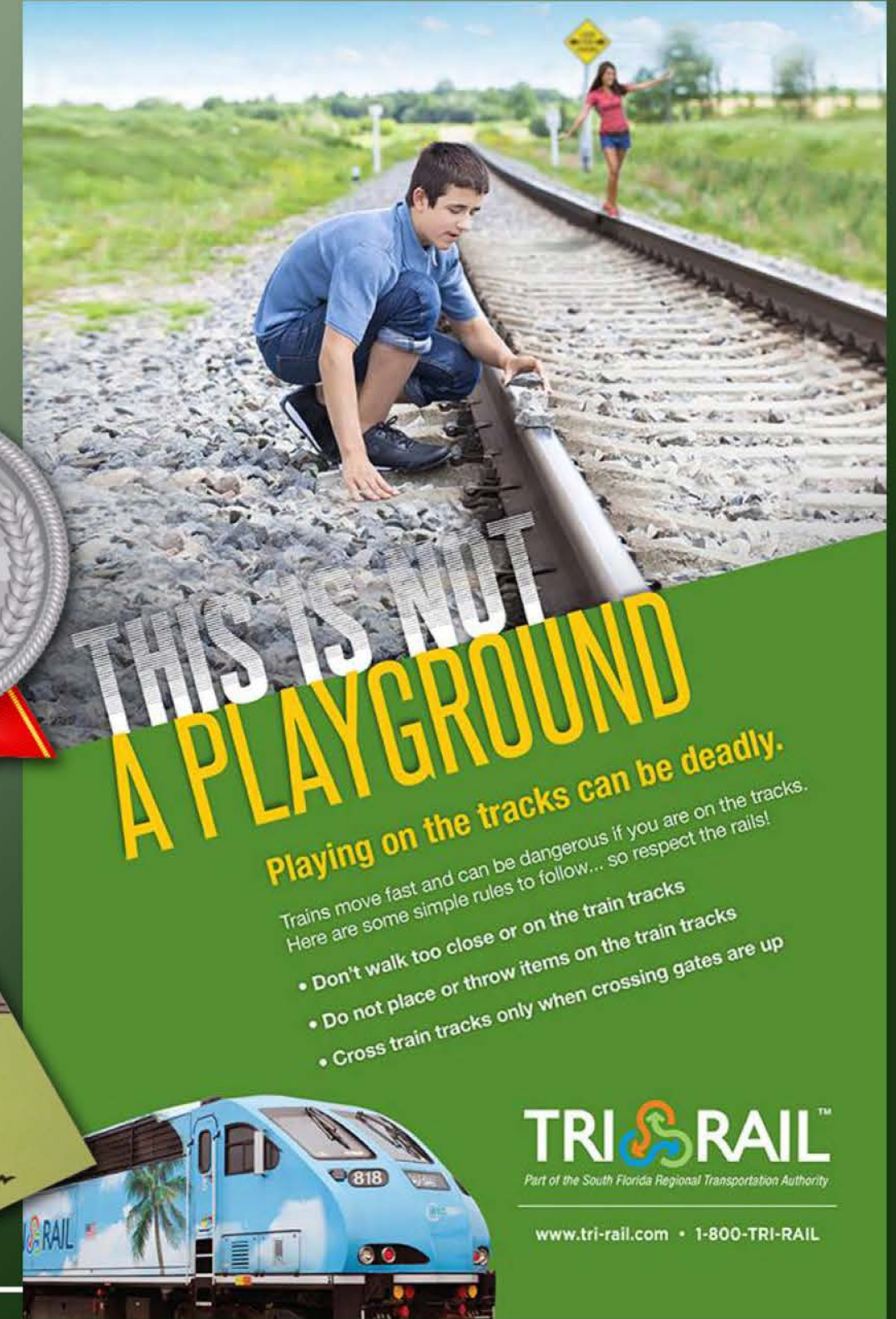
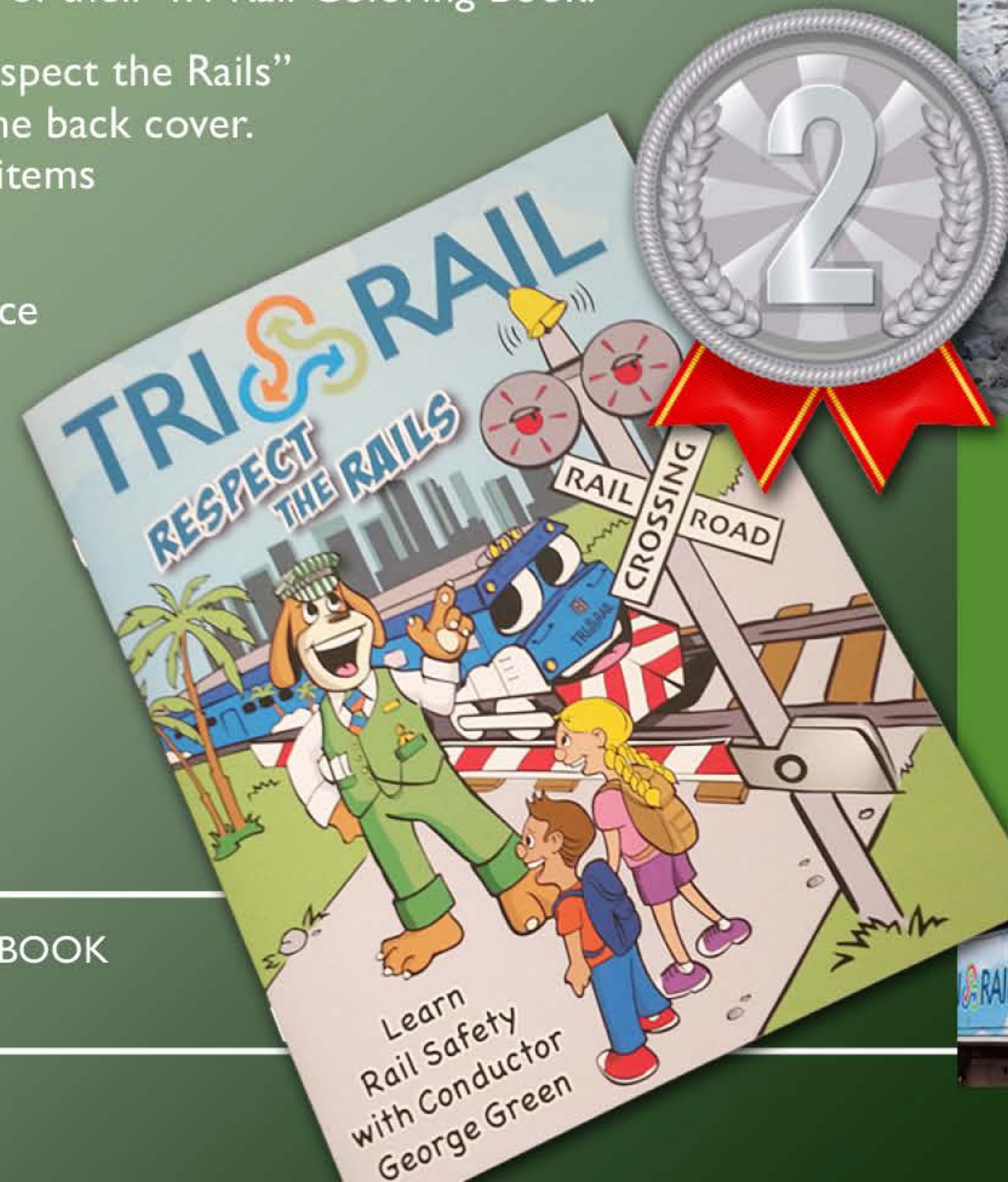
These posters were distributed to schools in the Tri-Rail area from Miami to the Palm Beaches, as well as featured on the back cover of their Tri-Rail Coloring Book.

Tri-Rail selected my cover design for their “Respect the Rails” coloring book, which featured the poster on the back cover. I also created this Logo for their promotional items and for this campaign’s landing page.

This campaign poster was awarded second-place in the 2018 Florida Public Transportation Awards (FPTA), which is quite an honor.

Respect the RAILS

PROJECT: RAIL SAFETY POSTER & COLORING BOOK
CLIENT: GPR/TRI-RAIL



THIS IS NOT A PLAYGROUND

Playing on the tracks can be deadly.
Trains move fast and can be dangerous if you are on the tracks.
Here are some simple rules to follow... so respect the rails!

- Don't walk too close or on the train tracks
- Do not place or throw items on the train tracks
- Cross train tracks only when crossing gates are up

TRI RAIL
Part of the South Florida Regional Transportation Authority

www.tri-rail.com • 1-800-TRI-RAIL