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## About Project Pictogram

Project Pictogram is a fleet, business and community road safety communication initiative which Cambridgeshire and Peterborough Road Safety Partnership are pleased to endorse and support with the hosting of resources on this web page.



## Download FREE resources

Project Pictogram guidelines and artwork for sticker printing are available to download copyright free for use in the promotion of road safety:

**Download the Project Pictogram guidelines** (<https://www.hantsfire.gov.uk/EasySiteWeb/GatewayLink.aspx?allid=7168>)

**Download the Project Pictogram artwork [zip file]**  
(<https://www.hantsfire.gov.uk/EasySiteWeb/GatewayLink.aspx?allid=7144>)

## Need more information?

The Project Pictogram guidelines should give you all the detail you need, however, if you have any questions on the project please get in touch via the [Cambridgeshire Fire and Rescue contact form](http://www.cambsfire.gov.uk/contact-form-577.aspx) (<http://www.cambsfire.gov.uk/contact-form-577.aspx>) quoting 'Project Pictogram.'

## Who is supporting the project?

The project is currently endorsed by the following businesses and organisations in Cambridgeshire and Peterborough among others, and is freely available to anyone engaged in reducing risk on our roads.

### National supporters:

- Road Safety GB
- Institute of Advanced Motorists (IAM)
- Royal Society for the Prevention of Accidents (RoSPA)
- Association of British Insurers
- British Insurance Brokers' Association

### Cambridgeshire Road Safety Partnership and Emergency Service partners:

- Cambridgeshire Constabulary
- Cambridgeshire Fire & Rescue Service
- Cambridgeshire County Council

- Peterborough City Council
- Highways England
- East of England Ambulance Service
- Magpas Air Ambulance

**Local Business and Industry:**

- Turners of Soham
- Stagecoach East
- Dews
- Greys of Ely
- Amey
- Skanska
- Barons Cambridge BMW
- Manchetts
- Huntingdonshire District Council
- Independent driving instructors
- And others

Project Pictogram is also aligned to the thinking detailed in [RoSPA's Big Book of Accident Prevention](https://www.hantsfire.gov.uk/EasySiteWeb/GatewayLink.aspx?allid=7436) (<https://www.hantsfire.gov.uk/EasySiteWeb/GatewayLink.aspx?allid=7436>).