Oregon Department of Transportation

ODOT
Brand & Publication Guidelines
2019

For Consultants (Dec 2019)

Table of Contents

ODOT Logo 1
Logo Color 1
Minimum Size 2
Clear Space 2
Placement 3
Incorrect Use Examples 3

Color 4
Primary Palette 4
Secondary Palette 4
*Families of documents 4

Typefaces 5
Preferred Typeface 5

Photo & Video Credits 7
How to Credit Photos & Videos 7

Accessibility 8
Web Accessibility 8
Required Language 8

Cover Photo by ODOT Photo/Video

Logo

ODOT logo (Flying-T with words "Oregon Department of Transportation")

- Use as the first introduction on a communication.
- Only appears once per communication/document.
  - » On a multi-page piece, the ODOT logo should go on the cover; use the Flying-T on the back cover.
- Do not use the ODOT logo as a sign-off or closure on a print document.

Flying-T

- Signature or close of document *(back of a data-sheet or brochure).*
- Second or repeated logo in document.

Logo Color

The ODOT logo/Flying-T is only black or white.

No other colors are permissible.

The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished.

Need Our Logo?

Inside of ODOT, the logo is available on the intranet in the *Communications section*. For those outside of ODOT, please contact *your representative in the Communications section*.

Logos

ODOT logo

Flying-T

Logo Color

Logos on white/light background

Logos on black/dark background

Minimum Size

ODOT logo

- Printed materials – 2 inch wide
- Webpages – 150px wide

Flying-T

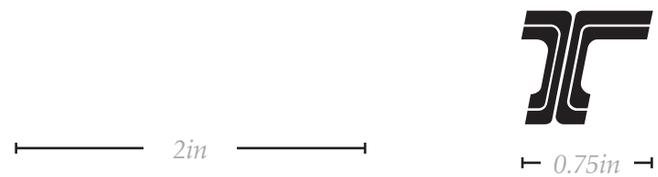
- Printed materials — 0.75 inch wide
- Webpages — 50px wide

Clear Space

This clear space is the width of the Flying-T crossbar height and is required around all sides of the logo, at all times.

Minimum Size

Printed materials



Webpages

Clear Space

Maintain space the width of the Flying-T crossbar height, around the entire logo, at all times

Placement

Documents

Place the ODOT logo in the upper or lower left corners on the cover or the first page of the document. If that is not possible, center it at the bottom of the page *(e.g. for brochures)*.

The Flying-T goes in the center of a back or last page.

As a reminder, the ODOT logo can only appear once per communication/document; use the Flying-T for all subsequent uses.

Video

In videos or animations, place the ODOT logo just above the center of the screen, right before the EEO/AA language.

Incorrect Use Examples

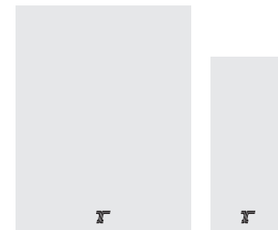
- Don't alter the ODOT logo in any way.
- Don't make a pattern or texture out of the logo.
- Don't stretch or squash the logo.
- Don't combine the logo with any other elements such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don't add anything to it.

Logo Placement

Preferred

Front or inside cover, or one pagers

Back cover or back of document



Incorrect Use

Do not...

...move the "Oregon Department of Transportation" text

...make the logo 3D

...recolor the logo

...apply effects

...make patterns or textures out of the logo

...stretch or squash the logo

...rotate the logo

...alter the transparency of the logo

...combine the logo with other elements to create a hybrid mark

Color

Primary Palette

The ODOT primary color palette is comprised of the authoritative colors ODOT has traditionally used in its communications. We use these colors across all of ODOT.

Secondary Palette

These secondary colors complement and stand out from the primary colors and can be used when a wider range of colors is needed *(e.g. charts, graphs, etc.).*

*Families of documents

Families of documents throughout ODOT use the primary color palette and differentiate themselves through additions and tint variations. Examples include the HR family of documents: these use the primary palette and the ODOT blue and lime green as secondary colors; Facilities adds purple and aquamarine; Central Services uses tints of black, orange and blue; etc.

Palettes

Primary Palette

Black
Pantone: Black C
RGB: 0 0 0
#000000
CMYK: 0 0 0 100

ODOT Orange
Pantone: Orange 021C
RGB: 255 121 0
#FF7900
CMYK: 0 55 100 0

White
RGB: 255 255 255
#FFFFFF
CMYK: 0 0 0 0

Secondary Palette

ODOT Blue
Pantone: 534 C
RGB: 28 53 94
#1C355E
CMYK: 98 85 36 27

Greenie
Pantone: 8745 C
RGB: 9 120 129
#097881
CMYK: 87 37 44 10

Scooter
Pantone: 3252 C
RGB: 75 193 190
#2AD2C9
CMYK: 64 0 30 0

Typefaces

Preferred Typeface

We have chosen a preferred typeface for **printed materials aimed at the public, stakeholders, legislators** – anyone outside of ODOT.

- Palatino Linotype (including bold, italic, bold italic) for body text.
- Franklin Gothic Demi Condensed for headlines.

Type should always appear in black.

You do NOT have to use our primary typeface for:

- Documents that will only be posted online.
- Posters inviting the public to an event.
- Uniquely branded programs, such as OReGO.
- Materials that you jointly create with other agencies or partners.

Preferred Typefaces

Body Text

Palatino Linotype — Regular — 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline

Franklin Gothic Demi Cond — Regular — 30-50pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subhead

Franklin Gothic Demi Cond — Regular — 16-22pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

Segoe UI is our secondary typeface.

Use Segoe UI only when Palatino is unavailable, or when a san serif typeface is better suited for the document. Such as for the web or for charts and graphs that need smaller type.

Secondary Typefaces

Body Text

Segoe UI — Regular — 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline

Segoe UI — Bold — 28-38pt

ABCDEFGHIJKLMNOPQRSTU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Subhead

Segoe UI — Semibold — 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photo & Video Credits

ODOT prefers to use photographs and videos sourced from our communications team. Contact the photo/video department at 503-986-3690 with your request for photography or videography services.

Images used in ODOT publications from external sources must be credited to the owner of the image.

How to Credit Photos & Videos

- **ODOT staff photographers and videographers:** Photo by Oregon Department of Transportation.
- **Copyrighted works used with permission from the owner:** List the year of copyright and owner, such as © 2016 Ryan Franklin.
- **Creative Commons:** Media title by creator and licensed under license information such as "Hummingbird" by PD Photo.org, Public Domain.
- **Purchased from stock site:** No credit needed.

Photo & Video Credit

Photo by Oregon Department of Transportation

Photo by Oregon Department of Transportation

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"Hummingbird" by PD Photo.org, Public Domain

Accessibility

Web Accessibility

Any publications that will appear online must meet the Web Content Accessibility Guidelines (WCAG) to ensure the publication is accessible to people with disabilities.

Required Language

Our Communications Section has several guidelines for using required language depending on what type of document you are creating *(e.g. news release, meeting notice)*. Ask your Communications or Community Affairs representative for these guidelines.