



Brand guidelines

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Questions about Iowa DOT branding should be directed to:

 DOT-Newsgroup@iowadot.us       515-239-1235

**Resources referenced in the document are available for download at:**

<https://iowadot.gov/employees/branding-guidelines-and-design-templates>

## About

# IOWA DOT

### MISSION

Getting you there safely, efficiently, and conveniently.

### VISION

Smarter, Simpler, Customer Driven

### CORE VALUES

The Iowa DOT believes the following core values are critical to successfully fulfilling our mission and achieving our vision.

**Safety** – putting safety first in everything we do.

**Respect** – treating everyone with honor, dignity, and courtesy.

**Integrity** – earning and demonstrating trust through transparent and ethical actions.

**Teamwork** – work together through effective communication, collaboration, and accountability.

**Leadership** – creating vision, inspiring others and setting an innovative pace for our customers and the transportation industry.



## Master logo



[Download logo files.](#)

## Logo colors



Master Logo



Black



2-Color PANTONE



White

## Logo with tagline



Master with tagline



Black with tagline



2-color PANTONE with tagline



White with tagline

## Stacked logo



Master stacked logo



Black stacked logo



2-Color PANTONE stacked logo



White stacked logo

## Business Unit Logos

Generally, we avoid the use of business unit/office logos.

We all work for one agency. Identifying individual business units instead of the collective DOT can be confusing to the public or simply a nuance they don't understand.

Not to say that our business units or structure isn't important, because it is. It's how we're able to accomplish so much. We just don't need a logo for it.

However, on rare occasion, it may be necessary to identify a business unit or program.

If that is necessary, the business unit name should appear under the master logo using Arial font, and should be aligned with the right edge of the master logo as shown in the example on this page.

Should you need a business unit logo, please contact Strategic Communications.



Master logo with office name



Black with office name

## Logo usage



### Exclusion zones

When placing the Iowa DOT logo within any medium (website, printed publications, marketing materials, advertising, banners, and signage) negative (empty) space should appear around the logo for brand recognition and readability.

Approximately one-half the overall height of the letter “I” within the logo (at intended placement size) must be free from any other graphical element, image or the like.

There can be exceptions in special circumstances, but it must be cleared with the Strategic Communications & Policy before the item is finalized.



### Minimum width

The logo minimum width is 1.5 inches or 144 pixels

### Maximum width

There is no maximum size defined for this logo.

## Graphic elements

The following graphics may be used as a design element, but should not be used without additional information that identifies the Iowa DOT, or used in a way that attempts to recreate any version of the Iowa DOT logo.

### Logo Mark



Master mark



2-Color PANTONE mark



Black mark



White mark

### Chevrons



### Swoosh border



## Typography

Fonts used in the Iowa DOT logo

**EUROSTAR BLACK**

EUROSTAR REGULAR

Text fonts typically used as headlines  
or body copy (includes entire font  
family - bold, italic, etc.)

PT Sans

Myriad Pro

Arial

Other commonly used fonts  
(includes entire font family - bold,  
italic, etc.)

Eurostar Regular Extended

**Eurostar Black Extended**

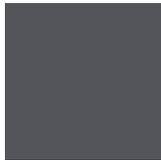
**BEBAS NEUE**

## Color palette

### Primary



PANTONE 1815  
HEX 7C2529  
RGB 124 37 41  
CMYK 16 97 86 54

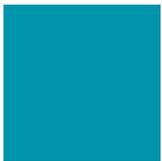


COOL GREY 11  
HEX 53565A  
RGB 83 86 90  
CMYK 44 34 22 77



COOL GREY 5  
HEX B1B3B3  
RGB 177 179 179  
CMYK 13 9 10 27

### Secondary



PANTONE 7711  
HEX 0097A9  
RGB 0 151 169  
CMYK 98 0 28 4



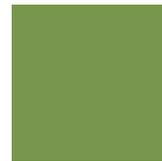
PANTONE 158  
HEX E87722  
RGB 232 119 34  
CMYK 0 62 95 0



PANTONE 123  
HEX FFC72C  
RGB 255 199 44  
CMYK 0 19 89 0



PANTONE 7665  
HEX 5E366E  
RGB 94 54 110  
CMYK 64 84 0 32



PANTONE 7490  
HEX 719949  
RGB 113 153 73  
CMYK 57 6 92 19

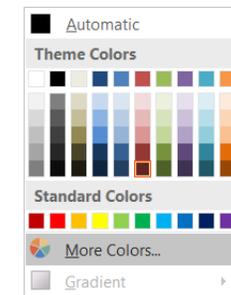


PANTONE 7688  
HEX 4698CB  
RGB 70 152 203  
CMYK 69 19 4 0

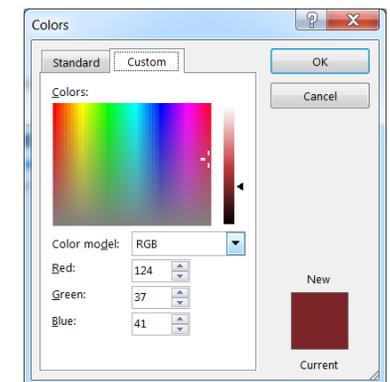
Wall paint colors can be matched by referencing the PANTONE name below.

To match the color palette in Microsoft programs, such as Word or PowerPoint, follow the instructions below.

1. Select 'More Colors'



2. Then input the RGB values (shown left) for the color(s) you want to add.



## Brand application



### Business card

Above is the approved design for Iowa DOT business cards.  
[Order business cards](#) through the Iowa DOT's Printing Services.

## Brand application



### Email signature

Above is the suggested design for your email signature.  
For consistency, it is suggested you use this format, but is not required.

[Find instructions on adding your email signature to Outlook.](#)  
[Add an email signature to your mobile device.](#)

## Brand application



---

[Month Day, Year]

[Recipient Name]  
[Recipient Title if Applicable]  
[Recipient Company]  
[Recipient Address]  
[City, State ZIP]

Dear [Recipient]:

Body copy here. Ideal font for body copy is Arial 10pt. Font size can be adjusted for spacing, but should be no smaller than 9 pt and no larger than 11pt.

[Closing].

[Sender Name]  
[Sender Title]

**[Be sure to double click in the footer area and change to your contact information. If you need help doing this email Strategic Communications & Policy or call 515-239-1235.]**

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 | [### ###-####]

 | [first.last@iowadot.us]  
 | www.iowadot.gov

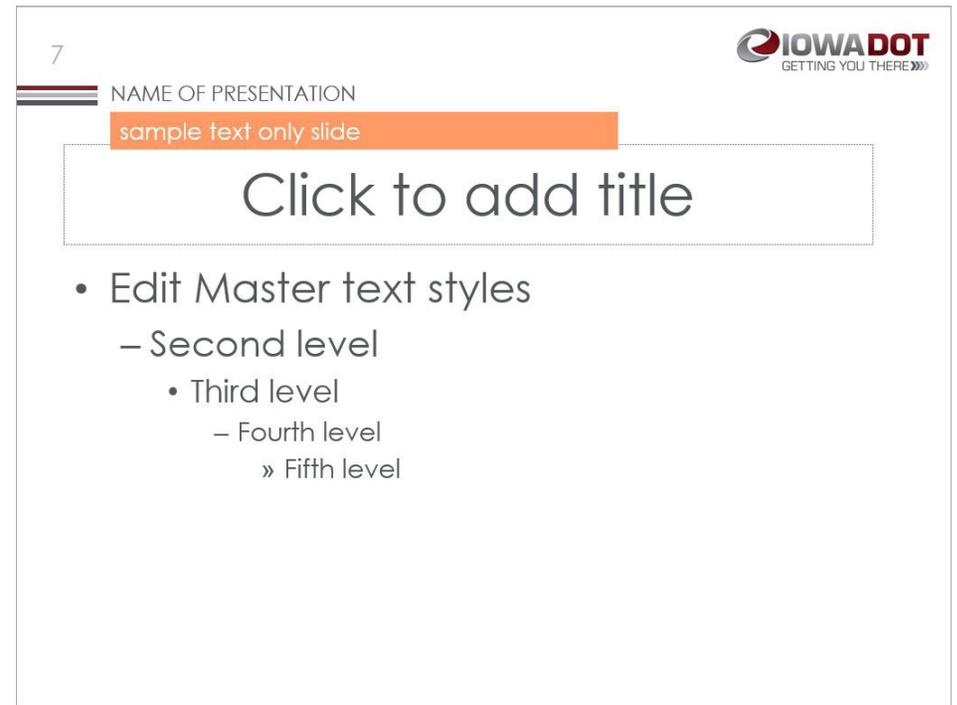
 Address:  
[800 Lincoln Way, Ames, IA 50010]

### Letterhead

Above is the approved design for the Iowa DOT letterhead. For consistency, it is suggested you use this format, but is not required.

[Download the letterhead template.](#)

## Brand application

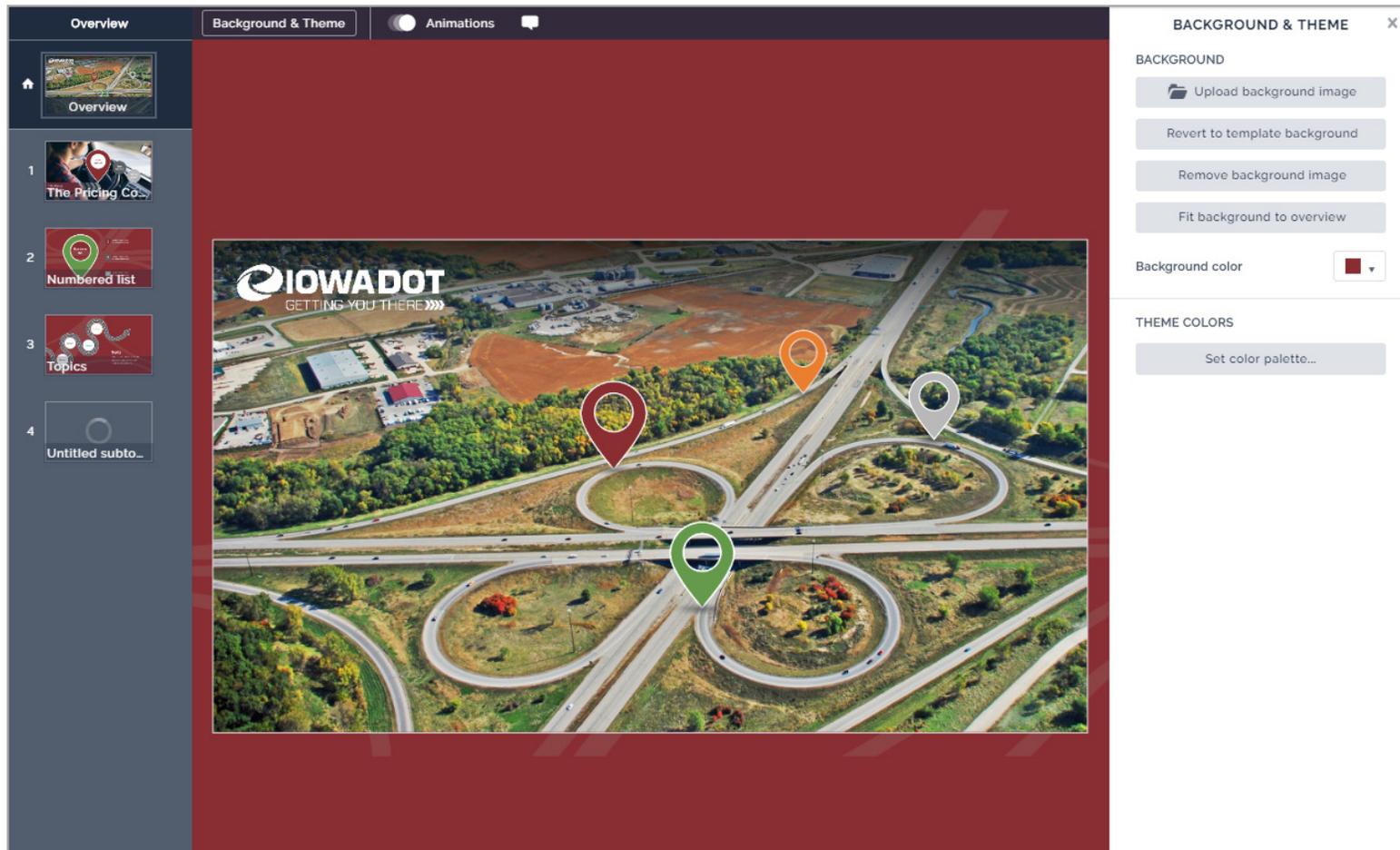


### PowerPoint Template

Above is the official DOT-branded PowerPoint template available for you to use. For consistency, it is suggested you use this format, but is not required.

[Download the PowerPoint template.](#)

## Brand application



### Prezi Template

Above is a DOT-branded Prezi template available for you to use. For consistency, it is suggested you use this format, but is not required.

[Download the Prezi template.](#)

## Imagery

### Choosing Images

Our mission is “Getting you There.” Therefore, our branding should feature a human element whenever possible. It is preferred to use photos of actual DOT people, transportation projects, and Iowa locations.

If you don’t have something, stock photography is okay, but avoid subjects that look too staged or that are clearly not Iowa.



Strategic Communications & Policy has several image resources and a staff photographer who can take photos for you. Just ask us.

### Infographics

Whenever possible, we like to use infographics to explain processes and information. Strategic Communications can help you with the development of those infographics. *See example at bottom right.*

**IOWA'S** **“STEER IT CLEAR IT”** **LAW**

IOWA'S AMENDED LAW **REQUIRES** DRIVERS INVOLVED IN A CRASH WHERE THERE ARE NO SERIOUS INJURIES TO MOVE THE VEHICLES OUT OF THE DRIVING LANES OF TRAFFIC IF IT IS SAFE TO DO SO.

MOVE CRASHED VEHICLES OUT OF THE DRIVING LANES TO HELP PREVENT OTHER CRASHES AND KEEP TRAFFIC FLOWING. **SHOULDER**

**55K**  
There are approximately **55,000 crashes** in Iowa each year.

**30 MIN**  
Every minute a lane is blocked the likelihood of a secondary crash increases by 2.8%. **At around 30 minutes, the chance of a secondary crash is very high.**

**1 = 4**  
Every **minute** a lane is blocked equals **4 minutes** of delay for traffic.

MP1978 09/07/17

## Glossary

### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

### Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

### Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

### Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## Glossary

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.



[www.iowadot.gov](http://www.iowadot.gov)



## Contact

### Strategic Communications & Policy

✉ [DOT-Newsgroup@iowadot.us](mailto:DOT-Newsgroup@iowadot.us)

☎ 515-239-1235