

Georgia Department of Transportation

Branding Standards & Guidelines



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Welcome

The Georgia Department of Transportation (GDOT) empowers connections between people, places and communities. The work we do impacts millions of lives every day. GDOT connects people by planning, constructing and maintaining our state's roads, bridges and interstate highways. We provide planning and financial support for rail, transit, general aviation and bicycle and pedestrian programs. We are also involved in waterways, including the Savannah and Brunswick ports and intracoastal waterway. And we help local governments maintain their roads.

With so many people interacting with our organization, it is imperative that our brand be consistent throughout all communications and touch points. This brand guide was created as the foundation of that brand and a visual representation of our forward-thinking organization and our commitment to the safety of our citizens and the progress of our great state.



Purpose

The purpose of these brand guidelines is to establish a consistent application of the brand identity across all marketing and communications efforts—both internally and with the agencies and organizations with whom GDOT frequently partners. A consistent and coherent look and feel of all branded communications is critical to build and sustain a solid brand and image.

Transition

The introduction of the new logo does not mean that we should throw away existing materials with the old logo. Rather, offices should use up existing supplies and materials first before reordering. The only exception is in digital executions where the logo is easily replaced without incurring production costs. Our new logo and visual identity system has been designed to be gradually integrated over time as needs arise. We refer to this as “Transition by Attrition.” It ensures that GDOT continues to be a good steward of taxpayer dollars by not wasting supplies that have been produced with the previous logo. When creating or ordering new materials after July 1, 2018, you are required to adhere to the guidelines within this document. If you have questions please contact creativeservices@dot.ga.gov.



Our brand and identity system aligns with and supports GDOT's Vision, Mission and Core Values. Together, they make up GDOT's Brand Promise.

Vision

Boost Georgia's competitiveness via leadership in transportation.

The purpose of the vision is to state where GDOT should be focused long-term. Connecting the role of transportation with the economic success of the state of Georgia is an important aspiration; therefore, the Department's vision statement captures the vision to boost Georgia's competitiveness.

Mission

Deliver a transportation system focused on innovation, safety, sustainability and mobility.

At its simplest, our mission statement describes why the Department exists. The best descriptors as to why we exist include the Department's role in providing a transportation system that is focused on innovation, safety, sustainability and mobility.

Core Values

We retain our FOCUS: We are Flexible, Open, Committed, Unified, and Successful.

Core values guide the Department's employees in conducting their day-to-day business. Core values drive the culture of the organization and remind employees of what is important. As such, core values define and underscore GDOT's culture. A Department comprised of team members who remain focused will understand why strategic investment decisions are made and will be prepared to respond when challenges arise.



Brand Voice

Our brand voice should always reflect who we are. It is reflected in what we say – verbally, and in how we say it in written form and in our visual representation. Above all else, GDOT never stops working to serve the people of Georgia. We are committed to their safety and the continued progress of our state. We are a team of knowledgeable and caring experts who are responsive, empathetic, forward-thinking and service-minded. We take our commitment to Georgians seriously. We listen to their needs, we envision solutions and then we take action and develop those visions into real-world outcomes that connect people. We are never flippant, apathetic or passive. Our voice should always reflect the earnestness with which we approach our role to constantly improve transportation in Georgia.

At the heart of our new logo is a powerful visual element we call the FOCUS icon. The icon was created to visually demonstrate our core values: **F**lexible, **O**pen, **C**ommitted, **U**nified, and **S**uccessful. In one simple visual, this icon represents the very best of GDOT. The tilt of the road (Flexible), ready to be traveled upon (Open) that stretches to infinity (Committed) inside of a circle (Unified) represents a completed project (Successful).

At its most literal, the FOCUS icon inside of the “O” represents the fact that our job at GDOT is never complete - a roadway stretching into the distance, extending farther than the eye can see, reflecting infinity.

However, in the abstract, the icon also represents other modes of transportation: a bridge crossing a wide waterway; a rail line; an airport runway. When the entirety of what the FOCUS icon represents is considered, it means nothing less than the sum total of the elements that form a connected transportation network, making it the perfect stand-alone icon to represent today’s modern, focused, forward-looking Georgia Department of Transportation.



Three variants of the GDOT logo exist to accommodate all possible uses and layouts. No other variants can be used.

1. Centered (main) logo lock up should be the first choice for any layout.

2. Vertical logo lock up used in instances where the space is too long and narrow to allow for use of the main logo with full legibility

If the logo used is less than 4 inches in diameter and the full name line becomes too small to be legible, logo 2 can be used to allow for better legibility of GDOT's full name.

3. Where vertical space is limited, the full horizontal logo may be used.

Always allow a space of at least $\frac{1}{4}$ of the logo height all around the square on which it sits.



Our new logo is designed for a variety of media and should stand out on any layout and not be overshadowed or obscured by any other elements on a page. Therefore, strict guidance is in place for use of our logo over photographic or color backgrounds.

Our logo CAN be used over a photo background when:

1. The area of the photo directly behind the logo serves as a solid background without intricate details or textures that might obscure any part of the logo.
2. The background photo is light enough for colors and outlines of the logo to be clearly visible.

Our logo CANNOT be used over a photo background if:

1. The area of the photo directly behind the logo has a busy pattern full of textures.
2. The area of the photo directly behind the logo is too dark for the logo to be clearly visible.



When circumstances call for a one color version of our logo, only use black, white or solid blue version of our logo (see page 12 for specific color blue). The white logo should be used on dark backgrounds and the blue and black logos on white or light backgrounds.

No gray scale logo should be used at any time.



Our logo must stand alone in any piece of communication. We require a space 1/2 of the letter G in the logo around each side.

Logo 1 should never appear smaller than 1.5 inches in width, Logo 2, no smaller than 1 inch, Logo 3, no smaller than 2 inches in width.

The diagram illustrates the required margins for the GDOT logo. It shows a grid where the logo and its text are centered. Margins are specified as 1/2 the height of the letter 'G' on all four sides. The logo itself consists of the letters 'GDOT' in blue, with a green leaf-like graphic integrated into the 'O', and the text 'Georgia Department of Transportation' in green below it.

- Logo 1:** Shows the logo with a horizontal line below it indicating a minimum size of 1 inch.
- Logo 2:** Shows the logo with a horizontal line below it indicating a minimum size of 1 inch.
- Logo 3:** Shows the logo with a horizontal line below it indicating a minimum size of 2 inches.

ALWAYS

- > Always allow a space of at least ¼ of the logo height all around the square on which it sits.

NEVER

- > Deviate from approved lock ups of our logo
- > Use non brand versions of blue and green colors that comprise the logo
- > Reassign colors to elements of the logo
- > Reverse colors of logotype and FOCUS Icon road element
- > Use the logo over imagery that will compromise its legibility
- > Tilt, rotate, stretch, skew or distort the logo in anyway
- > Add a drop shadow to the logo
- > Change the opacity of the logo

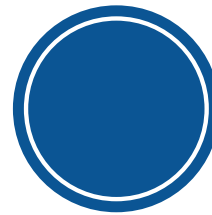


The **Space Blue** and **Pine Green** colors both mirror and define the GDOT brand and are the primary colors that establish GDOT's visual identity.

Space Blue, the color of the twilight sky and the sea, is associated with depth and stability, and is the main color of the logo. It represents the progressive force that GDOT strives to be in the lives of all Georgians. Space Blue provides continuity from previous branding, ensuring a visual relationship between old and new.

Pine Green, the color of renewal and energy, serves as an accent color to the blue lettering of the logo. Pine Green is a vital new element. It reflects GDOT's focus on, and consideration of, the environment in which we do our work. GDOT adheres to all environmental standards, requirements and laws for the most important reason: because it is the right thing to do. Green is also the color that means "go" and it reflects the constant forward movement of GDOT.

PRIMARY PALETTE

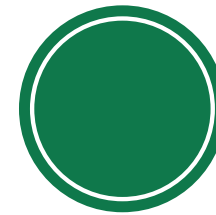


Space Blue

Spot Color
PANTONE® 286

Process Color
98% Cyan
73% Magenta
14% Yellow
2% Black

RGB Value
R: 4 G: 85 B: 148



Pine Green

Spot Color
PANTONE® 348

Process Color
87% Cyan
29% Magenta
86% Yellow
17% Black

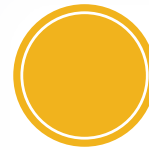
RGB Value
R: 19 G: 120 B: 75

Secondary colors are Yellow Reflector, Magenta and Teal and should be used sparingly as accent colors and for color coding purposes only. These colors directly relate to and fully complement those used by partner agencies and sub-brands within GDOT. They also reflect colors often seen in the photos we use to communicate visually.

Dark Gray, Medium Gray and Light Gray are used as neutral palette of colors and are complementary to the blue and green of the logo.

It is discouraged to have all five colors on one layout at once as it takes away from the main theme of the brand.

SECONDARY PALETTE



Yellow Reflector

Process Color
0% Cyan
26% Magenta
100% Yellow
0% Black

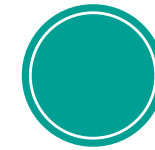
RGB Value
R: 240 G: 179 B: 29



Magenta

Process Color
18% Cyan
100% Magenta
30% Yellow
1% Black

RGB Value
R: 202 G: 0 B: 108

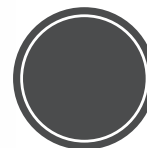


Teal

Process Color
81% Cyan
15% Magenta
48% Yellow
1% Black

RGB Value
R: 0 G: 159 B: 148

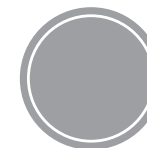
NEUTRAL PALETTE



Dark Gray

Process Color
0% Cyan
0% Magenta
0% Yellow
85% Black

RGB Value
R: 77 G: 77 B: 79



Medium Gray

Process Color
0% Cyan
0% Magenta
0% Yellow
45% Black

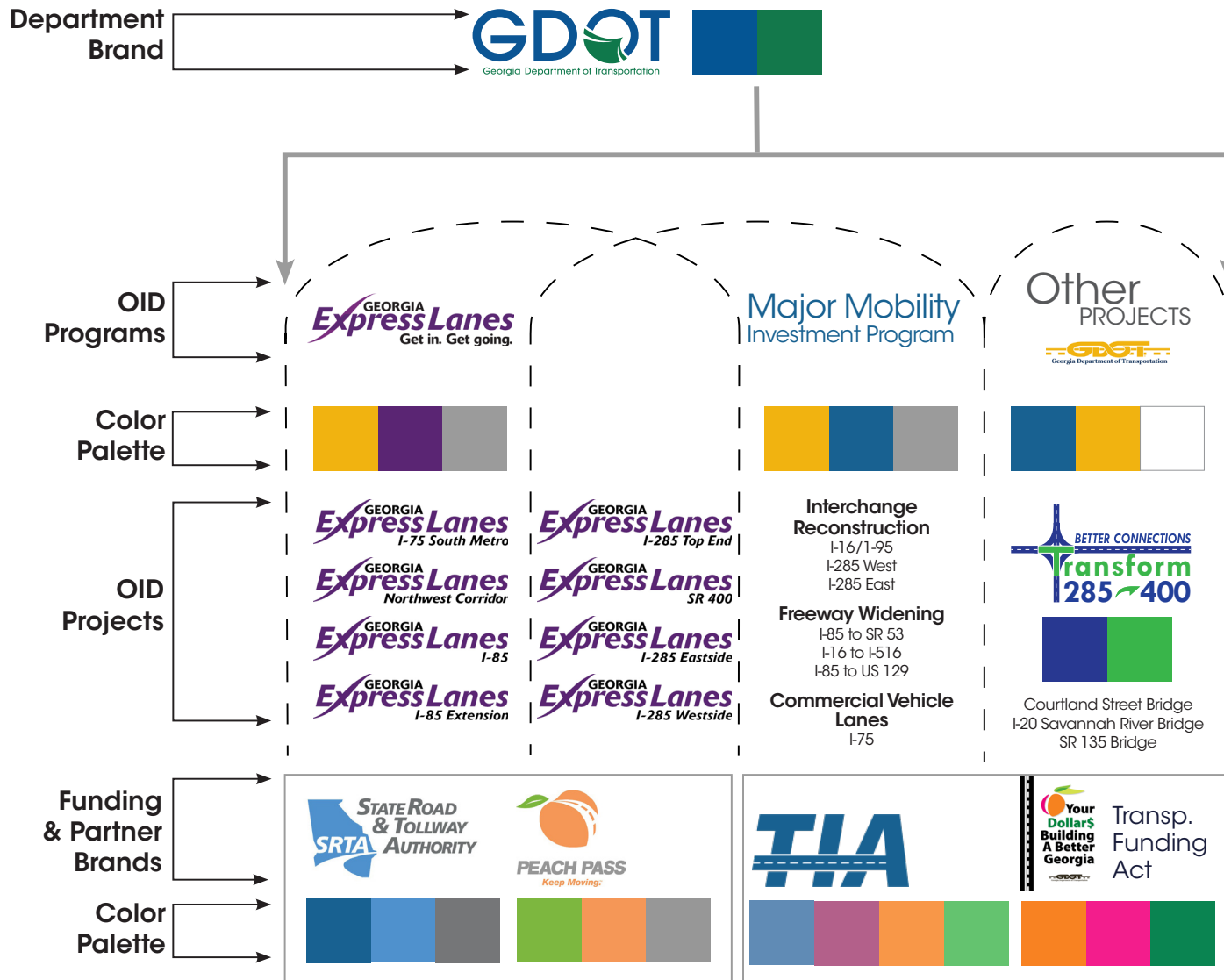
RGB Value
R: 158 G: 159 B: 162



Light Gray

Process Color
0% Cyan
0% Magenta
0% Yellow
12% Black

RGB Value
R: 226 G: 227 B: 228





Major Mobility Investment Program



Primary



Secondary

Other PROJECTS



Two typefaces are used in order to bring forth our corporate brand identity, ITC Avant Garde Gothic and Helvetica Neue.

A well loved classic, ITC Avant Garde is used for the full name line underneath our logo. Therefore, it is also our primary typeface. The oblique versions can be used in call-outs. The condensed versions can be used in smaller applications like captions and disclaimers. While we strongly encourage the use of this font, an acceptable alternative is Century Gothic when Avant Garde is not available.

ITC Avant Garde Gothic Font Family

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Demi Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Medium Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Book Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Light Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Demi Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Medium Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Book Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

The secondary typeface chosen to complement Avant Garde in GDOT materials is set to a modern classic, Helvetica Neue. This clean sans serif font provides an alternative to Avant Garde and should be used for body copy and to vary subheads and call-outs. The condensed versions can be used in smaller applications such as captions and disclaimers. While we strongly encourage the use of this font, an acceptable alternative is Arial when Helvetica Neue is not available.

Helvetica Neue Font Family

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

- > Main headlines should be set in Avant Garde Standard (bold, demi, medium or book). Both upper/lower case and all caps are acceptable, with a preference to upper/lower case.
- > Body copy should be set in Helvetica Neue Standard (book or light).
- > Highlighted word in the body copy should be set in Helvetica Neue bold.
- > Subheads can be used in Avant Garde (bold, demi or medium) or Helvetica Neue (heavy, bold or medium).
- > Call-outs can be used in the Italic/Oblique or Standard versions of Avant Garde and Helvetica Neue.
- > Smaller applications like captions and mouse type can be used in the condensed versions Helvetica Neue or Avant Garde.
- > While we strongly encourage the use of this font, an acceptable alternative is Century Gothic when Avant Garde is not available.

Headline

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor **incididunt** ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea co.

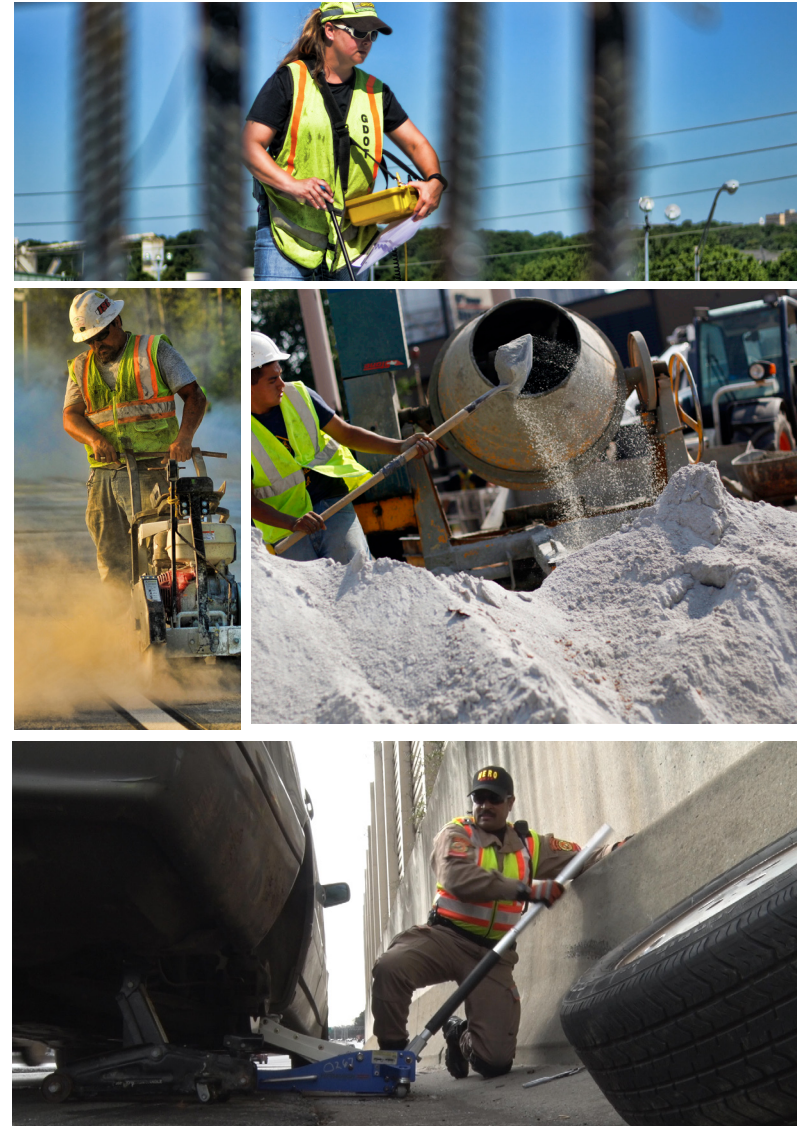
“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, do eiusmod tempor lorem. ”

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea co.

Photography used on GDOT materials should always celebrate a human connection with Georgia and promote the work done by GDOT for the betterment of the state. As such, images used should feature real-life situations of life in Georgia and reflect GDOT team members at work serving Georgia whenever applicable and possible.

Photographs should capture a sense of energy, activity and vibrancy. Photography of structures, such as buildings, bridges, and highways should capture the commitment of GDOT to improve and modernize our state.

Images should feel spontaneous and authentic, not posed or staged. To enhance their visual energy, photographs can feature unexpected, dynamic angles and crops rather than straightforward compositions.

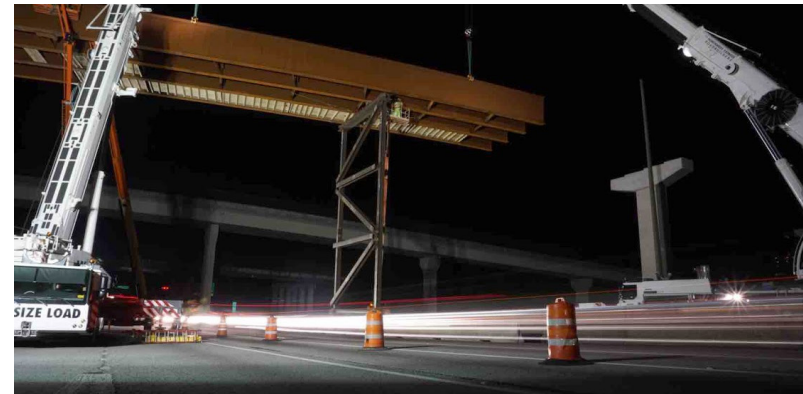
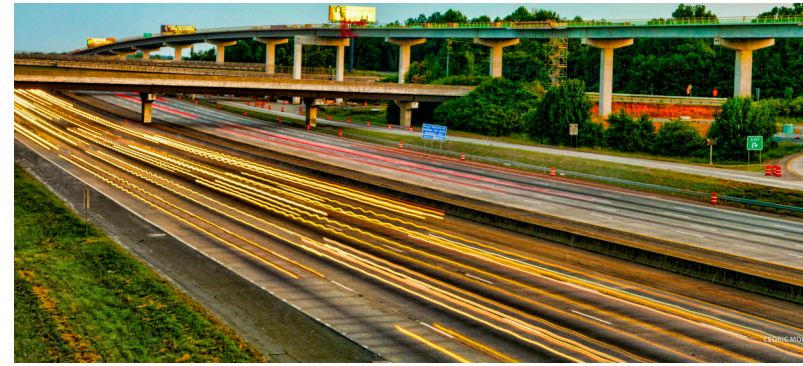


When more than one photograph is used in a layout, they should be separated with white lines that emphasize and complement the lines of architectural and industrial structures in the photo.

While color photography is preferred, black-and-white images are also acceptable on case by case basis.

Please note that sepia-toned photographs should be avoided as they are associated with the Drive Alert Arrive Alive campaign.

GDOT maintains a large and diverse library of images for use in creative materials. GDOT's full image library can be accessed at [myGDOT](#). For information on accessing the library, contact the office of Strategic Communications at creativeservices@dot.got.gov.



The use of icons has become an important part of GDOT's communication efforts. Iconography allows us to communicate information in a succinct and compelling way. Icons also help people remember information by associating a visual with the information they are reading. They provide a visual relief that helps break up large chunks of copy or data. Our iconography style aligns with our personality and echoes the driving force of our brand: empowering connections between people, places and communities.

In terms of colors, icons should always be white within a circle comprised of one of our brand colors.

You must use only the icons and colors within this document. Any other icon or use not included here must be provided or approved by GDOT's Office of Strategic Communications before the production of any materials.

DO

- > Use icons to distinguish actions and emphasize important information.
- > Pair icons with financial reports and charts to humanize numbers and statistics and help make them relevant to every day lives of Georgians.
- > Always have supporting copy/text link next to the icon.
- > Use white color icons within a circle of GDOT brand color background.
- > Use icons only against approved GDOT colors.
- > Contact Office of Strategic Communications if icon is needed.
- > Comply with existing iconography currently in existence and mandated for use by GDOT and other relevant agencies.

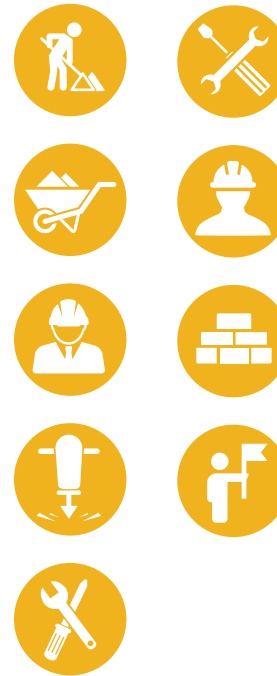
DON'T

- > Stretch the icon.
- > Change opacity.
- > Overlap icons.
- > Make icons either too big (larger than the header font size) or too small (smaller than body copy size).
- > Allow icons to live outside of GDOT brand color background.
- > Create new icons that do not follow the approved style of the current approved GDOT icons collection.

Roads



Construction



Vehicles



Structures



Concepts



Nautical



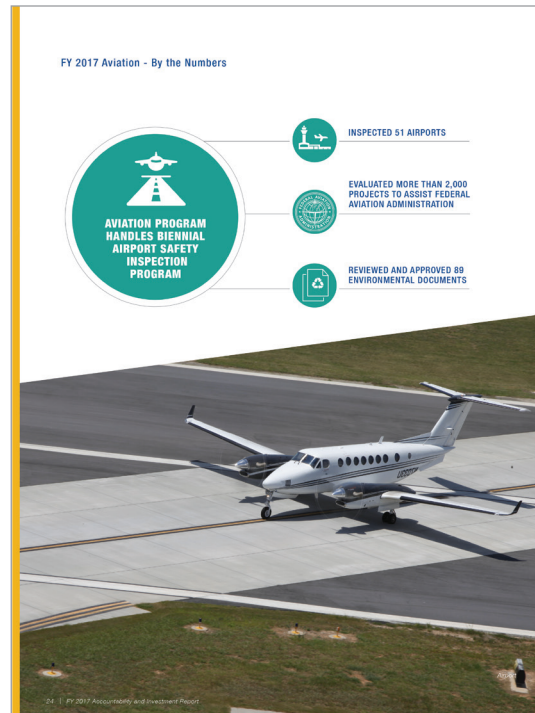
Projects



Infographics allow us to communicate complex information in a way that facilitates quick comprehension. When infographics are done properly, a reader can understand massive amounts of data quickly. As part of our policy of accountability and precise, straight-forward information sharing, GDOT practices and strongly encourages use of infographics to communicate visually.

Content consisting of data, financial analysis or other complex information is best communicated through a combination of icons, illustrations and/or data visualizations.

While infographics will always be treated as an organic part of the overall layout of any piece, they must adhere to the color palette of GDOT. In terms of space, allow for at least .5 inches of edge space between the infographic and the content surrounding it.

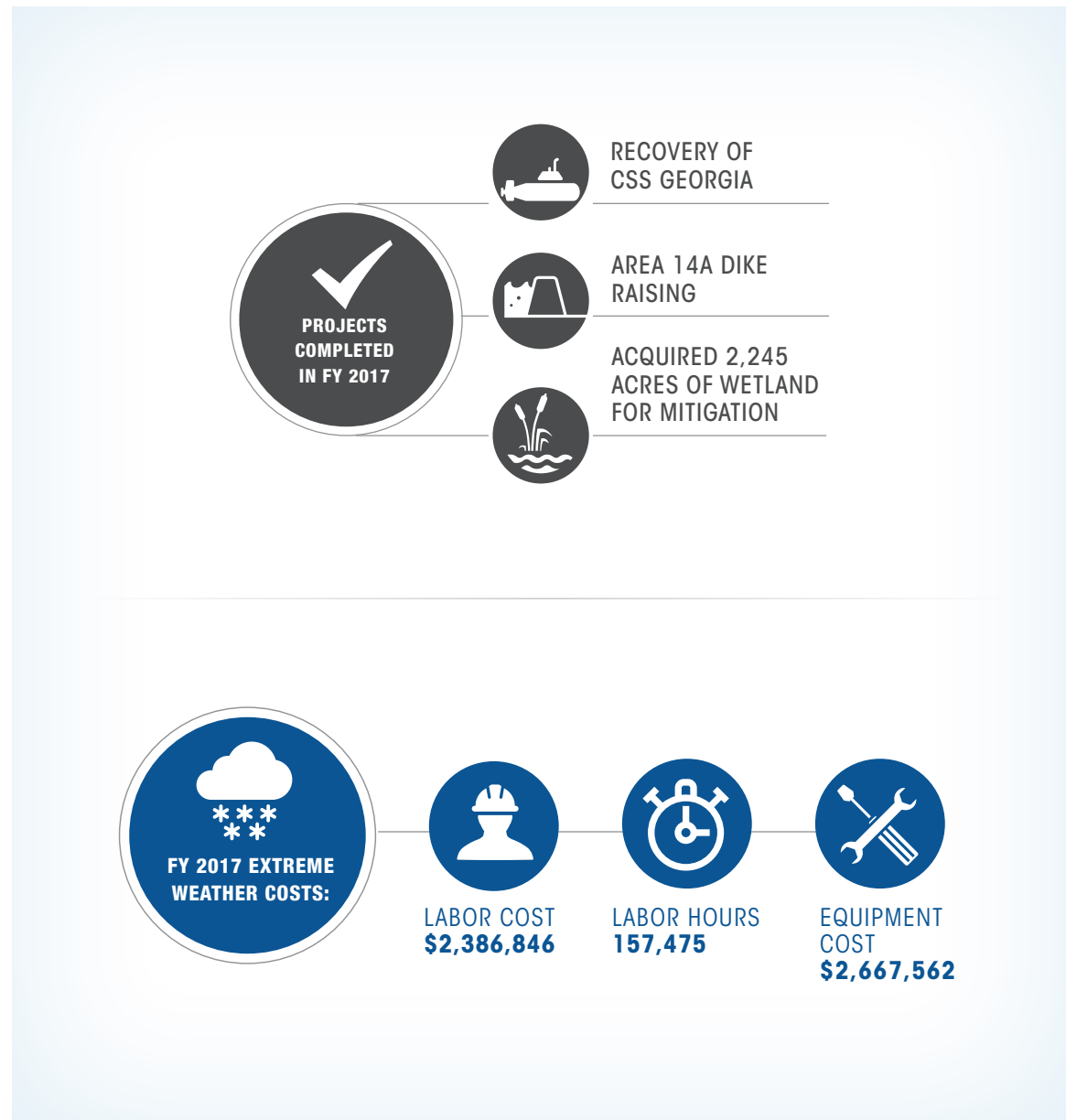


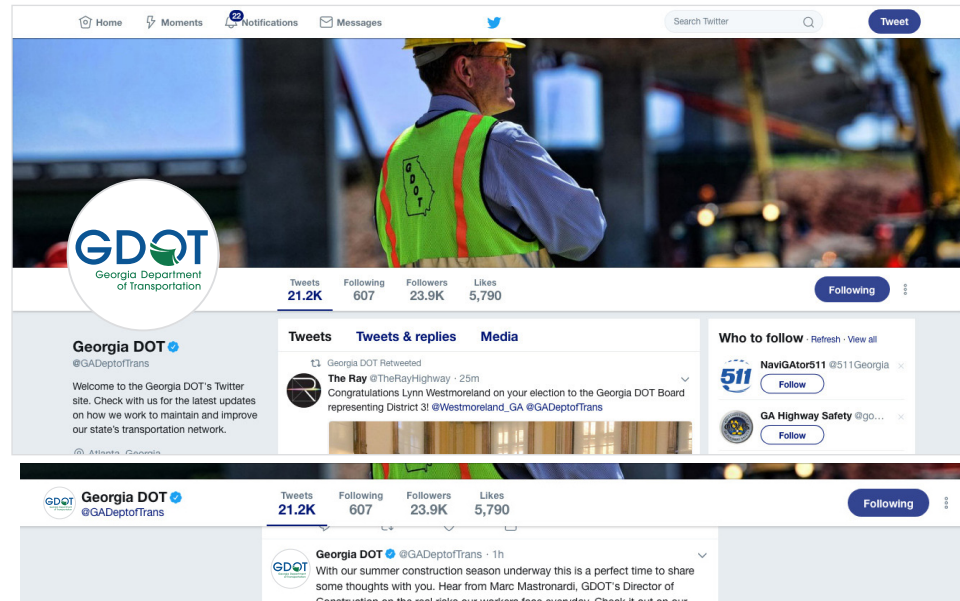
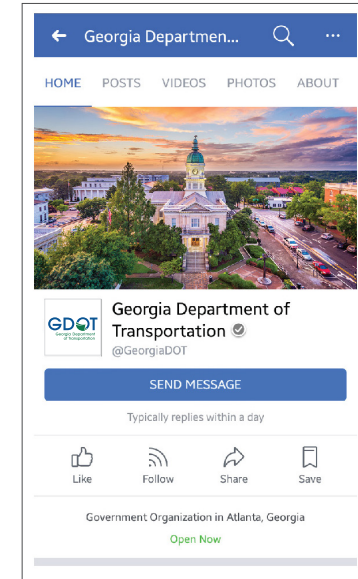
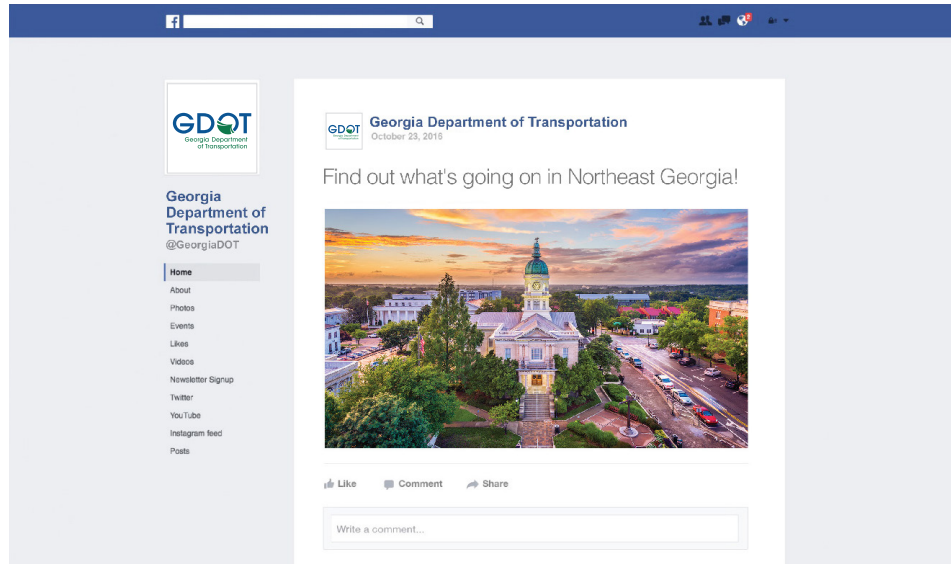
All GDOT infographics should use the structure presented here, using icons from our collection or creating new ones, as necessary, that fit the style of our brand.

In order to show a progression, icons in the infographic can be visually connected with .5 inches lines in Medium Grey.

All icons used in infographics should have the GDOT brand color background and featured copy/icon in white.

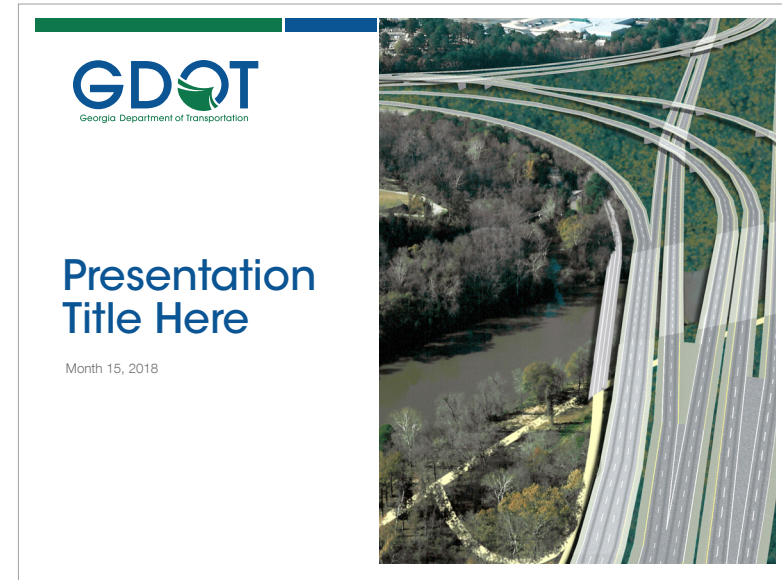
Never use other colors for visuals within the circles of the infographics.





Because of the audiences that are exposed to them, PowerPoint templates are an important element in any overall branding and visual identity system – especially GDOT’s. Consistency of use is extremely important to convey GDOT’s high standards. Therefore a new PowerPoint template has been created and must be used in every instance in which a PowerPoint is needed for audience presentations and other materials. While the template allows you to change fonts and other aspects of the design, **it is imperative that you adhere to the master styles set up in the guidelines and not deviate from the copy/headline ratio, colors and text sizes set up in the master decks.**

If you have any questions or need guidance on how to develop an effective branded PowerPoint, contact the office of Strategic Communications. New GDOT branded PowerPoint templates can be downloaded at part of the branded materials toolkit at MyGDOT.



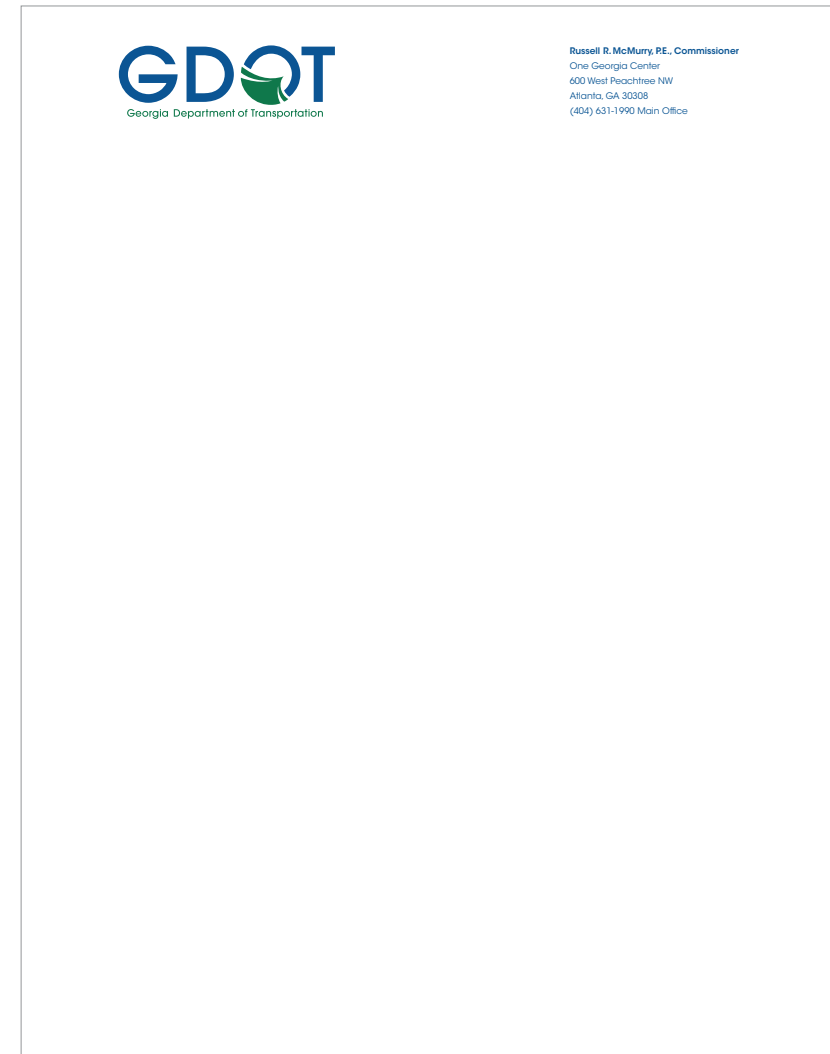
Business cards are among the most formal expressions of our brand identity.

The business card design is standardized for the entire organization. Business cards feature the GDOT logo and the address of the office to which an individual is assigned. No deviations from the approved design examples of the GDOT business card on this page are permitted.

All orders for business cards should be placed through GDOT's Office of Procurement.



Stationery designs are standardized for the entire organization. Business cards, letterhead, envelopes, and other office supplies feature only the GDOT logo and the address of the office using the materials. No sub brand logos should appear on stationery and business cards.



When filling letterhead with content, please follow info on the right on this page for placement of text and clear space guidelines.

This letter demonstrates the flush-left typing/word processor format that complements the GDOT letterhead. All letters should be typed using Helvetica Neue Regular font with a point size of 10 and with a line space of 14 points.

Each line of copy, including the first line of each paragraph, must align on the left of the stationary, 1.25 inches away from the left edge. The copy on the right must stop 1.25 inches away from the right edge.

There should always be 4 line spaces (1.25 inches) between the bottom of the logo and the date.





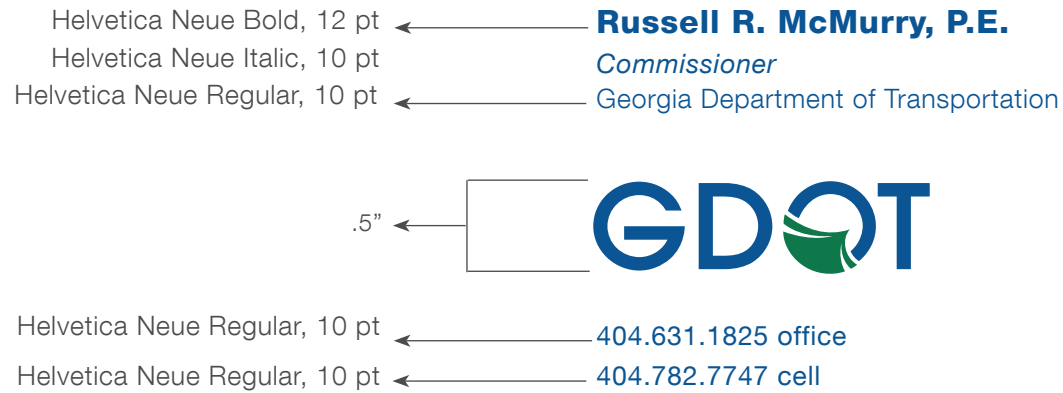



All GDOT employees must follow the below signature standard in their email signature.

First and last name should be set in 12 pt Helvetica Neue Bold. Title and organization name should be set in 10 pt Helvetica Neue Light or Regular. Phone number should be set in 10 pt Helvetica Neue Bold.

GDOT's logo appears between organization name and phone numbers and is set at .5 inches in height with a margin of .25 inches above and below.

Entire signature is set in Space Blue.





Header In This Style

Fact Sheet


Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia


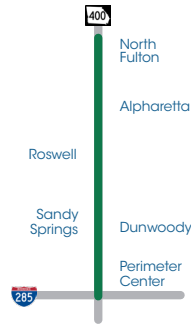
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Locator Reference Here

*Studies to determine access points are underway

Section Header

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Basic Fact Sheet




Header In This Style

Fact Sheet




Section Header

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Mini Fact Sheet


Header In This Style

Fact Sheet

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Georgia Department of Transportation

Key Personnel
Person's Name, Title

Bio Sheet

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Key Personnel
Meet Our Team

Bio Sheet

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STATE TRANSPORTATION
600 W Peachtree St. NE,
18th Floor, Atlanta, GA 30308
www.dot.ga.gov



Georgia Department of Transportation

Basic Fact Sheet

Headline Place Here

Subhead In This Style



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GDOT
Georgia Department of Transportation



Report:
The Header Is Set
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GDOT
Georgia Department of Transportation




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Press Kit:

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How to request custom materials

The brand toolkit includes templates for basic branded materials you may need. However, it is understood that sometimes unique items are required. In keeping with our new brand standards, it is important that GDOT programs and business units utilize the Strategic Communications Department when developing brand assets such as updating and/or producing external publications like fact sheets, flyers, posters, signage and brochures; video projects that promote GDOT; and requesting changes to your external web pages. This way we can help you ensure correct integration of the brand design standards and color palette.

To help you with these requests, it is imperative that you use the “Job Request Form” process, managed by Creative Services. This permanent record helps Communications and you track the progress of your work requests. To access this form, please visit the first page of the internal website, fourth column, “policies and templates,” and click on the link: Creative Services Job Request Form. There is also a helpful video on how to complete the form. If you have any questions, please contact creativeservices@dot.ga.gov.

THANK YOU

We look forward to helping you make our brand shine.

Should you have any questions about the use of any element relating to the GDOT brand, please contact the Office of Strategic Communications at 404-631-1834.