



# GDOT<sup>®</sup>

Georgia Department of Transportation

## Branding Standards & Guidelines

# Contents

## Introduction

Welcome	3
Purpose	4
Vision, Mission, Values	5
Brand Voice	6

## GDOT Marks

Logo Overview	8
GDOT Focus Icon	9
Logo Margins & Minimum Size	10
Trademark	11
Office & Division Lockups	12
Single Color	13
Do’s and Don’ts	14
Use Over Photography	15
Other GDOT Marks	16
Guidance on Logo Development	17
“Powered by GDOT” Tagline	18

## Colors

Primary Palette	20
Secondary & Tertiary Palettes	21
Color Ratios	22
Gradients	23-24
Existing Brand Colors	25
Color Palettes & Relationships	26

## Typography

Primary	28
Secondary	29
Alternative Fonts	30
Hierarchy	31

## Photography

People in Action	33
Roadways & Services	34
Licensing Photos	35

## Assets & Brand Implementation

Iconography	37
Icon Variations	38
Icon Do’s and Don’ts	39
Infographics	40
Infographics Usage	41
Charts & Graphs	42

## How to Request Materials 43



# 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 touchpoints. 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 organizational brand and image.



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, how we say it in written form and how it is reflected in visual representation. Above all else, GDOT never stops working to serve the people of Georgia. We are committed to their safety and to 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, mobility and safety in Georgia.

# 01 GDOT Marks

## Logo Variations

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





## GDOT Focus Icon

At the heart of our 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.

The FOCUS icon is a registered trademark of the Georgia Department of Transportation. **Users are not allowed to modify GDOT’s trademarks** or combine them with any other symbols, words, images, designs, or incorporate them into a slogan.



# Logo Margins & Minimum Size

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.

Approved logo files are available in the [GDOT Brand Resource Library](#).



## Trademark

GDOT has trademarked the logo to protect its exclusive rights to use the logo and prevent others from using a similar design that could cause confusion among the public. By obtaining a trademark registration, GDOT can take legal action against any unauthorized use of the logo and protect its reputation and brand identity.

Additionally, a registered trademark can help the organization to establish and maintain brand recognition and customer loyalty, which can ultimately contribute to its success.

**GDOT also owns a federal trademark registration for the plain text “GDOT”.**



Note- Registered Trademark Symbol



## Office and Division Lockups

Our vertical and horizontal lockups allow for Office/Division names to be featured in a single lockup with the GDOT wordmark.

As an established, recognizable brand, the GDOT workmark can stand alone sans the text “Georgia Department of Transportation” in this case. Follow the following guidelines when using the office and division lockups.

- > Office/Division name must be placed beneath the GDOT wordmark.
- > Office/Division name must maintain the position of the original “Georgia Department of Transportation” text.
- > Office/Division name must not extend outside of the established margins. To the left of the “G” or the right of the “T.”
- > Office/Division name must be set in ITC Avant Garde Gothic Medium. Use official brand fonts only.

Office and Division Lockup templates available in the [GDOT Brand Resource Library](#).



Lockup Examples

- 1

Division of Human Resources
- 2

Office of Information Technology
- 3

Division of Intermodal

## Single Color

When circumstances call for a one color version of our logo, only use black, white or solid blue version of our logo (see page 18 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 grayscale logo should be used at any time.**



White logotype / Solid background



Space Blue logotype / White (light) background



Black logotype / White (light) background



Do not grayscale the GDOT logo.

## Do's and Don'ts

### ALWAYS

- > Always allow a space of at least  $\frac{1}{4}$  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





## Use Over Photography

Our 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.



GDOT Registered Marks



The Extra Mile Blog



Reference to GDOT-owned programs and offerings should consistently adhere to provided guidance on proper use of GDOT marks as reference on pg. 10 - 17.



## Guidance on Logo Development for Individual Projects, Programs or Tools

**GDOT discourages logos for individual projects, programs or tools created or utilized by or within the department.** The Georgia Department of Transportation's brand, logo and visual identity is highly visible, clearly understood and very strong. Too many logos or visual identity systems within the organization detracts from the core brand and can create confusion and visual clutter. We want to retain focus on GDOT and GDOT branding by minimizing the number of logos within the GDOT family of brands.

**There are a few exceptions to this general rule. The Office of Strategic Communications is willing to discuss and determine whether a logo is warranted; and will make the final determination.**



## The "Powered by GDOT" Tagline

The "Powered by GDOT" tagline was thoughtfully chosen for the SigOps and NaviGator logos and should not be adopted by other offices or divisions.

By using the "Powered by GDOT" tagline alongside these branded GDOT wordmarks, we not only ensure ownership, but also provide added familiarity and endorsement to the public.

**Individual use of this tagline is prohibited.**

### ALWAYS

- > Use official logo files in communications.
- > Seek assistance from the Office of Strategic Communications if interested in branded taglines.

### NEVER

- > Manually type the tagline signature.
- > Redesign, redraw or alter the proportions of the tagline or rephrase the tagline in any way.

**SigOps and NaviGator logos featuring the "Powered by GDOT" tagline are available in the [GDOT Brand Resource Library](#).**

1



2



# 02 Colors

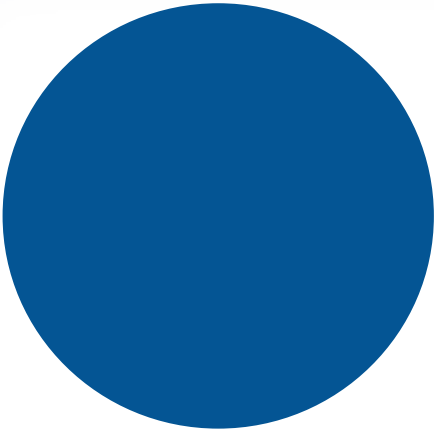
## Primary Palette

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 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

Process Color

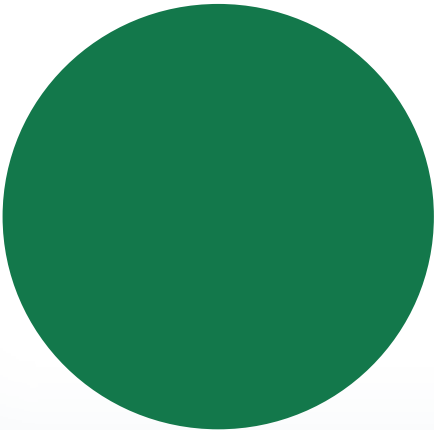
98% Cyan  
 73% Magenta  
 14% Yellow  
 2% Black

RGB Value

R: 4   G: 85   B: 148

HEX

#045594



#### Pine Green

Process Color

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

RGB Value

R: 19   G: 120   B: 75

HEX

#13784B



## Secondary & Tertiary Palettes

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**

---

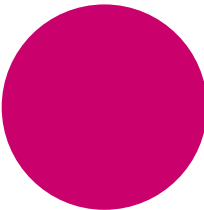
Process Color  
0% Cyan  
19% Magenta  
89% Yellow  
0% Black

---

RGB Value  
R: 255 G: 204 B: 51

---

HEX  
#FFCC33



**Magenta**

---

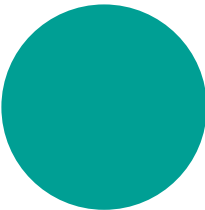
Process Color  
18% Cyan  
100% Magenta  
30% Yellow  
1% Black

---

RGB Value  
R: 202 G: 0 B: 108

---

HEX  
#CA006C



**Teal**

---

Process Color  
81% Cyan  
15% Magenta  
48% Yellow  
0% Black

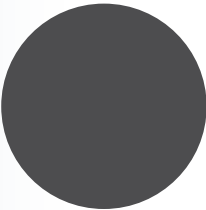
---

RGB Value  
R: 0 G: 159 B: 148

---

HEX  
#009F94

### Tertiary Palette



**Dark Gray**

---

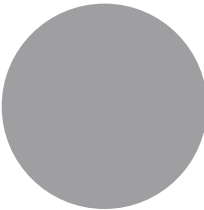
Process Color  
66% Cyan  
59% Magenta  
55% Yellow  
36% Black

---

RGB Value  
R: 77 G: 77 B: 79

---

HEX  
#4D4D4F



**Medium Gray**

---

Process Color  
40% Cyan  
33% Magenta  
31% Yellow  
0% Black

---

RGB Value  
R: 159 G: 159 B: 162

---

HEX  
#9F9FA2



**Light Gray**

---

Process Color  
10% Cyan  
7% Magenta  
7% Yellow  
0% Black

---

RGB Value  
R: 226 G: 227 B: 228

---

HEX  
#E2E3E4

## Color Ratios

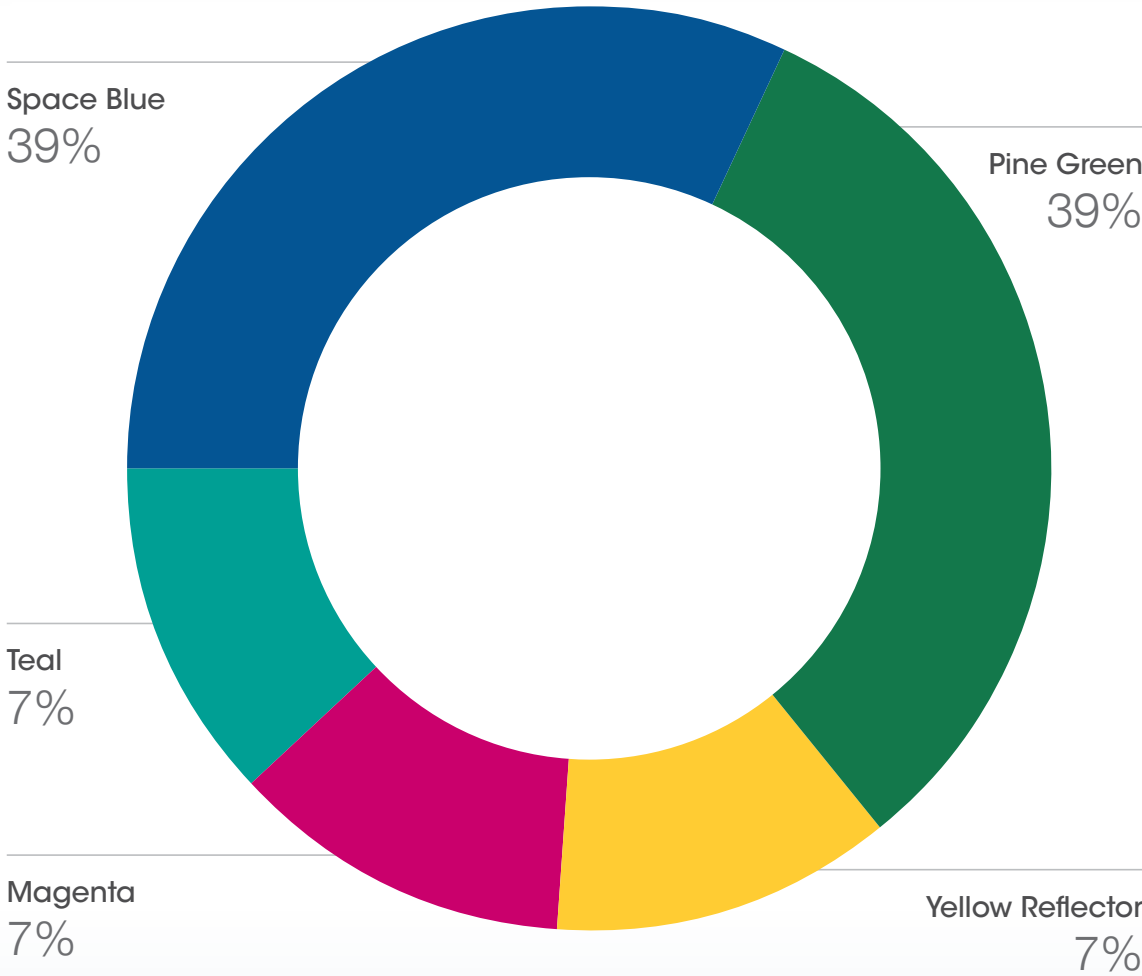
Use the guide to the right when balancing colors in GDOT-branded materials.

GDOT’s Space Blue and Pine Green are the primary brand colors, and Yellow Reflector, Magenta and Teal serve as supporting accent colors.

### CREATING BALANCE

- > Use the color ratio for reference as to how much each color should be used.
- > While not an exact equation, the percentages are useful when applying brand colors to materials and collateral.
- > Color ratios should be used on a case by case basis depending on the individual application.
- > Again, it is discouraged to have all five colors on one layout at once as it takes away from the main theme of the brand.
- > The tertiary palette not shown here can be used to add more visual balance in typography, graphics and other supporting elements.

Balance and consistency are key.



## Gradients

Our gradients bring a sense of movement and expression of the GDOT brand through color. Gradients for both our primary and secondary colors have been created. Each includes one darker, complimentary shade.

As a general rule, our gradients can be used as backgrounds, with photography/imagery or as standalone blocks of color. They represent only one aspect of GDOT's visual look-and-feel and should not be overused.

### ALWAYS

- > Use the provided values to the right when creating gradients
- > Compose gradients on a 90 degree (linear) angle or radial

### NEVER

- > Alter color codes
- > Mix colors to create combination gradients

Gradient files are available in the [GDOT Brand Resource Library](#).



## Creating Gradients

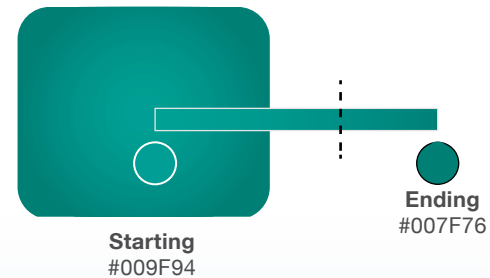
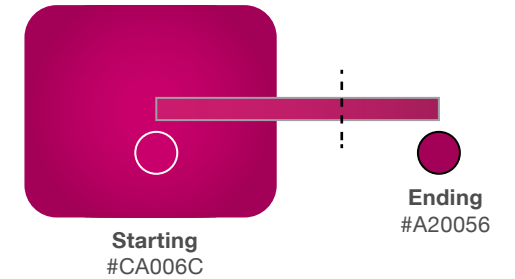
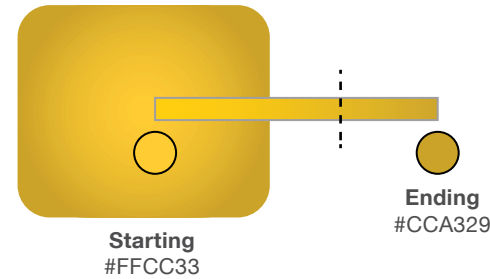
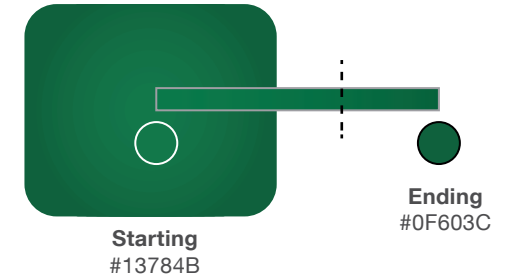
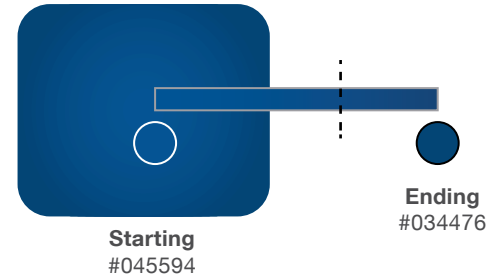
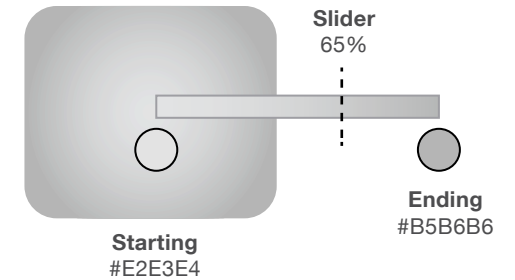
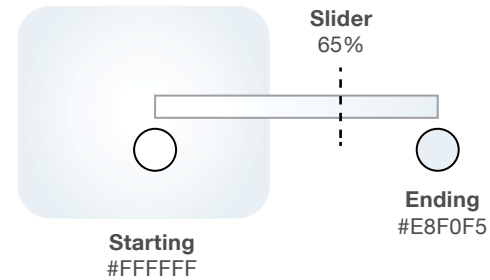
It is essential to use the specified gradient codes correctly. This section provides detailed instructions on how to set the radial gradients for each of the brand colors.

Each gradient consists of a starting and ending color. Ensure you use the exact HEX codes provided.

### When applying the radial gradients, use the following steps:

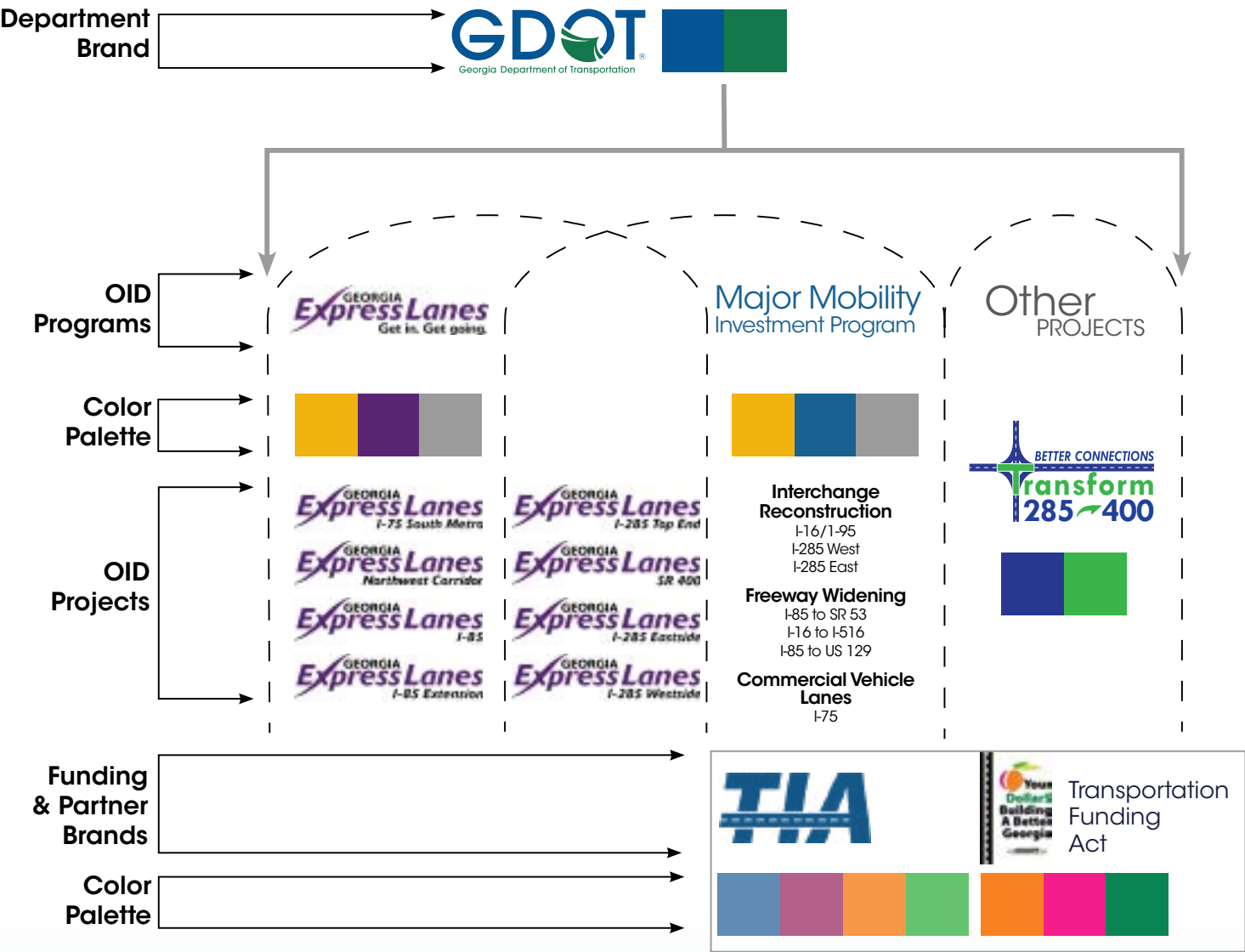
- > Input the **starting color code** from the provided gradient codes.
- > Input the **ending color code** from the provided gradient codes.
- > Ensure the gradient type is **set to 'radial'** to achieve the correct visual effect.
- > Set the **center slider** to 65%

Gradient files are available in the [GDOT Brand Resource Library](#).





Existing Brand Colors



Color Palettes & Relationships



Major Mobility Investment Program



Primary



Secondary



# 03 Typography

Primary

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.

Those without branded fonts ITC Avant Garde Gothic and Helvetica Neue installed on their machine must contact the I.T.Solutions Center at solutionscenter@dot.ga.gov.

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

## Secondary

The secondary typeface chosen to complement ITC Avant Garde Gothic 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 subheads, captions, and disclaimers.

Those without branded fonts ITC Avant Garde Gothic and Helvetica Neue installed on their machine must contact the I.T. Solutions Center at [solutionscenter@dot.ga.gov](mailto:solutionscenter@dot.ga.gov).

### Helvetica Neue Font Family

Heavy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Heavy Italics  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Bold 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



## Alternative Fonts

While ITC Avant Garde Gothic and Helvetica Neue are our main brand typefaces, use of the following fonts is acceptable when these are not available.

- > An acceptable alternative for ITC Avant Garde Gothic is **Century Gothic**. Century Gothic font is a sans-serif typeface, like Avant Garde, suitable headlines for most uses.
- > **Arial** is an acceptable alternative if Helvetica Neue is not available. Helvetica Neue is a trademarked typeface not included as a default font on Windows computers.
- > With the exception of business correspondence (page 44), **no other fonts** besides those outlined on pages 25-27 are permissible for use.
- > **Note:** These fonts are not exact replicas but they are sans serif typefaces with the same clean and traditional presentation. The characters may feature different weights, widths and x-heights.

### Century Gothic Font Family

Extra Bold
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Extra Bold Italics
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Bold
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Bold Italics
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Regular
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Italics
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### Arial Font Family

Black
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 YZabcdefghijklmnopqrstuvwxyz  
 0123456789

Black Italics
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZabcdefghijklmnopqrstuvwxyz  
 0123456789

Bold
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Bold Italics
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Regular
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Italics
 

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

## Hierarchy

- > **Main headlines** should be set in ITC Avant Garde Gothic (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 words** in the body copy should be set in Helvetica Neue bold.
- > **Subheads** can be used in ITC Avant Garde Gothic (book, medium, or demi) or Helvetica Neue (roman, medium, or bold).
- > **Call-outs** can be used in the Italic/Oblique or Standard versions of ITC Avant Garde Gothic and Helvetica Neue.
- > **Smaller applications** like captions and mouse type can be used in the condensed versions Helvetica Neue or ITC Avant Garde Gothic.

### Headlines

ITC Avant Garde Gothic  
 - *Bold*

### Subheadlines

ITC Avant Garde Gothic  
 - *Book*  
 Helvetica Neue  
 - *Roman*

### Body Copy

Helvetica Neue  
 - *Light*

### Pull Quote

ITC Avant Garde Gothic  
 - *Medium*

### Captions

ITC Avant Garde Gothic  
 - *Light Condensed*

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, consecte atur 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.

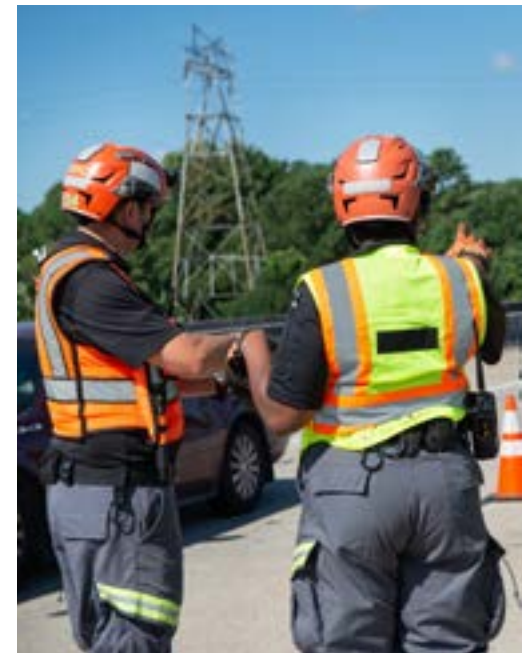
# 04 Photography

## People in Action

GDOT materials require photography that showcases a human connection to Georgia and promotes the work of GDOT. Images used should feature real-life situations that reflect GDOT team members serving Georgia whenever possible. Photographs should capture a sense of energy, activity, and vibrancy. To do this, they should feel spontaneous and authentic, not posed or staged.

Photographs of structures such as buildings, bridges, and highways should be used to highlight GDOT's commitment to improving and modernizing the state. To enhance their visual energy, images can feature unexpected, dynamic angles and crops rather than straightforward compositions.

**Access our image library in the [GDOT Brand Resource Library](#). As of-interest images are identified, please contact the [GDOT Office of Strategic Communications](#) in writing to request permission before using images.**





## Roadways & Services

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 GDOT's Arrive Alive and See and Be Seen campaigns.

GDOT maintains a large and diverse library of images for use in creative materials.

**Access our image library in the GDOT Brand Resource Library. As of-interest images are identified, please contact the GDOT Office of Strategic Communications in writing to request permission before using images.**





## Licensing Photos

Securing image licensing is at the core of GDOT's sound business practices. Copying images directly from the internet is prohibited and may infringe on the copyrights or intellectual property rights of the original creator.

To avoid legal and financial consequences, **all parties must contact the Office of Strategic Communications and work together to secure the rights to any images (and accompanying documentation) not owned by GDOT.**



# 05 Assets & Brand Implementation

## Iconography

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.

Graphic elements within icons should always be white when placed inside a solid-colored circle in one of our brand colors.

[Access our icon library in the GDOT Brand Resource Library.](#)

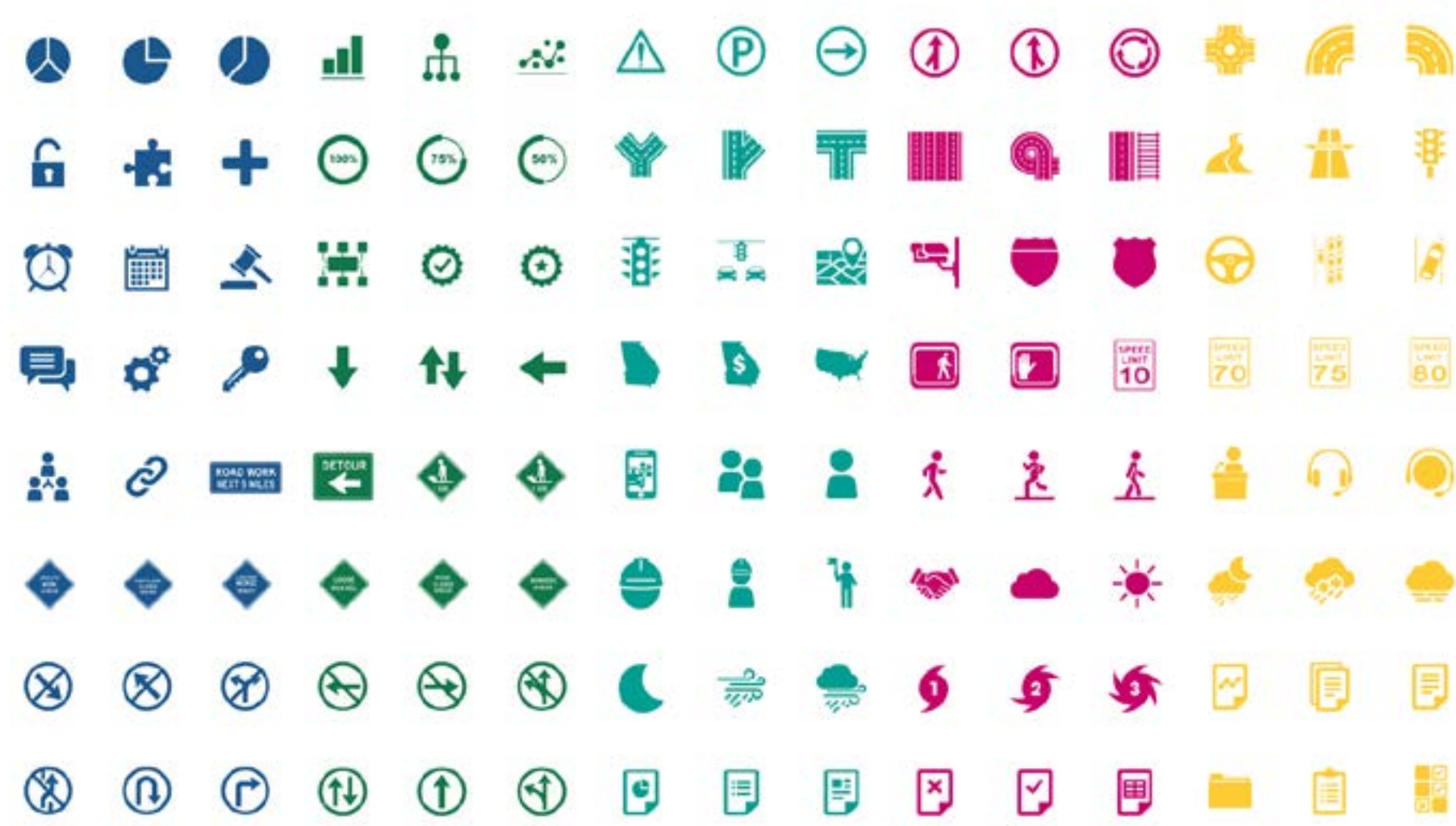


# Icon Variations

In cases when our icons are used without a solid-colored circle, icons must appear in one of the five branded GDOT colors as shown here. Black and white icons are also acceptable.

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

Access our icon library in the [GDOT Brand Resource Library](#).





# Icon Do's and Don'ts






## 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 the 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




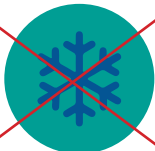

- > Create new icons that do not follow the approved style of the current approved GDOT icons collection.
- > Place logo inside shape other than a circle.
- > Stretch, skew or distort the icon.
- > Change opacity or tint.
- > Overlap icons.
- > Make icons either too big or too small in relation to the background or surrounding copy sizes.
- > Align icons off-center.
- > Add a drop or inner shadow.
- > Mix brand colors or use black icon/ background color with brand colors.

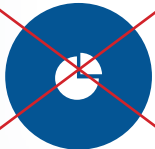




Proper Application

Improper Application

Note: Black and white icons are acceptable when color printing is not available.



Infographics Usage

All GDOT infographics should use the structure presented here, using icons from our collection (pg. 35-36) and fonts as outlined in Section 3 - Typography (pg. 25-29).

- In order to show a progression, icons in the infographic can be visually connected with .5 inches lines in Medium Grey or 95% Black.
- Icons used in infographics should have the GDOT brand color background and featured copy / icon in white. If the icon is used without the background it must be set in one of the GDOT brand colors.
- Never use other colors for visuals within the circles of the infographics.

Use the examples at right as a guide when styling charts and graphs.





# Charts and Graphs

Charts and graphs are a powerful tool for conveying complex information in a visually appealing and easy-to-understand way. At GDOT, we prioritize clear and precise communication with our audiences, and the use of charts and graphs is encouraged to achieve this goal.

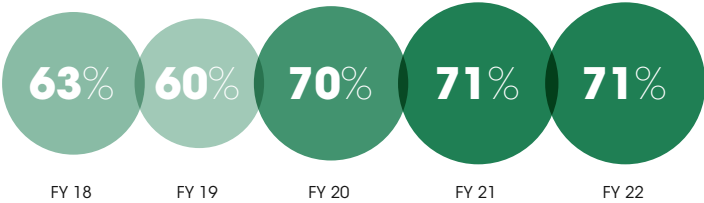
When creating charts and graphs, it's important to use a **combination of icons, illustrations, and data visualizations** to effectively communicate the data or analysis. Charts and graphs should adhere to the GDOT color palette, and at least 0.5 inches of edge space should be included between the graphic and surrounding content.

Use the examples at right as a guide when styling charts and graphs.

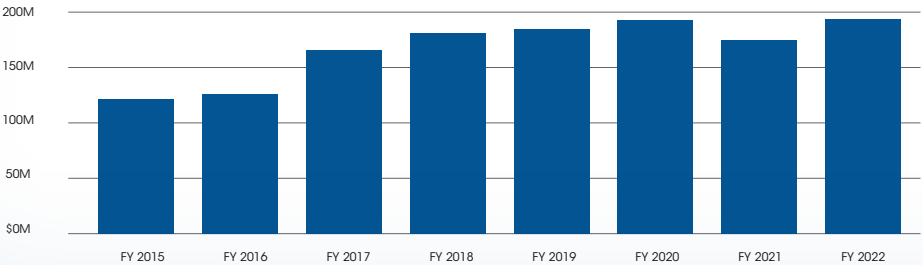
Tables

Maintenance Activity (using federal or local funds, specify in details)	Units (miles, lane miles, projects, etc.)	Approximate Amount
Interstate Maintenance and Resurfacing	8	\$43,072,023.10
State Route Resurfacing	107	\$ 324,430,148.26
Pavement Markings	2	\$ 714,982.50
Awarded Maintenance Contracts	236	\$ 93,311,565.19

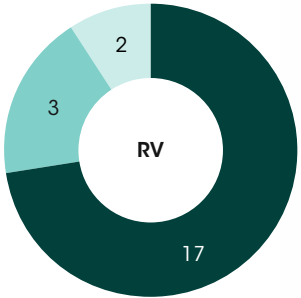
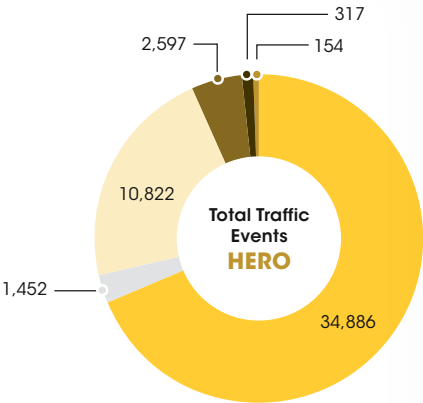
Bubble Graphs



Bar Graphs



Circle Graphs



- Complete
- Construction
- Project Design



## How To Request 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 brand standards, it is important that GDOT programs and business units utilize the Office of Strategic Communications 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. For additional content needs, such as press releases, social media, etc., parties working with GDOT are required to provide a written request to the Office of Strategic Communications for materials they need or plan to develop (along with examples) and await written approval from GDOT before moving forward.

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](mailto:creativeservices@dot.ga.gov).**



# Thank You!

Thank you for helping to ensure the quality of GDOT's branding remains among the best. We look forward to working with you to ensure that together we maintain and uphold these standards.

Should you have any questions about the use of any element relating to GDOT-Owned Brands, **please contact GDOT Creative Services at [creativeservices@dot.ga.gov](mailto:creativeservices@dot.ga.gov).**

**Please note: No logo should be created for an individual office or project without prior consultation and approval from GDOT. We ask that you contact the Office of Strategic Communications directly should you have a project you believe warrants design of a new logo at [osc@dot.ga.gov](mailto:osc@dot.ga.gov).**