

Alaska Department of Transportation & Public Facilities

BRANDING GUIDELINES

Department Name and Logo Use

February 2019

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The Alaska Department of Transportation & Public Facilities (DOT&PF) impacts every Alaskan, every day by supporting a safe, efficient transportation system so that all Alaskans may thrive. We help provide access to goods, services, economic opportunities, each other, and the world.

An important element of presenting DOT&PF's positive work is our brand. It's important to maintain a strong, consistent identity so the department can easily and consistently be identified as an accountable, reliable, and respected organization. Please follow these guidelines which are intended to assist DOT&PF employees, contractors, partners, and consultants.

Using Our Name

"Department of Transportation & Public Facilities" is a long name. For brevity, many people drop "Public Facilities" when referring to the department, but it's imperative not to eliminate that portion of our name. Public facilities are an essential part of our department's function. Also, referring to the department as "DOT" or "Department of Transportation" could cause Alaska DOT&PF to be confused with US DOT. Per [P&P 02.02.020](#) the department's acronym is DOT&PF.

Following are acceptable, common uses of our full name and abbreviations/acronyms:

Full name

- Alaska Department of Transportation & Public Facilities
- Department of Transportation & Public Facilities
- Alaska Department of Transportation and Public Facilities
- Department of Transportation and Public Facilities

Abbreviations / Acronyms

- Alaska DOT&PF
- DOT&PF

Following are examples of department name references **not to use**:

Full name

- ~~▪ Alaska Department of Transportation~~
- ~~▪ Department of Transportation~~
- ~~▪ AK Department of Transportation~~

Abbreviations / Acronyms

- ~~▪ ADOT&PF~~
- ~~▪ ADOT and PF~~
- ~~▪ ADOT~~
- ~~▪ ADOTPF~~
- ~~▪ DOT~~
- ~~▪ AKDOT~~
- ~~▪ AK DOT~~
- ~~▪ AKDOTPF~~
- ~~▪ Alaska DOTPF~~
- ~~▪ DOT/PF~~
- ~~▪ DOT/PF~~
- ~~▪ Alaska DOT~~
- ~~▪ Alaska DOT~~
- ~~▪ DOT/PF~~
- ~~▪ "Dot Puff"~~
- ~~▪ D.O.T.~~
- ~~▪ D.O.T.P.F~~

Referencing the department name in documents

When referencing the department name in any document (emails, websites, publications), first list the full name followed by an abbreviation in parenthesis. You may then use the abbreviation for the duration of the document. Example:

The Alaska Department of Transportation and Public Facilities (DOT&PF) reminds drivers to be prepared for winter driving and offers tips for a safe commute.

DOT&PF follows a systematic approach to clear Alaska's roads of snow and ice by categorizing every state-maintained road as one of five priority levels.

DOT&PF Logo


The official logo of Alaska DOT&PF is our most important identity element. Consistent use of the appropriate logo will result in an established recognition of the Alaska DOT&PF brand. The logo is not to be altered in any unapproved way. To ensure accurate reproduction of the logo, always use or provide digital artwork (as opposed to a scan or photocopy).


A link is provided at the end of this document so you may download logos for a variety of uses.





Official DOT&PF Logo


Below are the colors used in the official DOT&PF logo:


 PANTONE 123C
cmyk: 0 19 89 0
rgb: 255 199 44
html: FFC72C
Element: sky, state, ferry line, department names


 PANTONE 2738C
cmyk: 100 92 0 1
rgb: 6 3 141
html: 06038D
Elements: ring background, ferry bottom


 COLOR: paper or opaque white
cmyk: 0 0 0 0
rgb: 255 255 255
html: FFFFFFFF
Elements: mountain, plane highlights, ferry top, windows, road


 COLOR: process black
cmyk: 0 0 0 100
rgb: 35 31 32
html: 000000
Elements: inner & outer ring borders, various outlines, waves, road line, tractor tires & exhaust, plane prop

 PANTONE 179C
cmyk: 0 87 85 0
rgb: 224 60 49
html: E03C31
Element: airplane

 PANTONE 544C
cmyk: 27 4 1 1
rgb: 189 214 230
html: BDD6E6
Element: water

 PANTONE 2320C
cmyk: 25 69 97 54
rgb: 113 70 35
html: 714623
Element: facility

 PANTONE 7482C
cmyk: 90 0 93 0
rgb: 0 159 77
html: 009F4D
Element: grass

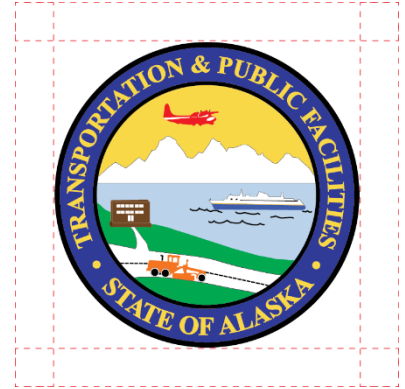
 PANTONE 2018C aka "Safety Orange"
(PANTONE P 30-8C is acceptable)
cmyk: 0 58 95 0
rgb: 255 117 0
html: FF7500
Element: grader

Logo Use

The official logo of Alaska DOT&PF is to be used according to the basic guidelines illustrated in this section. Please read thoroughly before using the logo. If you have questions about logo use, please contact the DOT&PF Communications Team.

Clear Space

A minimum amount of clear space must always surround the DOT&PF logo to separate it from other elements such as headlines, text, and imagery, as well as the outside edge of printed and electronic materials. Proper use of the clear space ensures visual impact and legibility of the logo. The minimum clear space should be at least one-eighth the height of the logo.



Example of clear space around logo

Logo Color Variants

The primary colors of the DOT&PF logo are offered on Page 1. If a variation is needed, the following versions of the logo are available to ensure brand integrity across a wide array of applications. If the logo is placed on a background color or image, there shall be a strong contrast (e.g. black logo on a yellow background, white logo on a dark blue background, orange logo on a white background).

STANDARD COLOR LOGO



STANDARD COLOR LOGO
ON DARK BACKGROUND



GRAYSCALE LOGO



GRAYSCALE LOGO ON
DARK CONTRAST BACKGROUND



GRAYSCALE LOGO ON
LIGHT CONTRAST BACKGROUND



BLACK LOGO



BLACK LOGO ON DARK CONTRAST BACKGROUND



REVERSED LOGO (WHITE) ON DARK CONTRAST BACKGROUND



BLUE LOGO



SAFETY ORANGE LOGO



MEDIUM GRAY LOGO



PANTONE 2738C
 cmyk: 100 92 0 1
 rgb: 6 3 141
 html: 06038D



PANTONE 2018C aka "Safety Orange" (PANTONE P 30-8C is acceptable)
 cmyk: 0 58 95 0
 rgb: 255 117 0
 html: FF7500



PANTONE Cool Gray 9 C
 cmyk: 30 22 17 57
 rgb: 117 120 123
 html: 75787B
 grayscale: K=65%

Resizing the Logo

Adjusting the size of the logo will sometimes be necessary. Be certain not to distort the logo when changing the scale. In most applications, you can use corner handles when clicking on images to enlarge or reduce the image proportionally, but you may need to also hold down the shift key while dragging the corner handle.



Incorrect Logo Use

Following are examples of incorrect DOT&PF logo use. Please avoid altering the logo in any of these ways.



Do not fill the logo with an alternate color.



Do not change the color of the logo except to an approved color variant.



Do not distort the logo. Scale proportionately.



Do not place a logo with a white box on a colored background. (Hint: use a logo with a transparent background)



Do not alter colors of the logo.



Do not apply filters to the logo that distort color or texture.



Do not add text to the logo.



Do not use a poor quality logo.



Do not use the old version of the logo (includes bevels and shading).

Use with Other Logos

When used with one or two additional logos, the visual weight of the DOT&PF logo should be greater than or equal to the visual weight of the accompanying logo(s). Factors to consider for visual weight are quality, logo intricacy, contrast, color, and size. For example, when considering color the accompanying logo is full color, so should the DOT&PF logo. When used with more than two other logos, if appropriate, the DOT&PF logo should be treated as the dominant logo. When used with logos of non-state partners, the DOT&PF logo should maintain equal visual weight and should not be seen as subordinate.



Example: Use with one additional logo. While the two logos are not exactly the same size, the logo on the left has comparable visual weight and is sized similarly to maintain balance.

Copyright & Trademark Notice

Please visit our Policies page online for information regarding copyright and trademark: dot.alaska.gov/policies.shtml

Use of the Alaska State Seal

The state seal may only be used for official state business, good cause for a proper purpose, and educational purposes. It is not necessary for state agencies to obtain written authorization for use of the state seal for the conduct of official state business.

In no event shall approval for use of the state seal be granted for political campaign purposes, for advertising, or commercial purposes. Violations of this policy shall be referred to the Attorney General for criminal prosecution.

Permission received for use of the state seal by the Lieutenant Governor is valid only while the Lieutenant Governor that approves the request holds office. Continued use of the state seal beyond the term of office of the Lieutenant Governor that approves a request requires renewed permission from subsequent Lieutenant Governors.

To request permission to use the State Seal contact the [Lieutenant Governor's Juneau Office](#) (907-465-3520) for assistance.

Alaska Statute 44.09.015 Use of seal without permission prohibited.

- (a) A person may not use or make a die of impression of the state seal for any advertising or commercial purpose, unless written permission has first been obtained from the lieutenant governor.
- (b) Violation of this section is a misdemeanor, and upon conviction is punishable by a fine of not more than \$500, or by imprisonment for not more than six month, or by both.



RESOURCES

Downloadable versions of the logo have been made available for a variety of needs, including print, web, and merchandising. You'll also find **Frequently Asked Questions**, and the latest version of these guidelines. Please visit: dot.alaska.gov/branding

If you have a special need for the logo that isn't addressed in these guidelines or on the website, contact the DOT&PF Communications Team for assistance. dot.ask@alaska.gov

As you work with these guidelines, we welcome your input. Please direct all comments and questions to dot.ask@alaska.gov.