

TxDOT BRAND GUIDELINES

ADVANCING THE STANDARD



Keywords:
www.txdot.gov — Brand Guidelines
Crossroads — Brand Guidelines

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1. OUR BRAND

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1. OUR BRAND

ABOUT THESE BRAND GUIDELINES

Our brand is more than just the TxDOT logo, backgrounds and color palettes. Our brand is who we are. This document provides clear guidelines on the use of our logo and brand, which is a critical piece of our identity. The way TxDOT materials look often form the first impressions of Texas citizens.

These guidelines enable us to embody TxDOT's values and goals in a coherent and consistent manner across our visual and written communications.

The Communications Division's Creative Services Section (hereinafter called "Creative Services") is responsible for maintaining this document.

OVERVIEW

TxDOT takes pride in its rich history. Moving forward, we are carrying our solid, core values as building blocks for our future:

- Trust
- Integrity
- Responsibility
- Excellence
- Service

We have come a long way: The history of our logo



You never know what is around the next curve, but today we are working hard and smart to be sure we are ready for any transportation challenge we may face tomorrow.

1. OUR BRAND

MISSION STATEMENT

TxDOT's mission is to work with others to provide safe and reliable transportation solutions for Texas.

Communication material generated on behalf of the department contribute to TxDOT's goals:

- Maintain a safe system.
- Address congestion.
- Connect Texas communities.
- Become a best-in-class state agency.

By keeping these goals in mind, we can communicate and represent our brand consistently and effectively.

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2. VOICE AND MESSAGING

OVERVIEW

TxDOT consists of numerous offices, divisions and districts across the state that produce materials for the common goal of communicating the department's mission and telling TxDOT's story.

TxDOT employs communication professionals in these offices, divisions and districts to keep audiences informed of department activities. In addition to printed materials, TxDOT uses social media tools such as Twitter, Facebook and YouTube to share information.

With every publication, website and channel of distribution, it is important that the department reflects consistency and clarity in its message — whether the audience is the public, business or employees.

STYLEGUIDE

Since much of TxDOT's communication is directed to external audiences, we use the Associated Press Stylebook as our primary editorial authority. Department-wide consistency in writing style builds brand credibility, demonstrates the commitment to high-quality communications and greatly enhances our audiences' understanding of our organization. The TxDOT Publications Styleguide, which complements the AP Stylebook, can be accessed on Crossroads, the department's internal website.

2. VOICE AND MESSAGING

AUDIENCE

When drafting communications materials, you must first identify your audience. TxDOT has five primary audiences: employees, citizens, businesses, government agencies and the Legislature.

Employees

Employees receive information through TxDOT's bimonthly employee magazine, videos, email and Crossroads.

Citizens

Texas has millions of people, with a diversity of linguistic, educational, socioeconomic and cultural backgrounds. The public receives information from TxDOT's external website, news releases, public outreach campaign materials, email, letters and social media.

Businesses

Businesses from contractors to consultants work in partnership with TxDOT to accomplish important tasks and projects. Stakeholders receive information from our external website, press releases and newsletters.

Government

Local, state and federal agencies work closely with TxDOT and receive information from our external website, press releases, newsletters and social media.

Legislature

The legislature works closely with TxDOT and receives information from our external website, press releases, newsletters and social media.

It is important to use respectful, clear and easy-to-understand language for all audiences. Avoid jargon. This includes minimizing use of acronyms and technical terms.

2. VOICE AND MESSAGING

WORDMARK/TEXT TREATMENT

The written identity of the department is either “Texas Department of Transportation” or “TxDOT” for all audiences. When creating collateral for external distribution, use “Texas Department of Transportation” upon first reference; use “TxDOT” when referencing the department thereafter. Never use “TXDOT” with all letters capitalized. Examples of the correct and incorrect use of the wordmark are provided on this page.

Correct:

Texas Department of Transportation officials announced today that Highway 244, Exit 23, will be closed for four-to-six hours for maintenance.

Bill Johnson, *TxDOT*'s executive director, attended the groundbreaking ceremonies of the new Paris District office.

Incorrect:

Many citizens had questions about the highway project at the public hearing posted by *TXDOT*.

3. OUR IDENTITY: LOGO



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3. OUR IDENTITY

LOGO

Dynamic brand strategies use a logo to anchor their identity. TxDOT's brand guidelines are no exception. The TxDOT logo consists of two components: the "Flying T" registered mark and the Signature.

Officially adopted as the TxDOT mark in 1991, the "Flying T" is a stylized letter "T," which was granted trademark protection by the United States Patent and Trademark Office (USPTO) on Nov. 2, 1993. The Signature is our name, depicted in either a one-line or three-line variation, to the right of the lower portion of the "Flying T." Used with the registered "Flying T," these two components create the primary TxDOT logo.

An authorized solid-bar variation of the logo has also been developed solely for video and television. This version bears the TM mark and is discussed in further detail in this section.

Last updated 2012

3-line logo



1-line logo



Solid-bar logo for video and television use



3. OUR IDENTITY

LOGOS: ENGLISH-LANGUAGE VARIATIONS

The logo can be used both internally and externally on all collateral including PowerPoint presentations, reports, memos, posters, brochures and websites. Internal users include TxDOT employees, districts, divisions, offices and other administrative offices. Logos approved for external use are intended for incorporation in collateral that is made available to the public.

These logos are approved for both internal and external use.



3. OUR IDENTITY

THIRD-PARTY LOGO REQUESTS

Third-party requests for use of the TxDOT logo for commercial purposes where there is an existing TxDOT contract will be coordinated through Creative Services. Third-party requests where no contract exists require approval of the Office of General Counsel.



3. OUR IDENTITY

DEPARTMENT VEHICLES

This logo with a modified Signature is used only to identify department vehicles and maintenance equipment. The logo is placed horizontally on the front doors of the vehicle or other areas adequate for display, above or near the equipment number.



3. OUR IDENTITY

TELEVISION AND VIDEO

TxDOT uses a different variation of the logo for television and video. The “Solid-bar Logo” refers to a derivative of the “Flying T” which uses four solid bars in the “T” and bears a ™ rather than an ® to the right of the mark. This modified “T,” coupled with the Signature, creates the “Solid-bar Logo,” whose use is limited to television and video production.

Note this variation bears the ™ rather than the ® mark. This distinction is significant because an ® indicates that the mark is registered with the United States Patent and Trademark Office (USPTO); conversely, a ™ indicates that the mark is not registered with USPTO.

With the exception of the reversed logo variation discussed in these guidelines, use of solid-color logo variations (including black-ink versions of this logo) requires the approval of Creative Services.



3. OUR IDENTITY

SPANISH-LANGUAGE USAGE

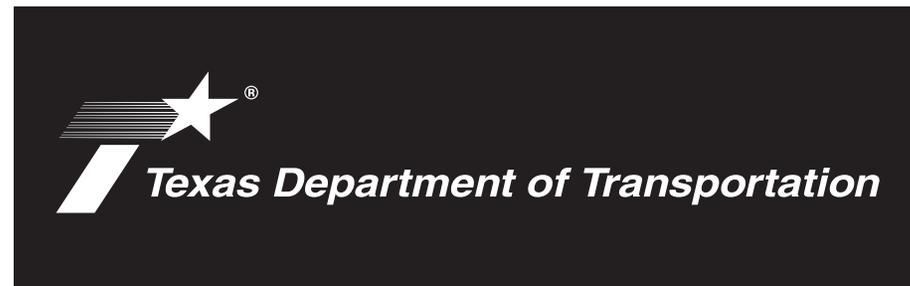
The Spanish-language version of the logo uses the “Flying T” registered mark. As with the English-language variation of the logo, the Spanish-language variation is for both internal and external use.



3. OUR IDENTITY

REVERSED LOGO

Priority should be given to developing collateral in which the current logo can be used. However, when the existing logo will not blend with a particular design, such as a dark or patterned background, the reversed logo may be used, subject the approval of Creative Services.



3. OUR IDENTITY

LOGO USAGE

The most effective way to strengthen TxDOT's brand is through proper and consistent use. To this end, TxDOT requires placement of the approved logo on any materials that are distributed for public consumption, whether through traditional print or electronic media. Some examples of this usage are:

- Stationery
- Forms
- Business cards
- Print newsletters and documents
- E-newsletters
- Safety apparel and hard hats
- Department blogs
- Signage on buildings and grounds
- All TxDOT-owned sites
- Fliers
- Posters
- Brochures

Unauthorized use of the TxDOT logo as stated in these guidelines is prohibited. **Alteration of the TxDOT logo is prohibited.** For questions regarding use of the logo as it applies to these guidelines, contact Creative Services.

3. OUR IDENTITY

REQUESTS FOR USE

Internal

Creative Services is responsible for distribution of the TxDOT logo files within the department. (Requests for use of the logo must be made through the Creative Services Request system on TxDOTNow.) Files for an approved version of the logo may only be provided subject to district engineer, division director or office director approval. Subject to a request and proper authorization as set out herein, Creative Services will provide the logo in the appropriate file format suitable for the intended purpose.

External

Vendor requests for use of the logo must be submitted to the Procurement Division. In the event a license agreement is required, the Office of General Counsel will assist in facilitating this request. For more information on coordinating approval for vendor requests, contact the Procurement Division.



3. OUR IDENTITY

REQUESTS FOR USE

Once the appropriate logo file is provided, changes such as the following cannot be made:

- Resizing logos disproportionately, which distorts the appearance of the approved logo.
- Changing the Signature typeface.
- Deviating from the one-line or three-line version of the Signature.
- Modifying the Spanish-language or English-language versions of the Signature.
- Modifying the standard colors used for the trademarks.
- Modifying the standardized appearance of either of the trademarks.

CORRECT



Logo is placed on a white background with sufficient space surrounding it.



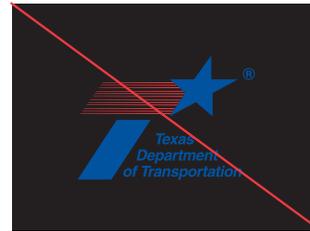
If placed on a dark background, the logo must have sufficient white space surrounding it.

3. OUR IDENTITY

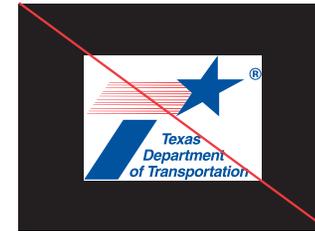
REQUESTS FOR USE

Examples of incorrect use of the logo.

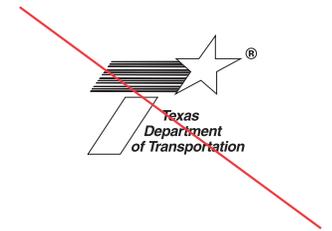
INCORRECT



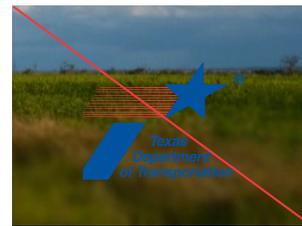
Do not place color logo directly over a dark background.



Do not place logo on a dark background without a sufficient border of white space surrounding it.



Do not use an outlined version of the logo.



Do not place the logo directly over a photograph or any other graphic or image.



Do not alter or re-type the Signature.

3. OUR IDENTITY

LOGO COLORS

Consistency is essential to creating a strong brand. The TxDOT logos bearing the ® are limited to the following ink colors:

- All black ink; or
- Pantone Matching System (PMS) reflex blue (star, Signature and vertical stroke of the “T”) and 185 red (horizontal strokes of the “T”), or the CMYK or RGB equivalent

With respect to the television and video variation of the logo, which bears the ™ mark, the ink colors are limited to Pantone Matching System (PMS) reflex blue (star, Signature and vertical stroke of the “T”) and 185 red (horizontal strokes of the “T”), or the CMYK or RGB equivalent.

Used for Video/TV



The color specifications for the TxDOT logo are:

RED
PANTONE 185 CVC

C:0 M:91 Y:76 K:0
R:238 G:62 B:66

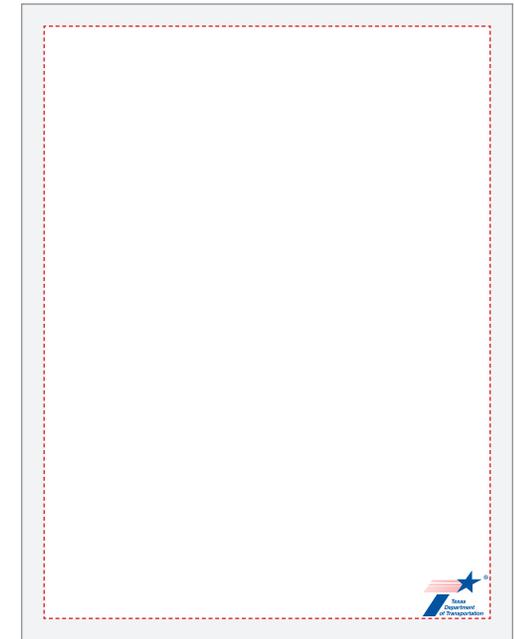
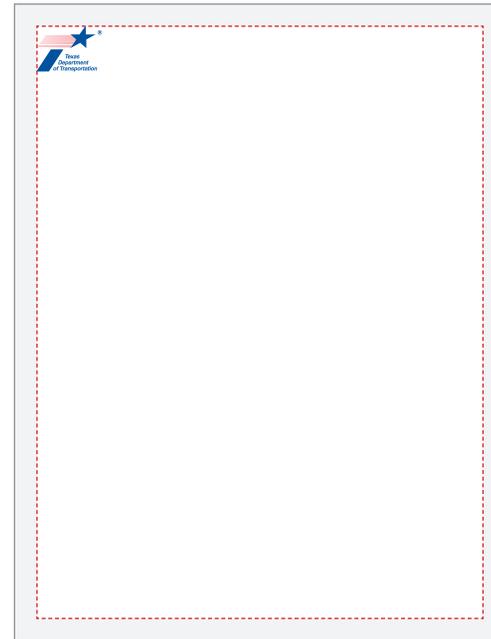
PANTONE REFLEX
BLUE CVC

C:100 M:72 Y:0 K:6
R:0 G:83 B:160

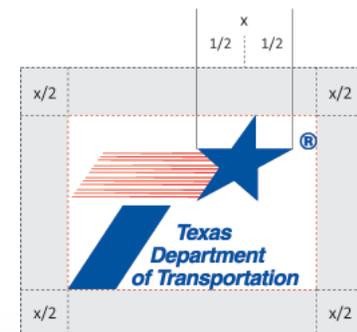
3. OUR IDENTITY

PLACEMENT

Placement of the logo, including the amount of clear space surrounding the logo, is essential to proper use. The absolute minimum amount of clear space that can surround the logo is equal to half the width of the star. Additionally, ensure that any placement of the logo avoids superimposing it over a patterned background, which would not maintain the prescribed clear space as described in this section. Note that the clear space requirements apply to all versions and formats of the TxDOT logos.



-  **No-Logo Zone**
-  **Logo Boundary**

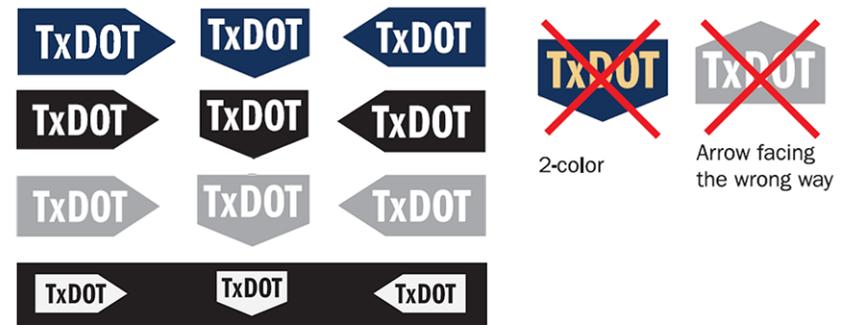


3. OUR IDENTITY

TEXT TREATMENT

If the collateral in question is patterned, dark or designed in such a way that the logo is not suitable, a text treatment can be used, subject to prior approval from Creative Services. The text treatment consists of a right, left or down-ward facing arrow with “TxDOT” inside in reverse lettering. Examples of this text treatment are illustrated on this page. As with the logos, the colors, sizes and shape of these text treatment graphics cannot be altered.

Note: Do not use the text treatment in developing websites.



3. OUR IDENTITY

LOGO: DO'S AND DON'TS

Do:

- Use the approved version of the TxDOT logo with the proper markings ® or ™
- Maintain the integrity and proportions of the logo.
- Maintain the design integrity of the logo.
- Use the correct size of the logo.
- Use the logo in color when used against a white background.
- Integrate the logo as a key element of the design.
- Use the logo as it is designed and do not separate elements or break the logo apart.
- Place the TxDOT logo away from other logos to give it prominence.
- Contact Creative Services should you need assistance or have questions regarding logo use.

Don't:

- Alter the logo in any way.
- Crowd the logo next to other logos or diminish the required white space around the logo as presented in the guidelines.
- Add other design elements to the logo (outlines, animation, flashing graphics, shades, backgrounds, strokes or drop shadows, for example).
- Distort the logo's proportions.
- Crop the logo or align it to the corner/edge of a page.
- Use any unapproved colors or color combinations on the logo.
- Add the logo in any remaining space as an afterthought or filler.
- Use the logo as part of a sentence, phrase or headline.
- Tie in any business, division, district or office names, product names, slogans, tag lines or other phrases with the TxDOT logo, without prior approval.
- Use anything other than high-resolution artwork or approved downloadable files from TxDOT publications to reproduce the logo.
- Use animation or any flashing in any element of the logo.
- Combine the mark with that of another organization, such as next to the state seal, unless the other organization is an equal or greater contributor to the document or project.
- Use the mark with any other text treatment other than the official Signature.

3. OUR IDENTITY

EXCEPTIONS

Exceptions to TxDOT's logo use require written approval of the Communications division director. All such requests should be submitted through Creative Services, which is responsible for maintaining the integrity of the TxDOT logo.

There are three (3) exceptions to the use of the official TxDOT logo:

- Video/TV – use the color Solid-bar logo with the ™ mark.
- Vehicles – use the three-line color version of the logo created specifically for use on TxDOT-owned vehicles.
- Reversed logo – use against dark, tiled, patterned or shaded backgrounds.

DISTRICT/DIVISION/OFFICE LOGOS

As previously stated, use of any logos other than the official TxDOT logo requires the written approval of the Communications division director. This includes the development or display of logos for individual districts, divisions, programs and offices. If use of such logos is already in place, this use should be limited to the intended audience, rather than a replacement of or supplement to the TxDOT logo. The TxDOT logo will replace the district, division or office logo at the next revision or printing, whichever comes first.

USE OF LOGOS INCORPORATED INTO TxDOT'S CAMPAIGNS

Logos used as part of the department's campaigns, such as "Click It or Ticket" and "Don't mess with Texas ®," require the approval of the division for which the logo was created. Unless prior approval is obtained from the respective division, these logos cannot be used for any other purpose other than what was originally intended.

3. OUR IDENTITY

DESIGN ELEMENTS: TYPOGRAPHY

Typography is an important aspect of our brand identity. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent and do not conflict with other style elements in these guidelines.

The preferred typeface for all TxDOT communications is Franklin Gothic. We use this typeface in two (2) weights: Book and Demi.

Franklin Gothic Demi should be used for headlines, titles, subheadings and/or callout text.

Franklin Gothic Book should be used for standard body copy (text).

If the preferred typeface does not fit the particular theme, style or design of your collateral, select an alternate typeface consistent with these guidelines.

AaBbCc 123
Franklin Gothic Book

AaBbCc 123
Franklin Gothic Book Italic

AaBbCc 123
Franklin Gothic Demi

AaBbCc 123
Franklin Gothic Demi Italic

3. OUR IDENTITY

DESIGN ELEMENTS: TYPOGRAPHY

Capitalization, color and text size may also be used to set important text or headlines apart from body copy but should only be used sparingly.

When typesetting headlines, the leading (the distance between the baselines of successive lines of type, also known as linespace in word processing terminology) should be 15 percent larger than the type size. When setting body copy, the leading should be 25 percent larger than the type size (see examples to the right).

Body column width should ideally be between seven and nine words in length, but balance well within the page content area.

This is an example
of caption text. 9/10.5

As dollestiatum con pratem dolupta dolor sint
molessendam, idus minctas sunteni mpores
et voluptiant quat hiliquam non sequias etum
ni re est que endi cuptat. 9/11.25

This is an example
of standard text. 12/13.5

As dollestiatum con pratem dolupta dolor sint
molessendam, idus minctas sunteni mpores
et voluptiant quat hiliquam non sequias etum
ni re est que endi cuptat. 12/14

**This is an example
of callout text. 14/16**

**As dollestiatum con pratem dolupta dolor sint
molessendam, idus minctas sunteni mpores
et voluptiant quat hiliquam non sequias etum
ni re est que endi cuptat. 14/17.5**

3. OUR IDENTITY

BRAND COLORS

Our colors embody where TxDOT is today and where we are going. Simple tones of TxDOT blue, TxDOT brown and TxDOT gray infuse our style with a contemporary elegance and a steady strength.

COLOR PALETTE

TXDOT BLUE



CMYK:
100 80 40 30

RGB:
15 56 90

HEX:
#14375A

PANTONE:
7694C

TXDOT BROWN



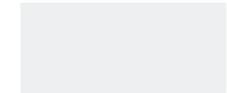
CMYK:
17 58 100 03

RGB:
204 123 41

HEX:
#CC7B29

PANTONE:
7565C

TXDOT GRAY



CMYK:
06 04 04 0

RGB:
236 237 237

HEX:
#ECEED

GRADIENTS

BLUE BLEND



CMYK:
100 80 40 30
75 45 0 20

RGB:
15 56 90
57 106 162

HEX:
#14375A
#396AA2

BROWN BLEND



CMYK:
17 58 100 03
0 55 99 0

RGB:
204 123 41
246 139 31

HEX:
#CC7B29
#F68B1F

GRAY BLEND



CMYK:
06 04 04 0
0 0 0 0

RGB:
236 237 237
255 255 255

HEX:
#ECEED
#FFFFFF

3. OUR IDENTITY

ILLUSTRATIONS AND PHOTOGRAPHY

Our communications frequently contain visual elements and should embody the message of the communication with simple, uncluttered and relevant images. Do not use unauthorized clip art and other “stock” images. This includes images found online.

Photographs should be warm, real, authentic and candid. In addition, images should reinforce the department’s ethos as a good steward of the environment and taxpayer dollars.

RIGHTS-USE

All artwork not obtained through Creative Services (including illustrations, photography and design elements) must have written permission/licensing to be used. (Emailed permission is acceptable).

Before selecting an image, ask yourself the following questions:

- Does this image feel natural and shot somewhere other than a studio?
- Is this image full-color and free of any treatment?
- Does the image feel unique and not like a stock photo?
- If present, is the TxDOT logo visible and clear and in-focus?
- Is the background free of unsightly clutter?

Creative Services’ Media Production Section maintains an extensive photo library, which can serve as a valuable resource in selecting images for communication materials. Photography requests are sent to the Media Production Section.

3. OUR IDENTITY

ILLUSTRATIONS AND PHOTOGRAPHY

Brand-compliant Images

The images on this page demonstrate images that are within brand.

Note: Do not use unauthorized “stock” images. This includes images found online.



Candid depiction of people interacting



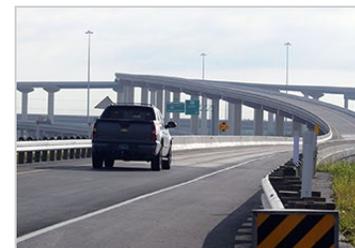
TxDOT logo is visible and clear, personnel in action



The natural feature is the focal point; roadway is in good condition



Children are following proper safety precautions



Good composition and perspective; overpass is the focal point



Commission is in action, with faces visible

3. OUR IDENTITY

ILLUSTRATIONS AND PHOTOGRAPHY

Non-brand-compliant Images

The images on this page demonstrate images that are not within brand.

Note: Do not use unauthorized “stock” images. This includes images found online.



No faces, no interaction, blurry images



TxDOT equipment obscured, shot cluttered



Unsightly road; no natural focal point or narrative



Animated images that do not add value to your message



Cluttered, poor composition, no focal point



Nondescript, poor lighting, people looking down

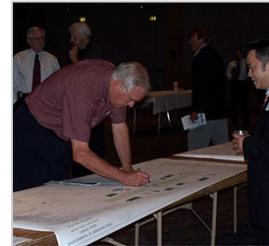
3. OUR IDENTITY

ILLUSTRATIONS AND PHOTOGRAPHY

Images to Avoid

The examples provided on this page demonstrate errors often made when selecting images.

Note: Do not use unauthorized “stock” images. This includes images found online.



Insufficient contrast



Desaturated/altered color palette



Inappropriate/inappropriately provocative content



Staged/posed



Excessively abstract/conceptual



Cluttered, unsightly background



Not in line with TxDOT goals and values



Excessive use of special effects that do not add value to your story and convolute your message



Unlicensed clip art

3. OUR IDENTITY

CLIP ART

Clip art from any unlicensed source is prohibited. Availability on the internet does not mean clip art is in the public domain.

Creative Services has a licensed source for illustrations and photographs, which can be incorporated into the customer's request. A customer can browse the selection of TxDOT's licensed material by contacting Creative Services. Once the desired image is chosen, the customer submits a Creative Services Request with either a copy of the image or the identification number. Creative Services will process the request and provide the image.



3. OUR IDENTITY

DESIGN ELEMENTS: VIDEO

Video programs must display the correct TxDOT logo for television and must clearly show the name of the entity that produced the program. Programs produced for distribution on TxDOT's websites must adhere to existing TxDOT encoding standards. Video programs produced for broadcast must adhere to established Federal Communications Commission (FCC) broadcast standards.



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4. BRAND IN ACTION

CAMPAIGN COLLATERAL

TxDOT educates the public through various campaigns. Sometimes the department works with third-party vendors to develop many of the tools to create campaigns for educational purposes. In those instances, information developed as part of a campaign will likely become property of TxDOT. As such, any materials developed as part of these campaigns can be posted on the TxDOT website. However, there may be exceptions or limitations to ownership and licensed use of the material. Therefore, when in doubt, contact the division for whom the campaign collateral was created prior to posting on the TxDOT website.

Vendors who develop the campaign materials may be allowed to link their website to this information on TxDOT.gov. However, the official location of this content remains with TxDOT. Examples include but are not limited to:

- Websites
- Newsletters
- Brochures
- Reports/studies
- Posters



TEXAS DEPARTMENT OF TRANSPORTATION

4. BRAND IN ACTION

WEBSITES

The term “websites” refers to TxDOT’s two primary sites: TxDOT.gov (external) and Crossroads (internal). The department also has a host of third-party sites developed in partnership with or on behalf of TxDOT. These sites must adhere to the TxDOT brand guidelines.

Creative Services’ Web team provides review and coordination of vendor-developed websites to ensure they comply with the TxDOT brand. In situations where external sites are partnerships between TxDOT and the vendor, considerations are given to the design, look and feel of the partnered site. Considerations are given to language in existing comprehensive development agreements with those private partners.

For websites developed on behalf of TxDOT by third parties, the web address (URL) will be owned and purchased either by TxDOT or on behalf of TxDOT. If you need to purchase a website address, contact Web Services.

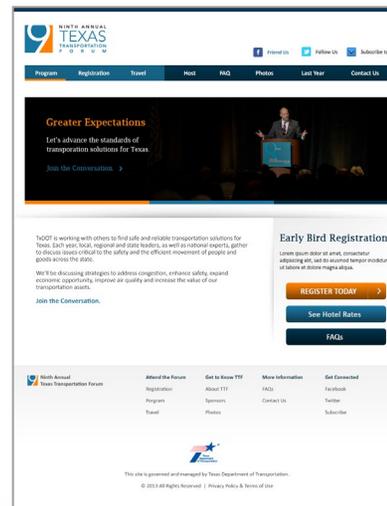
Note: Do not use text treatment in developing websites.



TxDOT Website - Home Page



TxDOT Website - Driver Page



Texas Transportation Forum Website - Home Page



My35 Website - Home Page

4. BRAND IN ACTION

WEBSITE BANNERS

Website banners call attention to important or privileged content while also adhering to the department's communication design standards.



4. BRAND IN ACTION

MOBILE WEBSITES

TxDOT.gov offers an easy-to-use, graphics-centered mobile application that carries over the look and feel of the desktop site. As is the case with a desktop website, all websites formatted for mobile devices must adhere to these guidelines.

Do:

- Contact the Creative Services Web team should you need assistance or have questions regarding our mobile site.

Don't:

- Engage vendors to develop applications without consulting Creative Services.



TxDOT Mobile Website
Home Page

4. BRAND IN ACTION

NEWSLETTERS/E-NEWSLETTERS

Newsletters and e-newsletters continue to play a role in TxDOT's communications strategy. Conforming this collateral to these guidelines maintains the overall consistent look and feel of TxDOT's communication strategy.

Do:

- Contact Creative Services should you need assistance with newsletters or e-newsletters.
- Consider e-newsletters over printed newsletters when possible. (E-newsletters are more cost-effective and easier to publish and distribute).

Don't:

- Alter the size, images, layout or design of the newsletter format or its elements.

4. BRAND IN ACTION

NEWS RELEASES

News releases are used to communicate with members of the press and follow a format prescribed by Media Relations. The required news release format shown on this page not only complies with these guidelines, but also provides a uniform, easy-to-read format that will effectively communicate TxDOT's message.

Note that the body copy of the news release should be in Franklin Gothic font. However, if this font is not available for your Web-based material, Arial font can be substituted for Franklin Gothic.

Divisions working with vendors to develop campaign collateral on behalf of TxDOT will coordinate with Media Relations and publish educational materials on the department's news release template. Media Relations will work with the division, district, or office on this news release.

The screenshot displays a news release template for the Texas Department of Transportation. At the top left is the TxDOT logo, featuring a blue star with red and white stripes and the text "Texas Department of Transportation". To the right of the logo is the text "NEWS RELEASE". Below the logo is the contact information "MediaRelations@txdot.gov" and "512-463-8700". A social media sharing section includes icons for Facebook, Twitter, YouTube, and a download icon, with labels "Share This", "Tweet This", "Download Video", "Download Photos", and "Watch on Youtube". The main content area starts with a "TITLE HERE" and "Subheading here" placeholder. Below this is a "Date here" placeholder. The body text consists of several paragraphs of placeholder text, including a bolded "AUSTIN" section. At the bottom, there is a paragraph of text about TxDOT's mission, followed by "Our Goals:" and a list of goals: "Maintain a Safe System", "Address Congestion", "Best-in-Class State Agency", and "Connect Texas Communities". Below the goals is the text "An Equal Opportunity Employer". At the very bottom, there are links for "www.txdot.gov", "TxDOT on Facebook", and "TxDOT on Twitter".

4. BRAND IN ACTION

BROCHURES

Printed materials such as brochures, whether multi-page or multi-panel, are an effective and versatile way to engage audiences. They can be distributed actively at public meetings, passively at rest stops and gas stations, and indirectly through third parties such as local business or community groups. The conforming brochure displayed here is the governing standard for TxDOT brochures. The Creative Services team is responsible for the creation of brochures. Any changes to this brochure format must be approved by Creative Services.

When brochures are developed by third parties, submit a copy to Creative Services prior to printing to ensure the document is in compliance with our brand standards.

Do:

- Contact Creative Services should you need assistance.

Don't:

- Alter the size, images, layout or design of the brochure format or its elements.

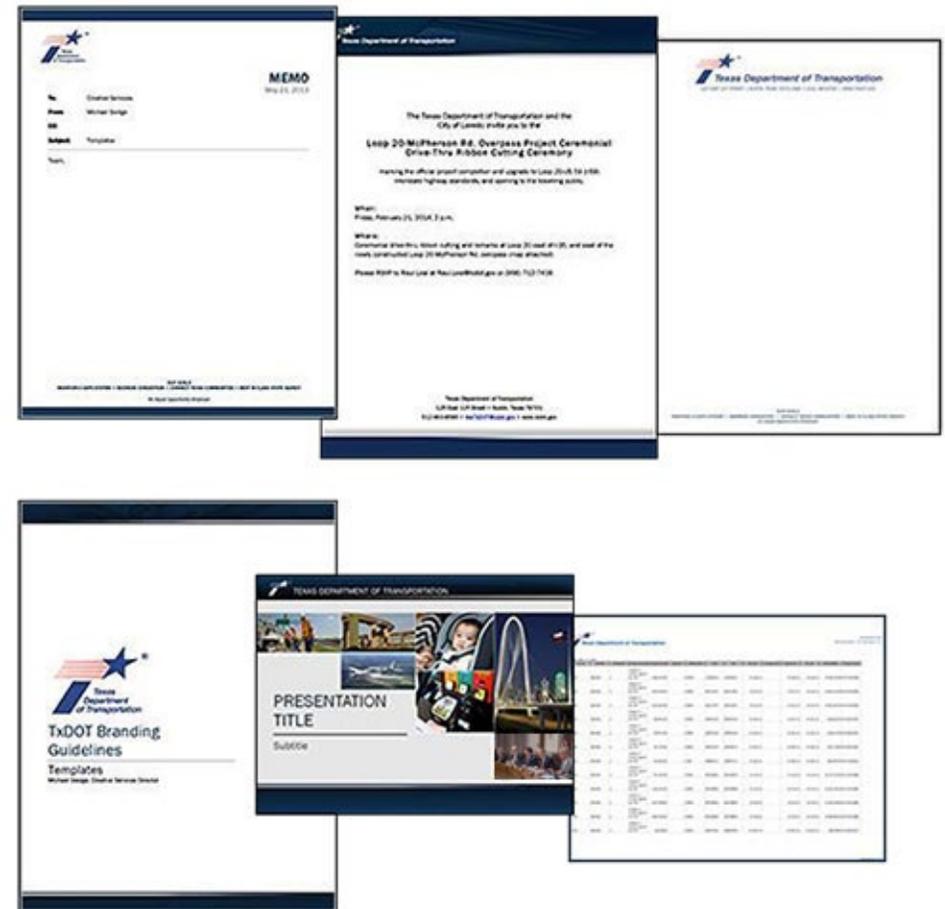


4. BRAND IN ACTION

BRAND TEMPLATES

Creative Services has created brand-compliant templates for use in general office applications. A link to these templates and instructions for use are located on the Communications Division's web page. Although a few of these templates are specifically discussed in these guidelines, generally the format, look and feel of these templates should not be altered in any way that would affect their compliance with the guidelines. Please contact Publishing and Design Services with any questions regarding downloading and use of these templates.

Please note that these templates are updated regularly as customers provide their valuable feedback. Therefore, these templates should be downloaded directly from the Communications Division's web page each time in order to ensure that the most recent version is used.



4. BRAND IN ACTION

REPORTS/STUDIES/TECHNICAL DOCUMENTS

Reports, studies and technical documents provide important information to their intended audience. Because of the technical nature of these documents, it is also important to include a one-page executive summary for the public. The displayed format is the governing standard for reports, studies and technical documents. Any changes to the reports/studies/technical documents format require approval of Creative Services.

When reports, studies or technical documents are developed by third parties, submit a copy to Creative Services prior to printing to ensure the document is in compliance with our brand standards.

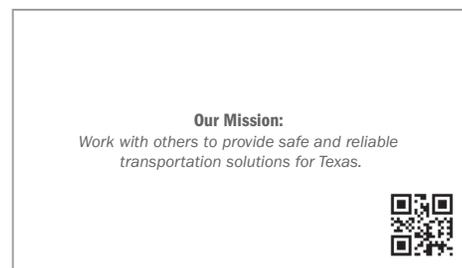


4. BRAND IN ACTION

BUSINESS CARDS

The business card is an important building block of any brand. It is a snapshot of who we are and what we do — individually and as a department. The displayed format is the governing standard for business cards.

Business cards are processed internally within TxDOT by Creative Services. Changes to business card templates must be approved by Creative Services.



4. BRAND IN ACTION

POWERPOINT PRESENTATIONS

Our department uses PowerPoint presentations to convey messages to small and large groups. The photos on the main slide of the PowerPoint cannot be changed. However, subsequent slides can be changed to suit the needs of the presentation but must comply with the brand look and feel. The Creative Services team has designed a number of PowerPoint covers for a variety of subject matters, so districts, divisions and offices can gain exposure to their programs.

Do:

- Use the wide-screen PowerPoint for Commission Meeting presentations (mandatory).
- Add properly approved photos to the second slide, *not* the main slide.
- Maintain the integrity and proportions of the design.
- Save your work frequently.
- Ask for help when you need it.
- Print copies of the PowerPoint using black and white ink.

Don't:

- **Change the photos on any of the covers.**
- Use clip art or photos without proper approval.
- Resize the PowerPoint or alter formatting.
- Use distracting animation effects which add no value to your presentation.

Widescreen



Widescreen version **must** be used for Commission Meeting presentations.

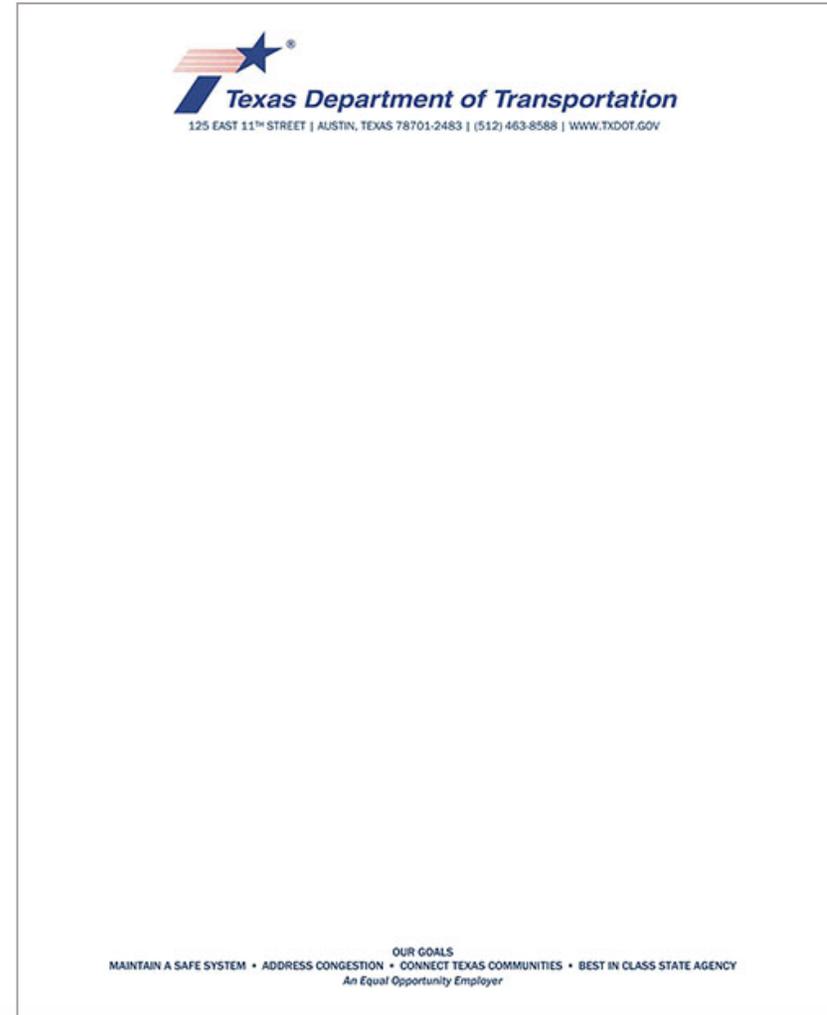
Standard



4. BRAND IN ACTION

LETTERHEAD

An electronic letterhead template is available for download and use. This template, along with other brand-compliant business templates, can be found on the Communications Division's web page. The default font and font size for the body copy is Franklin Gothic 11 pt. If a return address is required in your correspondence, the alternate address should be noted in the body of the letter.



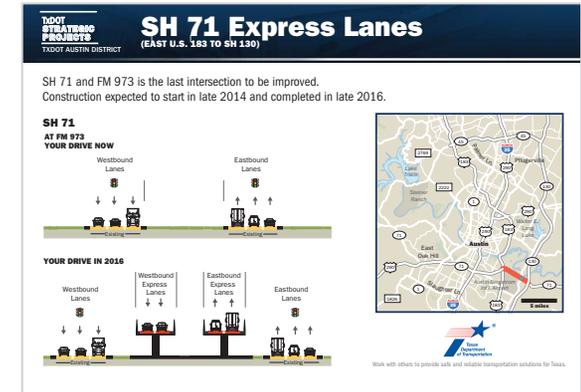
4. BRAND IN ACTION

POSTERS

Posters can significantly increase the number of impressions our message has on an audience. In high-traffic areas, posters broaden our reach. In targeted areas, posters allow us to hone our message to a specific audience. Selecting the right images, color scheme and font type is an essential element of poster design.

A well-designed poster visually engages an audience from a distance and draws them in to receive important messages about safety, projects or events. The displayed formats are examples of governing standards for posters. For assistance with poster design, contact Creative Services.

Creative Services is responsible for creating department posters. In instances where posters are developed by third parties for the department, Creative Services will review final products prior to publication.

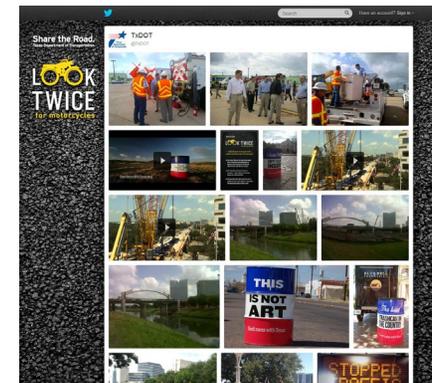
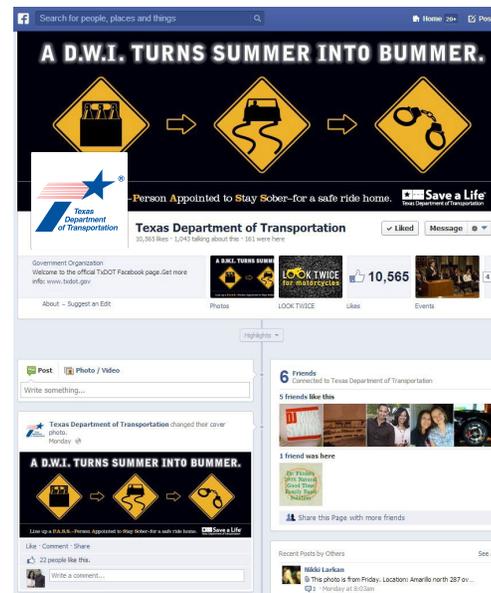


4. BRAND IN ACTION

SOCIAL MEDIA

Social media sites like Facebook and Twitter continue to change the way the world communicates and should be aggressively leveraged across the department. Oversight of TxDOT social media activities is the responsibility of Media Relations. Guidelines for using social media are maintained by Media Relations. The displayed formats are the governing standards for social media. Any changes to the formats require approval of Creative Services.

Requests for social media sites must be coordinated through Media Relations.



4. BRAND IN ACTION

SURVEYS

Our department uses surveys to identify improvement opportunities, educate our constituents, monitor user satisfaction and measure public perception about how we are doing our job.

The Communications Division can assist you with setting up surveys using our licensed resource.

Unless prior approval is granted, surveys are the responsibility of the Communications Division.

Do:

- Contact Creative Services should you need assistance developing and publishing surveys.
- Consider an online survey for convenience and cost efficiency.

Don't:

- Engage vendors to develop surveys without consulting Creative Services.



4. BRAND IN ACTION

EMAIL TAGLINES

TxDOT develops a standardized, department-wide email tagline each month, which increases employee awareness internally, educates the public externally and promotes the TxDOT brand through selected, rotating key messages to the public. Email taglines are programmed for use throughout the department. Districts, divisions and offices are prohibited from creating their own email taglines.

Email taglines are primarily managed by Creative Services. Suggestions for email taglines should be submitted to Creative Services.



A ticket for every seat.



Hurricane season: Be Smart. Get a Head Start.
Hurricane season is June through November.

4. BRAND IN ACTION

VIDEO

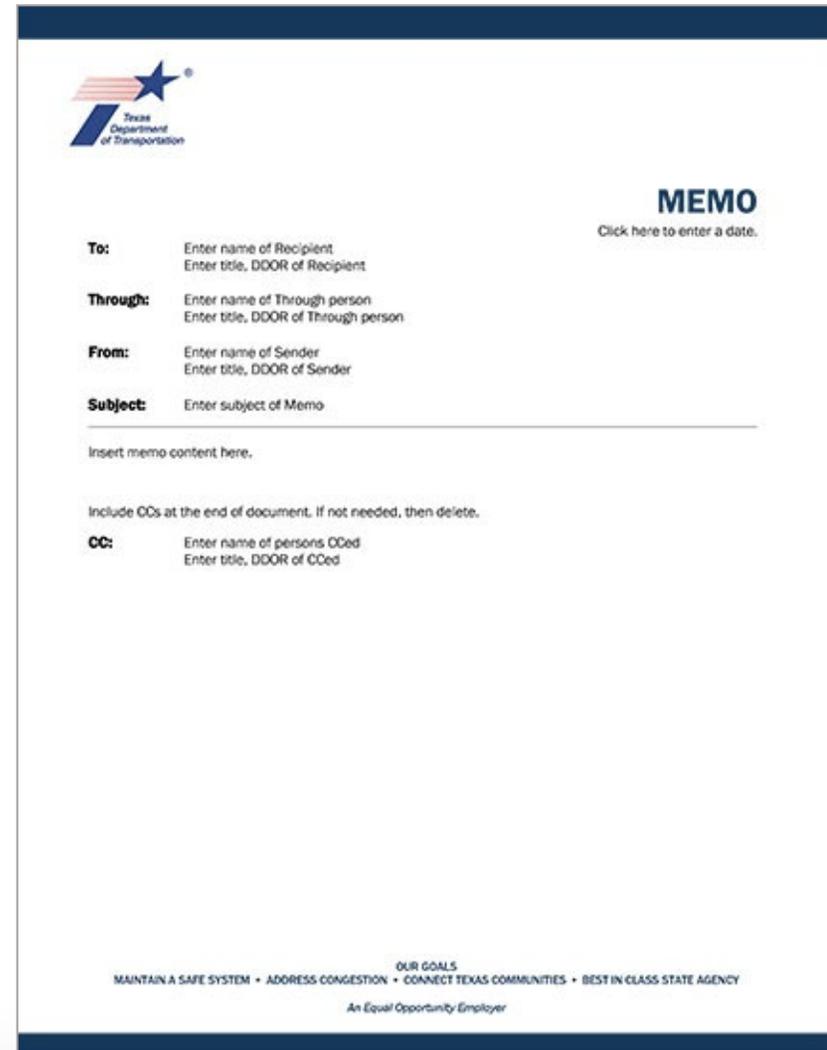
TxDOT uses video to tell our many stories to external and internal audiences. Video programs connect people to concepts and ideas and to each other in engaging ways. TxDOT distributes video using websites, broadcasts, DVDs and presentations. TxDOT's YouTube channel is maintained by Media Relations.



4. BRAND IN ACTION

MEMOS

Memos serve to disseminate information internally within TxDOT, whether to inform employees of a policy change or encourage them to take action. When writing a memo, make sure that you connect your purpose with your audience. TxDOT memos should comply with the standard layout illustrated on this page. Use only the current standardized template and do not alter the size, layout or design of the template or its elements. The template provided on this page is the governing standard for all TxDOT memoranda. Any requests for modifications to this template must be approved by Creative Services.



The image shows a screenshot of the TxDOT Memo template. At the top left is the TxDOT logo, which features a blue star with a red and white striped tail, and the text "Texas Department of Transportation" below it. In the top right corner, the word "MEMO" is written in a large, bold, blue font, with a smaller link "Click here to enter a date." below it. The main body of the form contains the following fields:

- To:** Enter name of Recipient
Enter title, DDOR of Recipient
- Through:** Enter name of Through person
Enter title, DDOR of Through person
- From:** Enter name of Sender
Enter title, DDOR of Sender
- Subject:** Enter subject of Memo

Below these fields is a horizontal line, followed by the text "Insert memo content here." and "Include CCs at the end of document. If not needed, then delete." Below this is the **CC:** field: "Enter name of persons CCed" and "Enter title, DDOR of CCed".

At the bottom of the page, there is a footer with the text: "OUR GOALS" followed by "MAINTAIN A SAFE SYSTEM • ADDRESS CONGESTION • CONNECT TEXAS COMMUNITIES • BEST IN CLASS STATE AGENCY" and "An Equal Opportunity Employer" below that.

4. BRAND IN ACTION

FLIERS

Fliers are used as a clear, timely tool to reach target audiences. The simplicity and brevity of a one-page flier can still emphasize the TxDOT brand.

Do:

- Contact Creative Services should you need assistance with the flier.

Don't:

- Incorporate images, photographs or graphics that are inconsistent with these guidelines.

Governor's Community Achievement Awards
Ten winning communities will share \$2 million in landscape awards -- **your community could be next!**

CATEGORY	LANDSCAPE AWARD OF
1. Up to 3,000	\$90,000
2. 3,001-5,500	\$110,000
3. 5,501-9,000	\$130,000
4. 9,001-15,000	\$160,000
5. 15,001-25,000	\$180,000
6. 25,001-40,000	\$210,000
7. 40,001-65,000	\$250,000
8. 65,001-90,000	\$270,000
9. 90,001-180,000	\$290,000
10. 180,001+	\$310,000
TOTAL	\$2,000,000

The GCAA Recognize Achievement in Seven Areas:

- Community Leadership and Coordination
- Public Awareness
- Education
- Beautification and Community Improvement
- Litter Prevention and Cleanup
- Solid Waste Management
- Litter Law and Illegal Dumping Enforcement

Communities receiving the highest score in each population category will be named the winners.

How can your community spend its winnings?

Katy, winner 2001, 2007, 2010, 2013

Dickinson, winner 1993, 1996, 2003, 2007, 2011

Irving, winner 1997, 2010, 2014

All Texas communities are eligible to win, regardless of KTB affiliation. Applications are due February 3, 2015 by 5:00 pm and must chronicle your community's efforts between January 1 and December 31, 2014. For more information visit www.ktb.org, send an email to awards@ktb.org, or call 1-800-CLEAN-TX.

The GCAA are sponsored by Keep Texas Beautiful and funded by the Texas Department of Transportation.

NEED HELP?

SUPPORT RESOURCES

The teams listed below can assist with questions regarding these guidelines. Start with Creative Services as your first point of contact if you need help.

Call Us:

Creative Services	(512) 416-2360
Media Production	(512) 486-5844
Office of General Counsel	(512) 463-8630
Procurement Division	(512) 416-2401
Web Services	(512) 416-3421
Publishing Design	(512) 486-5896
Reprographics	(512) 416-2129

Email Us:

CMD-PDS@txdot.gov

