



## FDOT Logo

# Usage Guidelines

This guide should be referenced when developing print, digital, or video media using the Florida Department of Transportation logo. The purpose of this document is to ensure consistency, predictability and repeatability in the Department's brand.

**Florida Department of Transportation**

Last Revised August 22, 2017

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# Introduction

Learn more about the development of the current FDOT logo.

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On Friday, November 22, 2013, the Florida Department of Transportation implemented a new agency logo, which replaced the previous version from 1989. More than 200 entries were submitted by the general public for FDOT consideration. The final rendering was ultimately selected by employee vote.

The logo may be used in lieu of text to state the name of the Florida Department of Transportation. In addition, it is available for use in printed material or electronic media and can be reproduced in color, black, white or grayscale.

The logo contains the capitalized letters FDOT; an artistic rendering of the State of Florida to the right of the letters; and a two-lined arch below the letters that transitions from large to small, merges at the right, and leads to the lower portion of the state.

The FDOT logo is registered in the United States Patent and Trademark Office under U.S. Registration No. 86171699, registered January 22, 2014.

For additional information on the logo, or its intended use, please contact:

## **FDOT PUBLIC INFORMATION OFFICE**

605 Suwannee Street, M.S. 54  
Tallahassee, FL 32399-0458  
Phone: (850) 414-4590  
Fax: (850) 414-4085

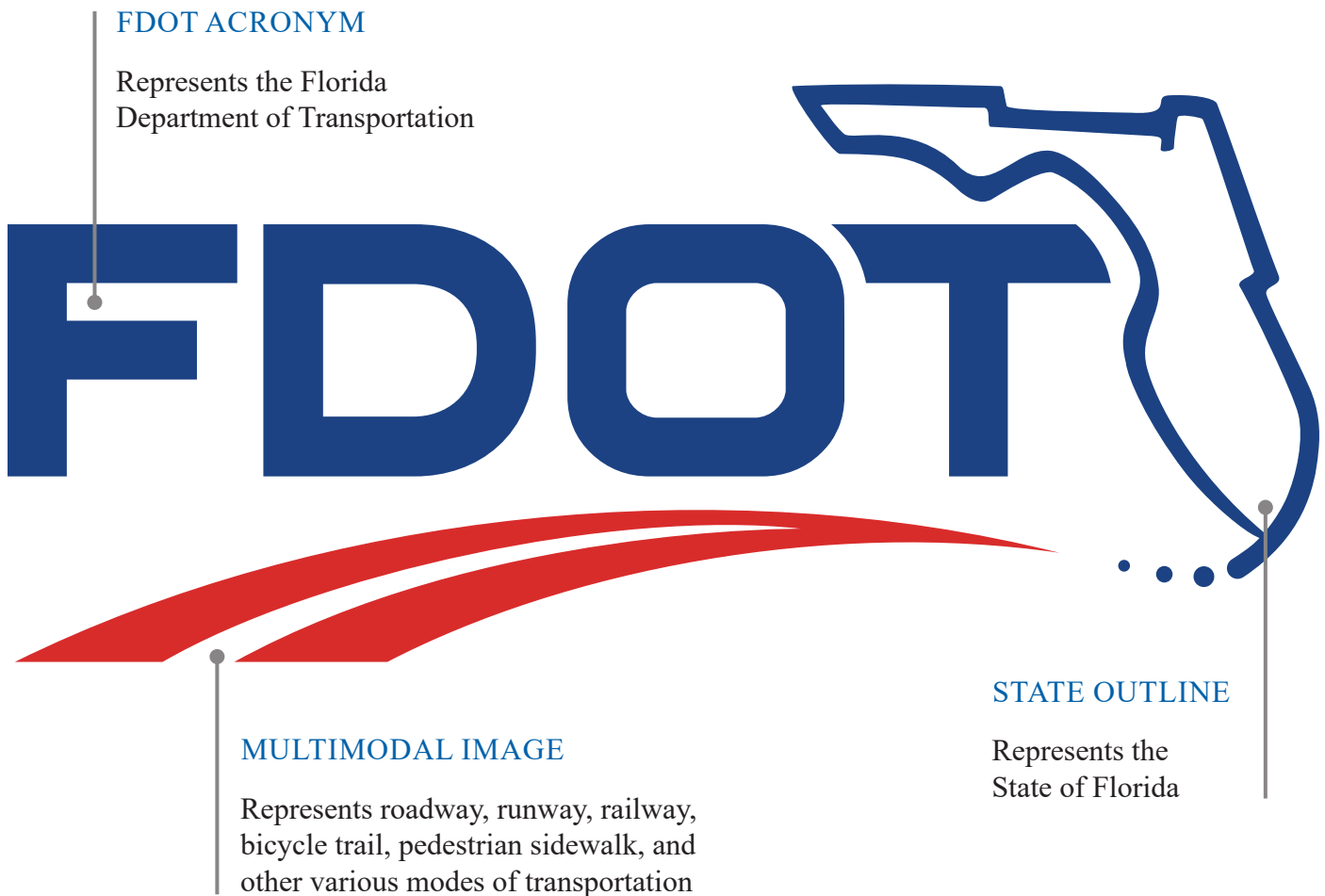
OR

## **FDOT OFFICE OF THE GENERAL COUNSEL**

605 Suwannee Street, M.S. 58  
Tallahassee, FL 32399-0458  
Phone: (850) 414-5265  
Fax: (850) 414-5264

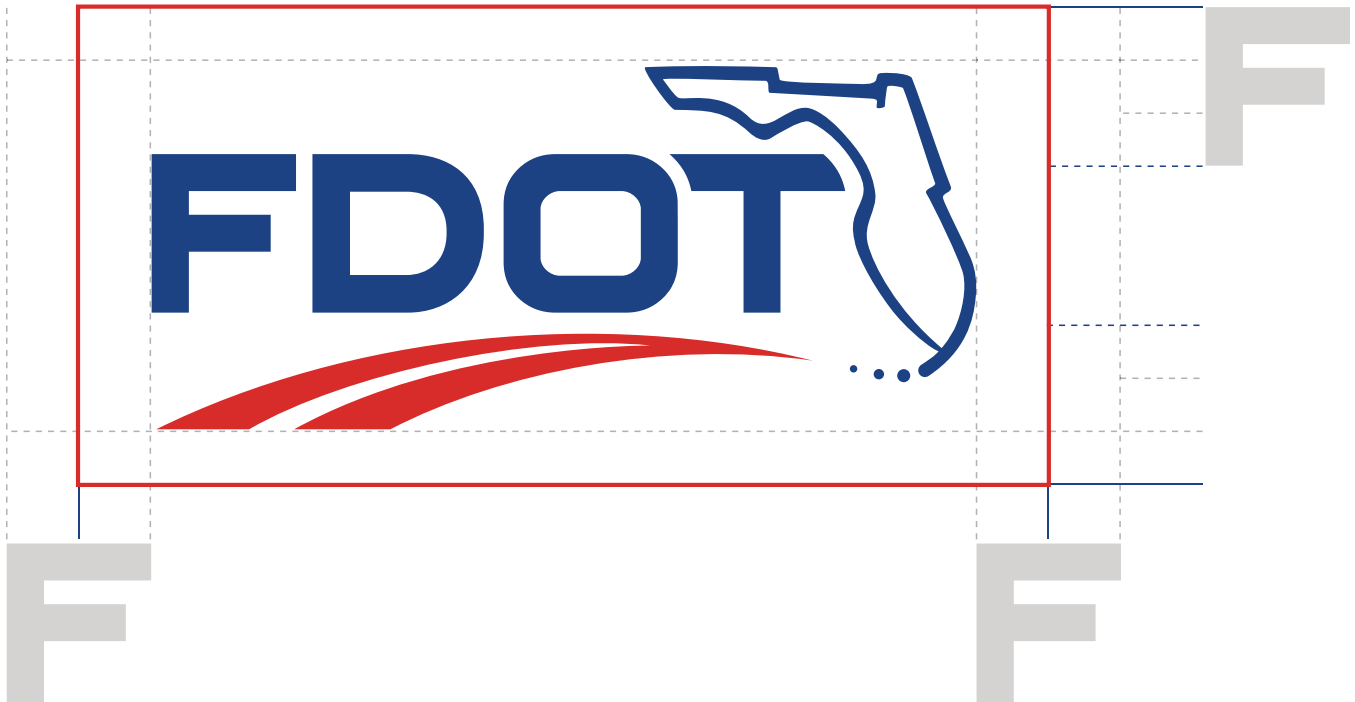
# FDOT Logo Elements

The Florida Department of Transportation logo is comprised of the FDOT acronym and two icons that represent both the state of Florida and transportation.



# FDOT Logo Spacing Requirements

To prevent any text or images from interfering with the logo and appearing as though they may belong to the logo, a margin is required.



Nothing should be placed within the red box surrounding the FDOT logo. This spacing may be approximated by the percentage of the “F” height and width at any size (see the above diagram). When in doubt, allow for extra margin.

.....

**LEFT AND RIGHT SPACING**

Equal to **1/2 “F” width**

.....

**TOP AND BOTTOM SPACING**

Equal to **1/3 “F” height**

.....

# FDOT Colors and Fonts

The official logo colors include specific shades of blue and red that have been identified for digital use, digital printing and offset printing. Suggested fonts are not required but are recommended.



.....

HEXADECIMAL #1F4283

.....

RGB R31 G66 B131

.....

CMYK C100 M85 Y19 K5

.....

PMS UNCOATED Pantone 280 U

.....

PMS COATED Pantone 294 C

.....

.....

HEXADECIMAL #D72E2A

.....

RGB R215 G46 B42

.....

CMYK C10 M96 Y97 K1

.....

PMS UNCOATED Pantone 1795 U

.....

PMS COATED Pantone 032 C

.....

The text in the FDOT logo is custom-drawn and not part of a font family.

The following serif and sans serif font families are department standards for correspondence and materials.

.....

SERIF Times New Roman

.....

SANS SERIF Arial, **Arial Black**

.....

# FDOT Logo Color Variations

The FDOT logo may be printed in color, grayscale, or black and white. It may also appear on either light or dark backgrounds. Four acceptable color variations are available for these applications.



## COLOR

- Original blue and red
- For use on light color backgrounds



## GRAYSCALE

- Dark and light gray
- For use in place of red and blue for grayscale printing



## BLACK

- Single color black
- For use on light color backgrounds or for single color printing



## WHITE

- Single color white
- For use on dark color backgrounds

# FDOT Logo Misuse

The following examples illustrate ways the FDOT logo should not be used.



Modifying colors



Creating color fills



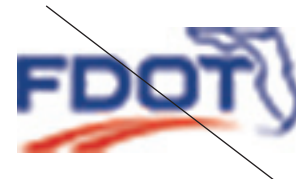
Using grayscale in color applications



Rotating logo



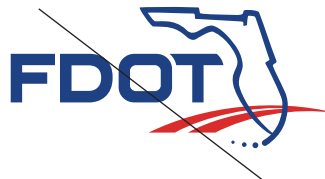
Stretching vertically or horizontally



Using poor resolution file



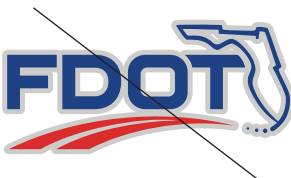
Removing logo elements



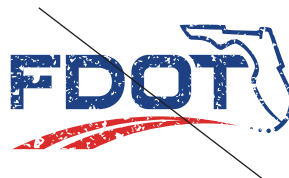
Rearranging or resizing logo elements



Adding elements directly to logo



Adding outlines or other special effects



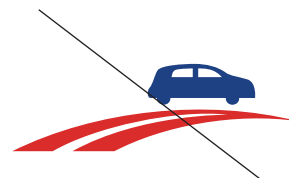
Distorting logo or adding texture



Using logo as an image or photo mask



Changing logo font



Borrowing logo elements for other graphics



Borrowing logo text for other graphics



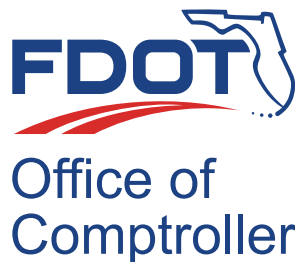
# FDOT Logo Acceptable Use

The following examples illustrate acceptable uses of the FDOT logo with additional elements included. (If you would like a custom image for your office, feel free to email [websupport@dot.state.fl.us](mailto:websupport@dot.state.fl.us).)

Logos that have been created by the department’s Public Information or Multimedia Teams for office use are intended for internal projects only and are not to be shared externally. Only those images that have been registered with the United States Patent and Trademark Office are permitted for external use. Therefore, materials that will be shared with external audiences, such as letterhead, presentations or other agency resources, should reflect only the department’s official agency logo.

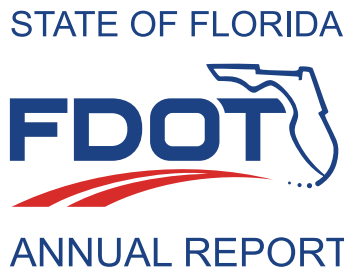
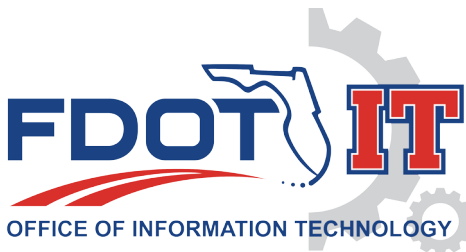
## DISTRICT/OFFICE LOGO EXAMPLES

The district or office name / information should be placed below the FDOT logo and outside of the defined image area (see page 4).



## SPECIALTY LOGO EXAMPLES

A title or image may be placed above, below, to the left or right of the defined image area (see page 4).



# FDOT Stationery

Below are two examples of the FDOT logo used in conjunction with text for department stationery.

## LETTERHEAD EXAMPLE

|                 |                        |                  |                    |                 |                 |
|-----------------|------------------------|------------------|--------------------|-----------------|-----------------|
| Department      | <b>Times New Roman</b> | <b>18pt Font</b> | <b>Bold Italic</b> | <b>Centered</b> |                 |
| Address         | <b>Times New Roman</b> | <b>10pt Font</b> | <b>Regular</b>     | <b>Centered</b> |                 |
| Executive Names | <b>Times New Roman</b> | <b>8pt Font</b>  | <b>Bold</b>        | <b>Centered</b> | <b>All Caps</b> |



### *Florida Department of Transportation*

**RICK SCOTT  
GOVERNOR**

Office of Inspector General  
605 Suwannee Street  
Tallahassee, FL 32399

**MIKE DEW  
SECRETARY**

## ENVELOPE EXAMPLE

|         |                        |                  |                |                       |
|---------|------------------------|------------------|----------------|-----------------------|
| Address | <b>Times New Roman</b> | <b>12pt Font</b> | <b>Regular</b> | <b>Left Justified</b> |
|---------|------------------------|------------------|----------------|-----------------------|



Florida Department of Transportation  
District Four  
3400 West Commercial Boulevard  
Fort Lauderdale, FL 33309

# FDOT Signage Applications

The following are directions for where to reference signage application guidelines for the FDOT logo.

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## VEHICLE APPLICATION

Refer to:  
Mobile Equipment Manual Topic No. 400-000-001  
Section 1.4.3. Description of Logos