Wisconsin Department of Transportation

Graphic Identity Standards

Prepared by WisDOT Office of Public Affairs

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The Wisconsin Department of Transportation (WisDOT) logo looks

The importance of a consistent WisDOT logo

Every day the WisDOT presents itself to the public. To create a clear, consistent and readily-identifiable image, it is important that WisDOT unifies the way WisDOT is represented in all its communication media.

The WisDOT logo is the cornerstone of the identity program. It serves as immediate identification of WisDOT. Clear, consistent and repetitive use of the logo is crucial as it builds visibility, awareness, and strength. Conversely, improper use causes confusion.

Therefore, please follow the "official" standards outlined in this document when the WisDOT logo is presented.

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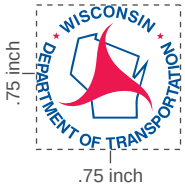
WisDOT agency name logo

WisDOT agency name logo: when to use

The WisDOT agency name logo is to be used when representing the Wisconsin Department of Transportation, unless the mill mark logo is indicated for small size or the WisDOT name is needed in close proximity to the logo.

WisDOT agency name logo: "correct" sizing



Print:

» The recommended size for the WisDOT agency name logo is .75 inch in diameter.

» The WisDOT agency name may be used at any size larger than .5 inch in diameter.

» Use the WisDOT mill mark logo *without logotype* for diameters smaller than .5 inch. (*See page 6.*)

Web:

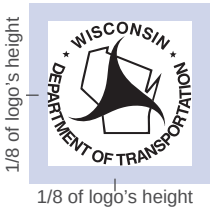
» The recommended size for the WisDOT agency name logo is 75 pixels in diameter.

» The WisDOT agency name logo may be used at any diameter larger than 65 pixels.

» Do not use the WisDOT agency name logo for diameters smaller than 65 pixels online.

» The WisDOT mill mark logo is not allowed online.

WisDOT agency name logo: surrounding area



When using the logo as one color, two color or in reverse:

» The surrounding area of the logo must be kept free of other graphic elements.

» Allow white space around the logo of about ⅛ of the logo's width. (Size of white space is proportional to logo's size.)

» Graphic elements may not fall within the ⅛th area surrounding the logo (shown as light blue in graphic).

When using the logo as a screen of gray or light blue,

» graphic elements may overlap the surrounding area of the logo and the logo itself.

» the logo may fall off the outside edge of the document.

This standard applies to both online and print media.

WisDOT agency name logo:
"correct" color

The consistent use and accurate reproduction of the WisDOT colors will enable the public to recognize WisDOT communications at a glance.

Please maintain the accuracy and integrity of the following "correct" colors at all times by using these color specifications.

One color: black or blue

Print

» 100% black
» Blue: 100% PMS 287 or C:100 M:67 Y:0 K:22
» A one color logo may be reproduced if included in a one color product.

Web/electronic media

» Black: Hex 000000 (R = 000 G = 000 B = 000)
» Blue: Hex 003399 (R = 000 G = 051 B = 153)

Two colors: red and blue

Print

» Triskelion and two stars
Red: PMS 199 or C: 15 M:100 Y:100 K:0
» Agency name and state outline
Blue: PMS 287 or C:100 M:67 Y:0 K:22

Web/electronic media

» Triskelion and two stars
Red: Hex CC0000 (R = 204 G = 000 B = 000)
» Agency name and state outline
Blue: Hex 003399 (R = 000 G = 051 B = 153)

Reverse logo: white of paper on dark background

Print

» Triskelion and two stars
White of paper or red:
PMS 199 or C: 15 M:100 Y:100 K:0
» Agency name and state outline
White of paper

Web/electronic media

» White: Hex FFFFFF (R = 255 G = 255 B = 255)
» Red: Hex CC0000 (R = 204 G = 000 B = 000)

Screen

Print

» Gray: 10–20% black
» Blue: 10–20% PMS 287 or 10–20% C:100 M:67 Y:0 K:22

Web/electronic media

» Gray: Hex CCCCCC (R = 204 G = 204 B = 204)
» Light blue on white background:
Hex 003399 (R = 000 G =051 B = 153)
with 15% transparency

WisDOT agency name logo: "incorrect" reproduction

When using the WisDOT agency name logo, use care to reproduce the logo well and without distortion.

The typeface, spacing and relationship between the words, triskelion and state outline are fixed and may not be altered or rotated in any way.

Do not distort horizontally or vertically beyond proportions.

Do not place in front of competing images.

Do not change the position of the logo's elements.

Do not enclose the logo in a border.

Do not remove elements or apply without all graphic or type elements.

Do not change or add other typefaces.

Do not reproduce using poor quality materials.

Except for screens of gray or blue (*see page 4.*), do not show or use only part of the logo—all of it must be in view.

Do not add other elements, graphics or photos.

WisDOT mill mark logo
without logotype

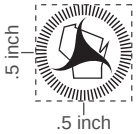
WisDOT mill mark logo *without logotype:* when to use

The WisDOT mill mark logo *without logotype* is to be used when there is need for a WisDOT logo size smaller than .5 inch in diameter.

The WisDOT mill mark logo *without logotype* may only be used in print communications. It may not be used on the Web.

Please use the WisDOT agency name logo in Web communications.

WisDOT mill mark logo *without logotype:* "correct" sizing



Print:

» The recommended size for the WisDOT mill mark logo *without logotype* is .5 inch in diameter.

» Use the WisDOT mill mark logo *without logotype* instead of the WisDOT agency name logo for diameters smaller than .5 inch.

» Use the WisDOT agency name logo for diameters larger than .5 inch.

WisDOT mill mark logo *without logotype:* surrounding area

When using the logo as one color (black), two color (red and blue) or in reverse:

» The surrounding area of the logo must be kept free of other graphic elements.

» Allow white space around the logo of about ⅛ of the logo's width. (Size of white space is proportional to logo's size.)

» Graphic elements may not fall within the ⅛th area surrounding the logo (shown as light blue in graphic).

This standard applies only to print communications.

WisDOT mill mark logo *without logotype:* "correct" color

One color: black or blue

Print

» 100% black

» Blue: PMS 287 or C:100 M:67 Y:0 K:22

Web

» WisDOT mill mark logo not allowed on Web

Reverse logo: white of paper dark background

Print

» White of paper

Web

» WisDOT mill mark logo not allowed on Web

WisDOT mill mark logo
with logotype

WisDOT mill mark logo *with logotype:* when to use

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WisDOT mill mark logo *with logotype* is to be used when the text "Wisconsin Department of Transportation" is needed near the logo, as in letterhead or business cards.

Official artwork from WisDOT Creative Communication Services must be used when reproducing the both WisDOT mill mark logo *and its logotype.*

Please note that the official artwork not only includes the mill mark but also the words "Wisconsin Department of Transportation." Therefore, the words "Wisconsin Department of Transportation" may not be used alone without the mill mark.

The typeface used for the words "Wisconsin Department of Transportation" is Helvetica. This font may not be replaced with other font style choices.

The WisDOT mill mark logo *with logotype* may only be used in print communications. It may not be used on the Web.

Please use the WisDOT agency name logo in Web communications.

WisDOT mill mark logo *with logotype:* "correct" styles

WisDOT mill mark logo *with logotype* is also available in different orientation styles so that it may fit as needed in documents. These orientation styles may not be changed in any way.

Wide style

» Please use the **wide** style of the WisDOT WisDOT mill mark logo *with logotype* unless a small width space requires the narrow style.

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Narrow style

» The **narrow** style of the WisDOT mill mark logo *with logotype* may be used when the logo needs to be placed in a narrow space.

» "Correct" color standards are the same as the wide style. Only the colors described in WisDOT mill mark logo *with logotype* "correct" color standards are allowed. (*See page 10.*)

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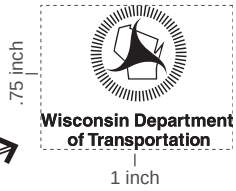
WisDOT mill mark logo *with logotype:* "correct" sizing

Print:

» The recommended size for the **wide** WisDOT mill mark logo *with logotype* is 2.9 inches wide by .5 inch high.



» The recommended size for the **narrow** WisDOT mill mark logo *with logotype* is 1 inch wide by .75 inch high.

» If size bigger than 2.9 inches wide by .5 inches high are needed, use the WisDOT agency name logo.

Web:

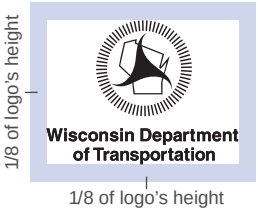
» The WisDOT mill mark logo is not allowed online.

WisDOT mill mark logo *with logotype:* surrounding area

When using the logo:

» The surrounding area of the logo must be kept free of other graphic elements.

» Allow white space around the logo of about ⅛ of the logo's width. (Size of white space is proportional to logo's size.)



» Graphic elements may not fall within the ⅛th area surrounding the logo (shown as light blue in graphic).

This standard applies only to print media.

WisDOT mill mark logo *with logotype:* "correct" color

Wisconsin Department of Transportation

Wisconsin Department of Transportation

One color: black or blue

Wisconsin Department of Transportation

Wisconsin Department of Transportation

Print

» 100% black

» Blue: PMS 287 or C:100 M:67 Y:0 K:22

Web

» WisDOT mill mark logo not allowed on Web

Wisconsin Department of Transportation

Wisconsin Department of Transportation

Reverse logo: white of paper on dark background

Print

» White of paper

Web

» WisDOT mill mark logo not allowed on Web.

WisDOT logo *"official" artwork*

Ways to obtain "official" WisDOT logo artwork:

» Download from *http://.wisconsindot.gov/Pages/about-wisdot/newsroom/logo-photo-gal/graphic-standards.aspx* »

» Contact WisDOT Office of Public Affairs (info below)

» Contact WisDOT Creative Communication Services. (info below)

File specifications

» Digital WisDOT logo files are available in graphic file formats for use in print and the Web and in formats compatible with most software. These include Microsoft Office products, Adobe software, and QuarkXpress.

» Some file formats available are .eps, .jpg or .gif.

» If the above file formats are not compatible for your specific need, please supply the brand, name and version number of the software (that the logo file will be placed or inserted) and the file format needed (if known).

» Please refer to your software's technical manual if you are unsure of your exact file needs.

Please note:

» The WisDOT logo must always be used or applied from WisDOT supplied, original electronic artwork.

» The WisDOT logo may not be created or changed by parties other than WisDOT's Creative Communication Services Unit.

» The WisDOT logo may not be scanned or copied from a piece of stationery, brochure or other print document.

» The WisDOT logo may not be copied from Web sites other than WisDOT official logo download site.

Contact information:

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Online resources

http://.wisconsindot.gov/Pages/abouto-wisdot/newsroom/logo-photo-gal/graphic-standards.aspx