AVENUE OF THE SAINTS

ST. PAUL, MINNESOTA TO ST. LOUIS, MISSOURI®

Brand Guidelines

Avenue of the Saints®
Word and Design Marks

Produced by

Iowa Department of Transportation

Office of Media and Marketing Services
800 Lincoln Way
Ames, IA 50010
515-239-1922

November 2009

Avenue of the Saints® Brand Guidelines

November 2009

The word mark

The word mark, Avenue of the Saints®, consists of standard characters, without claim to any particular font, style, size or color.

The design mark

Print and electronic applications

The mark consists of a stylized street sign with the words "AVENUE OF THE" and "SAINTS" set in all caps in two lines reversed out of the background color. A fleur-de-lis is on the baseline of the words "AVENUE OF THE" centered between the words "AVENUE" and "OF THE," and above the word "SAINTS." The words "ST. PAUL, MINNESOTA TO ST. LOUIS, MISSOURI" are set in all caps in one line below the stylized street sign. The registered trademark ® character is displayed directly to the right of the word "MISSOURI" flush top.

Typeface for "AVENUE OF THE" is Futura Extra Black Condensed BT set in all caps. Typeface for "SAINTS" is Goudy Handtooled BT set in all caps with the first and last letters scaled uniformly by 120% flush top. Typeface for "ST. PAUL, MINNESOTA" and "ST. LOUIS, MISSOURI" is Myriad Roman set in all caps. The word "TO" is scaled uniformly by 50% and set in Myriad Bold, underscored flush top.

Color for the stylized street sign is 100% PMS 072 or equivalent, or black. Color for the fleur-de-lis is 100% PMS 124 or equivalent, or reversed out of the background color. Color for "ST. PAUL, MINNESOTA TO ST. LOUIS, MISSOURI" is 100% PMS 072 or equivalent, or black.

See Attachment A.

Road sign

The mark consists of a stylized street sign with the words "AVENUE OF THE" and "SAINTS" set in all caps in two lines reversed out of the background color. A fleur-de-lis is reversed out of the background color on the baseline of the words "AVENUE OF THE" centered between the words "AVENUE" and "OF THE" and above the word "SAINTS".

Typefaces were modified for road sign application May 2001 and again September 2007. No typeface is assigned. The Iowa Department of Transportation will supply sign art.

Color for the stylized street sign is silk-screened Sapphire Blue ink printed on 3M 3930 Prismatic sheeting.

Sign blank dimension is 24" x 14" die cut to accommodate the shape of the sign art. Substrate is thin aluminum blank (x-100).

See Attachment B

Original artwork

Original artwork should be obtained directly from the Iowa Department of Transportation's (DOT) Office of Media and Marketing Services.

You may not use the Avenue of the Saints trademark:

- In, as or part of your own business name, product name, domain name or in the name of your service.
- To identify products or services that are not associated closely with the Avenue of the Saints highway corridor.
- In a manner likely to cause confusion.
- In a manner that directly or indirectly expresses or implies Iowa DOT sponsorship, affiliation, certification, approval, or endorsement in relation to your own activities, products and services that are separate from or unrelated to the Avenue of the Saints highway corridor.
- In connection with any obscene or pornographic materials.
- In any way that is disparaging, defamatory or libelous to the Iowa DOT, any of its products or services, or any person or entity.
- In any manner that shortens or abbreviates the mark. Always spell out and capitalize the mark exactly as: Avenue of the Saints® .
- As a slang term.

Proper notice

A trademark symbol is required for all prominent uses of the mark (e.g., titles of documents, headlines, labels, packaging, marketing collateral, signage, Web site promotion, brochures, data sheets, news releases, advertising, etc.) except where space of style criteria prevent compliance with this requirement. A trademark symbol is required on the first use of the mark in any text or body copy, even though the symbol may have already been used in the headline or other prominent use: Avenue of the Saints®. The ® indicates the trademark is registered in the United States. Wherever possible, the trademark notice should appear in superscript in a size smaller than the mark itself and without parentheses. Where such formatting is not available, however, place the appropriate letters in parentheses next to the mark.

Proper use

The Avenue of the Saints® trademark is an adjective (brand name) and should be followed by the generic term it describes (highway, route, corridor, roadway, etc.). Please follow these guidelines in using the trademark:

- Do not use the mark as a noun or verb.
- Do not pluralize the mark.
- Do not hyphenate the words in the mark.
- Keep the trademark distinct from other text, images or material.
- Do not alter, stretch, skew, edit, modify or combine the trademark with other marks.
- Adhere to the color schemes in attachments A and B.
- Do not render the trademark possessive through use of an apostrophe.
- Provide a proper trademark notice and attribution.

Proper attribution

When you use the Iowa DOT's trademark in any materials, please include a brief statement attributing ownership of the mark to the Iowa Department of Transportation. For example:
The words Avenue of the Saints and Avenue of the Saints design mark are registered trademarks of the Iowa Department of Transportation.

Questions?

Questions about proper useage of the Avenue of the Saints mark should be directed to:
Iowa Department of Transportation
Office of Media and Marketing Services
800 Lincoln Way
Ames, IA 50010
515-239-1922

ATTACHMENT A: Print and electronic applications

The mark consists of a stylized street sign with the words "AVENUE OF THE" and "SAINTS" set in all caps in two lines reversed out of the background color. A fleur-de-lis is on the baseline of the words "AVENUE OF THE" centered between the words "AVENUE" and "OF THE" and above the word "SAINTS". The words "ST. PAUL, MINNESOTA TO ST. LOUIS, MISSOURI" are set in all caps in one line below the stylized street sign. The registered trademark ® character is displayed in Myriad Roman superscript directly to the right of the word "MISSOURI" flush top.

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Color for the stylized street sign is 100% PMS 072 or equivalent, or 100% black.
Color for the fleur-de-lis is 100% PMS 124 or equivalent, or reversed out of the background color.
Color for "ST. PAUL, MINNESOTA TO ST. LOUIS, MISSOURI" is 100% PMS 072 or equivalent, or 100% black.

The mark must be displayed as:

Print/electronic
Full-color

Print/electronic
Two-color

Print/electronic
One-color: black

Print/electronic
One-color: blue

ATTACHMENT B: Road sign

The mark consists of a stylized street sign with the words "AVENUE OF THE" and "SAINTS" set in all caps in two lines reversed out of the background color. A fleur-de-lis is reversed out of the background color on the baseline of the words "AVENUE OF THE" centered between the words "AVENUE" and "OF THE" and above the word "SAINTS".

Typefaces were modified for road sign application May 2001 and again September 2007.
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Sign blank dimension is 24" x 14" die cut to accommodate the shape of the sign artwork. Substrate is thin aluminum blank (x-100).

The road sign must be displayed as: