



Brand Guidelines

Iowa Department of Transportation Word and Design Marks

Produced by



Office of Strategic Communications
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Forward

The Iowa Department of Transportation (DOT) registered the Iowa DOT logo as a service mark with the Iowa Secretary of State, pursuant to Iowa Code Chapter 548, to distinguish its transportation services from those provided by others. The Iowa DOT's service mark was first used Feb. 1, 1982. The mark was most recently reregistered with the Secretary of State June 23, 2009. The Iowa DOT has not applied for a federal trademark registration with the United States Patent and Trademark Office for its service mark, but reserves all interest in it.

The rules set forth in these guidelines regarding the proper use of the Iowa DOT logo comply with the pertinent data from the original and renewed application for registration of the mark.

The service mark or logo is one of the Iowa DOT's most valuable assets. Its value will increase if it is used properly and consistently in identifying the department. It unites the department, its divisions and offices, under one global umbrella. By providing a uniform symbol wherever visual identification occurs, the Iowa DOT logo projects the quality and professionalism that the Iowa DOT has come to represent. Following these logo use guidelines will provide the consistency and direction that will help the Iowa DOT maintain its rights to this mark.

The word mark

The word mark "Iowa Department of Transportation" consists of standard characters, without claim to any particular font, style, size or color.

The design mark

Print, signage and electronic applications

The mark consists of a triskelion with a stylized clover leaf-design centered in the middle. The words "Iowa Department of Transportation" are set in upper-and lowercase, and positioned directly to the right of the triskelion. The words "Iowa Department of Transportation" may be set in either one or two lines. Typeface is Antique Olive Roman.

Color for the triskelion is 100% PMS 185 or equivalent, 100% black or reversed out of the background color. Color for the stylized clover leaf and text is 100% black or reversed out of a background color.

See Attachment A.

Original artwork

Original artwork should be obtained directly from the Iowa DOT's Office of Strategic Communications. When making your request, you need to specify:

- Why you need the logo and (briefly) how it will appear in your publication, on the Web or in another form.
- When you need the file.
- What file format you require (EPS, TIF, JPG, etc.).
- Whether you will be printing in black-and-white or color (If color, do you want RGB or CMYK?).
- How large the logo should be — final print size (inches) and resolution (dots per inch).

You may not use the Iowa Department of Transportation 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 Iowa DOT.
- 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 Iowa DOT.
- 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: Iowa Department of Transportation. ("Iowa DOT" is not an abbreviation of the mark. It is merely a reference to the agency in text.)
- As a slang term.

Proper use

The Iowa DOT's trademark is a noun (brand name). Please follow these guidelines in using the trademark.

- Do not use the mark as an adjective 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.
- Do not alter the type, proportions, colors, or other characteristics of the mark.
- Adhere to the color schemes in Attachment A.
- Do not render the trademark possessive through use of an apostrophe.

The mark must be reproduced only from authorized originals and cannot be redrawn, re-proportioned or modified in any way. The mark elements (triskelion, clover leaf and text) must remain intact and cannot be used individually or rearranged.

The mark should be reproduced from an authorized version rather than from a copy or on the Web.

Keep in mind that a mark optimized for use at a certain size will quickly degrade if enlarged excessively. Contact the Iowa DOT's Office of Strategic Communications with the desired file format, color profile, print size, and resolution. With a little lead time, you can get you an electronic file optimized for your particular use.

The logo should be used in a size large enough to ensure clarity and legibility when reproduced. Registration (proper alignment) of the red and black inks is a concern when the Iowa DOT mark is commercially printed; improper registration results in muddy colors and a generally sloppy look. Poor registration is especially likely when the Iowa DOT mark is reproduced in smaller sizes. When you are producing a two- or four-color print job, be sure to let the printer know that the registration of the red and black must be precise.

Nothing may be superimposed over the Iowa DOT mark. The mark may be used as a transparent bug or watermark on Web pages, slides or overheads.

For larger applications—signs and billboards—contact the Iowa DOT's Office of Strategic Communications to request a specially adapted version of the mark.

Placement of the mark

The Iowa DOT mark must appear on all Iowa DOT publications and Web sites. Place the mark where it will be noticeable, generally on the front or back covers of all publications.

Some buffer space should be maintained around the mark to separate it from the surrounding copy and artwork.

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 Iowa Department of Transportation and the Iowa Department of Transportation design mark are registered trademarks of the Iowa Department of Transportation.

Questions?

Questions about proper usage of the Iowa Department of Transportation mark should be directed to:

Iowa Department of Transportation
Office of Strategic Communications
800 Lincoln Way
Ames, IA 50010
515-233-7964

ATTACHMENT A: Print, signage and electronic applications

The mark consists of a triskelion with a stylized clover-leaf design centered in the middle. The words “Iowa Department of Transportation” are set in upper-and lowercase, and positioned directly to the right of the triskelion. The words “Iowa Department of Transportation” may be set in either one or two lines. Typeface is Antique Olive Roman.

Color for the triskelion is 100% PMS 185 or equivalent, 100% black or reversed out of the background color. Color for the stylized clover leaf and text is 100% black or reversed out of a background color.

The mark must be presented as follows:



(Acceptable letterhead use)



(Acceptable letterhead use)

