



Brand Guidelines

tripGuide™ Word and Design Marks

Produced by



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

November 2009

The word mark

The word mark, tripGuide™, consists of standard characters, without claim to any particular font, style, size or color.

The design mark

Print and Web applications

The mark consists of stylized compass points within a circle and the words “tripGuide” displayed as one word positioned directly to the right. Typeface is Times Bold Italic. The word “trip” is set in lowercase. The word “Guide” is set upper-and lowercase. The word “Guide” is scaled 70% with respect to the word “trip” with both words on the baseline. The trademark ™ character is displayed in Times Bold superscript directly to the right of the word “Guide” and flush with the top of the letter “e”.

The mark must be displayed as two-color (100% PMS 286 or equivalent and 100% PMS 254 or equivalent), 100% black or reversed out of a solid background color.

See Attachment A.

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 tripGuide 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 tripGuide.
- 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 tripGuide.
- 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: tripGuide™.
- 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: tripGuide™. 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 tripGuide™ 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.
- Adhere to the color schemes in Attachment A.
- 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 tripGuide and the tripGuide design mark are registered trademarks of the Iowa Department of Transportation.

Questions?

Questions about proper useage of the tripGuide 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 stylized compass points within a circle and the words "tripGuide" displayed as one word positioned directly to the right. Typeface is Times Bold Italic. The word "trip" is set in lowercase. The word "Guide" is set upper-and lowercase. The word "Guide" is scaled 70% with respect to the word "trip," with both words on the baseline. The trademark ™ character is displayed in Times Bold superscript directly to the right of the word "Guide" and flush with the top of the letter "e".

The mark must be displayed as two-color (100% PMS 286 or equivalent and 100% PMS 254 or equivalent), 100% black, or reversed out of a solid background color.

The mark must be displayed as:

Two-color:



Black:



Reversed:

