VDOT Logo: Usage Guidelines

The VDOT logo is a trademark of The Virginia Department of Transportation. In order to protect and grow the VDOT brand, we have a distinguishable logo that can be used to mark genuine VDOT resources and approved third-party requests. The guidelines for the logo's appearance and usage are outlined in this excerpt from our Graphic Standards Manual.

Logo

VDOT Logo

The VDOT logo is the most important visual expression of the Agency and should appear on everything we produce. It consists of the mark and logotype, which are used as a unit. The size of the logo can vary, but the proportion of the mark and logotype must stay constant.

VDOT Logo

VDOT Mark

VDOT

Virginia Department of Transportation

VDOT Logo Type

VDOT Logo Acceptable Versions

The logo and color variations shown here and on the following pages are examples of the proper use of the VDOT logo.

1 Official Logo
This version is to be used whenever possible. Works in two and four colors.

2 Internal Logo
This version is mainly for internal use. On internal communications there is no need to spell out Virginia Department of Transportation.

3 Horizontal Logo
This version is to be used wherever it is not practical to use the official logo because of size or space constraints. Works in two and four colors.
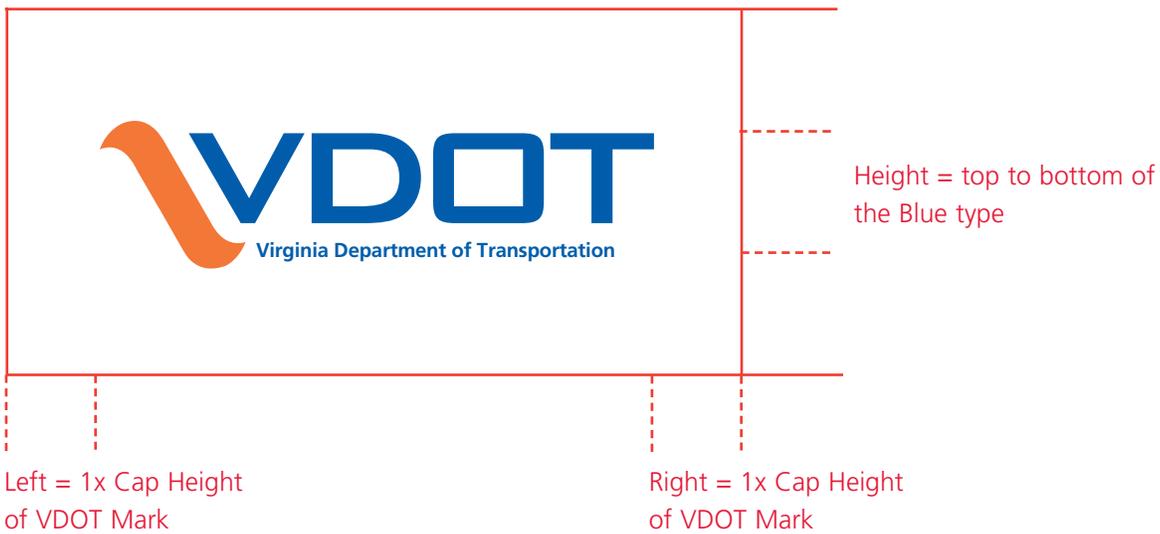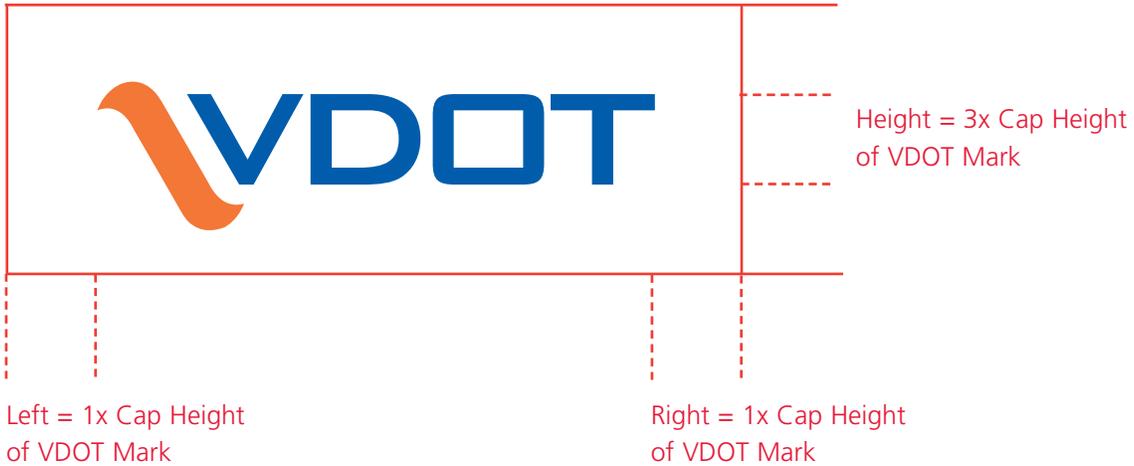
VDOT Orange
PMS 172
C=0, M=66, Y=88, K=0
R=244, G=118, B=53
Hex# F47735

VDOT Blue
PMS 286
C=100, M=66, Y=0, K=2
R=0, G=96, B=170
Hex# 005DAA

1.1.2

VDOT Logo Spacing Requirements

For the logo to have the strength it needs to function effectively it needs the proper amount of space on all sides.

Height = 3x Cap Height of VDOT Mark

Left = 1x Cap Height of VDOT Mark

Right = 1x Cap Height of VDOT Mark

Height = top to bottom of the Blue type

Left = 1x Cap Height of VDOT Mark

Right = 1x Cap Height of VDOT Mark

Height = 3x Cap Height of VDOT Mark

Left = 1x Cap Height of VDOT Mark

Right = 1x Cap Height of VDOT Mark

VDOT Logo Smallest Sizes

The three samples below, shown at actual size, are the smallest acceptable sizes for the VDOT logo.

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1 Official Logo
Here the logotype is 6pt. Anything smaller may create printing problems.

2.25"x.6"

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2 Internal Logo
Here the logo is 3/4 inch. Anything smaller does not have enough impact.

.75"x.25"

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3 Horizontal Logo
Here the logotype is 6pt. Anything smaller may create printing problems

2.25"x.6"

VDOT Logo One Color, or in Reverse

Every communication has different color requirements, especially printed pieces.
In every situation it is important for the logo to be one of the strongest elements.
The variations of logo #2 below show the greatest possible color strength in several
different situations.

One Color (Blue)
On agency-focused one-color jobs where a PMS color is allowed, use VDOT Blue
as a first choice.

One Color (Orange)
On agency-focused one-color jobs where a PMS color is allowed, use VDOT Orange
as a second choice.

Black & Gray
On one-color jobs where a PMS color is not allowed, and where the black can be
screened. The grey is 50% black. This version may only be used if the logo is on a
white background.

Black
On one-color jobs where a PMS color is not allowed, and where the black cannot be
screened. This version may only be used if the logo is on a white background.

Logo on dark or black background
In applications where the logo must appear on a dark color or black. The logo will
appear white.

Logo on gray or light background
In applications where the logo must appear on a light color or gray. The logo must
strongly contrast the background color.

VDOT Logo Misuse

The three acceptable versions of the logo may change in size and/or color only.
The following are typical examples of logo misuse.

Do not change the color
relationships
of the logo

Do not resize any
individual elements
of the logo

Do not separate or move
the logotype

Do not rearrange the ele-
ments of the logo

Do not separate any part
of the logo

Do not shift any of the individual ele-
ments of the logo

Do not make a new
graphic out of parts
of the logo

Do not replace
the logotype with other
copy

Do not use part of
the logo as a bullet
or decoration

Do not replace the font in
the mark

Do not rotate the logo for
any reason

Do not fill in the
counter spaces with color

Do not change the font
of the logotype

Do not stretch the logo
horizontally

Do not stretch the logo
vertically

Do not change the
relationship between the
logo and logotype

Do not add other
elements to the logo

Do not use any pattern
fills in the logo

1.1.6