FDOT Logo

Usage Guidelines

This guide should be referenced when developing print, digital, or video media using the Florida Department of Transportation logo. The purpose of this document is to ensure consistency, predictability and repeatability in the Department’s brand.
On Friday, November 22, 2013, the Florida Department of Transportation implemented a new agency logo, which replaced the previous version from 1989. More than 200 entries were submitted by the general public for FDOT consideration. The final rendering was ultimately selected by employee vote.

The logo may be used in lieu of text to state the name of the Florida Department of Transportation. In addition, it is available for use in printed material or electronic media and can be reproduced in color, black, white or grayscale.

The logo contains the capitalized letters FDOT; an artistic rendering of the State of Florida to the right of the letters; and a two-lined arch below the letters that transitions from large to small, merges at the right, and leads to the lower portion of the state.


For additional information on the logo, or its intended use, please contact:

FDOT PUBLIC INFORMATION OFFICE
605 Suwannee Street, M.S. 54
Tallahassee, FL 32399-0458
Phone: (850) 414-4590
Fax: (850) 414-4085

OR

FDOT OFFICE OF THE GENERAL COUNSEL
605 Suwannee Street, M.S. 58
Tallahassee, FL 32399-0458
Phone: (850) 414-5265
Fax: (850) 414-5264
FDOT Logo Elements

The Florida Department of Transportation logo is comprised of the FDOT acronym and two icons that represent both the state of Florida and transportation.

- **FDOT ACRONYM**
  Represents the Florida Department of Transportation

- **MULTIMODAL IMAGE**
  Represents roadway, runway, railway, bicycle trail, pedestrian sidewalk, and other various modes of transportation

- **STATE OUTLINE**
  Represents the State of Florida
FDOT Logo Spacing Requirements

To prevent any text or images from interfering with the logo and appearing as though they may belong to the logo, a margin is required.

Nothing should be placed within the red box surrounding the FDOT logo. This spacing may be approximated by the percentage of the “F” height and width at any size (see the above diagram). When in doubt, allow for extra margin.

**LEFT AND RIGHT SPACING**

Equal to 1/2 “F” width

**TOP AND BOTTOM SPACING**

Equal to 1/3 “F” height
FDOT Colors and Fonts

The official logo colors include specific shades of blue and red that have been identified for digital use, digital printing and offset printing. Suggested fonts are not required but are recommended.

The text in the FDOT logo is custom-drawn and not part of a font family.

The following serif and sans serif font families are department standards for correspondence and materials.

**SERIF**  
Times New Roman

**SANS SERIF**  
Arial, Arial Black
FDOT Logo Color Variations

The FDOT logo may be printed in color, grayscale, or black and white. It may also appear on either light or dark backgrounds. Four acceptable color variations are available for these applications.

**COLOR**
- Original blue and red
- For use on light color backgrounds

**GRAYSCALE**
- Dark and light gray
- For use in place of red and blue for grayscale printing

**BLACK**
- Single color black
- For use on light color backgrounds or for single color printing

**WHITE**
- Single color white
- For use on dark color backgrounds
FDOT Logo Misuse

The following examples illustrate ways the FDOT logo should not be used.

- Modifying colors
- Creating color fills
- Using grayscale in color applications
- Rotating logo
- Stretching vertically or horizontally
- Using poor resolution file
- Removing logo elements
- Rearranging or resizing logo elements
- Adding elements directly to logo
- Adding outlines or other special effects
- Distorting logo or adding texture
- Using logo as an image or photo mask
- Changing logo font
- Borrowing logo elements for other graphics
- Borrowing logo text for other graphics
FDOT Logo Acceptable Use

The following examples illustrate acceptable uses of the FDOT logo with additional elements included. (If you would like a custom image for your office, feel free to email websupport@dot.state.fl.us.)

DISTRICT/OFFICE LOGO EXAMPLES

The district or office name / information should be placed below the FDOT logo and outside of the defined image area (see page 4).

SPECIALTY LOGO EXAMPLES

A title or image may be placed above, below, to the left or right of the defined image area (see page 4).
FDOT Stationery

Below are two examples of the FDOT logo used in conjunction with text for department stationery.

LETTERHEAD EXAMPLE

<table>
<thead>
<tr>
<th>Department</th>
<th>Times New Roman</th>
<th>18pt Font</th>
<th>Bold Italic</th>
<th>Centered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Times New Roman</td>
<td>10pt Font</td>
<td>Regular</td>
<td>Centered</td>
</tr>
<tr>
<td>Executive Names</td>
<td>Times New Roman</td>
<td>8pt Font</td>
<td>Bold</td>
<td>Centered</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>All Caps</td>
<td></td>
</tr>
</tbody>
</table>

Florida Department of Transportation

RICK SCOTT
GOVERNOR

MIKE DEW
SECRETARY

Office of Inspector General
605 Suwannee Street
Tallahassee, FL 32399

ENVELOPE EXAMPLE

<table>
<thead>
<tr>
<th>Address</th>
<th>Times New Roman</th>
<th>12pt Font</th>
<th>Regular</th>
<th>Left Justified</th>
</tr>
</thead>
</table>

Florida Department of Transportation
District Four
3400 West Commercial Boulevard
Fort Lauderdale, FL 33309
FDOT Signage Applications

The following are directions for where to reference signage application guidelines for the FDOT logo.

VEHICLE APPLICATION

Refer to:
Mobile Equipment Manual Topic No. 400-000-001
Section 1.4.3. Description of Logos