MDT Communication Guidelines

VISION ZERO

zero deaths · zero serious injuries

MONTANA DEPARTMENT OF TRANSPORTATION

Introduction

MDT Brand and Identity

Many people believe a brand only consists of a few elements – colors, fonts, logo, a slogan… In reality it is much more than that. You might say that a brand is a 'corporate image.'

The idea behind having a 'corporate image' is that everything a company does, everything it owns, and everything it produces should reflect the values and aims of the business as a whole.

A brand is a feeling - an image of us as a whole. Having a brand creates consistency, makes us easy to recognize, and helps people feel more secure about doing business with us.
The State of Montana has adopted the following three brand pillars to describe our State and what people have come to expect from us:

- More spectacular unspoiled nature than anywhere else in the lower 48
- Vibrant and charming small towns that serve as gateways to our natural wonders
- Breathtaking experiences by day and relaxing hospitality at night

The MDT brand tells our customers what they can expect from our products and services and differentiates MDT from other agencies or state DOT's.
When we publish something in print, on signs, or on the web, we want it easily identified with MDT and with our brand. It should reflect what we do and our values and goals as an agency. It should reflect both our mission and our vision:

Mission
Our guiding mission is to serve the public by providing a transportation system and services that emphasize quality, safety, cost effectiveness, economic vitality, and sensitivity to the environment.

Vision
Serving you with pride.
Unity, Transparency, & Effectiveness

Pillars
- MDT has adapted the State of Montana brand pillars (listed above) to better reflect MDT and the MDT brand:
- MDT employees work in spectacular settings. We want to show our work against the backdrop of Montana's wonderful outdoors and natural elements.
- MDT employees do great work across the state, and our working partnerships with stakeholders are a part of what makes our cities and towns great. We want to highlight the work we do in our vibrant and charming small towns where we work, live and play.
- Our work allows the public to travel and enjoy Montana's breathtaking outdoors and create lasting experiences. Let's show off that work.

Unified MDT Messages

Vision Zero– working towards zero fatalities and zero injuries on Montana roads
Everything we do at MDT is working to support this goal – education, enforcement, engineering, and emergency medical response funding – so it is crucial this is the center of our marketing!

Strategic Vision - To accomplish its mission, MDT will actively strive to achieve a vision of an organization that has a culture of unity, is fully transparent, and continually improves its effectiveness.

- Unity. Unity is a culture where every employee clearly understands and embraces the vision and goals of the overall organization, and makes achieving them their highest priority. Our publications should reflect the goals and objectives of the broader organization.
- Transparency. Transparency means providing open, accurate, timely, consistent, and understandable information about our products and services.
- Effectiveness. Effectiveness is communicating the mission and goals of the agency clearly to public and providing information in easy to digest, user friendly formats.

Identity is based around a set of visual characteristics, usually assembled in a set of guidelines. These guidelines explain how the identity is applied through color, fonts, layouts, etc. These guidelines ensure the identity of the company is kept cohesive, which in turn allows the BRAND as a whole to be recognizable.

Identity is formed by (but not limited to):

- A logo
- Stationery (Letterhead, business cards, envelopes)
- Marketing publication guidelines (for flyers, brochures, websites, etc)
- Signage
- Messages & Action

Purpose of Guidelines

MDT has a set of guidelines that must be followed for any sort of outward-facing publications. There are specific guidelines for logo use, color use, font use, layout, messages, etc. With these guidelines, we can ensure everything coming from MDT has a cohesive voice. For MDT's brand to be successful, our publications must have the same look and feel. This is where guidelines come into play and help with proper logo, color, and font use. We want our message to be strengthened with each publication, so it is crucial the public sees consistency in what we do!

The main purpose of the centralized material development and branding process is to unite our efforts to market MDT with a more cohesive voice.
Through centralized material development and use of the MDT brand, we can ensure Montanans and the traveling public understand who MDT is, what MDT does and why MDT does what we do.

Part 1: Visual Standards

Introduction

Much like the roads, bridges and other transportation facilities that MDT oversees, great communication for our agency relies on following standards. These standards are in place to guide the production of marketing materials and publications, and ensure that the use of the MDT brand is consistent and appropriate.

Visual standards are the foundation of MDT's non-verbal communication. These standards include:

- Appropriate, approved use of official MDT logos
- Use of MDT's branding color pallet
- Selecting font and color combinations to meet ADA standards
- Correct use of photos, graphics and other visual imagery

Whether it's a website, a newsletter, a brochure, a promotional item, a flyer, a digital ad, or any other form of internal or external non-verbal communication, these standards should be carefully followed. They are not meant to restrict creativity or choice, but are in place to ensure that this communication for MDT and the State of Montana represents our brand and identity accurately to the public we serve.

Requesting Logos

MDT's logos represent the Department and the State of Montana. It is a unique identifier that creates brand recognition and shows ownership of MDT communication. Approved logos have been carefully designed and updated to meet the highest visual standards for MDT, and are available for approved use to represent MDT.

All Department logos must be requested through the necessary process before approval will be given to use the logo. Any use of the logo that has not been approved through the request process is in violation of MDT's Branding and Marketing standards.

For internal requests, please submit a Marketing Materials Request form:
http://mdtinfo.mdt.mt.gov/mdt/marketing/new-project.shtml

Contractors, consultants or other external parties can submit a request by email to mdtcommteam@mt.gov. Please attach or specify the communication the logo will be used in.

The MDT Communications Team will respond to submitted requests for logo use within two (2) business days.

Approved Logo Use

Approved logo use must follow MDT branding standards for correct size, color and resolution.

Once a logo request has submitted and approved, you will receive the appropriate high-resolution file of the logo to fit the purpose you are using it for. Always use the EMF vector file provided for general projects and publications in Microsoft Office programs and the EPS vector file for high-quality print and promotional items. Never copy and paste or screenshot a logo file into your project as this diminishes resolution and quality. Do not edit color, text or the integrity of the original logo design without first receiving documented approval from the MDT Communications Team.

Once an official MDT logo has been requested for use and approval is given, use of the logo should follow careful standards to produce the highest quality outcome. Any logo file approved for use in a project or publication should be deleted from the location you have saved it in once the project or publication is complete. **DO NOT save the logo file on a desktop or other location for use in future projects or publications as this is a violation of the logo request process.**

File Types and Use

Vector Files
A vector image consists of points, lines and curves. Its edges remain smooth at any size or resolution. Vector files are best for logos or other illustrated images. Official Department logos will always be provided in one of two vector formats when they are requested.

EPS (Encapsulated PostScript): A vector file used for high quality graphic design and printing, it should always be used for promotional items. It can be scaled to any size without losing quality, and used in a variety of programs (excluding Microsoft Office programs.)

EMF (Enhanced MetaFile): A vector file used in Microsoft Office programs (Word, Publisher, Excel, PowerPoint, Visio) in place of an EPS file; which is not compatible with these programs. It can be resized and positioned in these programs while retaining resolution and quality.

Other Image File Formats
A raster file or image is composed of a grid of pixels. They are used for photographs in projects or publications.

JPEG/JPG (Joint Photographic Experts Group): A compressed raster file used when a small photographic file is needed. This file works well for images in Microsoft Office programs or web pages. Logos should NOT be saved for use as JPG files, as they will have white backgrounds and will lose quality when scaled.

PNG (Portable Network Graphics): A limited color raster file that works best for on screen viewing. PNG files work best for images that are not intended for print in projects such as web, PowerPoint or social media. Logos should NOT be saved for use as PNG files, as the print resolution and color will change.

JPG File Format

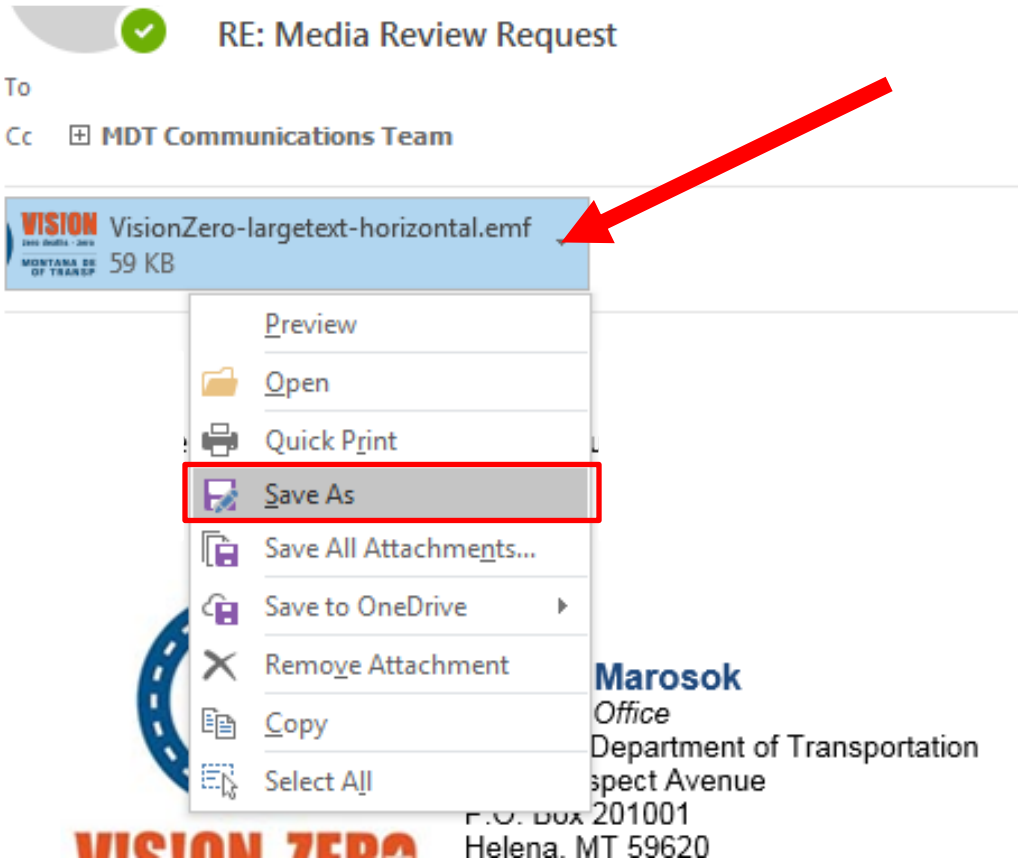
PNG File Format

Vector File Format

As you can see, JPG and PNG file formats for MDT's offical logos change the quality in the output of the logo.

Using EMF Vector File Formats of MDT Logos

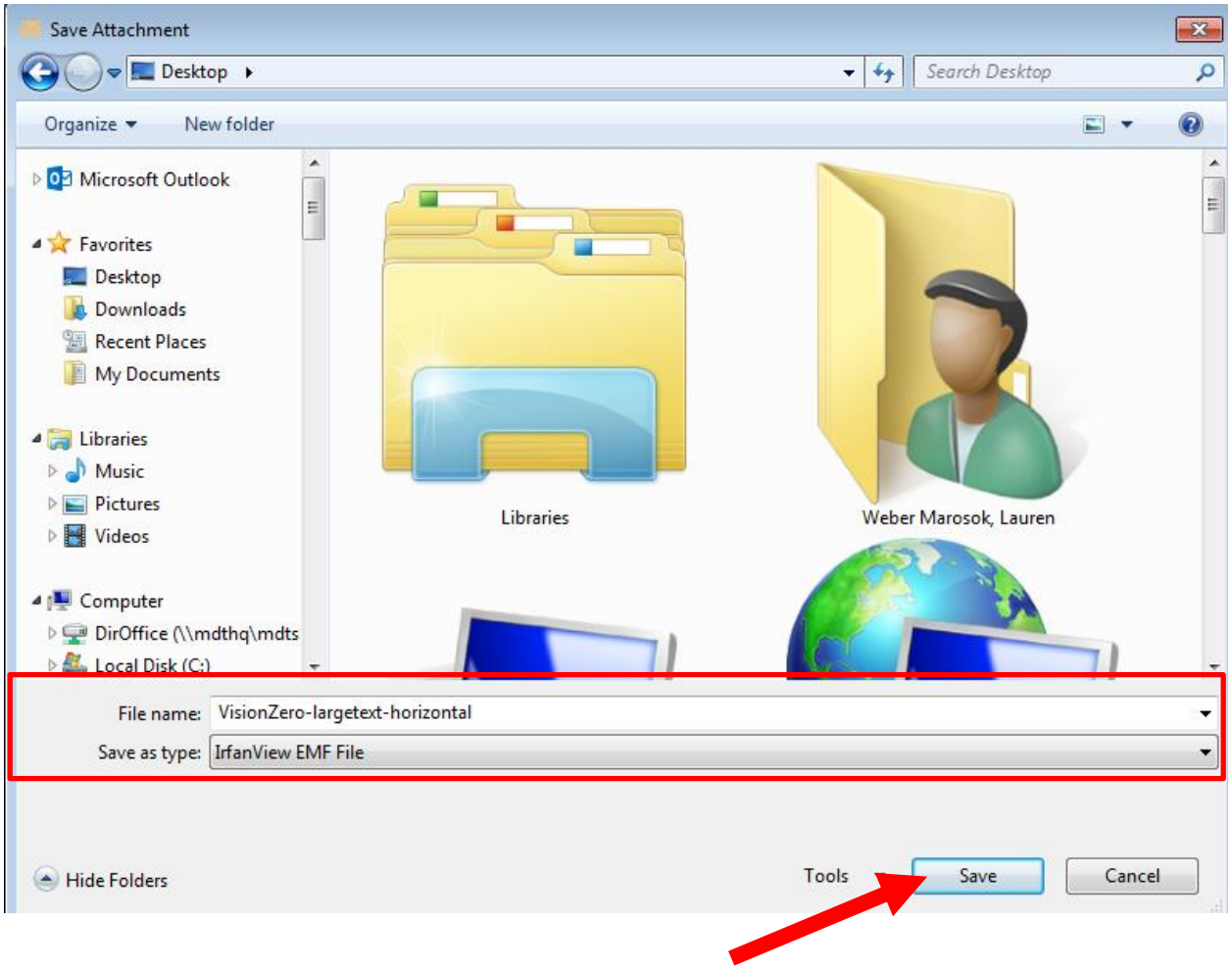
Step 1: Save the Logo File
Once the logo has been requested and you have received an email with the appropriate file, you will need to select the dropdown arrow on the attachment and select “Save As.”



You will see the “Save Attachment” box open. Select an appropriate location to temporarily save the logo for your project. The logo should be saved with the file name as it appears below and as the default type “Irfan View EMF File.”

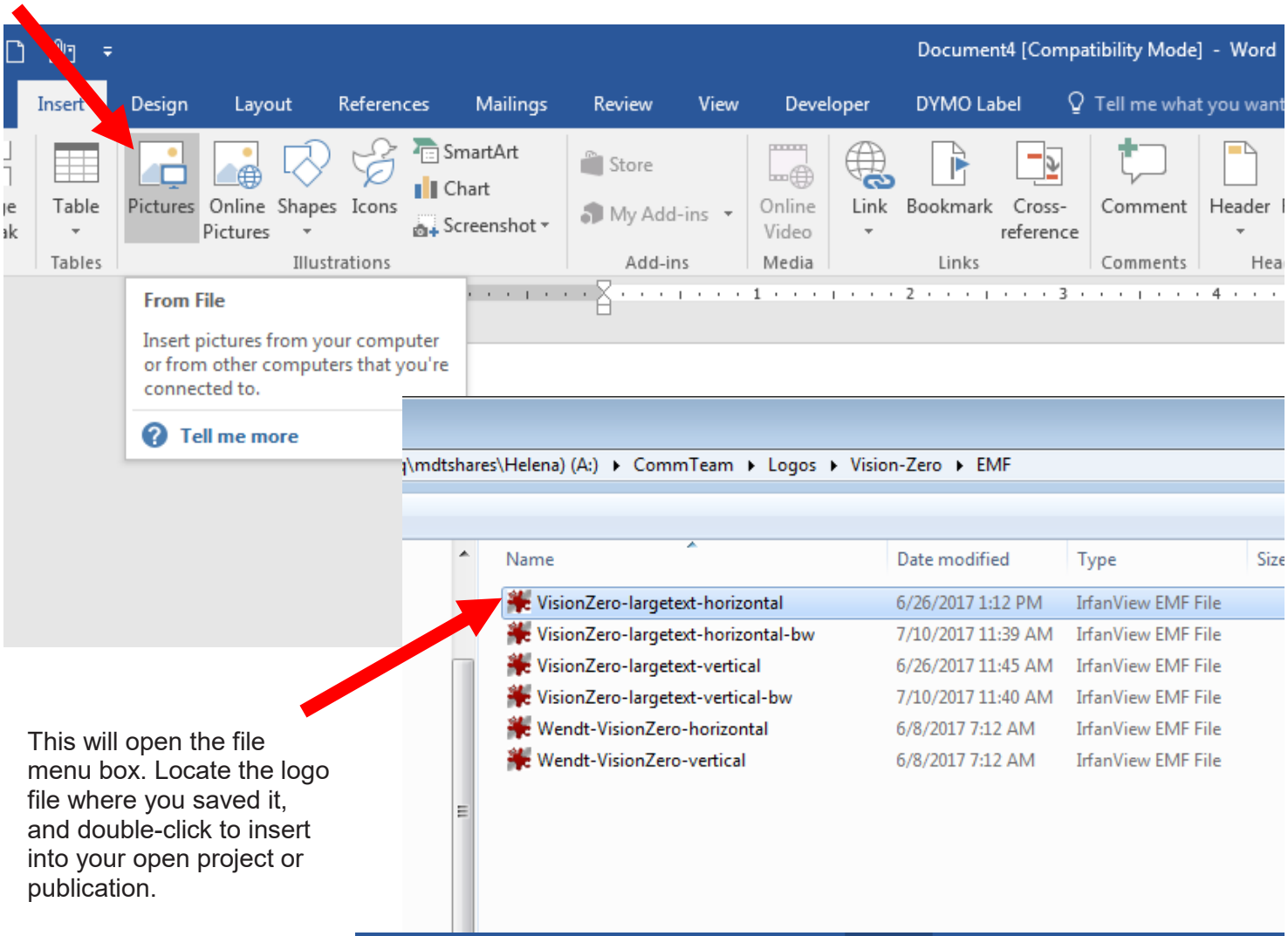
Do not open the EMF file from the email and save it, or save the EMF file in any other format (JPEG, PNG, TIFF, etc.) This impacts the logo output and resolution.

Click “Save.”

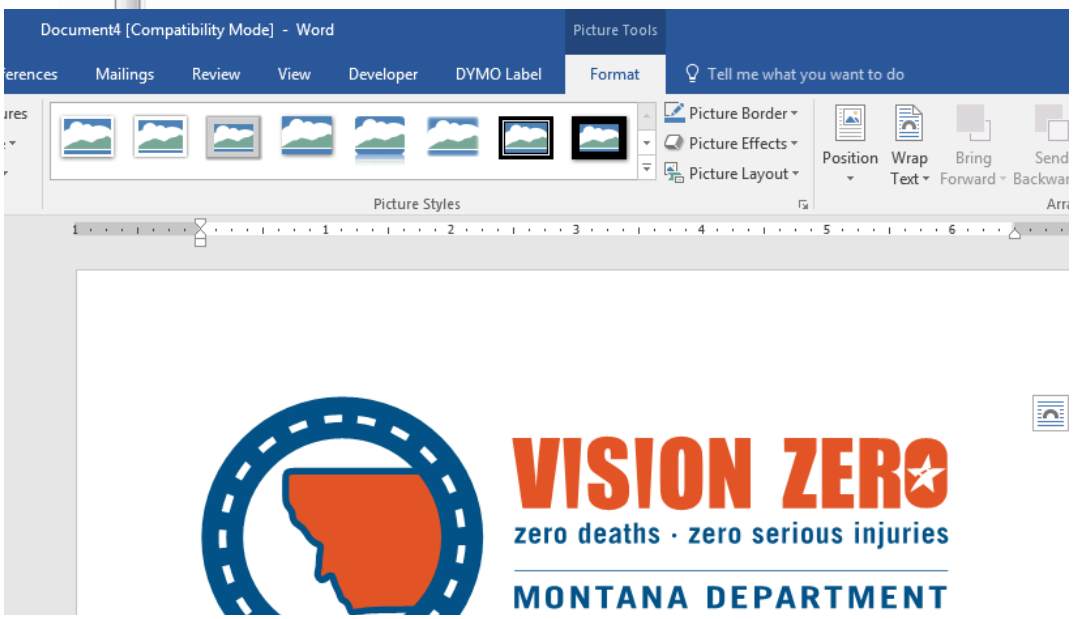


Step 2: Insert the Logo File

Open the project or publication's Microsoft Office file (Word, Excel, PowerPoint, Visio, Publisher) and select the "Insert" option from the menu ribbon at the top. Select the "Pictures" option.



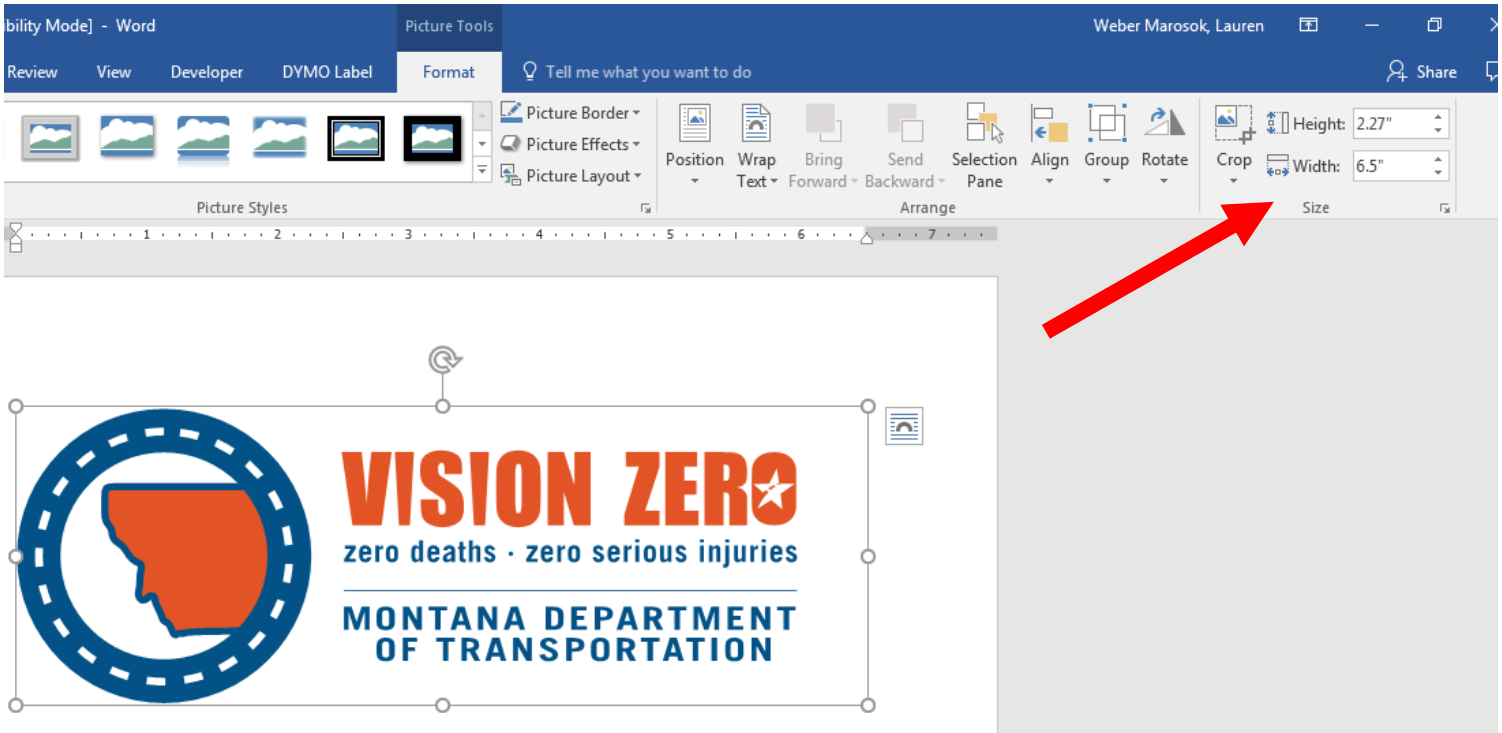
This will open the file menu box. Locate the logo file where you saved it, and double-click to insert into your open project or publication.



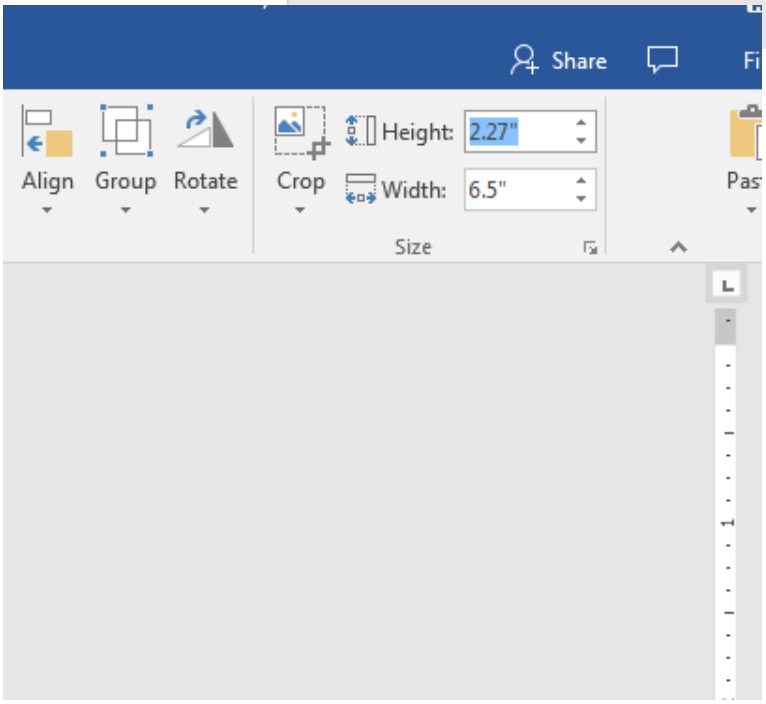
The file will insert and appear in your open Microsoft Office program file.

Step 3: Resizing the Logo

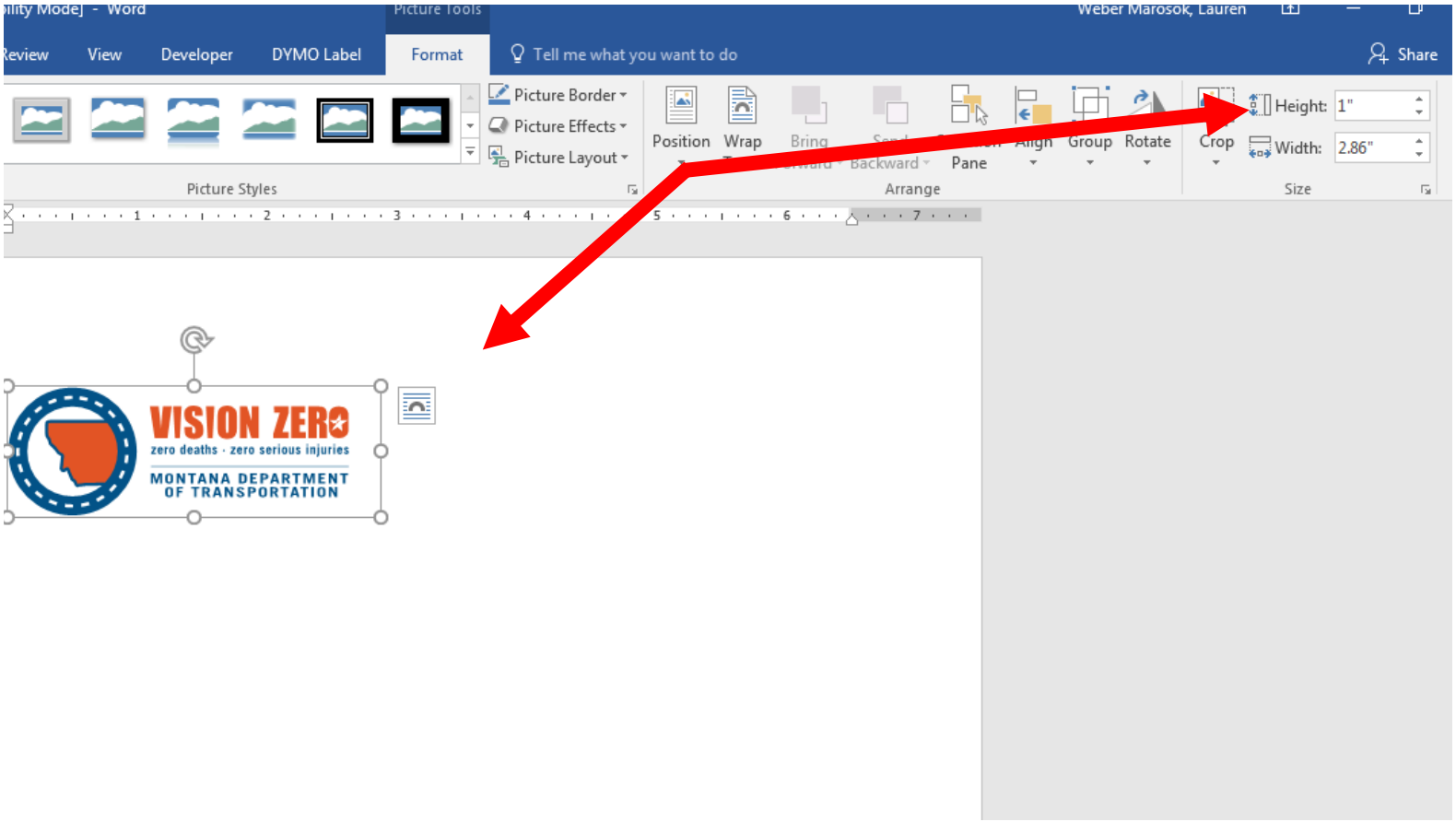
Once the logo file has been inserted into the Microsoft Office program, you can resize it to meet the needs of your project or publication (within the branding standards minimum size for each logo.) First, you will select the logo image so the image box appears (below) and the “Picture Tools” option from the menu ribbon opens. You will see “Size” listed as the last option on the right.



Enter the dimensions you would like for either the height or width. Once you change one size, the other will automatically update to ensure that the logo resolution is maintained.



As you can see below, resizing this logo to a height of 1” produces a width automatically of 2.86”



Now your project or publication is ready to be completed and saved with the logo inserted!

Reminder: EMF logo files should never be “copy and pasted” from an email or from an existing Microsoft Office program file. This will distort the vector file and can produce a white or non-transparent background. Once you have completed the project or publication, **please DELETE the logo from the location where you saved it.** It is a violation of MDT’s Communication Guidelines and Logo Request Process to use a logo for a project or publication it was not requested and given approval for.

If you have questions about using MDT logos or the EMF vector file, please contact the Communications Team: mdtcommteam@mt.gov

Official Department Logos

Vision Zero Logo

This logo was developed to represent the Director and MDT's goal of Vision Zero-zero deaths and zero serious injuries on Montana roads. It should be used on all applicable external projects and publications. It is also available by request for internal use.

There are two layouts of the Vision Zero logo: horizontal and vertical. Depending on the use, the Communications Team can assist in determining the best layout for the specific document, publication or promotional material.

VISION ZERO
zero deaths · zero serious injuries
MONTANA DEPARTMENT OF TRANSPORTATION

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The Vision Zero logos should never be sized smaller than the following limits to ensure clarity in the final product. The minimum sizes are shown to scale for reference.

2.149 inches

VISION ZERO
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0.75 inches

1.0 inches

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1.1723 inches

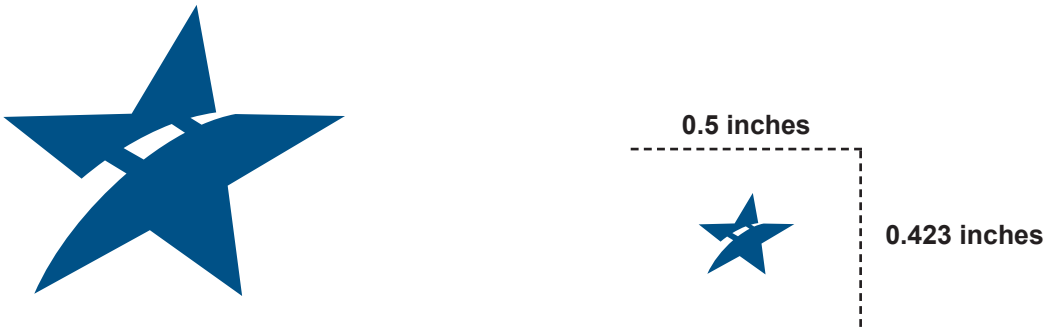
MDT Name Logo

This should be used in all external, public facing communication when the Vision Zero logo is not applicable. **The MDT Name, no name and star logos should never be sized smaller than the following limits to ensure clarity in the final product.** The minimum sizes are shown to scale for reference. It is also available by request for internal use.

MDT Logo Variations: No Name and Star

These variations can be used by request for internal purposes. They can also be used in MDT projects, publications or promotional items that follow external requirements and are approved by the Communications Team.

<u>External:</u> The Vision Zero or MDT Name Logo have already been used, or the text “Montana Department of Transportation” has been used to associate MDT’s ownership with the image.



Program Specific Logos

There are several existing program logos available by request through the Logo Request process. These are also considered official MDT logos, and should meet the same standards as the MDT logos and Vision Zero logos. Due to the text portions of each program logo, they should never be sized smaller than ***2.0 inches wide.*** If smaller sizes are necessary, or variations need to be approved for promotional items, please follow the Logo Request process for assistance.

Share the Road

For requested and approved use in bicycle/pedestrian safety campaigns and communication materials.

Safe on All Roads (SOAR)

For requested and approved use in Tribal safety campaigns and communication materials.

Disadvantaged Business Enterprise (DBE)

For requested and approved use in DBE communication materials.

Logo Color

Colors are an important part of MDT's logos and their unique identity. MDT's blue can be seen in both the Vision Zero logo and the MDT logos. The Vision Zero logo also includes MDT's orange. Variations of the logos are available through the Logo Request process for special projects:

Black Logos
Black logos are available for use in black and white printed publications.

White Logos
White logos are available for use on dark or black backgrounds.

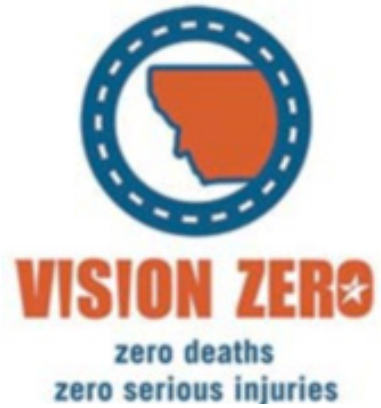
White Border on Dark Logo
Dark logos with a white border are available for approved use on dark or similar colored backgrounds to allow the logo image and/or text to stand out.

Unapproved Logo Use

Logo use that is in violation of these standards is UNAPPROVED use. The following are some examples of unapproved logo use:

Altering Color
Changing the color of an existing logo without permission and approval is unacceptable logo use. Logo color should remain the same as the file provided, unless approved by the Communications Team.

Poor Resolution
Copy and pasting a logo image from MDT's website, social media, email signature, letterhead, etc.; or taking a "screenshot" image from an existing publication is an unacceptable use of MDT's logos. It diminishes the quality and appearance of the logo.



Cropping Elements
Cropping or otherwise changing the original file for a logo without permission and approval from the Communications Team is unacceptable logo use.

Size
Logos are to follow the approved minimum dimensions. Logos that are sized too small violate MDT and ADA requirements, and are unacceptable logo use.

Branding Colors

The Montana Brand created by Tourism uses a set of colors chosen to be relevant to the great State of Montana. MDT is adopting these colors for consistency, as well as adding our traditional orange and blue.

These colors are approved by MDT for use in all publications:

C 5 M 82 Y 100 K 1	C 100 M 45 Y 0 K 37	C 3 M 3 Y 13 K 0	C 56 M 24 Y 33 K 9	C 24 M 0 Y 57 K 49	C 24 M 60 Y 79 K 3	C 0 M 14 Y 28 K 55	C 0 M 60 Y 100 K 79	C 0 M 24 Y 100 K 31
R 229 G 83 B 2	R 0 G 82 B 136	R 245 G240 B 222	R 111 G 151 B 153	R 116 G 133 B 85	R 189 G 84 B 68	R 138 G 121 B 103	R 87 G39 B 0	R 176 G 134 B 0

*Note: Please keep in mind that these colors are preferred colors. Unique projects may require individual solutions and can be approved on a case-by-case basis. It is recommended that CMYK should be used whenever possible for print items to achieve the closest color match in the final product.

Fonts

Text should be no smaller than **8 point font** to comply with ADA requirements.

These fonts are approved for general use in all publications:

Helvetica Neue Regular
Helvetica Neue Light
Arial
Chaparral Pro

*NOTE: Please keep in mind the fonts listed are MDT preferred fonts recommended for use. Unique projects may require individual solutions and can be approved on a case-by-case basis.

Font Too Small

Vision Zero is MDT's Goal to reach zero deaths and zero serious injuries on Montana roads.

Font Not ADA or Branding Compliant

Vision Zero Vision Zero *Vision Zero*

Font and Background Colors

Font and color combinations should meet ADA visual standards. Good contrast between text color and its background color is important for legibility. If a document is being printed, several factors can impact the contrast; including the color/type of paper and the printing ink.

Black text on a white background provides the best contrast, but it is often visually necessary for the project or publication to include fonts and font backgrounds that are colors within MDT's branding colors. Specific color combinations that should be avoided to ensure ADA requirements for legibility are met are red-green, green-yellow, and blue-yellow. Additionally, avoid switching from dark on light to light on dark on the same page as it can be difficult for the eye to adjust to.

Fonts that are similar shades or hues should not be used together for font and background.
They are hard for the reader to see, and do not meet ADA standards.

Dark/black font on a white/light background creates a sharp contrast for the reader.
Properly sized, it will meet ADA standards.

White font on a dark/black background creates a sharp contrast for the reader.
Properly sized, it will meet ADA standards.

Photos and Graphics

The Montana/MDT Brand emphasizes communicating the spectacular and unspoiled nature of our great state! With all images, we should try to show something that a visitor will remember – show a breathtaking scene or a wide-angle vista.

We realize it may not always be possible to show spectacular scenery or wildlife as you might see in Tourism ads.

However there are some tips to improve your photos and perspective:

- Step back 15 feet
- Zoom out to capture more of the landscape or skyline
- Show the beauty surrounding the project or activity

The goal is to show a potential visitor the landscape around them, even if there is a small delay or detour. Try to grab a photo to show small town character – an old sign, an old store, a horse tied to a hitching post. A picture is worth a thousand words – let your photo tell a good story.

GOOD

BETTER

Crediting External Photos

Any images used in MDT documents from external sources must be credited to the owner of the image. External sources do not include MDT-owned images and images paid for by MDT (Shutterstock downloads).

When crediting an external image, include these five elements (when available or applicable):

Title
If an image has an original title, always include it when you credit the source. If there is no title, this can be skipped.

Author/Owner
Always credit the individual(s) or entity who owns the rights to the image. If you can't find this information, provide a link to the publication or website were you located the image.

Source
The publication, website, social media page, or other location where you found the image needs to be cited. Try to list the source that is the origin of the image. If it is a website or other electronic source, include the date and time the image was pulled as these can be frequently updated and the image link can be lost.

License
Images can have different restrictions on how they can be used. The license for the image will tell you how it can and can't be used. Always include the license information for the photo (when present) in your credits.

Changes
Did you change the image or edit it in any way? Even if it is acceptable under the image license, be sure to note changes in your credits. Color, size, cropping, or any other change should be noted.

If possible, try to request permission from the image owner or source to use the image. It is courteous to share how the image will be used or duplicated when requesting permission. If permission can't be directly obtained, including the five elements above serves to legally credit the image. In the event that permission is requested and not granted, do not use the image; even if you credit the image.

Example: *2016 Fact Book* cover photo and the photo credit for the image on the back cover page.

Follow Us:

www.facebook.com/montanadot

www.twitter.com/mdtroadreport

www.pinterest.com/montanadot

www.flickr.com/montanadot

www.youtube.com/user/montanadot

Snapchat username: mtvisionzero

For more information about the Montana Department of Transportation Fact Book, please contact:

Montana Department of Transportation
2701 Prospect Avenue
PO Box 201001
Helena, MT 59620-1001
406-444-6200
Fax: 406-444-7643
Website: www.mdt.mt.gov

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This document is printed at state expense. Information on the cost of producing this publication may be obtained by contacting the Department of Administration.

Part 2: Public Facing Communication

Introduction

MDT is committed to transparency, unity and effectiveness in our service to the State of Montana. This means consistent, accessible communication to the public. External marketing materials and publications must include the following to State standards:

- Logos: external communication for MDT should always include an approved Department logo for brand identity, recognition and consistency.
- ADA Information: all external communication intended for printing (or available for printing) should include an ADA Disclaimer.
- Cost Disclaimer: all external communication intended for printing (or available for printing) should include a Cost Disclaimer.

When preparing external marketing materials or other publications, selecting the best distribution method for your intended audience will allow your communication to be the most effective. For example, a rack card might be more effective and efficient than a brochure. All external marketing materials and publications need to be submitted to the Communications Team for review and approval before they are distributed. This review and approval process allows MDT to provide consistent, effective communication to the public.

Some examples of items that need to be submitted for review:

Brochures
Rack Cards
Posters/Flyers
Manuals
Promotional Items
Other materials or publications…

Is this intended for public distribution?
Is it an update to an existing item for public distribution?

If the answer is “yes,” these items MUST be submitted to the MDT Communications Team for review and approval before they are printed, published to the web or distributed to the public.

State Mandated Requirements

All State of Montana external publications and marketing materials have certain required text that must be included. These apply to printed communication or communication that is available for printing by the public. External communication on MDT's website that is not intended for print is not required to display the following disclaimers as it is included in the website disclaimers.

When using the ADA disclaimer, the document author's name and phone number should be listed as the contact for an accommodation. If an accommodation is needed, the document author can work with Matt Maze, External ADA Coordinator.

Use either of the following statements if you are promoting a training event:

"Contact Matt Maze, MDT External ADA Coordinator, at (406) 444-5416 or mmaze@mt.gov, by {Insert date} if you are a person with a disability and require a reasonable accommodation or auxiliary aid or service to participate in this event."

"The Department of Transportation makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in training. Persons needing an accommodation must notify MDT no later than two weeks before the date of training to allow enough time to make arrangements. To make your request, you can call (406) 444-5416, or through the Montana Relay 711."

Use the following statement if you are promoting a public meeting/hearing:

"The Department of Transportation will make reasonable accommodations for persons with disabilities who wish to participate in this {Insert Public Meeting} or need an alternative accessible format of this notice. If you require an accommodation, contact the Department of Transportation no later than {Insert time and date}, to advise us of the nature of the accommodation that you need. Please contact Matt Maze, Office of Civil Rights, P.O. Box 201001, Helena, Montana 59620; telephone (406) 444-5416; Montana Relay 711; facsimile (406) 444-7243; or e-mail to mmaze@mt.gov."

Use either of following statements on flyers/publications/materials made available to the public:

"Alternative accessible formats of this document will be provided on request. Persons who need an alternative format should contact the Office of Civil Rights, Department of Transportation, 2701 Prospect Avenue, PO Box 201001, Helena, MT 59620. Telephone 406-444-5416 or Montana Relay Service at 711."

"Alternative accessible formats of this document will be provided upon request. Please contact NAME _____ at VOICE _____ /Montana Relay 711, or by email at _____ to request this document in a different format."

A cost disclaimer is required on any document that is made available to the public, even if the document is not printed (Montana Code Annotated (MCA) 18-7-306. *Public Disclosure of Cost*.)

The public disclosure must contain the following statement, with required information inserted, to be printed on the exterior cover of the publication:

> xxx copies of this public document were published at an estimated cost of $xx.xx per copy, for a total cost of $xx.xx, which includes $xx.xx. for printing and $xx.xx for distribution.

This statement must be printed in the same size type as the text of the document and must be set in a box composed of a 1-point rule.
If this cost is unknown, please use the Department of Administration's public disclosure statement:

> This document is printed at state expense. Information on the cost of producing this publication may be obtained by contacting the Department of Administration.

Location of Disclaimers

To meet MDT and State of Montana standards, ADA and cost disclaimers should be located in the following places in a publication:

Single or 2-Sided Publication (poster, flyer, rack card, postcard, bookmark, etc.): The ADA disclaimer should be written in a minimum of 8 point font above the cost disclaimer on the BACK of the publication. The cost disclaimer should be the last thing written on the BACK of the publication.

Multi-Sided Publication (report, brochure, booklet, etc.): The ADA disclaimer should be written in a minimum of 8 point font; preferably located on the inside of the back cover page. The cost disclaimer should ALWAYS be on the exterior back cover of the publication.

Contacts

MDT Communications Team: mdtcommteam@mt.gov

Links

About MDT: http://www.mdt.mt.gov/mdt/about.shtml

External Communication Policy/Procedures (Internal): http://mdtinfo.mdt.mt.gov/policies/

Marketing Materials Request Form (Internal):
http://mdtinfo.mdt.mt.gov/mdt/marketing/new-project.shtml

References

Montana Department of Commerce - Using the Montana Brand
AASHTO Communications Guide

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