The Alaska Department of Transportation & Public Facilities (DOT&PF) impacts every Alaskan, every day by supporting a safe, efficient transportation system so that all Alaskans may thrive. We help provide access to goods, services, economic opportunities, each other, and the world.

An important element of presenting DOT&PF’s positive work is our brand. It’s important to maintain a strong, consistent identity so the department can easily and consistently be identified as an accountable, reliable, and respected organization. Please follow these guidelines which are intended to assist DOT&PF employees, contractors, partners, and consultants.

Using Our Name

“Department of Transportation & Public Facilities” is a long name. For brevity, many people drop “Public Facilities” when referring to the department, but it’s imperative not to eliminate that portion of our name. Public facilities are an essential part of our department’s function. Also, referring to the department as “DOT” or “Department of Transportation” could cause Alaska DOT&PF to be confused with US DOT. Per P&P 02.02.020 the department’s acronym is DOT&PF.

Following are acceptable, common uses of our full name and abbreviations/acronyms:

<table>
<thead>
<tr>
<th>Full name</th>
<th>Abbreviations / Acronyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska Department of Transportation &amp; Public Facilities</td>
<td>Alaska DOT&amp;PF</td>
</tr>
<tr>
<td>Department of Transportation &amp; Public Facilities</td>
<td>DOT&amp;PF</td>
</tr>
<tr>
<td>Alaska Department of Transportation and Public Facilities</td>
<td></td>
</tr>
<tr>
<td>Department of Transportation and Public Facilities</td>
<td></td>
</tr>
</tbody>
</table>

Following are examples of department name references **not to use:**

<table>
<thead>
<tr>
<th>Full name</th>
<th>Abbreviations / Acronyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska Department of Transportation</td>
<td>ADOT&amp;PF</td>
</tr>
<tr>
<td>Department of Transportation</td>
<td>ADOT and PF</td>
</tr>
<tr>
<td>AK Department of Transportation</td>
<td>ADOT</td>
</tr>
<tr>
<td>DOT</td>
<td>ADOTPF</td>
</tr>
<tr>
<td>AkDOT</td>
<td>AkDOT</td>
</tr>
<tr>
<td>AkDOTPF</td>
<td>AkDOTPF</td>
</tr>
<tr>
<td>Alaska DOT</td>
<td>DOT/PF</td>
</tr>
<tr>
<td>D.O.T.</td>
<td>DOT/PF</td>
</tr>
<tr>
<td>D.O.T.P.F</td>
<td>“Dot Puff”</td>
</tr>
</tbody>
</table>

Referencing the department name in documents

When referencing the department name in any document (emails, websites, publications), first list the full name followed by an abbreviation in parenthesis. You may then use the abbreviation for the duration of the document. Example:

The Alaska Department of Transportation and Public Facilities (DOT&PF) reminds drivers to be prepared for winter driving and offers tips for a safe commute.

DOT&PF follows a systematic approach to clear Alaska’s roads of snow and ice by categorizing every state-maintained road as one of five priority levels.
DOT&PF Logo

The official logo of Alaska DOT&PF is our most important identity element. Consistent use of the appropriate logo will result in an established recognition of the Alaska DOT&PF brand. The logo is not to be altered in any unapproved way. To ensure accurate reproduction of the logo, always use or provide digital artwork (as opposed to a scan or photocopy).

A link is provided at the end of this document so you may download logos for a variety of uses.

Below are the colors used in the official DOT&PF logo:

- **PANTONE 123C**
  - cmyk: 0 19 89 0
  - rgb: 255 199 44
  - html: FFC72C
  - Element: sky, state, ferry line, department names

- **PANTONE 179C**
  - cmyk: 0 87 85 0
  - rgb: 224 60 49
  - html: E03C31
  - Element: airplane

- **PANTONE 2738C**
  - cmyk: 100 92 0 1
  - rgb: 6 3 141
  - html: 06038D
  - Elements: ring background, ferry bottom

- **COLOR: paper or opaque white**
  - cmyk: 0 0 0 0
  - rgb: 255 255 255
  - html: FFFFFF
  - Elements: mountain, plane highlights, ferry top, windows, road

- **COLOR: process black**
  - cmyk: 0 0 0 100
  - rgb: 35 31 32
  - html: 000000
  - Elements: inner & outer ring borders, various outlines, waves, road line, tractor tires & exhaust, plane prop

- **PANTONE 544C**
  - cmyk: 27 4 1 1
  - rgb: 189 214 230
  - html: BDD6E6
  - Element: water

- **PANTONE 2320C**
  - cmyk: 25 69 97 54
  - rgb: 113 70 35
  - html: 714623
  - Element: facility

- **PANTONE 7482C**
  - cmyk: 90 0 93 0
  - rgb: 0 159 77
  - html: 009F4D
  - Element: grass

- **PANTONE 2018C aka “Safety Orange” (PANTONE P 30-8C is acceptable)**
  - cmyk: 0 58 95 0
  - rgb: 255 117 0
  - html: FF7500
  - Element: grader
Logo Use

The official logo of Alaska DOT&PF is to be used according to the basic guidelines illustrated in this section. Please read thoroughly before using the logo. If you have questions about logo use, please contact the DOT&PF Communications Team.

Clear Space

A minimum amount of clear space must always surround the DOT&PF logo to separate it from other elements such as headlines, text, and imagery, as well as the outside edge of printed and electronic materials. Proper use of the clear space ensures visual impact and legibility of the logo. The minimum clear space should be at least one-eighth the height of the logo.

Logo Color Variants

The primary colors of the DOT&PF logo are offered on Page 1. If a variation is needed, the following versions of the logo are available to ensure brand integrity across a wide array of applications. If the logo is placed on a background color or image, there shall be a strong contrast (e.g. black logo on a yellow background, white logo on a dark blue background, orange logo on a white background).
Resizing the Logo

Adjusting the size of the logo will sometimes be necessary. Be certain not to distort the logo when changing the scale. In most applications, you can use corner handles when clicking on images to enlarge or reduce the image proportionally, but you may need to also hold down the shift key while dragging the corner handle.
Incorrect Logo Use

Following are examples of incorrect DOT&PF logo use. Please avoid altering the logo in any of these ways.

Do not fill the logo with an alternate color.

Do not change the color of the logo except to an approved color variant.

Do not distort the logo. Scale proportionately.

Do not place a logo with a white box on a colored background. (Hint: use a logo with a transparent background)

Do not alter colors of the logo.

Do not apply filters to the logo that distort color or texture.

Do not add text to the logo.

Do not use a poor quality logo.

Do not use the old version of the logo (includes bevels and shading).
Use with Other Logos

When used with one or two additional logos, the visual weight of the DOT&PF logo should be greater than or equal to the visual weight of the accompanying logo(s). Factors to consider for visual weight are quality, logo intricacy, contrast, color, and size. For example, when considering color the accompanying logo is full color, so should the DOT&PF logo. When used with more than two other logos, if appropriate, the DOT&PF logo should be treated as the dominant logo. When used with logos of non-state partners, the DOT&PF logo should maintain equal visual weight and should not be seen as subordinate.

Example: Use with one additional logo. While the two logos are not exactly the same size, the logo on the left has comparable visual weight and is sized similarly to maintain balance.

Copyright & Trademark Notice

Please visit our Policies page online for information regarding copyright and trademark: [dot.alaska.gov/policies.shtml](http://dot.alaska.gov/policies.shtml)

Use of the Alaska State Seal

Alaska Statute 44.09.015 Use of seal without permission prohibited.

(a) A person may not use or make a die of impression of the state seal for any advertising or commercial purpose, unless written permission has first been obtained from the lieutenant governor.

(b) Violation of this section is a misdemeanor, and upon conviction is punishable by a fine of not more than $500, or by imprisonment for not more than six month, or by both.
RESOURCES

Downloadable versions of the logo have been made available for a variety of needs, including print, web, and merchandising. You’ll also find Frequently Asked Questions, and the latest version of these guidelines. Please visit: dot.alaska.gov/branding

If you have a special need for the logo that isn’t addressed in these guidelines or on the website, contact the DOT&PF Communications Team for assistance. dot.ask@alaska.gov

As you work with these guidelines, we welcome your input. Please direct all comments and questions to dot.ask@alaska.gov.