



State of Alaska
Department of Transportation & Public Facilities

Visual Communications & Branding Guidelines

Initial Release, Version 1.0, March 2026

What are brand guidelines and why do I need to follow them?

Visual identity is the collection of visual elements - such as logos, colors, typography, imagery, and design standards - that represent an organization and make it instantly recognizable. It's more than just a logo; it's the consistent look and feel that communicates the organization's values, mission, and personality across **ALL** platforms and materials.

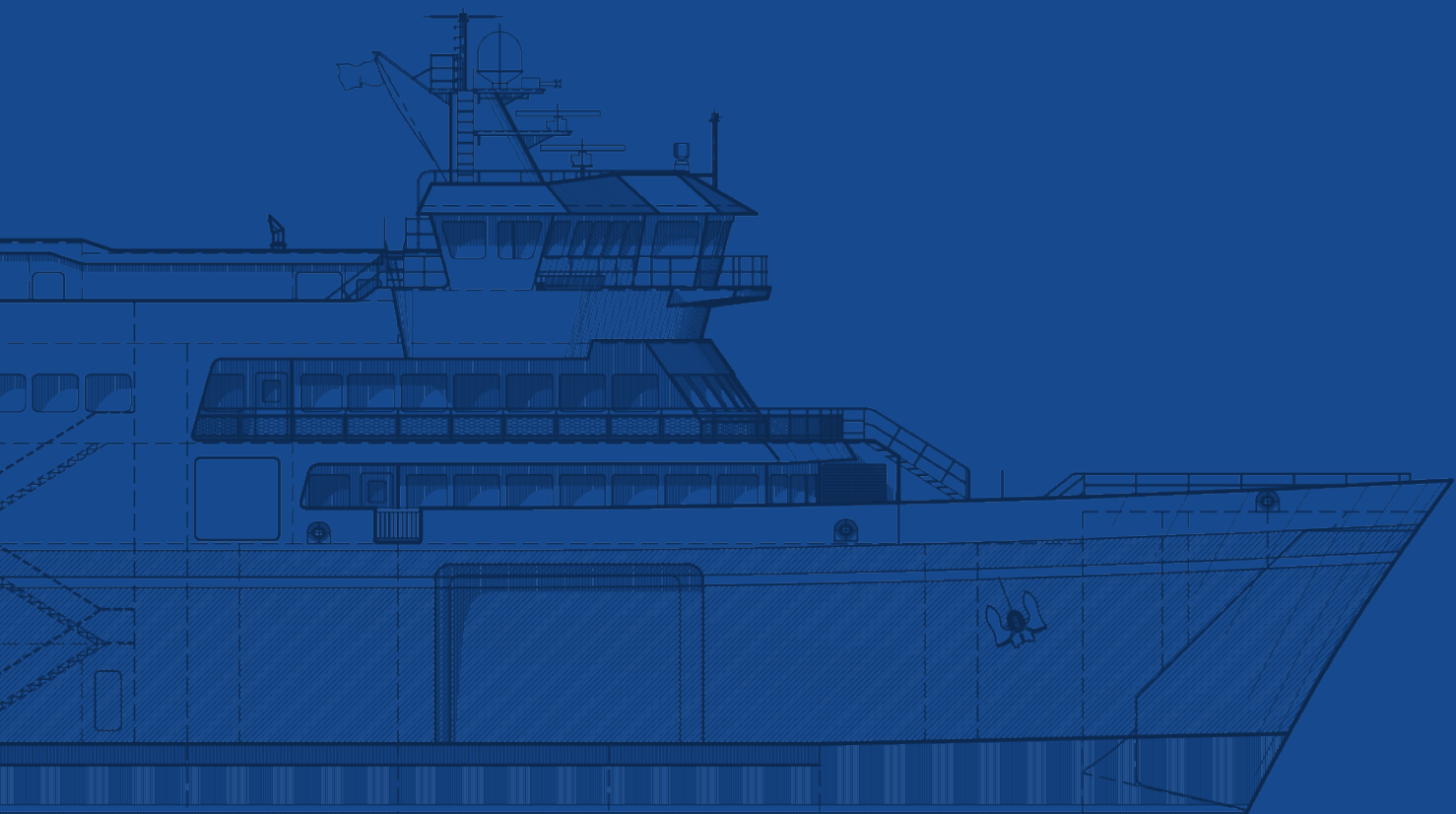
Visual communication must be held to the same standard as written and spoken communication. How we present ourselves visually shapes how the stakeholders understand and trust our work. It builds credibility, strengthens recognition, and ensures clarity across everything we do.

As the largest state department in Alaska - with a direct impact on communities and travelers statewide - we are responsible not only for delivering essential services, but for communicating clearly, consistently, and professionally. **Strong visual standards support transparency, reinforce accountability, and help the public quickly understand what matters.**

Visual communication often works below the surface. People recognize brands, interpret color, and form impressions instantly - often without realizing it. That makes consistency and quality essential, not optional.

"Design is the silent ambassador of your brand."

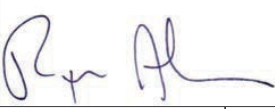
- Paul Rand, American art director & graphic designer



MEMORANDUM

State of Alaska

Department of Transportation & Public Facilities
Office of the Commissioner

TO: All Staff	DATE: August 28, 2025	
FROM: Ryan Anderson, P.E. Commissioner		SUBJECT: Logo and Mission Statement Guidance

Effective immediately, new logos or project artwork may not be created independently. All reviews and approvals must be run through the DOT&PF Communications Team, led by the Communications Director. The team will partner with you to design and oversee graphics that meet DOT&PF standards.

DOT&PF logos remain the official and only approved symbols. They must not be altered. As older materials are refreshed, updated versions will be posted in the [DOT&PF Brand Guidelines](#)

Also, effective immediately, DOT&PF's mission statement is: **"Keep Alaska Moving."**

This replaces the previous phrase, *"Keep Alaska Moving through Service and Infrastructure."* The updated statement is more impactful and easier to apply consistently, while continuing to reflect our statutory responsibilities.

Quick Reference

Current Standard	No Longer Allowed
Use "Keep Alaska Moving" in all new documents, webpages, presentations, social media, signage, and outreach.	Do not use "Keep Alaska Moving through Service and Infrastructure."
Route all project artwork and branding requests through the Communications Team, led by the Communications Director.	Do not create independent project logos or alter official DOT&PF logos.
Apply official DOT&PF branding and updated logos found in the Brand Guidelines	Do not add unofficial taglines or symbols.

When you need project branding or graphics, email dot.ask@alaska.gov with the subject line: *Artwork Request – [Project Name]*. The Communications Team, under the direction of the Communications Director, will work with you to create consistent, professional designs that support your project goals while strengthening DOT&PF's identity.

By following these guidelines, every DOT&PF project across Alaska will carry the same trusted look and voice—making our work more recognizable, accessible, and impactful.

"Keep Alaska Moving."

CONTENT |

MISSION STATEMENT	1
NAME	2
LOGO PACKAGE	3
COLOR PALETTE	4
TYPOGRAPHY	5
EXAMPLES	6
ACCESSIBILITY	7
COPYRIGHT	8

For questions please reach out to:
dot.ask@alaska.gov

**Download Branding Guidelines at
dot.alaska.gov/branding**

Keep Alaska Moving

alternative

Keeping Alaska Moving

Words are capitalized

When possible, statement must be italicized

Social Media Hashtag: #KeepAlaskaMoving or #keepalaskamoving

Use without quotations, unless it's being used in a sentence

No period is used unless it's in a sentence

Minimum size on printed documents: 6pt at 100% scale

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:

FULL NAME

- Alaska Department of Transportation & Public Facilities
- Department of Transportation & Public Facilities
- Alaska Department of Transportation and Public Facilities
- Department of Transportation and Public Facilities

ABBREVIATIONS / ACRONYMS

- Alaska DOT&PF
- DOT&PF

Following are examples of department name references not to use:

Full name

Alaska Department of Transportation
Department of Transportation
AK Department of Transportation

Abbreviations / Acronyms

ADOT&PF • ADOT and PF • ADOT • ADOTPF
DOT • AkDOT • Ak DOT • AKDOTPF
AkDOTPF • Alaska DOTPF • DOT/PF • DOT/PF
Alaska DOT • Alaska DOT • DOT/PF • "Dot Puff"
D.O.T. • D.O.T.P.F

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.

LOGO PACKAGE | 3

Main DOT&PF Logo |

Correct Uses |

Use with State of Alaska Seal |

Classic Logo Usage Guidelines |

Classic Logo's Story |

Main / Primary Design

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.

THEME: LAND & AIR & SEA

Statewide Aviation: Piper Super Cub - one of the most iconic bush planes widely used in Alaska. Bush wheels to hint on the large amount of backcountry travel and many rural airstrips across the state.

Big Dipper and the North Star to honor Alaska's State Flag.

Representing all seasons - winter, summer, spring, and fall. Notes of fireweed, fall alpine landscape and snowy Denali with a snow pile being cleaned by the snow plow.



Public Facilities are represented by Atwood Building in Anchorage and Fairbanks Airport building. FAI building represents both public facilities and international airports for DOT&PF.

From State Equipment Fleet, Maintenance & Operations to Design & Construction, DOT&PF represents all ground transportation. The plow was determined as an easily recognizable piece of equipment that represents multiple divisions within DOT&PF.

Alaska Marine Highway System and Alaska's waterways are represented by an illustration of ferry MV Hubbard - the newest ferry within AMHS.

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.

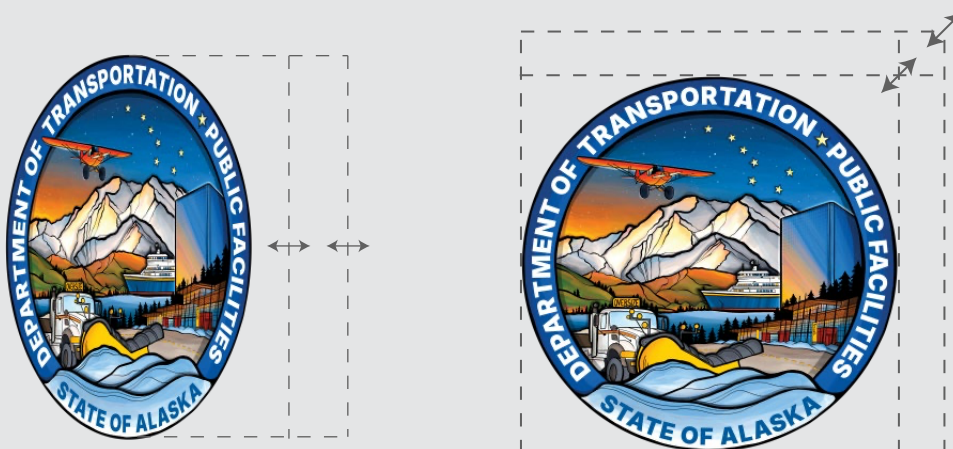
For more information and details about DOT&PF logo usage download current brand guidelines at dot.alaska.gov/branding



NO



YES



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.

Use of the Alaska State Seal

The state seal may only be used for official state business, good cause for a proper purpose, and educational purposes. It is not necessary for state agencies to obtain written authorization for use of the state seal for the conduct of official state business.

In no event shall approval for use of the state seal be granted for political campaign purposes, for advertising, or commercial purposes. Violations of this policy shall be referred to the Attorney General for criminal prosecution.

Permission received for use of the state seal by the Lieutenant Governor is valid only while the Lieutenant Governor that approves the request holds office. Continued use of the state seal beyond the term of office of the Lieutenant Governor that approves a request requires renewed permission from subsequent Lieutenant Governors.

To request permission to use the State Seal contact the Lieutenant Governor's Juneau Office (907-465-3520) for assistance.

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 months, or by both.



Classic Design

The legacy DOT&PF logo may continue to be used during the period of transition to the new logo. The goal is consistency - not immediate replacement.

The legacy logo is allowed in both existing and new materials, including:

- Ongoing projects and materials already in development
- Internal documents and everyday communications
- Lower-visibility public materials
- Situations where updating to the new logo is not yet practical

While use of the legacy logo is permitted, teams are encouraged to:

- Use the new logo for new, high-visibility, or long-term materials
- Transition to the new logo as updates naturally occur
- Avoid creating unnecessary rework solely to replace the logo

To avoid confusion, do not mix old and new logos within the same set of materials unless necessary. Choose one logo per document, graphic, or asset and if both are used, ensure clear hierarchy (new logo preferred). Use the legacy logo as originally designed (no edits or redraws), maintain proper spacing, proportions, colors, and avoid stylistic alterations.

The legacy logo will remain in use as needed and will phase out gradually through routine updates, asset replacement cycles, and new project development.

The Original Logo and Its Story

Created by a DOT&PF employee Anna Walker for an employee contest.

Approximate timeframe: late 90s



Anna Walker began designing the original DOT&PF logo using Microsoft Word, starting with a simple circle shape that allowed her to wrap text around its edge. She then added color and incorporated clip art elements — including a plane, a building to represent public facilities, and a mountain - to symbolize the department's broad scope.

Through experimentation with various techniques in Word, she gradually developed the logo layout. She mentioned that she worked on the design over the course of about a month, refining it until she reached a version she was satisfied with. The airplane featured in the final logo was not part of the original design; the initial version used a different aircraft type, but it was changed to a goose following feedback from department leadership.

Walker originally hoped to include an image of Mount Denali in the design but was unable to find a suitable graphic.

This was not a professionally contracted design project but rather part of an internal employee contest to create the department's first official logo. Among several submissions, Walker's stood out as the only one created digitally, while the others were hand-drawn. Her design was ultimately selected because it effectively represented all areas of DOT&PF while being ready for practical use.

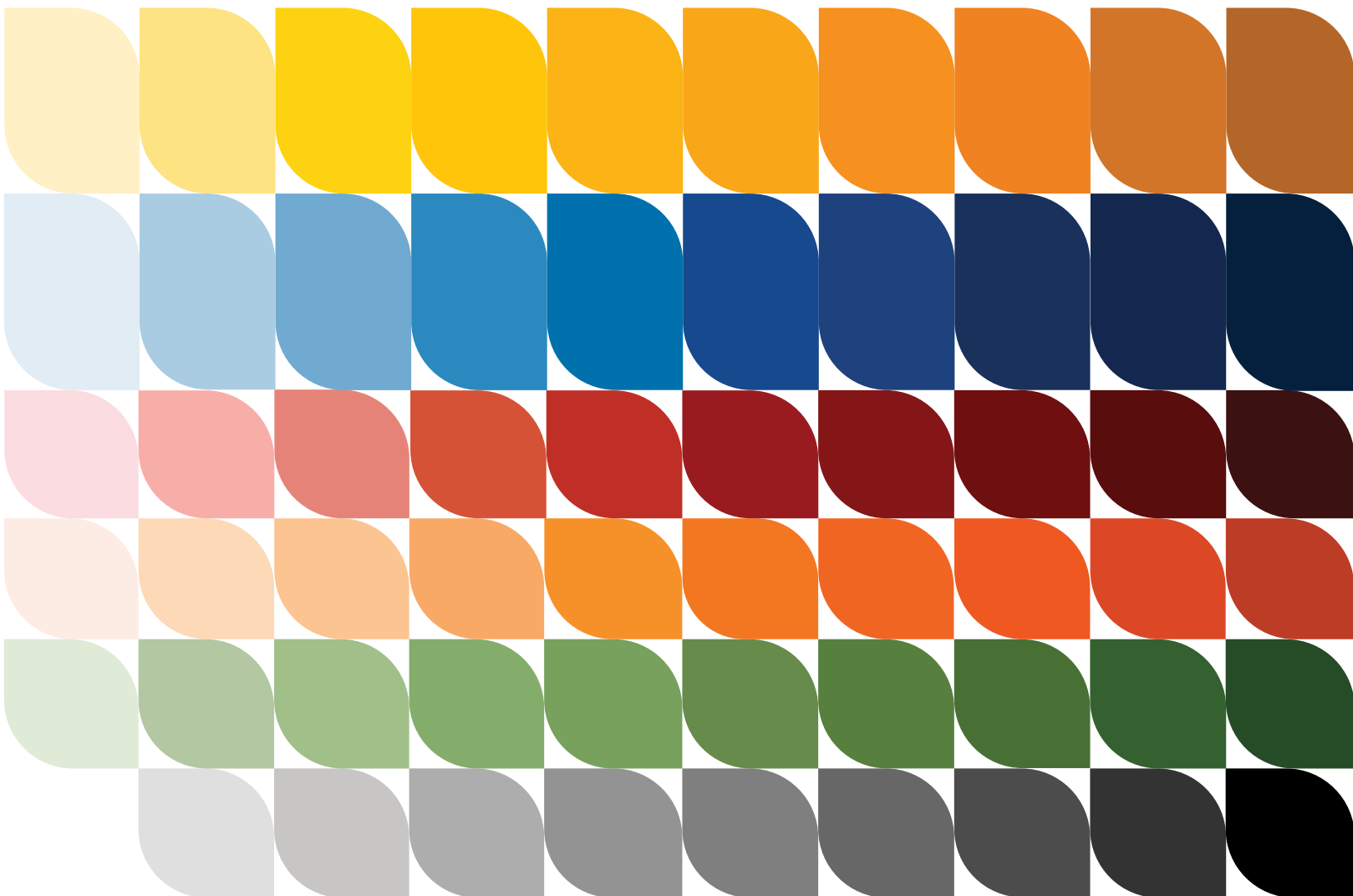
Color is one of the most immediate and recognizable elements of a brand. It shapes perception, guides attention, and reinforces identity across all communications.

A strong color system begins with **PRIMARY COLORS** - the core palette that defines the brand and should be used most consistently. These colors anchor key elements such as logos, headers, and calls to action, creating a clear and recognizable visual foundation.

SUPPORT COLORS provide flexibility without weakening the brand. They help organize information, create hierarchy, and add visual interest across different formats, while still working in harmony with the primary palette.

Effective use of **CONTRAST IS ESSENTIAL**. Strong contrast ensures readability, accessibility, and clarity - especially for digital and public-facing materials. Color combinations should always maintain legibility and meet accessibility standards in a variety of lighting and viewing conditions.

CONSISTENCY IS CRITICAL. Thoughtful color pairing, balanced use of bold and neutral tones, and proper application across backgrounds, typography, and graphics all contribute to a cohesive, professional system that builds trust and long-term recognition.



Primary Colors

DOT&PF's visual identity is built on two primary colors, with a stronger emphasis on the blue palette.

These colors are designed to work both independently and together. In any application, one color should clearly lead the composition while the other supports it to maintain visual clarity and hierarchy.

Arctic Blue serves as the core brand color, anchoring the identity and providing consistency across materials. Alaska Gold functions as the primary accent - used strategically to highlight key information, guide attention, and add contrast without overpowering the overall design.

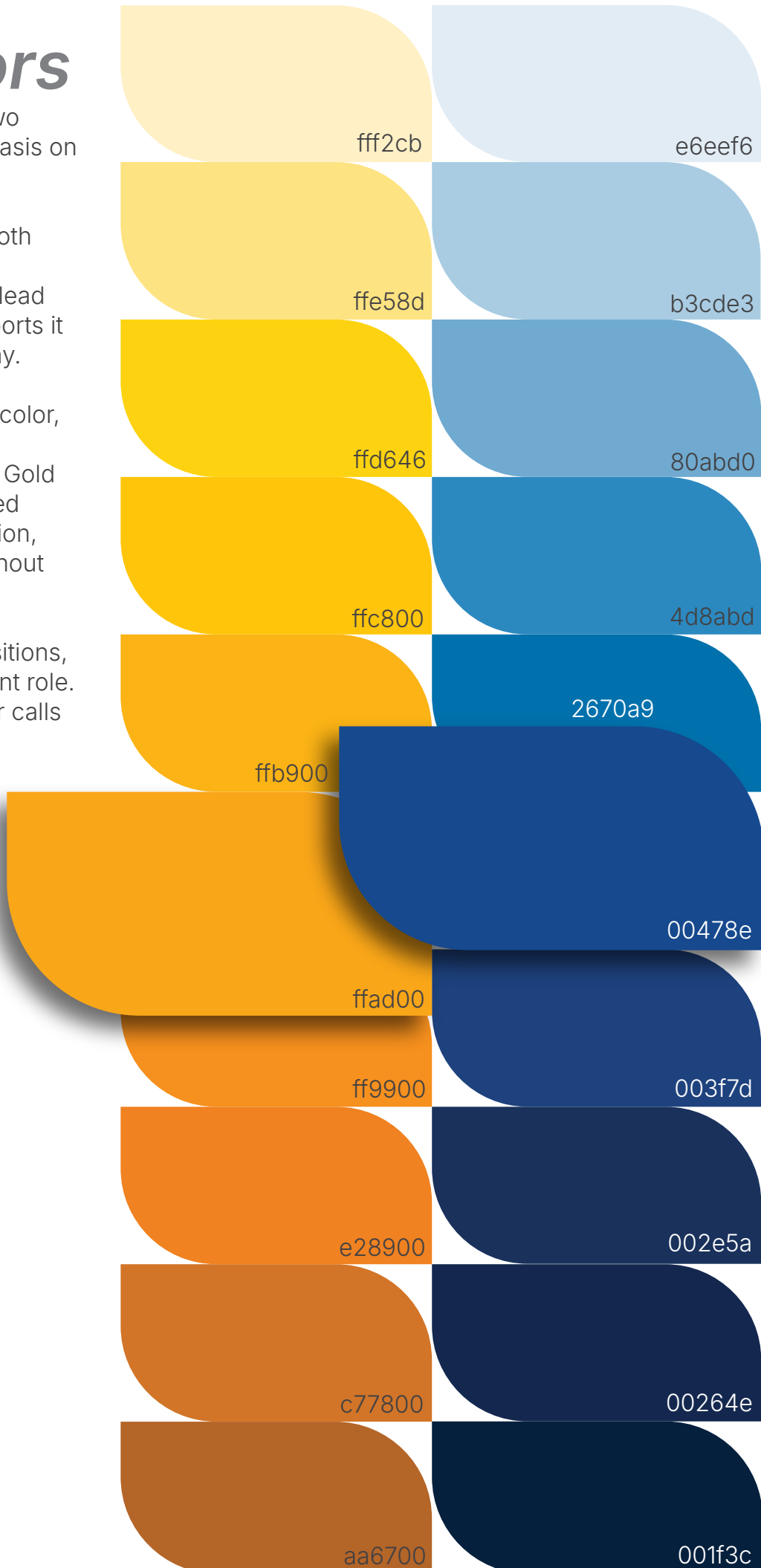
While Arctic Blue leads most compositions, Alaska Gold plays an equally important role. Its high visibility makes it effective for calls to action, safety information, and key highlights. When used intentionally, it can lead a design in situations where emphasis and visibility are critical, while still maintaining overall brand balance.

ARCTIC BLUE

00478E	HEX
0, 71, 142	RGB
100, 50, 0, 44	CMYK
2955 C	Pantone
RAL 5003	RAL

ALASKA GOLD

FFAD00	HEX
255, 173, 0	RGB
0, 32, 100, 0	CMYK
1375 C	Pantone
RAL 1028	RAL

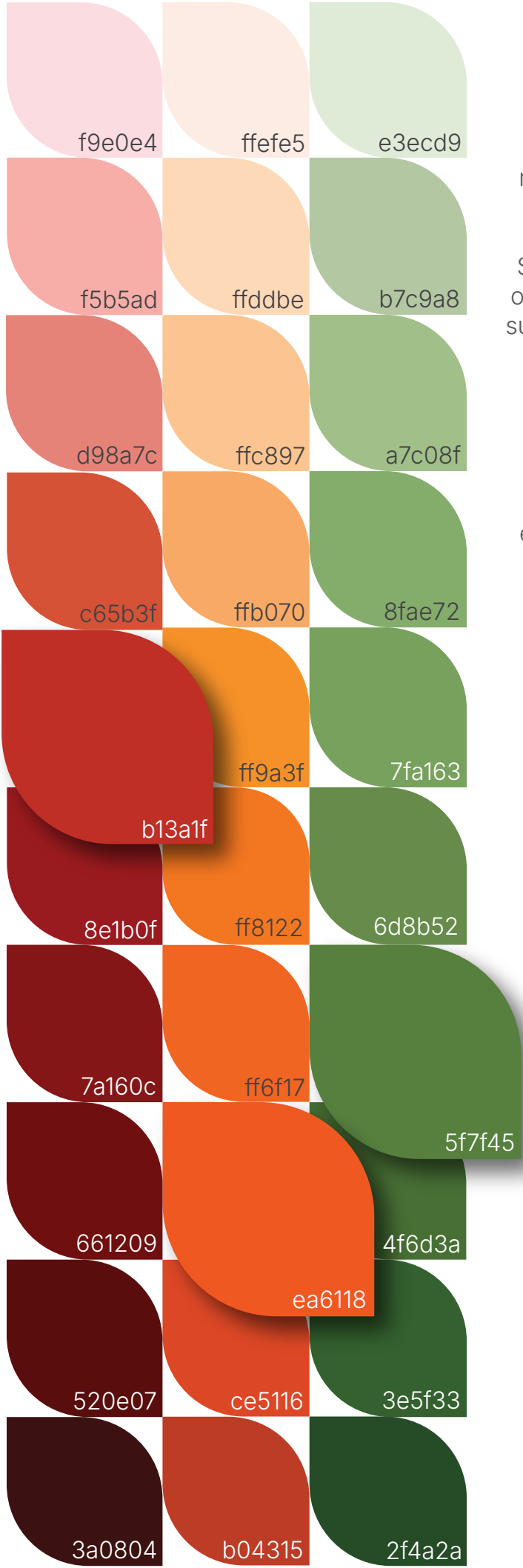


Support Colors

DOT&PF's support color palette - Copper Red, Safety Orange, and Tundra Green - provides flexibility while reinforcing the overall identity. These colors are intended to complement, not compete with, the primary palette.

Support colors should be used selectively to add emphasis, organize information, or distinguish content across materials such as maps, infographics, and safety messaging. They are especially effective for categorization, alerts, and highlighting secondary elements within a design.

Each support color can have a strong visual presence, and should be used wisely when deciding on sub-identities for projects or initiatives. Use these colors with intention, ensuring the primary colors remain a part of the design and the overall composition stays cohesive and recognizable.



COPPER RED

B13A1F	HEX
177, 58, 31	RGB
0, 67, 82, 31	CMYK
7597 C	Pantone
RAL 3016	RAL

SAFETY ORANGE

EA6118	HEX
234, 97, 24	RGB
0, 59, 90, 8	CMYK
1585 C	Pantone
RAL 2004	RAL

TUNDRA GREEN

5F7F45	HEX
95, 127, 69	RGB
25, 0, 46, 50	CMYK
5757 C	Pantone
RAL 6003	RAL

Main Font

— Inter

Inter is a workhorse, open-source of a typeface carefully crafted and designed for a wide range of applications, from detailed user interfaces to marketing & signage. The Inter typeface family features over 2000 glyphs covering 147 languages. Weights range from a delicate thin 100 all the way up to a heavy 900. Each glyph has three dedicated designs for weights 100, 400 and 900 to ensure excellent quality at any weight. Optical size ranges from "text" to "display" and there is a true italic variant.

Inter is one of the world's most used typefaces with applications ranging from computer interfaces, advertising and airports, to NASA instrumentation and medical equipment.

The smaller "text" optical-size designs features a tall x-height to aid in legibility of lower-case text, with several contrast-enhancing details like ink traps and bridges. The larger "display" optical-size designs offers clean lines, smooth curves and delicate details for excellent rhythm of large text.

INTER THIN

Inter Thin

Inter Thin

INTER EXTRA LIGHT

Inter Extra Light

Inter Extra Light

INTER LIGHT

Inter Light

Inter Light

INTER REGULAR

Inter Regular

Inter Regular

INTER MEDIUM

Inter Medium

Inter Medium

INTER SEMI BOLD

Inter Semi Bold

Inter Semi Bold

INTER BOLD

Inter Bold

Inter Bold

INTER EXTRA BOLD

Inter Extra Bold

Inter Extra Bold

INTER BOLD

Inter Bold

Inter Bold

Support Font

— Liberation Mono

Liberation Mono is an open-source monospaced typeface designed as part of the Liberation font family, created by Steve Matteson at Ascender Corp. and sponsored by Red Hat. It was first released in 2007 to provide a free alternative to proprietary fonts commonly used in Microsoft systems.

Liberation Mono is a monospaced font designed to replace Courier New while maintaining identical text spacing, making it ideal for coding, technical documents, and systems that need a free, layout-compatible font.

LIBERATION MONO REGULAR

Liberation Mono Regular

LIBERATION MONO ITALIC

Liberation Mono Italic

LIBERATION MONO BOLD

Liberation Mono Bold

LIBERATION MONO BOLD ITALIC

Liberation Mono Bold Italic

Supplementary Fonts

Arial

Arial is a widely used sans-serif typeface known for its clean, simple, and highly legible design across print and digital formats. It was developed in 1982 as a versatile, modern alternative to Helvetica, making it a standard choice for professional and everyday communication.

ARIAL REGULAR

Arial Regular

ARIAL ITALIC

Arial Italic

ARIAL BOLD

Arial Bold

ARIAL BOLD ITALIC

Arial Bold Italic

ARIAL BLACK

Arial Black

ARIAL NARROW

Arial Narrow

ARIAL NARROW ITALIC

Arial Narrow Italic

ARIAL NARROW BOLD

Arial Narrow Bold

ARIAL NARROW BOLD ITALIC

Arial Narrow Bold Italic

Helvetica

Helvetica is a widely used sans-serif typeface known for its clean, neutral design and exceptional clarity, making it a cornerstone of modern graphic design. Developed in 1957 in Switzerland, it is valued for its timeless, professional appearance and strong presence in branding, signage, and public communication.

HELVETICA LIGHT

Helvetica Light

HELVETICA LIGHT OBLIQUE

Helvetica Light Oblique

HELVETICA REGULAR

Helvetica Regular

HELVETICA OBLIQUE

Helvetica Oblique

HELVETICA BOLD

Helvetica Bold

HELVETICA BOLD OBLIQUE

Helvetica Bold Oblique

FONT USAGE GUIDELINES

FONT	USE CASE	TYPICAL APPLICATION
<p>INTER alternative: Arial</p>	Official Reports & Publications	<p>Titles use "black" or "bold", body text use "light" or "regular"</p>
	Flyers / Posters	
	Social Media Graphics	
	Maps / Infographics	
	Swag / Marketing Materials	
	Videography / Photography	

FONT	USE CASE	TYPICAL APPLICATION
<p>LIBERATION MONO</p>	Short Description Boxes	<p>Titles use "black" or "bold", body text use "light" or "regular". Short description boxes use Support Font (Liberation Mono)</p> <p>Guidelines are not rigid rules - use your best judgment to ensure typography is legible, visually appropriate, and effective. Inter should be the primary typeface for all materials, with Arial used only when necessary (such as in PowerPoint presentations or on the website) to ensure accessibility and preserve visual consistency across platforms.</p> <p>Liberation Mono is a technical-style typeface best suited for specialized uses, such as technical documents or video captions (e.g., coordinates, locations, and data), where clarity and alignment are important.</p> <p>Typography is a key component of our visual identity, and these guidelines should be followed across all communications, regardless of how text-heavy they are.</p>
Technical Documentation		
Videography / Photography		

Special Categories

CATEGORY	USE CASE	TYPICAL APPLICATION
<p>PRESENTATIONS</p>	Non-legislative	<p>Titles: Arial Black (Bold) Body: Helvetica Light</p> <p>Follow current, approved guidelines for legislative presentations, reach out to dot.ask@alaska.gov.</p>
	Legislative	
<p>WEBSITE</p>	<p>Banner Titles: Arial Black (Bold) Titles: Helvetica Bold Body: Helvetica Light</p>	

Readability

Typography should use clean, consistent kerning (optical or default font settings) with adjustments only as needed to ensure even visual spacing, and maintain a standard line height of approximately 120–140% of the font size to support readability and a balanced, professional appearance across ALL materials.

EXAMPLES | 6

Presentations |

Video / Photo |

Infographics |

Social Posts |

Charts |

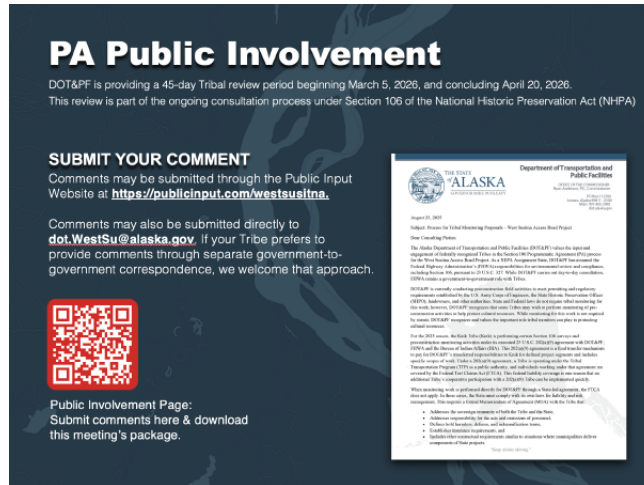
Printed Materials / Flyers |

Presentation

Title: **Font: Arial Black** →

Subtitle: **Font: Arial Bold** →

Body: Font: Helvetica Light →



Video / Photo



Troy **LARUE**
Statewide Aviation Operations Manager
Alaska Department of Transportation
& Public Facilities

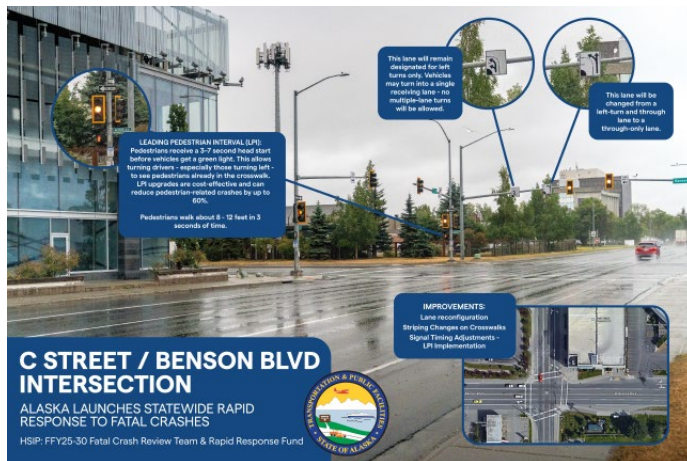
↑ Name: Inter Light / **INTER BLACK**
Title: Inter Light



Location: Kotzebue, Alaska
Time: 14:30

↑ Captions: Liberation Mono Regular

Infographics / Website



↑ Example of usage of different variations of Inter within one infographic to preserve consistency.



Ian Moore, Program Coordinator
Anchorage International Airport

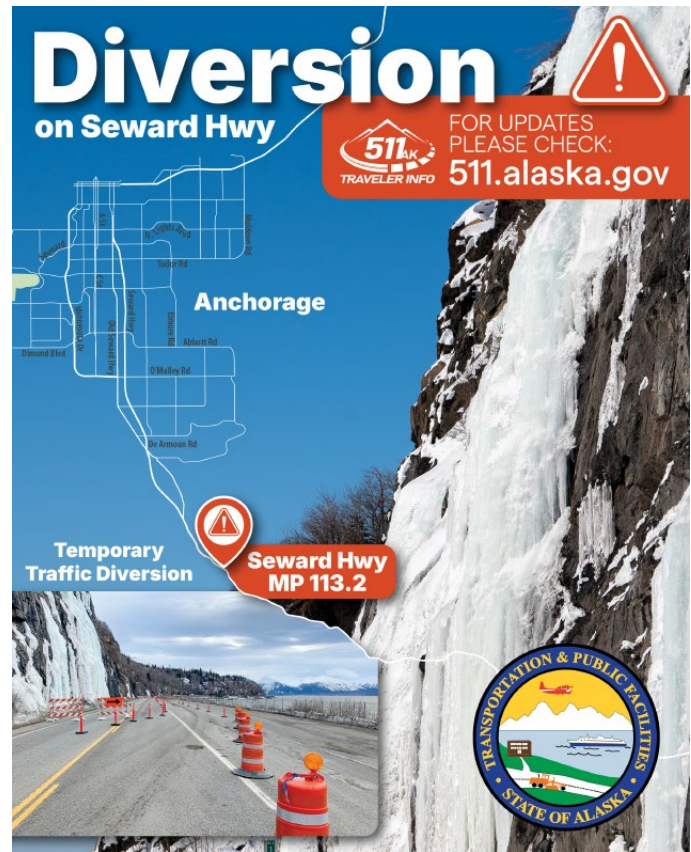
↑ Captions on website: Arial / Helvetica

Social Media Graphics

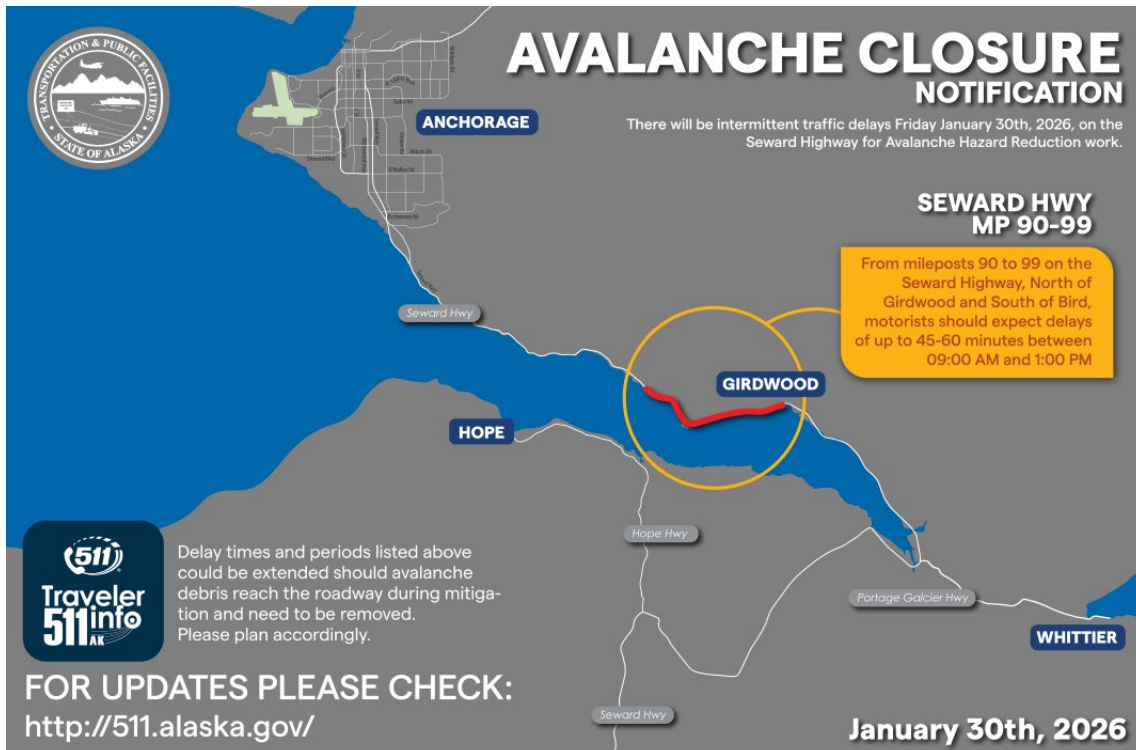
Title & Subtitle: **Font: Inter Black** →

Variable use of different weights and capitalization of letters, using font Inter. →

Subtitles: **Font: Inter Black** →



Example of usage of the white/gray variation of the classic logo.
 Use versions of the logo that fit the overall design and support recognizability.



Charts / Maps

Example of usage of the white/gray variation of the classic logo.
Use versions of the logo that fit the overall design and support recognizability.



M&O MAT-SU DISTRICT

Alaska Department of Transportation & Public Facilities



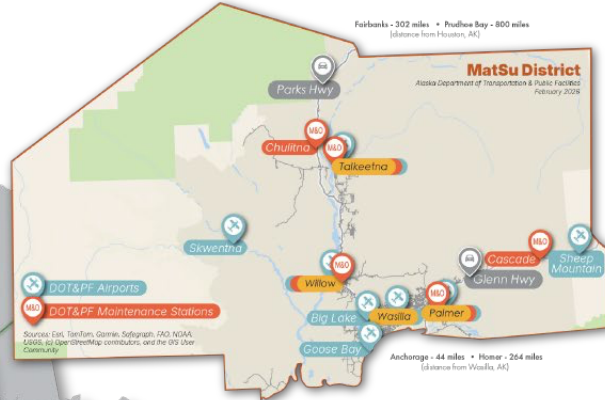
5 Maintenance Stations

Cascade, Chulitna, Palmer
Talkeetna, Willow



6 Airports:

Sheep Mountain, Big Lake,
Goose Bay, Skwentna,
Talkeetna, Willow



Example of use of updated DOT&PF logo

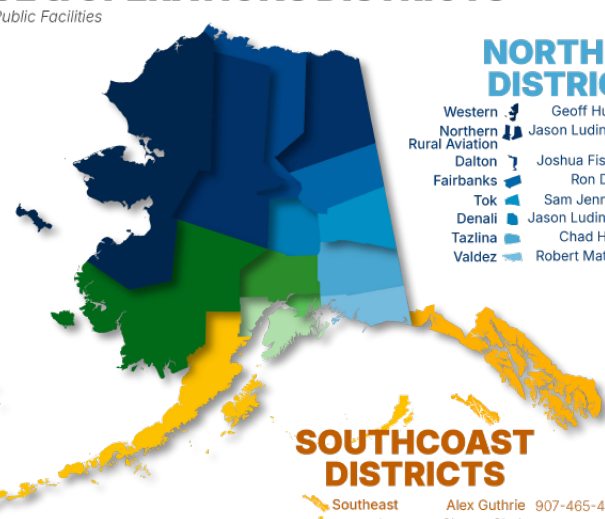


MAINTENANCE & OPERATIONS DISTRICTS

Department of Transportation & Public Facilities
Last updated 3/24/2026

CENTRAL DISTRICTS

- Anchorage Kayce Eliason 907-338-1466
- Mat-Su Kyle Hylton 907-745-2159
- Kenai Peninsula Sean Montgomery 907-262-2199
- Southwest Jeff Doerning 907-269-0754



NORTHERN DISTRICTS

- Western Geoff Hubert 907-443-3426
- Northern Jason Ludington 907-451-5280
- Rural Aviation Dalton Joshua Fischer 907-451-2207
- Fairbanks Ron Davis 907-451-5276
- Tok Sam Jennings 907-883-5129
- Denali Jason Ludington 907-451-5280
- Tazlina Chad Heller 907-822-3222
- Valdez Robert Mattson 907-834-1039

SOUTHCOAST DISTRICTS

- Southeast Alex Guthrie 907-465-4512
- Kodiak/Aleutian Sharon Clark 907-487-4913
- Alternate for Either Marcus Zimmerman 907-957-6815

Example of use of the extended DOT&PF color palette.

Variable use of different types and capitalization of letters, using font Inter.

Handouts / Printed Materials

Example of usage of the white/blue classic logo ↓

Title & Subtitle: **Font: Inter Black** →

Variable use of different weights and types of the Inter font. →

Example of use of Liberation Mono font. →

TIMELINE	WHAT	WHEN	WHO
ARCHEOLOGICAL WORK	MP 0-4	ONGOING	OFFICE OF HISTORY AND ARCHEOLOGY KNIK TRIBE NLURA
	MP 15-18		
OTHER CULTURAL RESOURCES		ONGOING	CHICKALOON & KNIK TRIBE
BALD EAGLE SURVEYS		COMPLETED	KNIK TRIBE
FISH SURVEY		FIELD WORK SEPTEMBER 2025	KNIK TRIBE
GEOTECH INVESTIGATIONS		AUGUST 1 THROUGH 2026	ALASKA DOT&PF
HYDRAULIC AND HYDROLOGIC STUDY		COMPLETED	HDR inc.
WETLAND DELINEATIONS		COMPLETED	HDR inc.
SURVEYING AND BATHYMETRIC SURVEY		COMPLETED	HDR, Inc. RAM CONSULTANTS

AGENDA

- WELCOME AND INTRODUCTIONS
- PROJECT UPDATE
- PROGRAMMATIC AGREEMENT DISCUSSION
- COMMENT MATRIX AND AREA OF POTENTIAL EFFECT
- OPEN DISCUSSION

For current information about this project, please visit dot.alaska.gov/westsusitnaaccess or scan the QR code

How to submit your PA comment:

DOT&PF is providing a 45-day Tribal review period, beginning March 2, 2026 and concluding April 20, 2026. Comments may be submitted through the Public Input Website at <https://publicinput.com/westsusitna>, an online platform that allows participants to review project materials and submit comments directly. Comments may also be submitted to this website by text at 73224 or by leaving a voicemail at 855-925-2801 using Project Code 2152. If you would like to provide additional information or comments outside of the Public Input Website, please email us at dot.WestSu@alaska.gov.

Business Card - Recruitment Team

Variable use of different weights and types of the Inter font. →

Title: **Font: Inter Black** →

Example of use of Liberation Mono font. →

Alaska Department of Transportation & Public Facilities
Keep Alaska Moving

JOIN OUR TEAM!

Scan here to apply!

our work spans land, air, and sea, connecting communities and keeping Alaska Moving.

WHY ACCESSIBILITY MATTERS?

Accessibility ensures that all Alaskans, including people with short- and long-term limitations, can access, understand, and use state services, information and media.

DESIGN AND VISUAL STANDARDS

Colors and Contrast • Fonts and Text • Layout

DIGITAL CONTENT AND DOCUMENTS

Alt Text • PDFs and Word Docs • Websites

MULTIMEDIA AND VIDEO

Captions • Transcripts • Audio Description

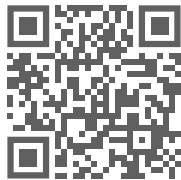
PUBLIC INFORMATION AND OUTREACH

Plain Language • Multiple Formats • Inclusive Events

STAFF RESPONSIBILITY AND COMPLIANCE

All staff producing materials or communications are responsible for meeting accessibility requirements. When unsure, consult the Communications Team.

Accessibility is not optional - it is essential for ensuring all Alaskans have equal access to State programs and information. Designing with accessibility in mind from the start prevents barriers and builds public trust.



**RESOURCE FOR
ADA COMPLIANCE**
**DOT&PF
CIVIL RIGHTS OFFICE**
dot.alaska.gov/cvlrts

UNDERSTANDING COPYRIGHT BASICS

Copyright applies to creative works such as PHOTOS, ILLUSTRATIONS and GRAPHICS, VIDEOS, MUSIC, AND WRITTEN CONTENT. The creator (or copyright holder) controls how the work may be used, shared, or reproduced.

CHECKING PERMISSIONS BEFORE USE

Obtain licenses: Use media from stock libraries, subscription services, or direct agreements with creators. Some resources may be free to use, but check the license terms (some require credit, others restrict commercial use). Ask for permission: If you're unsure, contact the creator or copyright holder directly.

GIVING PROPER CREDIT

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