

# MEMORANDUM

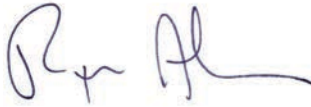
# State of Alaska

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 <a href="#">Brand Guidelines</a>	Do not add unofficial taglines or symbols.

When you need project branding or graphics, email [dot.ask@alaska.gov](mailto: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."*