


MEMORANDUM

STATE OF ALASKA

Department of Transportation & Public Facilities
Office of the Commissioner



TO: All Alaska DOT&PF Employees
DATE: April 20, 2026
FROM: Ryan Anderson, P.E., Commissioner 
SUBJECT: Updated Logo and Branding Guidelines

The Alaska Department of Transportation & Public Facilities (DOT&PF) is adopting an updated department logo and visual branding guidelines: <https://dot.alaska.gov/branding>

This update reflects how the Department operates today—modern, resilient, and agile—and ensures our visual identity aligns with our current work and future direction. As a statewide organization with a direct impact on communities and travelers across Alaska, how we present ourselves visually matters. Consistent visual communication strengthens recognition, supports transparency, and reinforces public trust in our work.

The updated logo will serve as the primary identity for Alaska DOT&PF moving forward. The logo represents the full scope of the Department’s work across land, sea, and air, and reflects the people, systems, and infrastructure that keep Alaska connected.

The new logo retains elements of our classic logo, representing all business lines across the department and throughout the state. The former (“classic”) logo remains an approved option and may continue to be used where preferred and appropriate.

To ensure consistency across the Department:

- Do not create new logos, variations, or sub-brands
- Use only approved logo files and follow the established branding guidelines.
- Do not alter official logos or combine old and new versions within the same material unless necessary.

This direction builds on prior guidance issued in the August 28, 2025, memorandum on logo and mission statement standards.

Our mission remains unchanged: *Keep Alaska Moving*. All materials and communications should continue to reflect this mission and support a clear, unified Department identity.

Consistent application of these standards ensures that every DOT&PF project across Alaska carries the same recognizable and professional identity, making our work easier to understand, more accessible to the public, and more impactful.

For questions or assistance, contact the Communications Team at dot.ask@alaska.gov.