



LOUISIANA DEPARTMENT OF  
TRANSPORTATION & DEVELOPMENT

# Advanced Style & Logo Usage Guide



LOUISIANA DEPARTMENT OF  
TRANSPORTATION & DEVELOPMENT

## Main Logo

LADOTDLogoColor.eps (vector–Illustrator–file)

LADOTDLogoColor.eps (Photoshop file, with transparency)

LADOTDLogoColor.jpg (high resolution image for web/video)

Pantone	C	M	Y	K	R	G	B	Web#	
	1665	0	76	100	0	221	72	20	DD4814
	312	94	0	11	0	0	173	208	00ADD0
	377	51	5	98	23	115	150	0	739600
	445	50	28	24	65	77	83	87	4D5357

To best compliment the DOTD logo, we recommend choosing colors in the same family as the 4 main DOTD logo colors.

Font: The logo uses “Sans Serif Book FLF” & “Sans Serif Demi Bold FLF”

We recommend using this same Sans Serif, to mirror the logo, or use Garamond as a corresponding typeface.

# Usage Requirements & Authorized Variations

The new DOTD logo is comprised of three graphic elements:

1. DOTD in a bold, slightly italicized PMS 1665 orange
2. The water, air, land and road wave design featuring PMS colors 312, 377 and 445
3. "LOUISIANA DEPARTMENT OF" written in Sans Serif, in black  
"TRANSPORTATION AND DEVELOPMENT" written in Sans Serif DemiBold, in black

These three elements should remain together, in their original color palette, unless otherwise authorized. The following variations have been approved by the DOTD and may be used to accommodate certain design requirements or graphic restrictions. Additional designs are subject to review and approval by the LADOTD Communications Office.



## Horizontal Orientation

When the space allotted for the logo does not allow for the original vertical version, this approved horizontal version may be used. Be sure to keep the three elements along the same plane with each other, and keep the text separated in this two-line format.



## Elements May Be Separated

The logo components may be used independently only when the "wave" design is used as a graphic element. The wave may be used as a solid or at a 25% transparency level.





## Usage Requirements With DOTD Divisions

There are 11 Divisions under the Louisiana DOTD and in an effort to brand them all as outlets within this greater state organization, each Division shall be listed as text underneath a slightly modified DOTD logo, from which "LOUISIANA DEPARTMENT OF TRANSPORTATION & DEVELOPMENT" has been removed and replaced with the corresponding Division name, written in the logo typeface Sans Serif DemiBold in Black.

The Division name shall be centered between two thin black keylines that extend edge-to-edge in line with the DOTD logo. The keyline can be created using Sans Serif Demi Bold in Black.

# Vector Logos

LADOTDLogoColor.eps  
(vector–Illustrator–file)

Four DOTD logo Pantone colors converted to CMYK for use in ads, brochures, banners, flyers, 4-color silkscreen printing (t-shirts, clothing), signage. Vector format will keep lines sharp no matter how big it is enlarged. Most printers will prefer this file.



LADOTDLogoPantoneCoated.eps  
(vector–Illustrator–file)

Used for specialty printing, when each color of the logo will be printed using specially-mixed Pantone inks and printed on coated or glossy paper.



LADOTDLogoPantoneUncoated.eps  
(vector–Illustrator–file)

Used for specialty printing, when each color of the logo will be printed using specially-mixed Pantone inks and printed on uncoated paper.



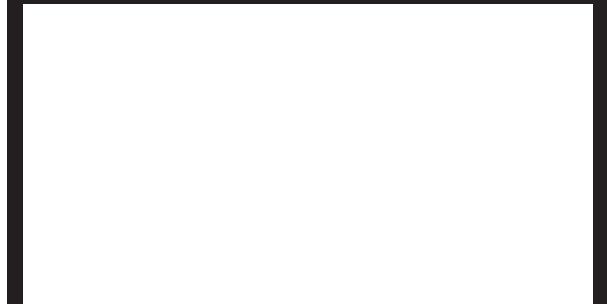
LADOTDLogoB&W.eps  
(vector–Illustrator–file)

Black and white vector logo for use in ads, brochures, banners, flyers, silkscreen printing (t-shirts, clothing), signage. Use when a one-color logo is needed.



LADOTDLogoReverse.eps  
(vector–Illustrator–file)

White vector logo for use in ads, brochures, banners, flyers, silkscreen printing (t-shirts, clothing), signage.



# Raster Logos

LADOTDLogoColor.psd  
(raster Photoshop file)

High resolution (300 dpi) four-color process (CMYK)  
Photoshop file that preserves transparency surrounding logo.  
Will pixelate and lose definition the more it is enlarged.



LADOTDLogoColor.jpg  
(raster)

Used for web and video work. High resolution for computer monitors and web use, not for printing.



LADOTDLogoB&W.psd  
(raster Photoshop file)

Used for web and video work. High resolution for computer monitors and web use, suitable for printing.



LADOTDLogoB&W.jpg  
(raster Photoshop file)

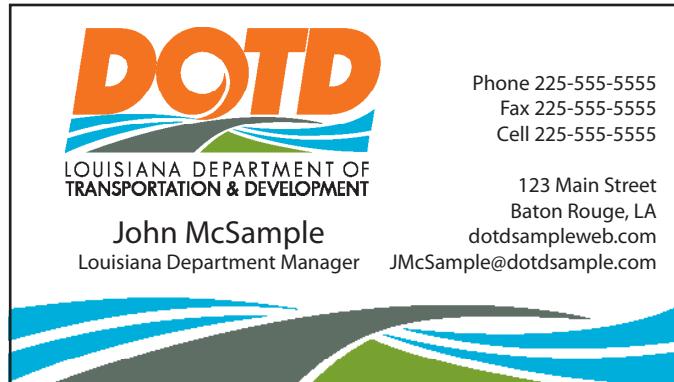
Used for web and video work. High resolution for computer monitors and web use, not for printing.



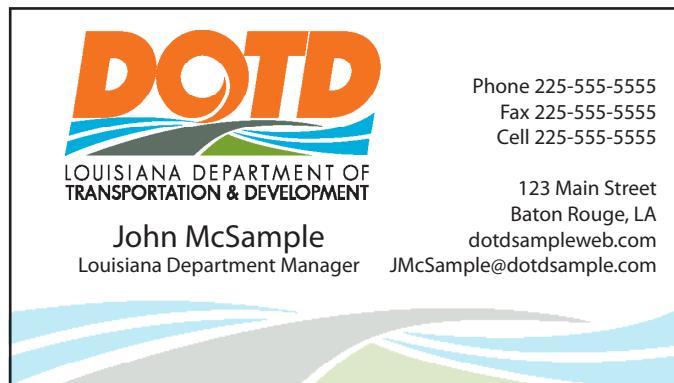
LADOTDLogoReverse.psd  
(raster Photoshop file)

High resolution photoshop logo for use in ads, brochures, banners, flyers, signage. Retains background transparency.





Solid



25% Transparency

# Business Card Template

## 2 approved design options



BOBBY JINDAL,  
GOVERNOR

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