

Our Voice

Our tone of voice is **warm, thoughtful** and **intelligent**. *We speak to our partners like friends in simple, direct and natural terms.* Never boastful or full of jargon, we engage people in conversations and communicate the benefits of our products and services. There is a **positive**, forward-looking energy to what we do. We are all about listening, innovating and delivering ingenious solutions that benefit everyone. Our goal in communicating is to recognize and reflect on our people and their interactions with the public and our partners to clearly tell ODOT's story.

Our Logos

Required clearspace is indicated by blue lines.

The Zephyr



The Wordmark



The Zephyr-DOT



The Seal



The Seal is the most formal of ODOT's logo assets. It consists of The Zephyr surrounded by the text "State of Ohio Department of Transportation."

The use of The Seal should always be preapproved by the Office of the Director and the Division of Communications.

The preferred way to present the logos is in Pantone 347 (ODOT Green) over a white background with proper clear space.

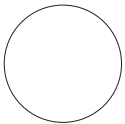
The logos may also be presented in pure white over an approved solid color background.

Color Palette

PRIMARY COLORS



PMS 347 U  
RGB 0, 153, 105  
CMYK 93, 0, 100, 0  
HEX #009969



Opaque White  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
HEX #FFFFFF

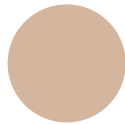


PMS Black C  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100  
HEX #000000

NEUTRAL SUPPORTING COLORS



PMS 7527 C  
RGB 214, 210, 196  
CMYK 3, 4, 14, 8  
HEX #d6d2c4



PMS 7590 C  
RGB 212, 181, 158  
CMYK 11, 27, 33, 0  
HEX #d4b59e



PMS 414 C  
RGB 168, 169, 158  
CMYK 13, 8, 17, 26  
HEX #a8a99e



PMS 404 C  
RGB 118, 110, 99  
CMYK 52, 49, 56, 18  
HEX #766E63

HIGH-CONTRAST SUPPORTING COLORS



PMS 533 C  
RGB 31, 42, 68  
CMYK 95, 72, 15, 67  
HEX #1f2a44



PMS 7628 C  
RGB 158, 42, 43  
CMYK 8, 93, 78, 33  
HEX #9e2a2b



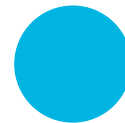
PMS611 C  
RGB215, 200, 38  
CMYK 7, 1, 89, 10  
HEX#d7c826



PMS 715 C  
RGB 246, 141, 46  
CMYK 0, 54, 87, 0  
HEX #f68d2e



PMS 7579 C  
RGB 220, 88, 42  
CMYK 0, 74, 100, 0  
HEX #dc582a

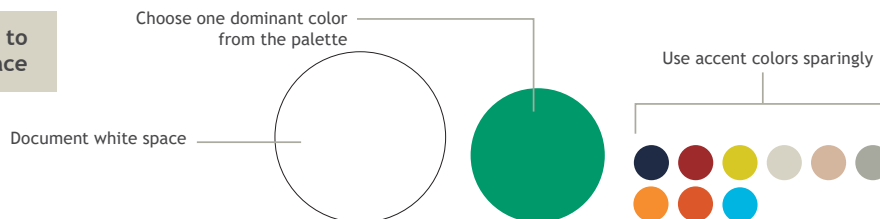


PMS 306 C  
RGB 0, 181, 226  
CMYK 75, 0, 5, 0  
HEX #00b5e2



PMS 7650 C  
RGB 117, 33, 87  
CMYK 51, 98, 38, 87  
HEX #752157

Suggested ratio of color to document white space



Main Typefaces

Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890