The VDOT logo is a trademark of The Virginia Department of Transportation. In order to protect and grow the VDOT brand, we have a distinguishable logo that can be used to mark genuine VDOT resources and approved third-party requests. The guidelines for the logo’s appearance and usage are outlined in this excerpt from our Graphic Standards Manual.
VDOT Logo

The VDOT logo is the most important visual expression of the Agency and should appear on everything we produce. It consists of the mark and logotype, which are used as a unit. The size of the logo can vary, but the proportion of the mark and logotype must stay constant.
VDOT Logo Acceptable Versions

The logo and color variations shown here and on the following pages are examples of the proper use of the VDOT logo.

1. Official Logo
   This version is to be used whenever possible. Works in two and four colors.
   VDOT Orange
   PMS 172
   C=0, M=66, Y=88, K=0
   R=244, G=118, B=53
   Hex# F47735

2. Internal Logo
   This version is mainly for internal use. On internal communications there is no need to spell out Virginia Department of Transportation.
   VDOT
   Virginia Department of Transportation

3. Horizontal Logo
   This version is to be used wherever it is not practical to use the official logo because of size or space constraints. Works in two and four colors.
   VDOT Orange
   PMS 172
   C=0, M=66, Y=88, K=0
   R=244, G=118, B=53
   Hex# F47735
   VDOT Blue
   PMS 286
   C=100, M=66, Y=0, K=2
   R=0, G=96, B=170
   Hex# 00DAA
VDOT Logo Spacing Requirements

For the logo to have the strength it needs to function effectively it needs the proper amount of space on all sides.
VDOT Logo Smallest Sizes

The three samples below, shown at actual size, are the smallest acceptable sizes for the VDOT logo.

1. **Official Logo**
   
   Here the logotype is 6pt. Anything smaller may create printing problems.

   ![Official Logo](image)

   **2.25”x.6”**

2. **Internal Logo**
   
   Here the logo is 3/4 inch. Anything smaller does not have enough impact.

   ![Internal Logo](image)

   **.75”x.25”**

3. **Horizontal Logo**
   
   Here the logotype is 6pt. Anything smaller may create printing problems

   ![Horizontal Logo](image)

   **2.25”x.6”**
VDOT Logo One Color, or in Reverse

Every communication has different color requirements, especially printed pieces. In every situation it is important for the logo to be one of the strongest elements. The variations of logo #2 below show the greatest possible color strength in several different situations.

<table>
<thead>
<tr>
<th>Logo on dark or black background</th>
</tr>
</thead>
<tbody>
<tr>
<td>In applications where the logo must appear on a dark color or black. The logo will appear white.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo on gray or light background</th>
</tr>
</thead>
<tbody>
<tr>
<td>In applications where the logo must appear on a light color or gray. The logo must strongly contrast the background color.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One Color (Blue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On agency-focused one-color jobs where a PMS color is allowed, use VDOT Blue as a first choice.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One Color (Orange)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On agency-focused one-color jobs where a PMS color is allowed, use VDOT Orange as a second choice.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black &amp; Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>On one-color jobs where a PMS color is not allowed, and where the black can be screened. The grey is 50% black. This version may only be used if the logo is on a white background.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>On one-color jobs where a PMS color is not allowed, and where the black cannot be screened. This version may only be used if the logo is on a white background.</td>
</tr>
</tbody>
</table>
VDOT Logo Misuse

The three acceptable versions of the logo may change in size and/or color only. The following are typical examples of logo misuse.

- Do not change the color relationships of the logo
- Do not resize any individual elements of the logo
- Do not separate or move the logotype
- Do not rearrange the elements of the logo
- Do not separate any part of the logo
- Do not shift any of the individual elements of the logo
- Do not make a new graphic out of parts of the logo
- Do not replace the logotype with other copy
- Do not use part of the logo as a bullet or decoration
- Do not replace the font in the mark
- Do not rotate the logo for any reason
- Do not fill in the counter spaces with color
- Do not change the font of the logotype
- Do not stretch the logo horizontally
- Do not stretch the logo vertically
- Do not change the relationship between the logo and logotype
- Do not add other elements to the logo
- Do not use any pattern fills in the logo