

Kansas Department of Transportation

Graphic Standards Guide

07.02.20



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In addition to the state's graphic standards manual dated 04.01.11, the following standards should be used when producing materials on behalf of the Kansas Department of Transportation (KDOT). The brand must be consistent across all materials in order to preserve brand integrity. The enclosed standards closely follow the state's graphic standards manual, all of which contribute to a stronger brand recognition.

The graphic standards outlined in this guide provide guidance and direction for the proper—and improper—use of KDOT's identity. Everyone at KDOT, including external vendors, is responsible for representing the agency's identity in a way that is consistent with the intent of these guidelines. Any exceptions to the requirements of the graphic standards must be approved in advance by the Director of Communications.



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STATE AGENCY LOGO

Do not recreate the logo. The KDOT logo is the foundation of our agency's identity. Proper use of the logo is key to establishing a strong and consistent agency image.

The KDOT logo should only be utilized in either of the primary (blue and gold logo) or secondary (blue logo, black logo, or white logo) formats. The blue and gold, blue logo, and black logo are intended for use on white backgrounds only. The white and gold logo is intended for use on KDOT's blue background only. The white logo has more versatility and can be used as a contrast on colored backgrounds - the black background is just one example.



Primary logo - blue and gold



Secondary logo - blue logo



Secondary logo - black logo



Secondary logo - white and gold logo



Secondary logo - white logo

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LOGO CLEARANCE

The logo is best used with an ample amount of white space surrounding it on each side. Additional type and/or graphics should not appear in the area indicated by the gray “K” . When incorporating a graphic element that will be utilized in the vicinity of the KDOT logo, please use the “K” as a guide to gauge the required minimum distance from the logo.



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SAFETY LOGO

A new safety logo was created and is intended to be used in conjunction with safety. The logo is intended for use on white backgrounds only. Use of the logo should be approved by the Communications department prior to use.



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BRANDED COLOR

Color is a critical element of the brand. Adhering to the use and distinction between the primary and secondary colors will reinforce a strong visual style and image.

Primary STATE Colors

KANSAS GOLD
Pantone 7409 C/U
Process 0c 33m 98y 0k
RGB 241r 173g 2b

KANSAS BLUE
Pantone 281 C/U
Process 100c 85m 0y 20k
RGB 0r 37g 105b

Secondary KDOT Colors

LIGHT GOLD
Pantone 7403 C/U
Process 4c 21m 61y 0k
RGB 242r 200g 121b

PALE GOLD
Pantone 7506 C/U
Process 0c 3m 15y 0k
RGB 255r 243g 217b

WHITE GOLD
Pantone 663 C/U
Process 0c 1m 4y 0k
RGB 255r 251g 242b

BROWN
Pantone 452 C/U
Process 31c 31m 50y 1k
RGB 179r 164g 134b

LIGHT GRAY
Pantone 663 C/U
Process 4c 2m 2y 0k
RGB 242r 242g 242b

PALE NAVY
Pantone 657 C/U
Process 13c 5m 0y 0k
RGB 217r 230g 255b

NAVY BLUE
Pantone 7686 C/U
Process 100c 83m 29y 15k
RGB 2r 62g 115b

DARK BLUE
Pantone 289 C/U
Process 98c 86m 46y 59k
RGB 7r 26g 54b

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COLOR ACCESSIBILITY

Color choice conveys our brand identity, helps users understand information, etc. Unfortunately, not everybody gets to experience colors the same way. For inclusivity, accessibility and colors, please follow the recommended guidelines for implementing KDOT colors.

Accessible color combinations

 Please don't use these color combinations; they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

	White text #FFFFFF 	Blue text #123985 	Light gold text #F3C979 	Light gray text #F2F2F2 	Dark blue text #071A36 	Gold text #F1AD02 
 Gold background #F1AD02						
 Dark blue background #071A36						
 Light gray background #F2F2F2						
 Light gold background #F3C979						
 Blue background #123985						
 White background #FFFFFF						

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BRANDED FONTS

For print media, the state has approved two fonts for use: Futura and Times New Roman. Please refer to the state's standards manual (pages 10-12) for recommended usage.

For electronic media, Arial is the state's preferred font for electronic media such as websites and e-newsletters.

Because Calibri is the preferred font for Microsoft® applications, KDOT recommends using this font in communications including e-mail and digital signature use.

KANSAS FONTS FOR PRINT

There are two font families approved for the Kansas state brand: Futura and Times New Roman. Limit use to these two fonts to ensure a consistent and identifiable look. (See exception for electronic communications on page 12.)

Futura is the dominant font for the majority of uses such as ads, collateral, signage, banners, etc. A sampling of the fonts within the Futura family appears here and on the next page.

The non-condensed fonts shown here are the preferred fonts for most applications.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Book

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Book Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Bold Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Light Italic

KANSAS FONTS (continued)

The condensed Futura fonts may be used in situations where space does not allow the use of the standard fonts shown on page 10.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Book Condensed

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Condensed Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Condensed Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Condensed Bold Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Condensed Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Futura Condensed Light Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Arial

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz1234567890
Arial Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
Calibri

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For intranet usage, Arial is the state's preferred font. The font size breakdown is recommended and compliant with accessibility standards.

Header font size. This is the biggest font size on your page. Use it for the headline or section titles – but you need to have enough white space to separate text. If you have both a headline and section titles, you should almost certainly be using two different font sizes here. – Use 20px (see From the Secretary July Message example) or 30px (see Construction ramping up Summer 2020 – title on home page).

Default font size. This is the most common font size on your page, and should be used for all body text – as well as most controls, like text boxes, dropdowns, buttons, and menus. – Use 16px.

Secondary font size. This font size – usually about 2pt smaller than your default font size – should be used for less-important details of the site. Supporting information and stats, sometimes captions, etc. – Use 14px.

Tertiary/caption/label/wildcard font size. Very often you will need one more font size. Sometimes it's because your information is so hierarchical you need a tertiary style even more subdued than the secondary style. Other times, you might use uppercase for labels or buttons – and because of the increased visual weight of the uppercase, you want to use a slightly smaller size for the text itself (remember: balance up-pop vs. down-pop). So this fourth font size is a bit of a wildcard. Not every design needs it, but many do. As much as possible, default to consistency. – 12px.

For color header use, please see page 6 – color accessibility for recommended guidelines.

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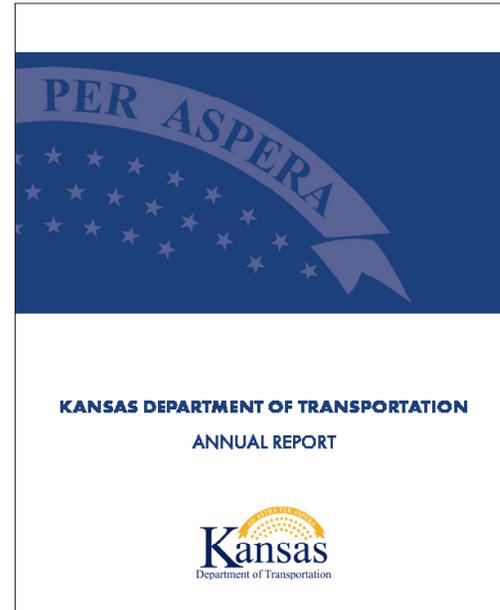
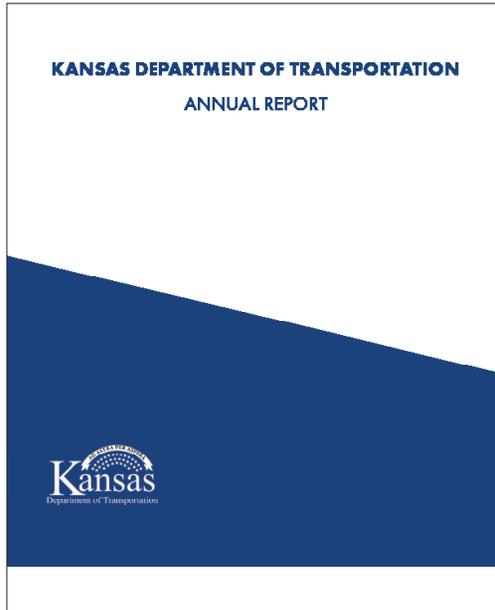
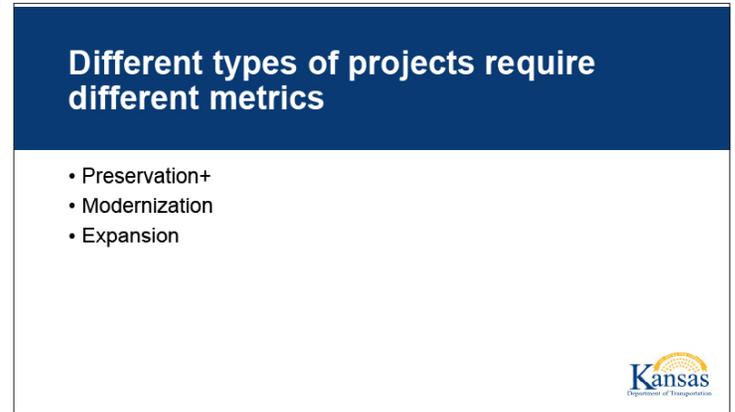
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APPLYING THE GRAPHIC STANDARDS

Please contact the Director of Communications for KDOT-branded agency documents such as PowerPoint slide decks, report covers and brochures.

All materials produced for KDOT will take on a professional, consistent look.



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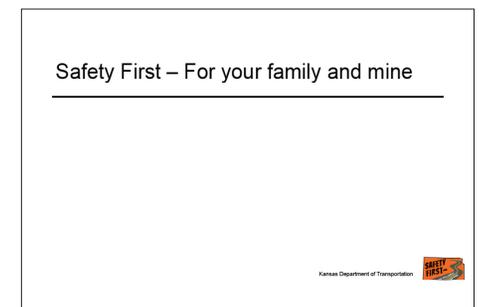
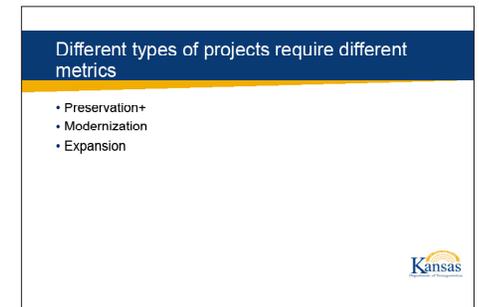
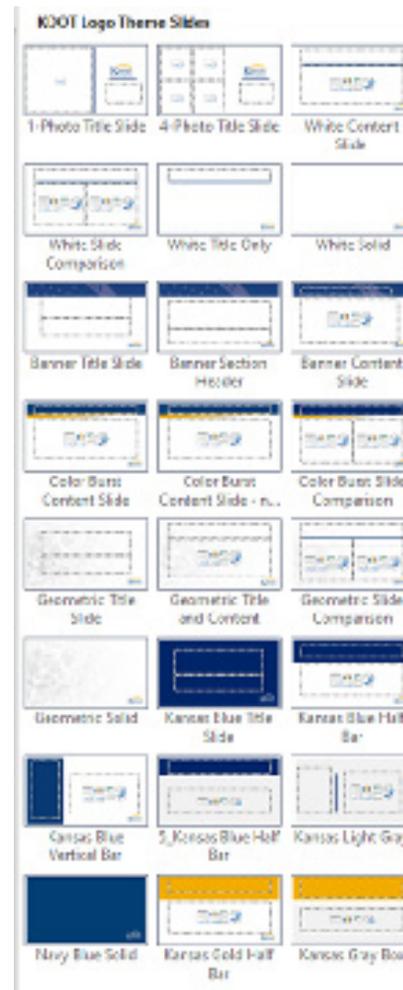
USING KDOT-BRANDED POWERPOINT TEMPLATES

A PowerPoint presentation is a key visual entry point to KDOT's internal and external audiences. In fact, PowerPoint and communication go hand in hand.

It's important to be consistent with KDOT's colors, fonts and logos when presenting. Resonating KDOT's brand through themed slides educates our audiences about the agency. For example, when an audience sees a presentation, they should always be able to relate it back to the agency.

To make it easy on employees, KDOT has created agency-branded templates. Employees can choose from a variety of KDOT or Safety First – logo-themed slides. KDOT font and colors have been standardized through master slide set up. Please see instructions for use.

Avoid using other colors and fonts that have not been approved.



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BEST PRACTICES

- Don't overbrand communication materials or make it into an art showcase
 - Remember who your users are and what they need from the communication materials
 - Don't deviate from agency branding to the point of being unrecognizable
- Use primary fonts and colors first, with secondary following
- Keep page headers simple
- Majority of real estate on written materials should be used for document management; avoid taking up space with KDOT's logo

For more information about brand standards or accessing KDOT branded materials, please contact:

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