

Typography

Text should be no smaller than **8 point font** to comply with ADA requirements. These fonts are approved for general use in all publications:

- Helvetica Neue Regular
- Helvetica Neue Light
- Arial
- Chaparral Pro

*NOTE: Please keep in mind the fonts listed are MDT preferred fonts recommended for use. Unique projects may require individual solutions and can be approved on a case-by-case basis.

Color Palette

The Montana Brand created by Tourism uses a set of colors chosen to be relevant to the great State of Montana. MDT is adopting these colors for consistency, as well as adding our traditional orange and blue.

These colors are approved by MDT for use in all publications:

								
R 229 G 83 B 2	R 0 G 58 B 105	R 245 G 240 B 222	R 102 G176 B 155	R 99 G 130 B 56	R 188 B 99 G 52	R 115 G 99 B 83	R 54 G 21 B 0	R 176 G 134 B 0
C5.M82. Y100.K1.	C100.M83 Y33. K20	C3. M3 Y14.K0	C56.M24 Y33.K9	C24.M0 Y57.K49	C24.M60. Y79.K3	C0.M14. Y28.K5 5	C0.M60. Y100.K79	C0.M24 Y100.K31

*Note: Please keep in mind that these colors are preferred colors. Unique projects may require individual solutions and can be approved on a case-by-case basis.

Imagery

The Montana/MDT Brand emphasizes communicating the **spectacular and unspoiled** nature of our great state! With all images, we should *try* to show something that a visitor will remember – show a breathtaking scene or a wide-angle vista.

We realize it may not always be possible to show spectacular scenery or wildlife as you might see in Tourism ads.

However there are some tips to improve your photos and perspective:

- Step back 15 feet
- Zoom out to capture more of the landscape or skyline
- Show the beauty surrounding the project or activity

The goal is to show a potential visitor the landscape around them, even if there is a small delay or detour. Try to grab a photo to show small town character – an old sign, an old store, a horse tied to a hitching post. A picture is worth a thousand words – let your photo tell a good story.

GOOD



BETTER



Crediting External Photos

Any images used in MDT documents from external sources must be credited to the owner of the image. External sources do not include MDT-owned images and images paid for by MDT (Shutterstock downloads).

When crediting an external image, include these five elements (when available or applicable):

Title

If an image has an original title, always include it when you credit the source. If there is no title, this can be skipped.

Author/Owner

Always credit the individual(s) or entity who owns the rights to the image. If you can't find this information, provide a link to the publication or website where you located the image.

Source

The publication, website, social media page, or other location where you found the image needs to be cited. Try to list the source that is the origin of the image. If it is a website or other electronic source, include the date and time the image was pulled as these can be frequently updated and the image link can be lost.

License

Images can have different restrictions on how they can be used. The license for the image will tell you how it can and can't be used. Always include the license information for the photo (when present) in your credits.

Changes

Did you change the image or edit it in any way? Even if it is acceptable under the image license, be sure to note changes in your credits. Color, size, cropping, or any other change should be noted.

If possible, try to request permission from the image owner or source to use the image. It is courteous to share how the image will be used or duplicated when requesting permission. If permission can't be directly obtained, including the five elements above serves to legally credit the image. **In the event that permission is requested and not granted, do not use the image; even if you credit the image.**



Photo Credit: "Be Bear Aware"
Montana Fish, Wildlife and Parks
www.fwp.mt.gov,
November 2, 2016, 10:14 a.m.
*Original sized to fit document



Photo Credit: "Changing of the Seasons at Marias Pass"
www.facebook.com/montanahighwaypatrol/
*Full permissions granted, sized to fit document

Logo Use

Vision Zero Name Logo

This logo was developed to represent the Director and MDT's goal of Vision Zero-zero deaths and zero serious injuries on Montana roads. It should be used on all applicable external documents and publications.



This is the only approved Vision Zero logo for general use. If you would like a different version of the Vision Zero logo or edits made to the logo for a specific use, you will need to request permission and approval through the MDT Communications Team.

MDT Name Logo

This should be used in all external, public facing communication when the Vision Zero logo is not applicable.



MDT Logo (No Name)

This should be used for MDT documents and presentations.



MDT Star Logo

This logo should only be used in internal communication or in external communication where the Vision Zero Name Logo or MDT Name Logo have already been used.



Approved Logo Use

The MDT logo is a unique typographic identifier for the agency. Always use the EPS version of the logo. Never copy and paste or screenshot a logo into your project as this diminishes resolutions and quality. Do not edit color, text or the integrity of the original logo design without first receiving documented approval from the MDT Communications Team.

To maintain clarity the logo should never be used smaller than 0.5" wide. Alternate versions of the MDT and MDT Star logos are also available:

White logos: for use on dark backgrounds

Black logos: for use in black and white printing

Any questions about logo use or exceptions should be directed to [Lori Ryan](#) or the [MDT Communications Team](#). Contact [Lori Ryan](#) if you are using the logo on promotional items. Contact the [MDT Communications Team](#) if you have any questions about using the logo on a document or publication.

The following are examples of **UNACCEPTABLE** logo use:



Copy and Paste or Screenshot

Copy and pasting a logo image from MDT's websites or taking a "screenshot" image from an existing publication is an unacceptable use of MDT's logos. It diminishes the quality and appearance of the logo.



Montana Department
of Transportation



Montana Department
of Transportation



Altering Color

Changing color of an existing logo without permission and approval is unacceptable logo use. Logo color should remain the same, unless approved by the Communications Team.



Cropping Elements

Cropping or otherwise changing the original file for a logo without permission and approval from the Communications Team is unacceptable logo use.



Size

Logos are to follow the approved size below. Logos that are sized too small violate MDT and ADA requirements, and are unacceptable logo use.



Using an Unapproved Format

The logos available for general use by MDT staff are housed in the image repository. If these logos will not fit the needs of your project, please contact the Communications Team to request an alternative. The Communications Team will work with you to find a solution and create a quality external product. (The logo shown is taken from MDT's Facebook page, and is ONLY approved for that use).

State-Mandated Requirements

All State of Montana and Montana Department of Transportation publications have certain required text that must be included. These include:

ADA disclaimer: Any flyer, brochure, report, study or any document that is made available to the public must include an ADA disclaimer.

When using the ADA disclaimer, the document author's name and phone number should be listed as the contact for an accommodation. If an accommodation is needed, the document author can work with Alice Flesch, ADA Coordinator.

Use either of the following statements if you are promoting a training event:

"Contact Alice Flesch, MDT Internal ADA Coordinator, at (406) 444-9229 or aflesch@mt.gov, by {Insert date} if you are a person with a disability and require a reasonable accommodation or auxiliary aid or service to participate in this event."

"The Department of Transportation makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in training. Persons needing an accommodation must notify PDC no later than two weeks before the date of training to allow enough time to make arrangements. To make your request, you can call (406) 444-9229; TTY 1(800)335-7592; or through the Montana Relay 711."

Use the following statement if you are promoting a public meeting/hearing:

"The Department of Transportation will make reasonable accommodations for persons with disabilities who wish to participate in this {Insert Public Meeting} or need an alternative accessible format of this notice. If you require an accommodation, contact the Department of Transportation no later than {Insert time and date}, to advise us of the nature of the accommodation that you need. Please contact Alice Flesch, Civil Rights Bureau, P.O. Box 201001, Helena, Montana 59620; telephone (406) 444-9229; TTY 1(800)335-7592; facsimile (406) 444-7243; or e-mail to aflesch@mt.gov."

Use either of following statements on flyers/publications/materials made available to the public:

"Alternative accessible formats of this document will be provided on request. Persons who need an alternative format should contact the Civil Rights Bureau, Department of Transportation, 2701 Prospect Avenue., PO Box 201001, Helena, MT 59620. Telephone 406-444-9229. Those using a TTY may call 1(800)335-7592 or through the Montana Relay Service at 711."

"Alternative accessible formats of this document will be provided upon request. Please contact NAME _____ at VOICE _____ /TTY 1(800)335-7592, or by email at _____ to request this document in a different format."

Cost disclaimer:

A cost disclaimer is required [on any document](#) that is made available to the public, even if the document is not printed.

The [public disclosure must contain the following statement](#), with required information inserted, to be printed on the exterior cover of the publication:

xxx copies of this public document were published at an estimated cost of \$xx.xx per copy, for a total cost of \$xx.xx, which includes \$xx.xx. for printing and \$xx.xx for distribution.

This statement must be printed in the same size type as the text of the document and must be set in a box composed of a 1-point rule.

If this cost is unknown, please use the Department of Administration's public disclosure statement:

This document is printed at state expense. Information on the cost of producing this publication may be obtained by contacting the Department of Administration.

For assistance with applying these requirements, please contact the MDT Communications Team.