



Brand Standards and Policies Guide





At the Mississippi Department of Transportation, we strive to achieve excellence in all that we do for our customers – the people who utilize various transportation modes across Mississippi every day.

Our reach for excellence extends to the sense of style MDOT portrays in its brand, logo and agency identity. A brand is more than a logo – it is a promise an organization makes to its customers that must be consistently delivered with every interaction. It is imperative that we uphold and maintain our brand presence throughout Mississippi communities.

A consistent use of logos and graphic standards is critical for continuity and recognition. Our customers - the people who use Mississippi's transportation network - have grown to trust us and expect quality each time they encounter our brand. That's why MDOT employees, as keepers of the brand, have a responsibility to protect it. This document contains standards, guidelines and policies on applying MDOT's brand identity to the materials we use to communicate to our audiences.

Thank you for your dedication to our shared goals and your support of this program.

Sincerely,

A handwritten signature in black ink that reads "Melinda L. McGrath". The signature is written in a cursive, flowing style.

Melinda L. McGrath

Executive Director

Mississippi Department of Transportation

Mission Statement

The Mississippi Department of Transportation is responsible for providing a safe intermodal transportation network that is planned, designed, constructed, and maintained in an effective, cost-efficient, and environmentally sensitive manner.

Brand Statement - a simple, direct means of conveying MDOT's mission

The Mississippi Department of Transportation provides a safe and efficient transportation network that moves people and goods.

Corporate Name

The name to be used in all public reference is Mississippi Department of Transportation. It is acceptable to abbreviate the name to MDOT after the first use in communications. This brand name takes precedence over all department/district names and must be used in any agency communication or promotional materials.

Corporate Signature - Logo

The agency signature is the visual representation of the MDOT name with the graphic symbol either to the left of, or above the words "Mississippi Department of Transportation." This horizontal representation is the preferred use. There is no graphic representation of the MDOT logo in a vertical format. The logo may also appear alone, without the words "Mississippi Department of Transportation."



The Pantone or PMS colors in the MDOT logo are: PMS 185 red and PMS 287 blue. The logo may also be used in a monochrome format.



Reproductions of the logo and its typeface and symbolic elements should only be made from electronic files supplied by MDOT Public Affairs via the MDOT@Work website. The MDOT logo should not be altered, copied, re-drawn or re-arranged, and the height and width ratio should not be distorted.



Agency Signature with Division Names

The primary identifier for all communications is the Mississippi Department of Transportation logo. With the exception of MDOTTraffic and MDOTTraffic.com, divisions, districts or other entities will not carry their own logos, although they may seek approval to use the brand identity with a line below and their division name centered beneath - as shown below. Approval from MDOT's Public Affairs division is required before implementing any logo/division name combination.



The logo may appear alone, without the words "Mississippi Department of Transportation."



MDOT Traffic Mobile Application logos *(not to be used in any other format)*



Specialty Items

MDOT has approved vendors for ordering specialty items, apparel and other merchandise with the MDOT logo. Refer to this guide and the information within the MDOT@Work website for a list of vendors and standards, guidelines and policies for logo usage.

Collateral Materials

When in doubt, ask! If the material is going to be seen by the public, it must look professional and adhere to the graphic standards and policies outlined in this manual. Templates for letterhead, memorandums, fax cover sheets, PowerPoint presentations and more are available on the MDOT@Work website. For materials not included in the MDOT@Work website, please give MDOT's Public Affairs Division a minimum of one week's notice for production. Refer to the standards and policies outlined in this guide or the MDOT@Work website for creating or using any of the following items:

- Business cards
- Letterhead
- Envelopes
- Appointment cards
- Brochures
- Specialty items
- Banners
- Displays
- E-mail signature
- QR Codes
- Smartphone applications

Website or Online Presence

MDOT's online presence is maintained at the following approved sites (due to rapid advances in technology, refer to this guide on the MDOT@Work website for the most current list). MDOT divisions, districts and departments may not create their own website, social or interactive media presence. Only approved channels of online or interactive communications may be utilized.

Websites: www.goMDOT.com
www.mdottraffic.com

Facebook: www.facebook.com/MississippiDOT

Twitter: www.twitter.com/MississippiDOT

Evacuation Routes:

www.twitter.com/mdot_i10
www.twitter.com/mdot_i20
www.twitter.com/mdot_i55
www.twitter.com/mdot_i59
www.twitter.com/mdot_us49
www.twitter.com/mdot_us98

Weather Conditions:

www.twitter.com/mdot_north
www.twitter.com/mdot_central
www.twitter.com/mdot_south

MDOT.tv: www.mdot.tv

Online and Social Media Policies

MDOT encourages the use of approved online, social and interactive mediums to advance the agency's mission, goals and community outreach. These communications must adhere to our agency and state government standards as well as the following guidelines:

- Communications should only be conveyed through an approved MDOT website or online medium.
- The most appropriate MDOT uses of online media tools generally fall into one of the following categories:
 - A communications channel for distributing time-sensitive information (example: traffic alerts or evacuation information).
 - A communications channel for promoting or marketing the agency's efforts and broadcasting messages to the largest possible audience.
- MDOT's Public Affairs Division and other designated personnel are responsible for maintaining and monitoring the agency's online and social media communications.
- All MDOT social media sites are subject to State of Mississippi public records laws. Any content maintained in a social media format is a public record. Divisions should maintain content in an accessible format so that it can be produced in response to a public records request.

- Social media sites should serve as a mechanism for communication between MDOT and the general public. The following content is not allowed:
 - Profane comments or language
 - Sexual content or links to sexual content
 - Solicitations for other businesses or commerce
 - Comments in support of or opposition to political campaigns or voting measures
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - Content that encourages illegal activity
 - Information that may compromise the safety or security of MDOT personnel or infrastructure or the general public
 - Content that violates a legal ownership interest of any other party or public
- MDOT reserves the right to remove or restrict any content that is deemed in violation of this social media policy, any applicable law, or that it believes the intended audience may find offensive.
- MDOT's Public Affairs Division must approve all new social media tools and online resources proposed for use by any MDOT division, district or personnel.
- Each social media or online tool approved for use must follow the brand identity standards outlined in this guide.

Review Process

Approved vendors may use this manual to design materials. Before materials are printed or produced or an advertisement is placed, it must be submitted to the MDOT Public Affairs Division for approval.

