

2016 Logo Brand Guidelines



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REINTRODUCING NHTSA

NHTSA is the agency of the U.S. Department of Transportation that's responsible for helping Americans drive, ride, and walk safely. We do this by prompting vehicle safety innovations; educating Americans about safer driving, riding, and walking; partnering with the States to increase safety in communities; and working with law enforcement agencies to make sure that we're all following the rules of the road that keep everyone safe.

Public engagement is central to the success of our mission of saving lives. As the Department of Transportation celebrates its 50th anniversary, there is an opportunity to enhance the public's understanding of the agency, where we've successfully engaged with the American people and how we can better connect to broaden Americans' knowledge of our work and its benefits to them.

Data clearly shows that most Americans have little knowledge about NHTSA, what we do and how our work affects them. As a result, they may be less likely to turn to us to report potential safety defects, check to see if their vehicles are under recalls, or to learn more about safety ratings, new safety technologies, child safety and our many programs to combat unsafe driving.

To enhance the public's understanding of NHTSA, we are putting forth a new visual identity, including a new logo and a more consumer-focused website that better projects our agency's core mission.

Americans want quick, understandable and personally relevant information to keep themselves and their families safe on the road.

Relevant. Consumer Friendly. Easy. Accessible. Those are the hallmarks of NHTSA's new communications philosophy.

So in practice, what does this mean?

The men and women of NHTSA provide a lifesaving public service. These enhancements will serve to better connect us to the public, increase engagement, and ultimately save even more lives.

- **Responsible:** the guardian of our safety on America's roads
- **Reliable:** the respected voice for vehicle and passenger safety
- **Resourceful:** we are innovative, proactive and agile in deploying best practices and new technologies

LOGO RULES AND RESTRICTIONS

The NHTSA logo is for the official use of the National Highway Traffic Safety Administration. The following rules and restrictions govern its use.

Documents and Publications

- Principal rule: The NHTSA logo is reserved for NHTSA-created material, as it represents the official position of the agency.

Exception: The NHTSA logo may appear with the logo of another entity on a document only when NHTSA and the other entity each made a substantial contribution to the contents of the document.

Defining Substantial Contribution

Meets Substantial Contribution

- Co-authorship/joint development
- Collaborative research, planning, or problem solving
- Operational involvement from early stages of ongoing programs

Does Not Meet Substantial Contribution

- Peer review — reviewing and editing material after its creation
- Federal review without further contribution
- Receiving NHTSA grant funds
- NHTSA approval of grant recipient plans prior to award
- Information exchange between NHTSA and an organization
- Agreement with an organization's mission

Paid Advertising High-Visibility Enforcement Campaigns

- NHTSA material developed for States and others to use in implementing high-visibility enforcement campaigns shall include the NHTSA logo in combination with the appropriate safety initiative logo.
- States may use this material with or without adding their logo accompanied by any necessary qualifying language.

Special Cases: Documents or Publications Produced In-House, under Contract, Under Grant or Cooperative Agreement

- In-house production: Use NHTSA logo
- Contract: Use NHTSA logo except when the contract is with an educational institution
- Grant or cooperative agreement: Do not use NHTSA logo.

Federal law dictates when to use a contract, grant, or cooperative agreement. Documents produced under a contract are for the direct benefit or use of the United States Government, so it is appropriate to use the NHTSA logo (the exception for contracts with educational institutes as provided by statute). Documents produced under a grant or cooperative agreement are created by and for the benefit of the grantee, so use of the NHTSA logo is not appropriate.

LOGO RULES AND RESTRICTIONS

Physical Property Not Owned by NHTSA (e.g., safety vehicle or vehicle equipment purchased using grant funds)

- Do not use NHTSA logo

Conference or Press Event Material, or Similar Setting

- Conference
 - No NHTSA attribution if NHTSA participation or funding is minimal
 - Attribution statement (but no NHTSA logo) when participation is minimal
- Press Event
 - Use NHTSA logo only if event is a NHTSA event.

Approval Process

NHTSA's logo may not be used or reproduced without written permission. Requests for permission to use or reproduce any of NHTSA's official logos should be directed to: public.affairs@dot.gov.

The request must be in writing and describe exactly how the organization plans to use the NHTSA logo. NHTSA's Office of Communications and Consumer Information (OCCI) in consultation with NHTSA's Chief Counsel will determine whether the requested use meets the above approved uses, and then OCCI will respond to the request.

LOGO USAGE

Standard Logos

- There are four standard versions of the NHTSA logo - a horizontal logo with and without the tag, and a vertical logo with and without the tag.
- Logos should adhere to clear space (below) and size requirements (page 7).
- When the horizontal logo is used smaller than 3" in width, the underline and tag is eliminated, and the logo without the tag should be used.
- When the vertical logo is used smaller than 1.25" in height, the underline and tag is eliminated.
- Do not animate, color, rotate, skew, or apply effects to the logo.

Horizontal logo with tag



Horizontal logo without tag



Vertical logo with tag



Vertical logo without tag



Clear Space

The minimum clear space around the logo must be equal to the height/width of the "A" in NHTSA at the respective size. The logo is not to be hindered by surrounding elements.



Color Specifications



Pantone Color:
Medium Blue C
cmyk 100/36/7/0
RGB 0/130/203
Hex #0082cb



Pantone Color:
#116 C
cmyk 0/20/100/0
RGB 255/206/0
Hex #ffce00



Pantone Color:
#7621 C
cmyk 15/100/90/10
RGB 178/30/40
Hex #B21e28



Pantone Color:
Cool Gray #7 C
cmyk 40/32/33/0
RGB 153/153/154
Hex #99999a

The icons should never be arranged in a different order or the colors changed.

LOGO VARIATIONS

1-Color variations should be from 100% to no less than 5.1 contrast ratio as shown.

- 1-color variations should adhere to clear space and size requirements.



Icon Set

The standalone icon is reserved for NHTSA use only, not to appear as introduction for the NHTSA brand. **The one-color standalone icon set should ONLY be used in very small spaces to retain legibility.**



Minimum Size Requirements

| MEDIA | Full color HORIZONTAL Logo | | Full color VERTICAL Logo | |
|-------|---|--|--|--|
| | minimum width WITH TAG | minimum width WITHOUT TAG | minimum width WITH TAG | minimum width WITHOUT TAG |
| PRINT | 3" @ 300 dpi | 1.5" @ 300 dpi | 1.25" @ 300 dpi | 1" @ 300 dpi |
| WEB | 312 @ 72 dpi | 160 @ 72 dpi | 130 @ 72 dpi | 130 @ 72 dpi |
| VIDEO | 1300 px @ Full HD resolution (1920x1080) | 360 px @ Full HD resolution (1920x1080) | 500 px @ Full HD resolution (1920x1080) | 230 px @ Full HD resolution (1920x1080) |

| MEDIA | 1-Color HORIZONTAL Logo | | 1-Color VERTICAL Logo | |
|-------|---|--|--|--|
| | minimum width WITH TAG | minimum width WITHOUT TAG | minimum width WITH TAG | minimum width WITHOUT TAG |
| PRINT | 3" @ 300 dpi | 1.5" @ 300 dpi | 1" @ 300 dpi | .75" @ 300 dpi |
| WEB | 312 px @ 72 dpi | 160 px @ 72 dpi | 100 px @ 72 dpi | 100 px @ 72 dpi |
| VIDEO | 1300 px @ Full HD resolution (1920x1080) | 360 px @ Full HD resolution (1920x1080) | 500 px @ Full HD resolution (1920x1080) | 230 px @ Full HD resolution (1920x1080) |

LOGO VARIATIONS

Single Icon Representation

- The standalone icon is reserved for NHTSA web and PowerPoint presentation use only.
- The standard NHTSA logo must ALWAYS accompany a standalone icon logo use.
- Not to be used with print products.



Drive

| | |
|--------------------------------------|------------------------|
| Autonomous Vehicles | Licensing |
| CAFE | Heatstroke |
| Child Passenger Safety | Occupant Protection |
| Cybersecurity | Odometer Fraud |
| Distracted Driving | Older Drivers |
| Drowsy Driving | Speeding |
| Drugged Driving | Teen Drivers |
| Enforcement | Theft Prevention |
| Heavy Vehicles | Traffic Records |
| Impaired Driving | Tween Seat Belt Safety |
| Justice Services | V2V Communications |
| Keeping Kids Safe In and Around Cars | |



Walk

Pedestrians
Traffic Records



Ride

Bicycles
Buses
Motorcycle
Tires
Traffic Records



Rate

Ease-of-Use Ratings
Government 5-Star Safety Ratings

IMPROPER LOGO REPRESENTATION

Improper Use

- Do not alter the logo in any way.
- Do not animate, color, rotate, skew, or apply effects to the logo.
- Do not place the logo on busy or patterned background.
- Do not create a pattern or texture out of the logo.*
- Do not place the logo where the clarity of the logo is hindered.
- Do not separate the elements.
- Do not alter the tag.
- Never attempt to recreate the logo, change the font, or the proportions.
- Adhere to minimum size and clear space requirements for NHTSA logo.
- Specs shown apply to all color variations of the logo.

Clear space violation



Do not alter the tag



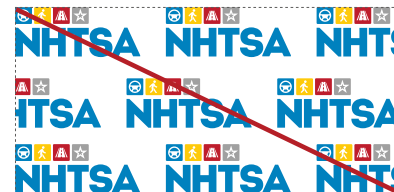
Do not alter logo



Do not place on pattern



Do not create pattern/texture*



***EXCEPTION:** Step-and-repeat for media backdrop.

TYPOGRAPHY: FONT PACKAGE FOR GRAPHIC DESIGNERS

Museo Sans 100-900 and Museo Slab 100-900

- Italic is available for all weights.

Museo Sans

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

TYPOGRAPHY: FONT PACKAGE FOR GRAPHIC DESIGNERS

Museo Slab

Museo Slab 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Slab 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Museo Slab 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

TYPOGRAPHY: FONT PACKAGE FOR MICROSOFT OFFICE DOCUMENTS

Trebuchet MS and Rockwell

- Italic is available for all weights.

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Trebuchet MS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Rockwell Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Rockwell Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

SOCIAL MEDIA GRAPHICS & WEB BANNERS

Social Media Graphics

- **Use the Vertical logo without tag** for social media graphics.
- The NHTSA logo should adhere to minimum size at the graphic's smallest use.
- When including a campaign logo, reference the horizontal campaign logo lockup for proportions and spacing in Appendix A.
- Specs apply to all color variations of the logo.

Logo Use Example*



*Examples are for illustrative purposes only; not shown at actual sizes.

Web Banners

- A standard NHTSA logo without tag must always be used.
- When including a campaign logo, use the campaign logo lockup proportions and spacing in Appendix A. Banner size and design may dictate which NHTSA logo to use in the lockup.
- Adhere to minimum size and clear space requirements.
- Specs apply to all color variations of the logo.

Logo Use Example*



EXHIBITS

Multi-Piece Exhibits

- A standard NHTSA logo must always accompany multi-piece exhibits, preferably on the exhibit banner as applicable, or on at least one exhibit panel.
- **If a part of a multi-piece exhibit can be used as a standalone piece, that standalone piece MUST include the NHTSA logo.**
- Adhere to clear space requirements for the logo.
- Specs apply to all color variations of the logo.

Logo Usage Example*



*Examples are for illustrative purposes only; may not be an actual product.

Exhibit Banner (extends length of exhibit or hangs above exhibit panels)

- The NHTSA logo should be prominent, preferably centered above title or left of title as applicable.

Exhibit Panel (that can be used as a standalone piece)

- A standard NHTSA logo with tag should be placed at the top or bottom.

Example as a standalone piece.

DOT/NHTSA SIGNATURE LOCKUPS

Applicable for PRINT/PDF pieces ONLY

- The DOT/NHTSA signature **must** always accompany the NHTSA logo on print/PDF pieces.
- When using a color NHTSA logo always use the 2-color DOT/NHTSA signature.
- NHTSA logo should always be flush bottom with DOT/NHTSA signature.
- Distance between the signature and logo will be determined by the design, keeping to the minimum clear space for the NHTSA logo.
- Adhere to minimum size and clear space for the NHTSA logo.
- Specs shown apply to all color variations of both logos.



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

height
flush bottom



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

height
flush bottom



equal width



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

height
flush bottom



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

height
flush bottom



equal width



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**



QUESTIONS?

NHTSA Brand Identity

Office of Communications and Consumer Information (OCCI)

Public.affairs@dot.gov



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REQUIREMENTS

A NHTSA campaign logo lockup is to be used for any instance where a campaign logo is required. One goal of the brand is to make sure the public knows these successful campaigns are created and supported by NHTSA.

Horizontal Requirements

- Use the appropriate logo lockups in this appendix for proportion and spacing for the respective campaign.
- Adhere to minimum size and clear space for NHTSA logo.
- Specs shown apply to all color variations of both logos.

Social Media Graphics Logo Lockup (see page 13 for example)

- Use the standard vertical logo (icons flush left), and reference the horizontal logo lockup for size and proportion.

Vertical Requirements*

- Use the appropriate logo lockups in this appendix for proportion and spacing for the respective campaign.
- Adhere to minimum size and clear space for NHTSA logo.
- Specs shown apply to all color variations of both logos.

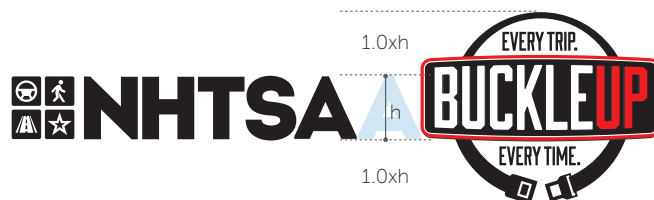
***Note that the NHTSA logo with the icons centered on top is ONLY to be used in a vertical logo lockup.**

New Logo Lockup Specifications

- Review existing logo lockups for similar shape campaign logo to create appropriate size and proportions.

Horizontal logo lockup

Height of campaign logo = approximately 2.5-3 times the height of "NHTSA"



Vertical logo lockup

Width of campaign logo = approximately 0.5-1 times the width of the "A" on either side of the NHTSA logo



NHTSA CAMPAIGN LOCKUPS & DOT/NHTSA SIGNATURE

Applicable for PRINT/PDF pieces

- The DOT/NHTSA signature **must** always accompany the NHTSA campaign logo lockup on print/PDF pieces.
- Use a 1-color DOT/NHTSA signature.
- Adhere to DOT/NHTSA Signature Lockup size requirements (p. 15).
- Placement of and distance between the signature and campaign logo lockup will be determined by the design.
- Adhere to minimum size and clear-space requirements for the NHTSA logo.

Example of use on a postcard



U.S. Department of Transportation

National Highway Traffic Safety Administration

height

flush bottom



Example of use in a footer on 8.5"x11" piece



CHILD PASSENGER SAFETY

Child Car Safety



CHILD PASSENGER SAFETY: HEATSTROKE

Act Fast. Save a Life.



Where's Baby?



DISTRACTED DRIVING

Just Drive



#justdrive



One Text or Call Could Wreck It All



U Drive. U Text. U Pay.



IMPAIRED DRIVING

Buzzed Driving Is Drunk Driving



Drive Sober or Get Pulled Over



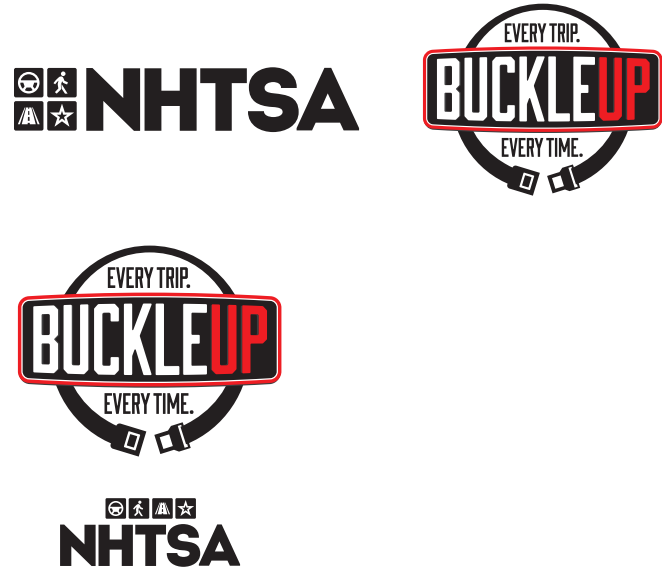
IMPAIRED DRIVING

Ride Sober or Get Pulled Over



OCCUPANT PROTECTION

Buckle Up



Buckle Up in Your Truck



OCCUPANT PROTECTION

Click It or Ticket

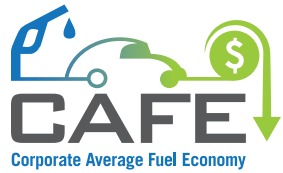
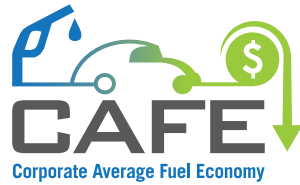


Click It or Ticket Day & Night



OTHER

CAFE



Safe Cars Save Lives



**SAFE CARS
SAVE LIVES**
CHECK FOR RECALLS

**SAFE
CARS
SAVE
LIVES**
CHECK FOR
RECALLS



PEDESTRIANS

Everyone Is a Pedestrian



SPEEDING

Speeding



SPEEDING

Stop speeding before it stops you

SPEEDING

Stop speeding before it stops you



Obey The Sign



TEEN DRIVERS

5 to Drive



Drive By The Rules



TIRES

TireWise





U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

