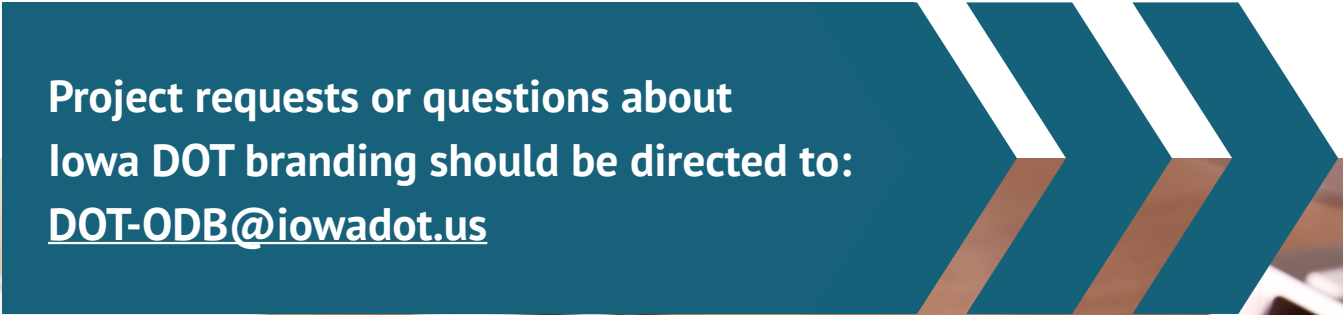




MAKING LIVES BETTER THROUGH TRANSPORTATION

We are here to help!

It is important that we represent our brand in a clear and consistent manner in order to help shape our customers' perception of the Iowa DOT. These guidelines are meant to help you provide consistency in materials.



Project requests or questions about
Iowa DOT branding should be directed to:
DOT-ODB@iowadot.us



Contents

Our Brand Story.....	3	Logos.....	10
Our Values & Focus	4	Email	11
Our Tone & Voice	5	Graphic Elements.....	12
Writing Tips.....	6-7	Visual Iconography.....	13
Typography.....	8	Imagery - Photography.....	14
Color Palette.....	9		

Questions about Iowa DOT branding should be directed to:

 DOT-ODB@iowadot.us

Resources referenced in the document are available for download at:

<https://iowadot.gov/dotnet/Branding/Branding-home>

Our Brand Story

As your friends and neighbors, we are committed to making your life better through transportation. We connect communities, support economic activity, and provide pathways for you to fully enjoy the opportunities available to you. We are driven to provide the safest and most technologically advanced experiences to support your mobility with as little disruption as possible.

Our Values & Focus

The following values and descriptive statements are the heart of the Iowa DOT Business Plan. Each of these areas support the DOT's brand personality and work to help guide who we are as an organization.

Core Values (What Matters Most to Us)

► Safety First

The safety, security, and wellbeing of staff, travelers, and customers is of utmost importance. We are committed to continuous feedback and learning to be safer, proactive, more resilient, and highly prepared.

► People Matter

We are committed to diversity, respect, listening well, and engaging all in meaningful ways. Our culture emphasizes civility, continuous improvement, innovation, and reasonable risk taking.

► Customer Focused

We are committed to consistently providing high quality service for our external and internal customers. We promote a positive customer focus by understanding customer needs and empowering staff to be responsive.

► Servant Leadership

We are intentional to never be complacent and to always follow through with serving the public and each other. Leading by serving embraces a positive commitment to personal growth, being helpful, and aligning our efforts.

► Integrity Without Exception

We foster a culture of respect, honesty, and commitment. Transparency, accountability, and ethical behavior undergird all we do as stewards of Iowa's transportation resources.

The State of Iowa Core Purpose Enhancing the Quality of Life for Iowans



Core Focus (Why We Exist) Making Lives Better Through Transportation

The reason for Iowa DOT existing is to make lives better through transportation. Serving the people and businesses of Iowa, the DOT has the unique niche as *Stewards of Iowa's Transportation System*.



10-Year Target (Where We're Going) Safest - Smartest - Made to Last

We will not settle until Iowa has the most customer-focused, safe, reliable, and efficient transportation system and services in the nation through agility and innovation. We will never stop improving because we know what's riding on it.

Our Tone & Voice (This is how we speak)

WE ARE:	BUT NOT:	WHAT DOES THIS MEAN?	HOW DO WE DO THIS?
Personable	Colloquial Informal Unprofessional	We are authentic, approachable, and caring. We're your neighbors, but we're experienced and professional when it comes to transportation.	<ul style="list-style-type: none"> • Use contractions. • Be human. • Write like we talk. • Don't use slang.
Customer-led	Over-promising Patronizing	We strive to provide exceptional service in the easiest way possible for our customers, every time.	<ul style="list-style-type: none"> • Speak to our customers by using we/our/you/your. • Use plain language and people-first language. • Avoid acronyms, technical terminology, and government jargon. • Avoid fluff, but keep it personable.
Forward-thinking	Abstract Uncontrolled Unrelatable Preoccupied	We think ahead and anticipate the needs of our customers in a positive way. Utilizing our intellect, experience, and technology, we are able to build the right solutions for Iowa, because we care and are committed.	<ul style="list-style-type: none"> • Be clear, direct, and succinct. • Use positive statements and avoid negative (don't, can't, won't). • Proactively guide customers through our processes and help them understand our considerations.
Confident	Cocky Arrogant Smug	We take pride in our work, our agency, and our state. We are knowledgeable in our field, but sometimes we don't have the answer. If that's the case, we'll admit it and then do our best to find it and follow up.	<ul style="list-style-type: none"> • Be honest - if we don't have an answer we assure them we'll find one and then get back to them in a timely manner. • Avoid saying we are "the best" or "the greatest," but you can say "we strive to be the best."

Writing Tips

The Basics

Focus on the User

Write content focused on what your audience cares about or what they need to do. Think about who your customer is and how you could connect with them.

As a... [who is the target audience?] I want to... [what does the audience want to do?] so I can... [what is the audience's goal?]

Keep it Simple and Scannable

Use headings and subheads to organize topics and bulleted lists to call out specific content. Short sentences and short paragraphs are easier to digest. Aim for 20 words or fewer in a sentence. If necessary, cut your copy in half, then cut it again.

Make it Easy to Take Action

Every marketing copy we produce should lead users to the desired action, whether it's helping them complete a task, attend an event, or call an office for more information.

Grab the Audience's Attention

Use positive and actionable headers in your content.

For example, instead of "Engineering Internships Available," lead with "**Kick Start Your Career.**"

Be Direct

Write succinctly and to the point. Avoid fluff.

Be Clear

Write simply. Don't confuse or lose the attention of audiences with acronyms, jargon, internal language, or vagueness.

Be Confident

Confidence inspires action and comfort.

Be Human

Write conversationally, as if you were interacting with the reader in person. Use personal pronouns – we, our, you, your – instead of formality.

Use an Active Voice, Not a Passive One

Active voice example (use): Submit the request form for approval.

Passive voice example (avoid): The request form must be submitted to the approving official.

Writing Tips

Writing For All People

Our goal should always be to make our content as accessible and inclusive to all readers as possible.

Use Plain Language

Plain language is a style that uses simple sentences, everyday words, and clear structure.

INSTEAD OF	USE
Access	Get
Manage	Do
Utilize	Use
Impacted	Affected
Maximum	Greatest, largest
Necessitate	Cause, need

To learn more about plain language, visit these resources and tools:

[HemingwayApp](#) - Write cleaner, more human copy at attainable and inclusive grade levels.

[Plain language alternative words](#) - Tips from PlainLanguage.gov on alternative words to make content easier.

Use People-first Language

People-first language focuses on the person and does not use disability as a defining trait.

INSTEAD OF	USE
Disabled people	People with disabilities
Wheelchair-bound person	Person who uses a wheelchair
Non-disabled person	Person without a disability
Speech disorder	Person with a speech disability
Special needs	Functional needs

Acceptable Acronyms

The acronyms below are widely known and accepted. If you're using acronyms that aren't on this list, spell out all words in the first use, followed by the acronym in parenthesis.

Example: Commercial Motor Vehicle (CMV)

ACRONYM	MEANING
Iowa DOT	Iowa Department of Transportation
ID	Identification
CDL	Commercial Driver's License
HR	Human Resources
DMV	Use in place of "Driver's License Service Centers"

Note: This list may continue to grow with time.

➤ For more writing tips check out the [iowa.gov style guide](#)

Typography

Display Text

(Includes bold and regular)

Work Sans

Bebas Neue Pro

Roboto Slab

Accent

Use sparingly and only apply to 1-3 words.

The Signate

Headline Text

Roboto Slab

Headlines Should be Bold and use Title Case
All major words should be capitalized. Minor words (three letters or fewer) should be lowercase unless they are the first or last word of the headline.

Paragraph/Body Text

(Includes entire font family - bold, italic, etc.)
PT Sans

supervisor success guide

COMPENSATION STRATEGIES

The development and implementation of these strategies is intended to create consistent compensation practices within the Iowa Department of Transportation. The intention is to strengthen our compensation package to better recruit quality applicants as well as to retain current employees.

The Strategies

Criteria and details about each strategy can be found on page 2 of this guide.

STRATEGY 1 Recruitment Incentive	STRATEGY 2 Retention Incentive	STRATEGY 3 Advanced Appointment Rates (AAR)	ADDITIONAL COMPENSATION TOOLS
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When to use these strategies

These compensation strategies may be used for positions that are difficult to fill or where employee retention has been an issue.

Hiring Challenges

- **Recruitment Incentives** - could be used if you need additional incentive to attract candidates.
- **Advance Appointment Rates** - could be used if you need additional incentive for your selected candidate to accept the job.

Things to Consider When Working Through an AAR

- Where would the new hire fall within the pay scale?
- How would the new employee's pay compare to current employees?
- Are there potential issues that could arise with level setting?

If you don't have these fonts available, please substitute with:

- **Neue Haas Grotesk Text Pro** or **Georgia Pro** (Display and Headline Text)
- **Calibri** (Headline and Paragraph/Body Text)

Color Palette

This color story is inspired by key characteristics of Iowa. The earth tone palette reflects Iowa's four seasons and shows Iowa's range and depth of opportunity.

The warmth and brightness evoke a friendliness and sense of community. This mix of bold and bright colors is uplifting and modern.

The references of blues and reds in the color palette connect to our state flag along with gold from the eagle and the Iowa State Capitol.

Iowa's core brand color palette can be used in elements like icons and graphics, as color in typography, and in photography by finding photos that pull naturally from the palette. Use darker tones in backgrounds when applicable and lighter tones as accents.

Please determine the most effective use of color by aligning color or a smaller pairing of colors to your message and focus area.

Primary

PANTONE 7470



HEX 03617A
RGB 3, 97, 122
CMYK 92, 52, 38, 14

PANTONE 585



HEX C6D667
RGB 198, 214, 103
CMYK 26, 2, 75, 0

PANTONE 7555



HEX E0A624
RGB 224, 166, 36
CMYK 12, 36, 100, 0

Secondary

PANTONE 7694



HEX 19405B
RGB 25, 64, 91
CMYK 95, 72, 42, 31

PANTONE 570



HEX 70C8B8
RGB 112, 200, 184
CMYK 54, 0, 34, 0

PANTONE 626



HEX 2A6357
RGB 42, 99, 87
CMYK 82, 41, 64, 27

COOL GREY 11



HEX 53565A
RGB 83, 86, 90
CMYK 66, 57, 52, 29

COOL GREY 6



HEX B1B3B3
RGB 177, 179, 179
CMYK 32, 24, 25, 0

Accent

PANTONE 7455



HEX 1C5DBA
RGB 28, 93, 186
CMYK 88, 68, 0, 0

PANTONE 471



HEX B86125
RGB 184, 97, 37
CMYK 22, 70, 100, 9

PANTONE 179



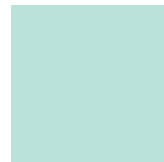
HEX E23E2D
RGB 226, 62, 45
CMYK 5, 91, 93, 0

PANTONE 383



HEX 8E9A36
RGB 142, 154, 54
CMYK 48, 26, 100, 5

PANTONE 573



HEX BBE2DA
RGB 187, 226, 218
CMYK 26, 0, 16, 0

PANTONE 114



HEX FFD94A
RGB 255, 217, 74
CMYK 1, 13, 82, 0

PANTONE 151



HEX F68842
RGB 246, 136, 66
CMYK 0, 57, 82, 0

Logos

Primary (preferred) logo



Use on light backgrounds.



Use on dark backgrounds.

One-color versions- Use for color/cost constraints



Use on light backgrounds.



Use on dark backgrounds.

Stacked versions - Use for space constraints



Logos and branding for events, documents, or initiatives must be created through the Outreach and Development Bureau.

Email Signature Block

Guidelines

- Email signature blocks are an important and visible component of the Iowa DOT's brand and communication with the public, stakeholders, and other governments. When applied consistently, they help identify you as a DOT and State of Iowa employee, combat fraud, and create a sense of professionalism.
- **To create this consistency in branding, a standard email signature block is required for employees of all state agencies on email messages.** The signature includes mandatory fields to appropriately identify an individual's role, as well as optional fields if applicable. Signature blocks are required for all new email messages coming from a computer and optional for replies and forwarded messages. Signature blocks are optional for all messages coming from a mobile device.
- Use a white background with black text in the body of your emails. Using background colors, images, or textures can be distracting and make the text hard to read.
- Additional content, including quotes, videos, photos, other logos, social media links, and other information not included in the standard template shall not be used in the signature block. Also, your emails should not have backgrounds, quotes or other elements that do not reflect the Iowa DOT or State of Iowa branding.
- The state employee email signature block uses the font "Arial" at 12 pt size. This is a standard font readily available for Office and Google users.

Email Signatures

Full signature

Use this signature for new emails.

Christina Andersen
Graphic Design Team Lead
Strategic Communications
Iowa Department of Transportation
800 Lincoln Way
Ames, Iowa 50010
515-708-6720
christina.andersen@iowadot.us
iowadot.gov



[Email signature template can be found on DOTnet.](#)

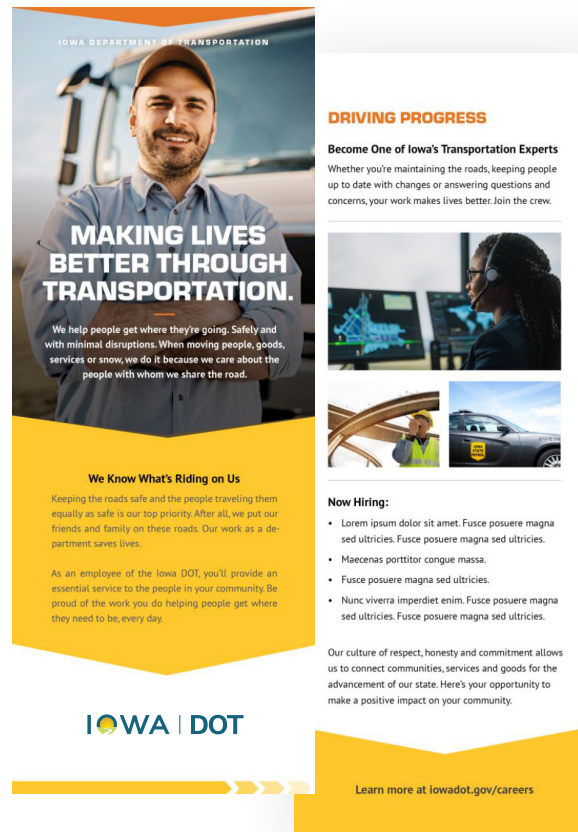
Graphic Elements

Chevrons

The chevron shape can be used in a variety of ways to guide a reader through a piece, give dimension, and represent the idea of forward movement.



Examples



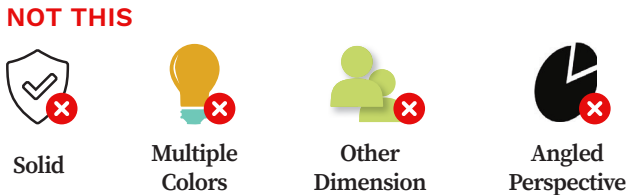
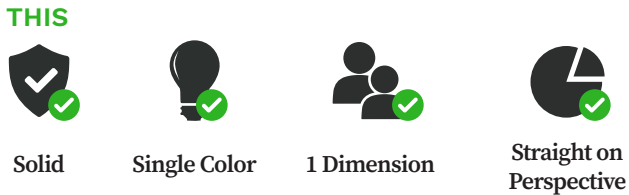
Visual Iconography

Icons can be used to call out certain content. Icons should be solid (examples of solid style icons shown below) and created in our color palette.

ICON EXAMPLES



ICON USE EXAMPLES



SOCIAL MEDIA ICON LIBRARY

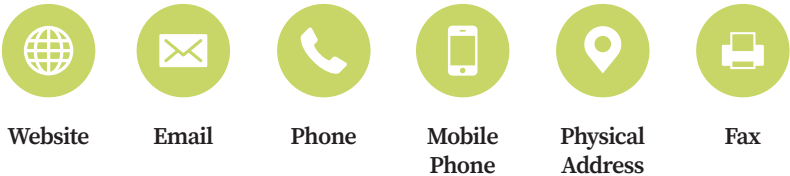


GENERAL USE ICON LIBRARY

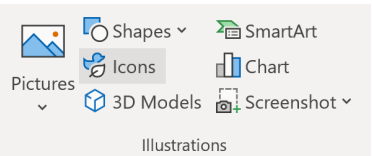
WHITE OR LIGHT COLORED BACKGROUND



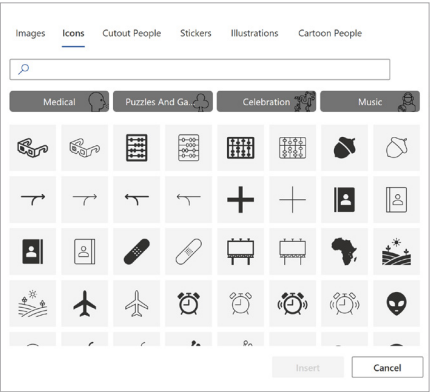
DARK COLORED BACKGROUND



SELECTING ICONS IN MICROSOFT PRODUCTS



To find icons in Microsoft programs, such as Word or PowerPoint, select the Icons option in the Illustrations panel. Then search for the icon you want.



Imagery

Photography

The work we do focuses on making lives better. Therefore, our branding should reflect our focus on people by featuring humans whenever possible. It is preferred to show faces to create a connection, but showing hands, legs, back of the head or other parts of people also enhances the human connection.

Lead with an image on a layout, when possible, to set the tone for the piece and grab the attention of the audience.

Use photos of actual DOT people, transportation projects and Iowa locations, when you can. If you cannot find a DOT photo, stock photography is okay, but avoid images that look too staged or that are clearly not Iowa. Use candid or casual-posed photos when possible.

The Outreach and Development Bureau has several image resources and a staff photographer who can take photos for you. Just ask us.



Browse our
photo library,
DOT Images, at
iowadot.canto.com

Candid Examples



Casual Posed Examples





Project requests or questions about
Iowa DOT branding should be directed to:
DOT-ODB@iowadot.us

PREPARED BY THE OUTREACH & DEVELOPMENT BUREAU
(FORMERLY NAMED STRATEGIC COMMUNICATIONS)