

# USE OF THE IDOT LOGO AND SIGNATURE

## Overview

Since its inception in 1972, the Illinois Department of Transportation (IDOT) has assumed a leadership role in the planning and coordination of transportation activities throughout the state. In order to properly promote the department's ability to establish and communicate brand excellence, the following guidelines have been developed.

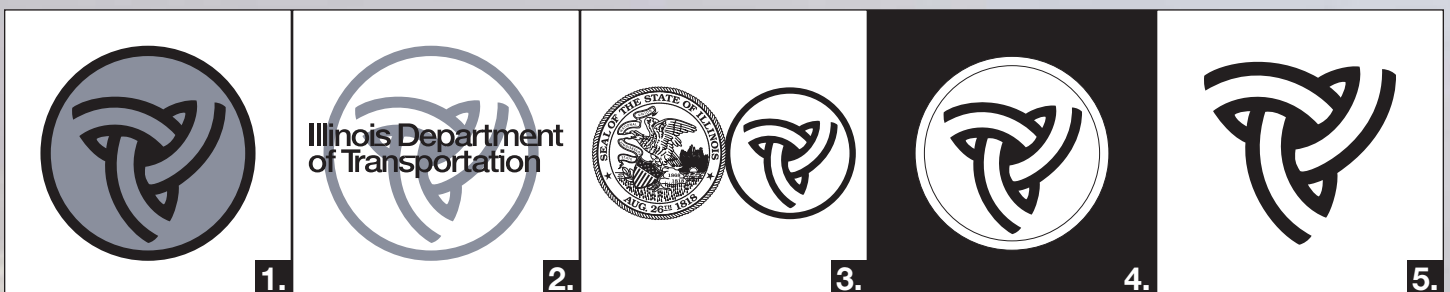
It is important to note that this standardization can only succeed with the cooperation and assistance of each of its members. Your willingness to participate is appreciated.

## The IDOT Logo

The IDOT logo is used to identify the Illinois Department of Transportation. It is to appear on all communications. The logo is called a "Triskelion", a Greek word meaning a figure composed of three parts which is traditionally associated with the land, sea and air concept relating to transportation.

This logo unifies and relates all departmental divisions, offices and bureaus through its use with the department signature. The image is to appear in a single solid color, usually black. No other visual element should compete with this symbol.

*(Right - Correct use of IDOT logo)*



### *The following is to be avoided:*

1. Never superimpose the backgrounds in the logo shape
2. Never use the logo screened or as a background for overprinting another element
3. Never combine the logo with that of another organization
4. Avoid the use of additional bands or enhancements
5. Never remove the outside band or part of the logo
6. Avoid copying the logo from web-based materials or other publications

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## The Signature

The signature should always appear with the department symbol in one of the approved formats as seen below. They are referred to as the A) “one-line version” and the B) “two-line version”.

**Illinois Department of Transportation**

**A.**

**Illinois Department  
of Transportation**

**B.**

## Relationship of Logo and Signature

The logo and signature have been designed to work together as a graphic unit. The weight of the type of characters have been balanced with the bands and surrounding circle of the logo. This relationship of logo and signature must not be altered.

In the interest of design flexibility for use in various media, the following one and two-line style combinations of the logo and signature have been approved. They are the only versions authorized for use.



**Illinois Department of Transportation**



**Illinois Department  
of Transportation**