



KDOT Community Engagement **BRAND GUIDE**

Kansas Department of Transportation

Updated November 2024



WHY A BRAND GUIDE?

This brand standards guide is a reference tool for the Kansas Department of Transportation (KDOT) and the Eisenhower Legacy Transportation Program (IKE). This guide strives to protect the look, feel and integrity of the KDOT and IKE brand.

The following standards should be used when producing materials on behalf of KDOT's Community Engagement Programs. The brand must be consistent across all materials to preserve brand integrity.

The graphic standards outlined provide guidance and direction for the proper and improper use of the KDOT program identity.

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01

LOGOS

The IKE logo is the most highly graphic element of the KDOT brand and should be used with great diligence. Proper use of the logo is key to establishing a strong and consistent program image. Do not recreate or edit the logo. Please follow the guidelines for proper use of the IKE logo.

The KDOT logo must always be present on any materials with the IKE or IKE at Work logo. It is ideal for both logos to be paired together, but they can also live in separate spaces on the same piece. The IKE and IKE at Work logo should not stand alone on any document.

LOGOS

IKE and IKE at Work Logos

The IKE logo is used for broad, program-wide deliverables. The IKE at Work logo is used for project-specific deliverables.



KDOT and IKE Logo

The KDOT and IKE logo is used on graphics and materials related to the program as a whole. This includes pieces such as postcards, display boards, fact sheets, social media graphics, etc.



KDOT and IKE at Work Logo

The KDOT and IKE at Work logo is used on graphics and materials related to a specific project that is in the IKE project pipeline. This includes project pieces such as postcards, display boards, fact sheets, social media graphics, etc.



LOGO VARIATIONS

Full color



Reverse



Black



Reverse color



Dark blue



For all downloadable logo files, visit ike.ksdot.gov/community-engagement-toolkit

LOGO FILE FORMATS

File Format	Digital (RGB)	Print (CMYK)	Raster	Vector	Uses
JPEG/JPG Joint Photographic Experts Group	✓		✓		Most common for digital photos, email graphics and large web images.
PNG Portable Network Graphics	✓		✓		Displays high-quality digital images. Commonly used for logos with a transparent background.
SVG Scalable Vector Graphics	✓			✓	Highly scalable images specifically designed for web use. Also has transparent background capabilities like PNG files.
AI Adobe Illustrator		✓		✓	A standard source file for a logo. Some print shops will request this file when prepping a project for print.
EPS Encapsulated Post Script		✓		✓	Often required for professional and high-quality image printing such as large banners, posters, billboards, etc.
PDF Portable Document Format	✓	✓	✓	✓	A universal file format typically used for printing and easily sharing documents online. Easy to upload to various platforms and programs.

Raster image files are two-dimensional pictures in a rectangular matrix or grid of square pixels. When scaled up in size, you can see the edges of the pixels.



Vector image files create graphics with smooth edges that don't get pixelated when scaling up in size.



02

COLORS

The KDOT and IKE at Work brand incorporates a wide variety of bold colors to mix and match through design. Both the KDOT and IKE brands were initially created with their own separate color schemes. With the merging of the two logos on branded materials, the color scheme has also evolved to unify the KDOT and IKE at Work brand. For most text on printed materials, black should be the default color for easy readability.

Color can indicate important information, so it is necessary to make sure all color pairings are Section 508 compliant.

COLOR SCHEME




KDOT BRAND PRIMARY


KDOT AND IKE AT WORK BRAND PRIMARY

IKE BRAND PRIMARY


Kansas Blue
 Process 100c 85m 0y 20k
 RGB 18r 57g 133b
 Hex #123985




Mamie Eisenhower blue
 Process 100c 84m 36y 39k
 RGB 15r 45g 82b
 Hex #0F2D52




Ad Astra Blue
 Process 97c 84m 47y 61k
 RGB 6r 26g 52b
 Hex #061A34




Kansas Sky Blue
 Process 51c 5m 3y 0k
 RGB 115r 197g 232b
 Hex #73C5E8





Flint Hill Sky Blue
 Process 64c 4m 0y 0k
 RGB 55r 189g 238b
 Hex #37BDEE



Kansas Gold
 Process 0c 33m 98y 0k
 RGB 252r 179g 28b
 Hex #FCB31C

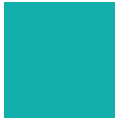



Sunflower Yellow
 Process 4c 33m 99y 0k
 RGB 242r 177g 30b
 Hex #F2B11E




SECONDARY COLORS


Turner Diagonal Teal
 Process 77c 6m 39y 0k
 RGB 0r 175g 170b
 Hex #00AFAA



Winter Wheat Green
 Process 47c 0m 100y 0k
 RGB 149r 201g 61b
 Hex #95C93D



Plains Sunset Orange
 Process 0c 73m 82y 0k
 RGB 242r 106g 63b
 Hex #F26A3F



Freestate Red
 Process 32c 100m 53y 19k
 RGB 150r 26g 75b
 Hex #961A4B
























When both logos are present on a branded piece (paired or separated), the shared primary blue (Mamie Eisenhower Blue) version of the logos should be used. When paired together, the KDOT logo should be all blue. When separated, the KDOT logo can be all blue or include Kansas Gold.

If the KDOT logo is used on a piece that is not part of the IKE program, it should use KDOT's original primary colors (Kansas Blue and Kansas Gold).

COLOR USE

To comply with Section 508 under the Americans with Disabilities Act, colors must meet a color contrast ratio of 4.5:1 for normal text and 3:1 for large text and graphics. Large text is defined as 14 pt and larger. Employing accessibility best practices improves the experience for all users. As a general rule, text for print materials should default to black for easy readability.

	Mamie Eisenhower Blue* #0F2D52		
	Flint Hill Sky Blue #37BDEE		
	Kansas Gold #FCB31C		
	Freestate Red #961A4B		
	Plains Sunset Orange #F26A3F		
	Winter Wheat Green #95C93D		
	Turner Diagonal Teal #00AFAA		

*Presentations with a dark blue background should default to white text for readability. Other colors can be used for graphical elements.

03

FONTS

There are two preferred fonts for public facing materials: Arial and Times New Roman. Calibri may be used as an alternative option.

For print materials, font size for body text should be 11-12 pt in most cases and should not be smaller than 10 pt. Font size for presentation materials should be between 18-24 pt and should not be smaller than 16 pt.

Italics should be used very sparingly such as for a simple photo caption or the approved IKE at Work project brand that italicizes the county location. Italics should never be used for text that includes more than one sentence.



ARIAL

ARIAL NARROW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TIMES NEW ROMAN

TIMES NEW ROMAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TIMES NEW ROMAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TIMES NEW ROMAN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI

CALIBRI LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

04

ICONS

These approved icons can be used on project materials to graphically elevate text elements. It is important to assess the icons carefully with the relevant text. For example, a project in the discovery phase should not use the construction hat icon since it is not yet in the construction phase. Microsoft PowerPoint icons can also be used.

Either line-work based icons or filled-shape icons can be used. Only one style should be used on a single deliverable.

ICONS

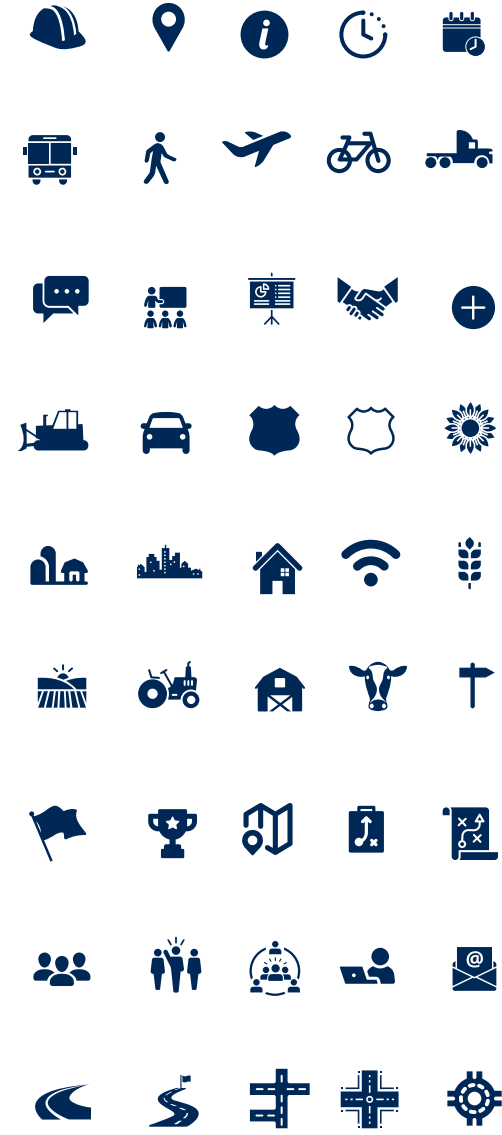
IKE ARROW



IKE STARS



ICONS



For all downloadable icon files, visit
ike.ksdot.gov/community-engagement-toolkit