Before & After

After using the same logo for a quarter century, the Florida Department of Transportation decided to update its brand. The creation of this new logo coincided with the department’s new website design just months prior.
Logo Submissions

Various logo ideas were requested from FDOT staff as well as the general public. After the first round of submissions, department leaders narrowed down specific characteristics to include in future submissions.
Employee Voting

After the design submission deadline, department leaders selected the top five designs. Employees then voted and commented on the designs that they best felt represented FDOT. The most compelling suggestions were applied to the winning design to create a final logo.

3672 Total Responses
Employee Comments

Both positive and negative feedback were taken into consideration when adjusting the winning design. The most prevalent suggestion was to incorporate the state of Florida.

“I appreciate the opportunity to vote on the new logo – it definitely depicts transportation. The two lines can represent a roadway, a railway, a runway or even a bike/ped path. The current logo is 24 years old – does anyone wear clothes that old? It’s time for a fresh look.”

“Secretary Prasad envisioned a simple, contemporary logo that depicts transportation using the colors, red, white, and blue. He did not say uninspired. Our logo, our brand, should inspire people and create that excitement.”

“Have # 3 super imposed over an outline of the state.”

“#3 looks too similar to [political candidate’s] logo. We want unique.”

“# 3 has a road on it! If you all could use # 3 and add the swoosh circle or semi-circle around it, that would REALLY be COOL!”

“3 is plain and shows the roadway. I love the red, white & blue. A clear identity will set us apart corresponding!”

“Actually prefer 'None of the Above'”

“I like logo #3 the best, because it implies moving along a highway. However, the three horizontal lines on the letter “O” makes the “O” look like a “Q”. I recommend the three horizontal lines be removed. That would make logo number #3 really work.”

“All of these are horrible. I like the one we currently have. If forced to choose, I would choose number 3.”

“Logo #3 really pops when in black and white!”

“Nice work on all entries. I think the road in Logo #3 seems to best reflect the spirit and purpose of the FDOT.”

“Don’t change it for the sake of change. There’s nothing wrong with the current logo. It’s patriotic, features a graphic of the state of Florida, and SPELLES out what the acronym means, dispelling any mystery.”

“Number 3 is the one. Thank you for letting us employee’s have a say in the new logo. That feels good!”

“#3 says FDOT ‘is going places!’”
Logo Elements

The finalized Florida Department of Transportation logo is comprised of the FDOT acronym and two icons that represent both the state of Florida and transportation.

FDOT ACRONYM
 Represents the Florida Department of Transportation

MULTIMODAL IMAGE
 Represents roadway, runway, railway, bicycle trail, pedestrian sidewalk, and other various modes of transportation

STATE OUTLINE
 Represents the State of Florida
Logo Guidelines

A series of branding requirements were created to provide uniformity among digital and print publications using the new logo. These were distributed to internal staff, consultants, and the press.

Nothing should be placed within the red box surrounding the FDOT logo. This spacing may be approximated by the percentage of the “F” height and width at any size (see the above diagram). When in doubt, allow for extra margin.

LEFT AND RIGHT SPACING Equal to 1/2 “F” width

TOP AND BOTTOM SPACING Equal to 1/3 “F” height
Color Variations

A great advantage of the new logo over the old design is its clarity in any color or resolution. Unlike the previous version, no unique color elements overlap, and there are no thin lines or small print. The following color examples are included in the brand use guidelines.

COLOR
- Original blue and red
- For use on light color backgrounds

GRAYSCALE
- Dark and light gray
- For use in place of red and blue for grayscale printing

BLACK
- Single color black
- For use on light color backgrounds or for single color printing

WHITE
- Single color white
- For use on dark color backgrounds
# Colors and Fonts

Since the creation of the new FDOT logo, the blue and red color pallet has been incorporated into various FDOT materials for brand consistency. Common fonts were chosen as a standard for department materials.

<table>
<thead>
<tr>
<th></th>
<th>BLUE</th>
<th>RED</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEXADECIMAL</td>
<td>#1F4283</td>
<td>#D7E2A</td>
</tr>
<tr>
<td>RGB</td>
<td>R31 G66 B131</td>
<td>R215 G46 B42</td>
</tr>
<tr>
<td>CMYK</td>
<td>C100 M85 Y19 K5</td>
<td>C10 M96 Y97 K1</td>
</tr>
<tr>
<td>PMS UNCOATED</td>
<td>Pantone 280 U</td>
<td>PMS UNCOATED Pantone 1795 U</td>
</tr>
<tr>
<td>PMS COATED</td>
<td>Pantone 294 C</td>
<td>PMS COATED Pantone 032 C</td>
</tr>
</tbody>
</table>

The text in the FDOT logo is custom-drawn and not part of a font family.

The following serif and sans serif font families are department standards for correspondence and materials.

- **SERIF**: Times New Roman
- **SANS SERIF**: Arial
Logo Consistency

In addition to proper formatting, the following illustrations of ways the logo should not be altered are included in the brand use guidelines. This is to ensure that the logo remains consistently professional.
Public Response

While several employees seemed hesitant at first to accept a new logo, especially those who have worked with FDOT the longest, there was great excitement among staff after the logo was first published to the department website. Within the week, FDOT's Public Information Office that released the logo was inundated with calls about creating new letterhead templates and buying employee shirts with the new logo embroidered on them, proving that employees were anxious to convert to the updated design. The general consensus of the external public, as read through social media and news articles, was that the new design was a great improvement over the previous logo. Many were thrilled with the addition of the Florida Keys in the state outline.

“...compared to the relic it had before, it’s a drastic improvement.”
– Brand New (web news article)