U.S. Department of Transportation

Graphic Standards for the U.S. Department of Transportation

Introduction

The first contact most people have with the Department of Transportation is not with a person, but with something visual—perhaps a news release, a consumer brochure, or a letter. Maybe it's a sign, an exhibit, or a flag. If what they see is attractive, easy to read, and clearly identified as coming from DOT, they will have formed a favorable impression of the Department, and the Department will have been successful in reaching another segment of the public. Clear communication is no less vital within the Department itself, in its forms, memoranda, awards, and identification cards.

Attractive, readable communications don't just happen. They have to be planned and carried out according to carefully established guidelines that create a sense of unity, so that everything looks as if it comes from the same Department, but that leave room for creativity, so that everything doesn't look rigidly the same. This Graphic Standards Manual has been prepared to help DOT communicate better by giving a unified and consistent look to all the Department's many and varied ways of reaching its employees and the public.

In addition, establishment of a visual communications system throughout the Department will offer many other important benefits.

Experience in other federal agencies has proven that significant cost savings can be achieved by adopting graphic standardization programs. The National Endowment for the Arts has estimated that graphic standards programs can reduce design and printing costs by as much as 15 percent, and even more on some individual projects.

This manual establishes a visual system for integrating each of DOT's separate Administrations into an overall framework. This will help create strong employee identity with the Department and identification with its goals and objectives.

The manual is designed to be a teaching tool, workbook, and standard reference guide to be followed in preparing all DOT graphics. As such it should be used by every element of the Department and every contractor engaged in visual communication work, not only to facilitate projects but also to solve in advance many of the problems routinely encountered in design production.

Standard items such as stationery are shown with tight production specifications. For publications and forms design, standard formats and design principles are provided, with latitude for the designer to make specific design decisions applicable to that particular problem.

The manual has been divided into a number of sections. The first section describes the signature, the primary graphic identifier to be used on all DOT visual communications. Each of the following sections describes application of the signature to specific areas. Contained in the back of the manual are reproduction art and format aids, along with applicable DOT correspondence and reference material.

Publication of the DOT Graphic Standards Manual is part of the Federal Design Excellence Project, a presidentially mandated effort to improve visual communications throughout the federal government. The DOT design improvement program was initiated in 1977 upon the recommendation of the Department's Ad Hoc Task Force on Design, Art, and Architecture in Transportation and was endorsed by the Secretary.

The implementation of the visual guidelines contained in this manual can be effective only with the understanding and cooperation of each person involved with the creation and production of the Department's visual communications. This manual will help all of us create better, more consistent products that will aid DOT in accomplishing its mission.

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ORDER 1000.14A
OFFICIAL SEAL AND SIGNATURES
OF THE DEPARTMENT OF TRANSPORTATION

U.S. Department of Transportation
Office of the Secretary of Transportation

ORDER

DOT 1000.14A

12-2-81

Subject: OFFICIAL SEAL AND SIGNATURES OF THE DEPARTMENT OF TRANSPORTATION

1. PURPOSE. This Order implements the regulations of the Office of the Secretary (OST) (49 CFR Part 3). It also provides a description of the official seal and signatures of the Department of Transportation (DOT) and prescribes their use.

2. CANCELLATION. DOT 1000.14, OFFICIAL SEAL AND INSIGNIA OF THE DEPARTMENT OF TRANSPORTATION, of 6-8-78.

3. AUTHORITY. Section 9(k) of the DOT Act (Public Law 89-670) provides that the Secretary of Transportation shall prescribe an official seal for the Department.

4. REFERENCES.

   a. Amendment to 49 CFR Part 3, effective 11-17-80, reflects the redesign of the Department's official seal and also covers changes in office duties relating to the authority to affix the DOT Seal.

   b. DOT 1360.6, Department of Transportation Graphic Standards, establishes a system of graphic standards for the Department as set forth in the publication "Graphic Standards for the U.S. Department of Transportation."

5. EXCEPTION.

   a. This Order is not intended to modify the uniform of the United States Coast Guard (USCG) or USCG seal, emblems and insignia required or authorized by the Commandant. Whenever feasible, the USCG shall use the Departmental seal either alone or in conjunction with their own seal to indicate that the Departmental seal is the official emblem of the Department.

   b. The St. Lawrence Seaway Development Corporation (SLSDC), being a public corporation with its own corporate seal, may continue to use that corporate seal for purposes of authentication and as its official seal. Whenever feasible, the SLSDC shall use the Departmental seal either alone or in conjunction with their own seal to indicate that the Departmental seal is the official emblem of the Department.

   c. The seal of the Federal Aviation Agency has been retired and its official use is no longer authorized. The Federal Aviation Administration (FAA) may continue to use a reproduction of their current seal for adornment purposes. "Adornment purposes" shall mean that this seal

DISTRIBUTION: All Secretarial Offices
All Operating Administrations

OPI: Office of Installations and Logistics

will be solely limited to: one color reproduction on FAA internal publications.

d. The seal of the Maritime Administration has been retired and its official use is no longer authorized. The Maritime Administration may continue to use a reproduction of their current seal for adornment purposes, appropriately modified to eliminate the words "Department of Commerce." "Adornment purposes" shall mean that this seal will be solely limited to: use on the Maritime Administration flag and on plaques.

6. THE OFFICIAL SEAL OF THE DEPARTMENT OF TRANSPORTATION.

a. Description. The official seal of the Department of Transportation is described as follows: A white abstract triskelion figure signifying motion appears within a circular blue field. The figure is symmetrical. The three branches of the figure curve outward in a counterclockwise direction, each tapering almost to a point at the edge of the field. Surrounding the blue circle is a circular ring of letters. The upper half of the ring shows the words "Department of Transportation." The lower half of the ring shows the words "United States of America." The letters may be shown in either black or medium gray. The official seal of the Department is modified when embossed. It appears below in black and white.

Figure 1. The Official DOT Seal

b. Policy.

(1) The seal is the official emblem of DOT and its use is permitted only as authorized in Part 3 of the regulations of the Office of the Secretary or as approved by the Secretary of Transportation. Falsely making, forging, counterfeiting, mutilating, or altering the official seal or knowingly using or possessing with fraudulent intent any altered seal is punishable under Section 506 of Title 18, United States Code. Instances of such falsely making, forging, altering or fraudulent use which may be detected shall be reported through channels to the OST Office of Security.

(2) The seal shall be embossed or affixed on all documents requiring authentication by the operating elements of DOT. No other seals will be used for authenticating documents except as provided in paragraph 5.

(3) Publications issued at the Departmental level which have the effect and force of law (e.g., regulations, orders, notices) must bear the DOT seal. (Figure 1)

(4) Operating administrations not now having their own seals will not establish seals, but will use the DOT seal.

c. Delegation of Authority. The following officials of DOT are authorized to emboss and affix the official DOT seal to appropriate documents and other materials of the Department, for all purposes for which authentication by seal is required, including those authorized by 28 U.S.C. 1733(b):

The General Counsel, OST

The Assistant Secretary for Administration

The Coast Guard Commandant

The Federal Aviation Administrator

The Federal Highway Administrator

The Federal Railroad Administrator

The Urban Mass Transportation Administrator

The National Highway Traffic Safety Administrator

The Maritime Administrator

The Research and Special Programs Administrator

St. Lawrence Seaway Development Corporation Administrator

The Inspector General

The Chairman, Contract Appeals Board, OST

d. Redelegation. The authorized officials may redelegate this authority. Delegations made under this authority shall be limited to the minimum number consistent with essential requirements, to avoid misuse of the seal and to minimize procurement requirements for impression dies of the seal.

e. Uses.

(1) Authorized Uses. The DOT seal in monochrome or color, pictorial or relief may be used by officials listed in paragraph 6c above:

(a) For programs, certificates, diplomas, invitations, greetings and calling cards of an official nature.

(b) In DOT-approved training films, public relations films, and official DOT motion picture and television programs.

(c) As a display with any official DOT exhibit.

(d) As wall plaques in OST, the operating administrations, and DOT field installations when approved by an official authorized in paragraph 6c.

(2) Prohibitions on Use. The seal shall not be used:

(a) On souvenir or novelty items of an expendable nature.

(b) On toys or commercial gifts or premiums.

(c) As letterhead design, except on official Departmental stationery.

(d) On exterior or interior facility signage.

(e) On menus, matchbook covers, calendars, or similar items.

(f) To adorn civilian clothing.

(g) On athletic clothing or equipment.

(h) On any article which may discredit the seal or reflect unfavorably on DOT.

(i) In any manner which implies Departmental endorsement of commercial products or services, or of the user's policies or activities.

(3) Requests for Use.

(a) Outside the Department. Permission to use the DOT seal by any person or organization must be made in writing to the Assistant Secretary for Administration, 400 Seventh Street, S.W., Washington, D.C. 20590, and must specify, in detail, the specific use intended.

(b) Within the Department. When organizational elements of the Department desire to use the seal in a manner other than that prescribed by this Order, prior approval must be obtained from the Assistant Secretary for Administration.

f. Reproduction Standards for the DOT Seal.

(1) Embossed. The seal may be reproduced as a blind embossed (raised) image on certificates and official documents.

(2) Monochrome. The single-color version of the seal shall be executed in solid black (see Figure 1). This method of reproduction shall be used for authenticating documents when embossing is impractical. Reverse printing is prohibited.

(3) Color. For full-color reproduction, the central circular area of the seal, formed and described in paragraph 6a, shall match PANTONE (R) (PMS) 285 and the circular ring of letters shall be reproduced in solid black or in a warm middle-value gray.

(4) Minimum Size. The minimum allowable size for reproduction of seal shall be 9/16-inch in diameter.

7. IMPRESSION DIES AND PLAQUES.

a. Custody of Impression Dies. The officials named in paragraph 6c and all officials to whom authority has been redelegated are authorized to obtain and maintain custody of the impression dies of the official DOT seal.

b. Issuance of Impression Dies and Plaques.

(1) Initial Issuance.

(a) Impression dies have been distributed to all officials authorized in paragraph 6c.

(b) One plaque is issued free of charge to each Secretarial officer, head of an operating administration, and the Chairman of the Contract Appeals Board, OST.

(2) Additional Requirements.

(a) Heads of operating administrations may establish criteria for issuing additional plaques within their organizations.

(b) Additional impression dies and plaques will be procured and issued on request by the OST Director of Administrative Operations so as to ensure uniformity of design and economy of procurement.

(3) Funding. Procurement of dies and plaques will be through the DOT working capital fund. Cost of additional dies and plaques will be billed to the requesting organization.

8. THE OFFICIAL SIGNATURES OF THE DEPARTMENT OF TRANSPORTATION.

a. Description. There are 11 individual official signatures authorized for the Department of Transportation, one for the Department and one for each administration. With the exception of the U.S. Coast Guard, each signature is composed of an abstract triskelion figure identical in shape to the abstract triskelion found in the DOT seal. Below and flush left with the left edge of the triskelion is the legend "U.S. Department of Transportation." In addition, depending upon the administration identified, the following legends are flush left with and spaced below the DOT legend: "Office of the Secretary of Transportation," "Federal Aviation Administration," "Federal Highway Administration," "Federal Railroad Administration," "Urban Mass Transportation Administration," "National Highway Traffic Safety Administration," "Maritime Administration," "Research and Special Programs Administration" and "Saint Lawrence Seaway Development Corporation." Each aforementioned signature has two allowable configurations defined as the stacked and horizontal versions. In the stacked version, each legend is shown in two or three lines; in

the horizontal version, each legend is shown in one or two lines. In the single allowable version of the USCG signature, the USCG emblem appears within a right-leaning rhomboid shape located to the right of a trunicated line parallel to, and whose ends are defined by the top and bottom edge of the rhomboid shape. To the left of this configuration is the above legend in two lines, "U.S. Department of Transportation" and below in two lines, "United States Coast Guard." Both legends are separated by a space and contained within the vertical limits defined by the top and bottom edge of the rhomboid shape. The USCG emblem is slightly altered for monochrome reproduction. (See attachment 1, figures 2 through 12).

b. Use. The DOT signatures are the principal visual identifiers for the Department and administrations where use of the seal is not required. The appropriate signatures in monochrome, two-color, pictorial, or relief may be used:

(1) To identify official publications, installations, offices, facilities, activities, property and equipment as specified.

(2) To identify the Department on documents issued to personnel for administration or security identification such as building passes, security badges and parking permits as specified.

(3) On wearing apparel and personal property items used by DOT employees in performance of their official duties as specified.

(4) On personal items used in connection with officially recognized DOT employees recreation association activities.

(5) On personal automobiles, when determined by an authorized official to facilitate entry or control of such vehicles at DOT installations or parking areas.

(6) No other signatures are authorized for use in representing the Department in any of its programs.

(7) For any other use of the signatures in a manner other than that prescribed above (par. 8b (1) thru (6)), prior approval must be obtained from the Assistant Secretary for Administration.

c. Reproduction Standards for the DOT Signatures.

(1) Monochrome.

(a) DOT signatures may be reproduced in solid black or in any other solid color. The monochrome configuration of the USCG signature must be used for one-color reproduction.

(b) Pastel, diluted, or thinned colors having poor contrast that do not show the signatures clearly will not be used.

(c) DOT signatures, with the exception of the USCG signature, may be reversed from various backgrounds and colors as long as the signatures show clearly with good contrast.

(2) Color.

(a) With the exception of the USCG, as noted below in 8c(2)(c), the only acceptable two-color version of the DOT signatures shall be with the abstract triskelion figure in blue, matching PANTONE ® (PMS) 285 and the legend(s) in black, or in a warm middle-value gray.

(b) No other two-color version of the DOT signatures is authorized.

(c) USCG Exception:

1. The USCG signature may be reproduced in two solid colors. The red areas shall match PANTONE ® (PMS) 485 and the blue areas, to include the legends, shall match PANTONE ® (PMS) 285.

2. The USCG signature may be reproduced in full-color when used with four-color process printing. The red areas will be reproduced from solid magenta plus solid yellow. The blue areas will be reproduced from solid blue plus 30 percent magenta. The legends will be reproduced in solid black.

9. LOCAL REPRODUCTION OF THE DOT SEAL AND SIGNATURES.

a. Except for impression dies, authorized officials may reproduce the seal and signatures in accordance with this directive.

b. The OST Office of Installations and Logistics will assist, as required, in such reproduction.

FOR THE SECRETARY OF TRANSPORTATION:

Karen S. Lee
Deputy Assistant Secretary
for Administration

OFFICIAL SIGNATURES FOR DOT
Showing Stacked Version at Left and Horizontal Version on Right

U.S. Department of Transportation

U.S. Department of Transportation

Figure 2. DOT Signature

U.S. Department of Transportation
Office of the Secretary of Transportation

U.S. Department of Transportation
Office of the Secretary of Transportation

Figure 3. Office of the Secretary Signature

U.S. Department of Transportation
Federal Aviation Administration

U.S. Department of Transportation
Federal Aviation Administration

Figure 4. Federal Aviation Administration Signature

U.S. Department of Transportation
Federal Highway Administration

U.S. Department of Transportation
Federal Highway Administration

Figure 5. Federal Highway Administration Signature

U.S. Department
of Transportation
**Federal Railroad
Administration**

U.S. Department of Transportation
Federal Railroad Administration

Figure 6. Federal Railroad Administration Signature

U.S. Department
of Transportation
**Urban Mass
Transportation
Administration**

U.S. Department of Transportation
**Urban Mass Transportation
Administration**

Figure 7. Urban Mass Transportation Administration Signature

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

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

Figure 8. National Highway Traffic Safety Administration Signature

U.S. Department
of Transportation
**Maritime
Administration**

U.S. Department of Transportation
Maritime Administration

Figure 9. Maritime Administration Signature

U.S. Department
of Transportation
**Research and
Special Programs
Administration**

U.S. Department of Transportation
**Research and Special Programs
Administration**

Figure 10. Research and Special Programs Administration Signature

U.S. Department
of Transportation
**Saint Lawrence
Seaway Development
Corporation**

U.S. Department of Transportation
**Saint Lawrence Seaway Development
Corporation**

Figure 11. Saint Lawrence Seaway Development Corporation Signature

U.S. Department
of Transportation
**United States
Coast Guard**

Figure 12. United States Coast Guard Signature (one version)

1. MARK AND SIGNATURE

Mark

The DOT mark is the key graphic element in the uniform graphic identification system of the Department of Transportation. Its spinning triskelion shape has been adapted from the traditional symbol used by the Department since its inception and is based on the theme of motion.

The mark has been modified to achieve a greater visual balance with more implied forward motion. Constraining elements have been removed. The shapes have been simplified so they can be reproduced clearly at both large and small scales.

The mark is used primarily as the common graphic element placed above the names of the Department and the Administrations in their respective signatures.

The mark may stand alone on publication covers and other Departmental graphics as a tasteful visual element. It should not, however, be used decoratively on the same page or surface that also contains a full signature. When using the mark by itself on a publication, carefully place the full signature in another appropriate position, such as the back cover, book spine, or title page.

Some notes to remember when using the mark:

—The mark has been carefully drawn and should be reproduced only by photographic processes from the approved reproduction art in Section 8 of this manual.

—If the mark must be produced at a scale too large for photographic reproduction, prepare an enlarged version based on the grid drawing of the mark on page 1.7 of this manual.

—The mark should never be reproduced at less than $^{3}/_{16}$" in diameter.

—The mark should be used only on its proper axis and never rotated to a new position. Refer to the approved reproduction artwork in Section 8 of this manual.

—No prior versions of the DOT symbol or seal may be used.

—Contact the DOT Graphics Coordinator for advice and counsel concerning specialized or unique applications of the mark.

The Signature

The primary purpose of the signature is to provide a way to consistently identify the Department and its Administrations in a clear and uniform way. (All of the subordinate elements that make up the Department of Transportation, including the Office of the Secretary of Transportation and the Saint Lawrence Seaway Development Corporation, will hereafter be referred to as Administrations.)

All signatures are a combination of the DOT Mark and the name of the Department, either by itself or with the name of a specific Administration, with the exception of the U.S. Coast Guard's, which has its own mark. No additional elements, typography, or graphic devices should ever be added to the basic signature configuration.

Department Signature

The Department signature consists of the mark and the Department's name set in the TransBold typeface. Both elements are placed flush to the left. This signature is to be used as the graphic identifier on those items common to the entire department.

U.S. Department
of Transportation

U.S. Department of Transportation

Administration Signature

There are individual signatures for the Office of the Secretary and for each of the Administrations in the Department. The Administration signature is the principal graphic identifier to be used by the Administrations on all stationery, publications, signage, and vehicles.

Each Administration signature is a modification of the basic Department signature. It is formed by placing the name of the particular Administration below the Department's name. Emphasis is placed on the Administration by setting the Department's name in lighter type and the Administration's name in bold type. In this way, the Administration's name becomes the dominant element in the signature.

All Administration signatures share the common elements of typographic style and the DOT mark. Each Administration, in effect, has its own visual identity and, at the same time, is clearly related to the Department as a whole. For information on the U.S. Coast Guard Signature and its graphic standards refer to Section 10 of this manual.

There are two acceptable configurations of the signature for the Department and each Administration. They may be used interchangeably; however, you will find that the signature with vertical emphasis located on the left (the stacked version) will look better than the horizontal version in most applications.

The signature has been adopted to replace all other Department and Administration identification graphics on publications, vehicles, signage, etc. Try to avoid redundant or repeated placement of the Department or Administration names when the signature is used.

There are no other acceptable versions of the signatures. Do not alter the typography, the size of the mark, or the general configuration of the signature. Use original reproduction artwork at all times. Avoid second-generation reproductions.

For detailed guidance on the application or use of the signature, refer to the applicable section of this manual. Contact the DOT Graphics Coordinator for advice and counsel on unique or special applications of the signature.

U.S. Department
of Transportation

U.S. Department of Transportation

U.S. Department
of Transportation
Office of the Secretary
of Transportation

U.S. Department of Transportation
Office of the Secretary of Transportation

U.S. Department
of Transportation
**Federal Aviation
Administration**

U.S. Department of Transportation
Federal Aviation Administration

U.S. Department
of Transportation
**Federal Highway
Administration**

U.S. Department of Transportation
Federal Highway Administration

U.S. Department
of Transportation
**Federal Railroad
Administration**

U.S. Department of Transportation
Federal Railroad Administration

U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

U.S. Department of Transportation

**National Highway Traffic Safety
Administration**

U.S. Department
of Transportation

**Urban Mass
Transportation
Administration**

U.S. Department of Transportation

**Urban Mass Transportation
Administration**

U.S. Department
of Transportation

**Saint Lawrence
Seaway Development
Corporation**

U.S. Department of Transportation

**Saint Lawrence Seaway Development
Corporation**

U.S. Department
of Transportation

**Research and
Special Programs
Administration**

U.S. Department of Transportation

**Research and Special Programs
Administration**

U.S. Department
of Transportation

**United States
Coast Guard**

Color Standards

The official color for the Department is DOT Blue. The color used in this manual is for illustration only: it is not to be used as a standard. DOT Blue shall match "PANTONE®*281" found in the current PANTONE®* Matching System Formula Guide (©Pantone, Inc.)

The adjacent group of demonstrations establishes a guide for color use in DOT publications. As presented, the top three sets of examples are the preferred ones.

The use of other colors should be limited to deep saturated primary (red, yellow, and blue) and secondary (green, purple, and orange) colors. Avoid the use of pastel, diluted, or thinned colors. Do not print in or drop the signature out of a screen tone that contains less than 133 lines per inch.

Pure white paper stock should be used for signature background. Gray and beige-tone papers may be used, but soft- or pastel-colored papers should be avoided.

1) The only acceptable two-color versions of the signatures are shown here: One has the mark reproduced in DOT Blue and the signature type in black.

The signature typography may also be reproduced in PANTONE® Warm Gray 8, as shown, when the mark is printed in blue.

No other two-color versions of the signature are acceptable.

Do not print the mark in gray or black and the type in blue.

2 & 3) The preferred one-color reproduction of the signature is in DOT Blue or black. Shown here are both positive and negative versions.

The signature may be reproduced in other colors. However, the following guidelines should be followed carefully.

4) The signature shall be surprinted (overprinted) in a solid color when the background is no darker than the equivalent of a 50 percent gray.

The signature shall be dropped out (reversed) when the background is no lighter than a 50 percent gray.

5 & 6) This tone guide also applies when using colors other than DOT Blue, black, and middle-value warm grays.

Light backgrounds in gray or earth tones may be surprinted with a darker saturated primary or secondary color, if the background is not darker than a 50 percent tone.

The signature may also be dropped out of a saturated dark-value primary color that is no lighter than a 50 percent tone. Preferred background is white. Acceptable background colors are light-tone warm gray and beige.

Screened tones with less than 133 lines per inch are not acceptable for printing the signature or its background.

*PANTONE, INC.'s check-standard trademark for color standards, color data, color reproduction and color reproduction materials.

1)

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

U.S. Department of Transportation
Office of the Secretary of Transportation

2)

U.S. Department of Transportation
Federal Highway Administration

U.S. Department of Transportation
Research and Special Programs Administration

3)

U.S. Department of Transportation
Urban Mass Transportation Administration

U.S. Department of Transportation
Federal Railroad Administration

4)

U.S. Department of Transportation
Federal Aviation Administration

U.S. Department of Transportation
Urban Mass Transportation Administration

5)

U.S. Department of Transportation
Federal Railroad Administration

U.S. Department of Transportation
Saint Lawrence Seaway Development Corporation

6)

U.S. Department of Transportation
Research and Special Programs Administration

U.S. Department of Transportation
Federal Aviation Administration

Signature Construction

The Department and Administration signatures have been constructed to exact specifications. Each signature has been individually assembled with careful attention given to the spacing between letters, the sizes of words, and the relationship between lines and spaces so the integrated unit will have the most pleasing visual effect. This effect cannot be duplicated by simply setting the words with conventional typesetting, even though the type face is the same. Therefore, always reproduce the signatures from approved artwork in Section 8 of this manual by photographic reproduction techniques. If, however, you must reproduce a signature at a large scale for special application, refer to the adjacent signature diagram and guide.

U.S. Department
of Transportation

U.S. Department of Transportation

4X
1.2X
X
U.S. Department
of Transportation
1.2X
X
**Federal Railroad
Administration**

3.75X
1.2X
X
U.S. Department of Transportation
1.2X
X
Federal Railroad Administration

U.S. Department
of Transportation

**Research and
Special Programs
Administration**

U.S. Department of Transportation

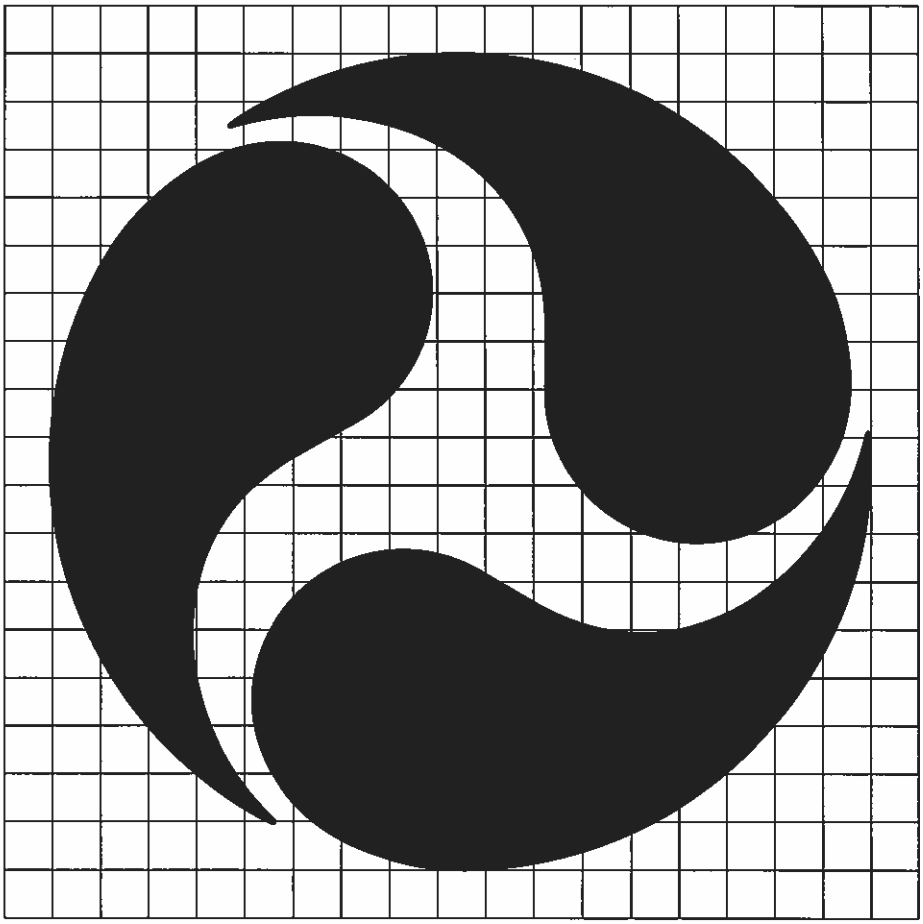
**Research and Special Programs
Administration**

Mark Construction Grid

In this demonstration, the Department mark has been placed on a guideline grid. The proportions shown here are to be followed exactly when the mark is reproduced manually at extremely large sizes. These uses include reproduction for placement of the mark on flags, signs, and large-scale outdoor applications.

Use the grid method of reproduction only when photo reproduction of furnished artwork cannot be satisfactorily scaled to the size that is needed.

Any proposed use of the mark in large sizes should be reviewed with the DOT Graphics Coordinator.



Incorrect Use of Mark & Signature

The mark and the Department/Administration signatures are the primary visual elements in the DOT graphic communication system. These elements are common to all visual communications and identification throughout the Department. For this reason, it is absolutely critical that the general guidelines established on the preceding pages be maintained with uniformity and consistency.

To maintain this uniformity, reproduction artwork for all Department and Administration signatures, in the most common sizes used for publications, is provided in Section 8 of this manual. These should be clipped and used without alteration. If the signature size you require has been removed from the manual, additional reproduction artwork pages are available through the DOT Graphics Coordinator. Contact the Graphics Coordinator for advice and counsel on all questions concerning acceptable use of the mark, the signature, and color.

To help you avoid incorrect uses, the following guide shows some of the most common violations of both mark and signature configuration and some misuses of typography and color.

Incorrect Use of Mark

Redrawing the mark is not recommended. Redrawing can distort the adopted configuration and should be avoided. If it is necessary to reproduce the mark on a large scale, refer to the grid drawing on page 1.7.

Multiple-color reproduction of the mark is unacceptable.

Separate colors or shapes must not be placed on or around the triskelion shape.

Reproduction of the mark from second- or third-generation copies is unacceptable. Sharpness of the edges and typographic details will be distorted.

Avoid over- or under-exposed photographic reproductions.

The axis of the mark must not be altered. Do not allow the mark to be rotated to any position other than that shown in reproduction artwork with alignment lines.

Flopping or reversing the direction of the implied motion is unacceptable.

Print signatures in a single, solid color. Screened reproduction is unacceptable.

Incorrect Use of Signature

Removing or adding space between the lines of the signature is unacceptable.

Alteration of the size relationship between the mark and the signatures is unacceptable

The relationship of the mark to the signature typography must not be altered.

The mark is not to be placed beside or under the signature.

The Department's name always appears above the Administration's name. Do not transpose these two elements.

Centering the mark or signature typography is unacceptable.

Signature elements are all to be aligned in a flush left position with prescribed spacing.

Prior seals or insignias are not to be used with signature typography.

Prior insignias are not to be used in lieu of the signature to identify the Department or an Administration.

Other typefaces must not be used in signatures. Only TransBold and TransBook typefaces are to be used in Department or Administration signatures.

Use of all capital letters in a signature is unacceptable.

Incorrect Use of Color Standards

U.S. Department
of Transportation
**Research and
Special Programs
Administration**

The only acceptable two-color reproductions of a signature are with the mark in DOT Blue and the typography in either black or warm middle-value gray.

Other two-color reproductions are unacceptable.

U.S. Department
of Transportation
**Urban Mass
Transportation
Administration**

U.S. Department
of Transportation
**Federal Railroad
Administration**

Do not surprint signature typography and drop out mark. This creates an unacceptable two-color reproduction.

Do not surprint the signature if the background is darker than a 50 percent tone value.

**U.S. Department of
Transportation**
Office of the Secretary
of Transportation

U.S. Department
of Transportation
**Saint Lawrence
Seaway Development
Corporation**

Do not reproduce a signature in a screened tone of a single color.

Print signatures only in a single color without screens or with full four-color process.

U.S. Department of
Transportation

U.S. Department
of Transportation
**Federal Aviation
Administration**

Splitting signature alignment or color/background treatment is prohibited.

U.S. Department
of Transportation
**Federal Highway
Administration**

**U.S. Department of
Transportation**
**Federal Highway
Administration**

The signature must not be enclosed in other shapes or be surrounded by graphic devices or typography.

Allow adequate space around the signature when placing it near other typography, graphic devices, or borders.

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

Official Seal

The official seal of the Department of Transportation is to be used only in situations for which authentication by seal is required. The official seal is to be used only by authorization of the Secretary, Deputy Secretary, General Counsel, Agency Administrators, the Commandant of the Coast Guard, and the Chairman of the Board of Contract Appeals (OST).

Consult the current orders contained in Section 11 of this manual for specified uses of the official seal. Permission to use the official seal for purposes not included in the order must be requested in writing from the Assistant Secretary for Administration.

The seal is not to be used as a substitute for the signature, which is the approved identification for the Department and each Administration.

The configuration of the official seal is a borderless circle. The seal is dominated by a positive version of the Department mark which fills the center area. The outside circle of the seal is formed by the words "Department of Transportation" cresting over the top half and "United States of America" around the bottom half. The letters are typeset in capitals using the Trans-Book face. The seal has been designed in the traditional circular shape without constraining the sense of motion contained in the mark. This configuration must not be altered.

Reproduction Guidelines

The three officially accepted printed versions of the seal are shown at the right.

—The seal may be reproduced as a blind embossed (raised) image on certificates and official documents.

—The seal should never be reproduced in negative form (white type and mark with black background).

—The seal should not be reproduced in colors other than those specified to the right.

—The seal should never be surrounded by any borders, lines, or other shapes.

—Never substitute or add another typographic message, such as names of offices, agencies, or positions, around the perimeter of the mark.

—The seal must *not* be adapted for use by any other federal, state, or local government agency or private concern.

a) One-color reproduction should always be in black.

b) For two-color reproduction, the mark is to be printed in DOT Blue and the typographic perimeter in black.

c) The typographic perimeter may be reproduced in a warm, middle-value gray only when the mark is printed in DOT Blue.

2. STATIONERY

Stationery

Stationery, including letterheads and envelopes used for correspondence between the Department and the public, is one of the principal forms of the Department's visual communications. The DOT stationery system and typing format have been designed to accommodate the communication needs of the Administrations within the Department. The DOT letterhead design, including individually designed Administration signatures, was developed to reflect a uniform appearance for all correspondence. The functional description of offices (division, bureau, region, or center) and specific addresses on each letterhead identify the source of the letter to the receiver.

For shorter and less formal correspondence, note paper is provided, which is also imprinted with the Administration signature.

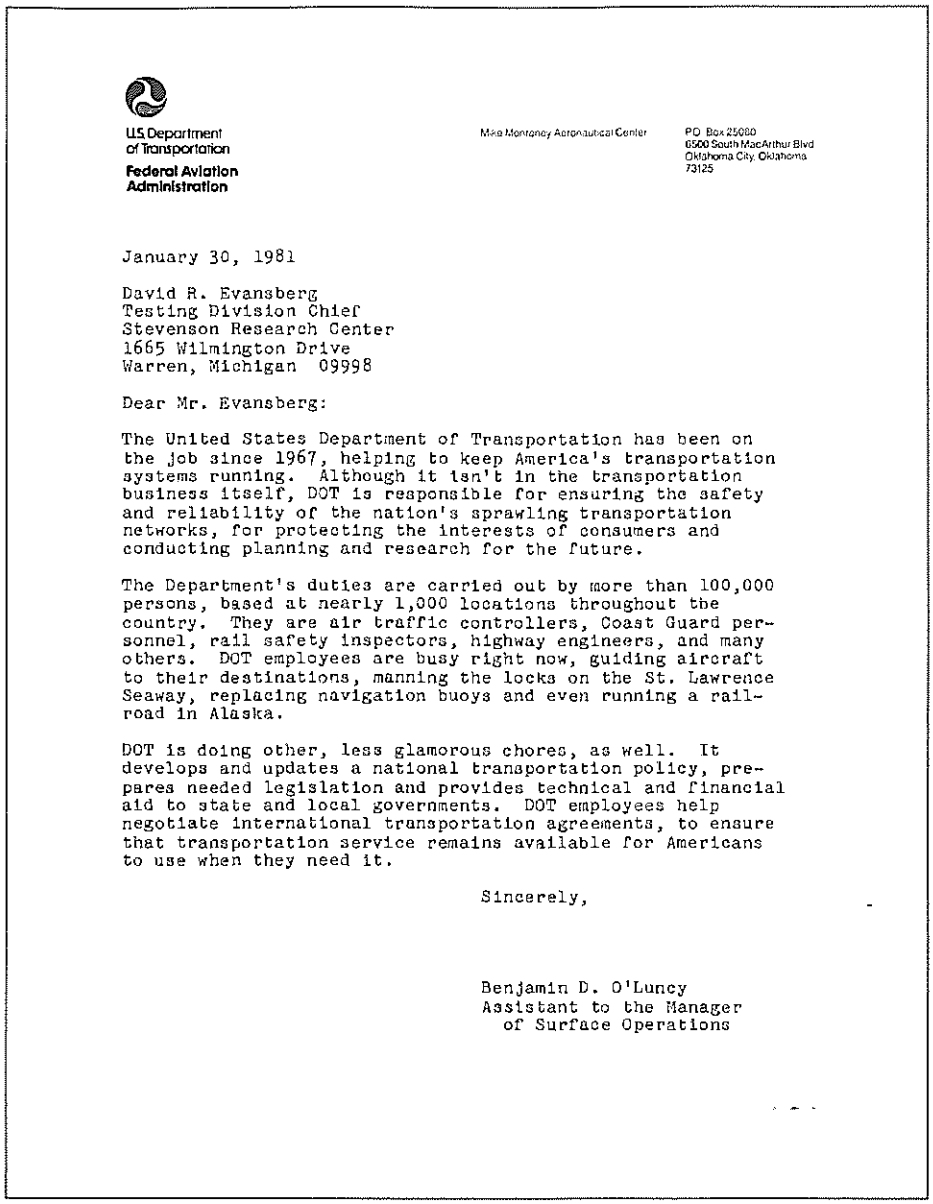
An individual employed by the Department may order a personal business card. Typographic specifications for correct reproduction must be followed.

Letterhead, Note Paper, and Business Card

Letterhead Typing Format

Department of Transportation letterheads and envelopes have been designed to accommodate a particular typing format as shown at the right.

—See the DOT Correspondence Manual for information on typing style. Refer to Section 11 of this manual for the DOT order number of the current Correspondence Manual.



U.S. Department of Transportation
Federal Aviation Administration

Mike Monroney Aeronautical Center

P.O. Box 25080
6500 South MacArthur Blvd
Oklahoma City, Oklahoma
73125

January 30, 1981

David R. Evansberg
Testing Division Chief
Stevenson Research Center
1665 Wilmington Drive
Warren, Michigan 09998

Dear Mr. Evansberg:

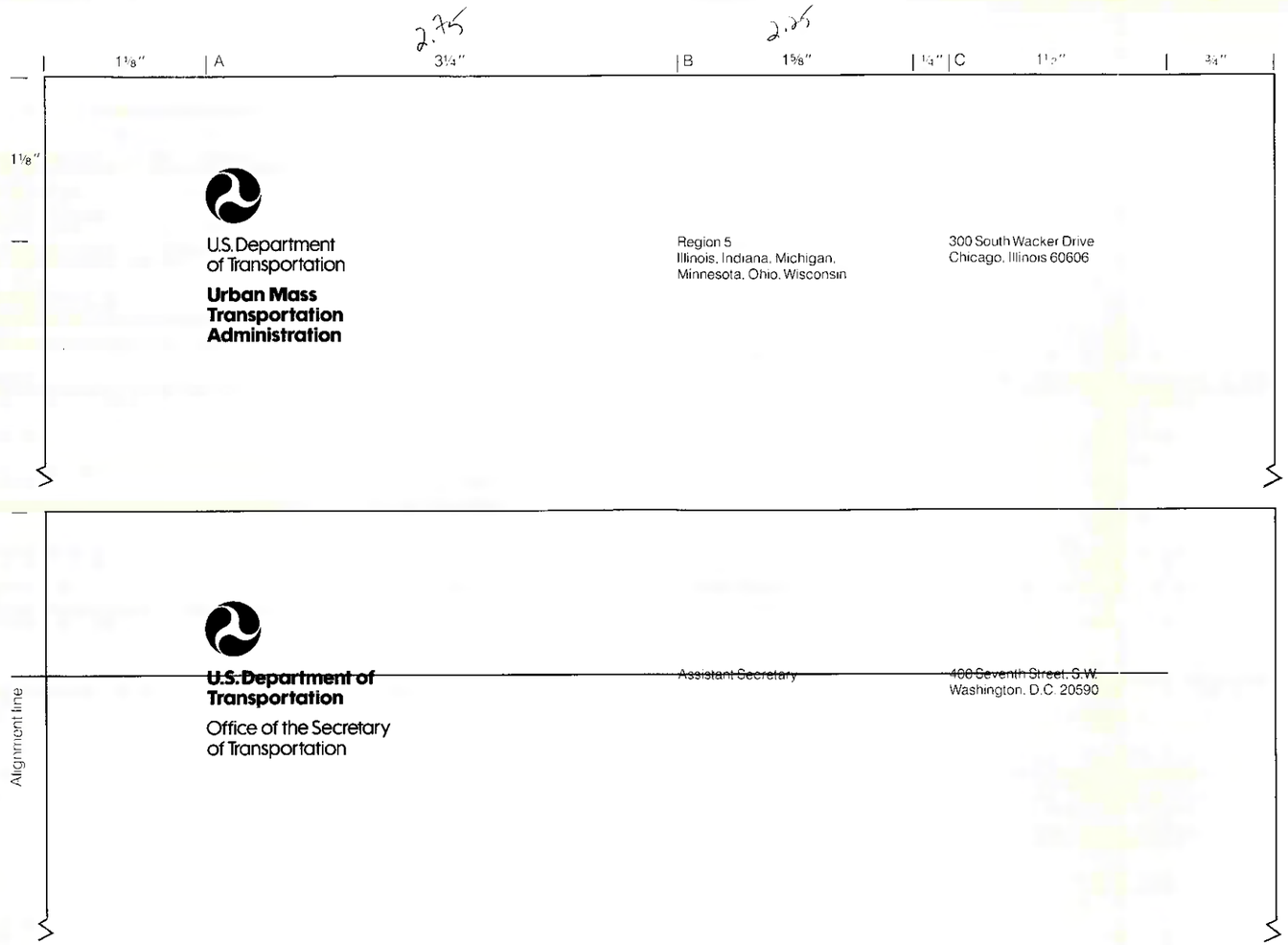
The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

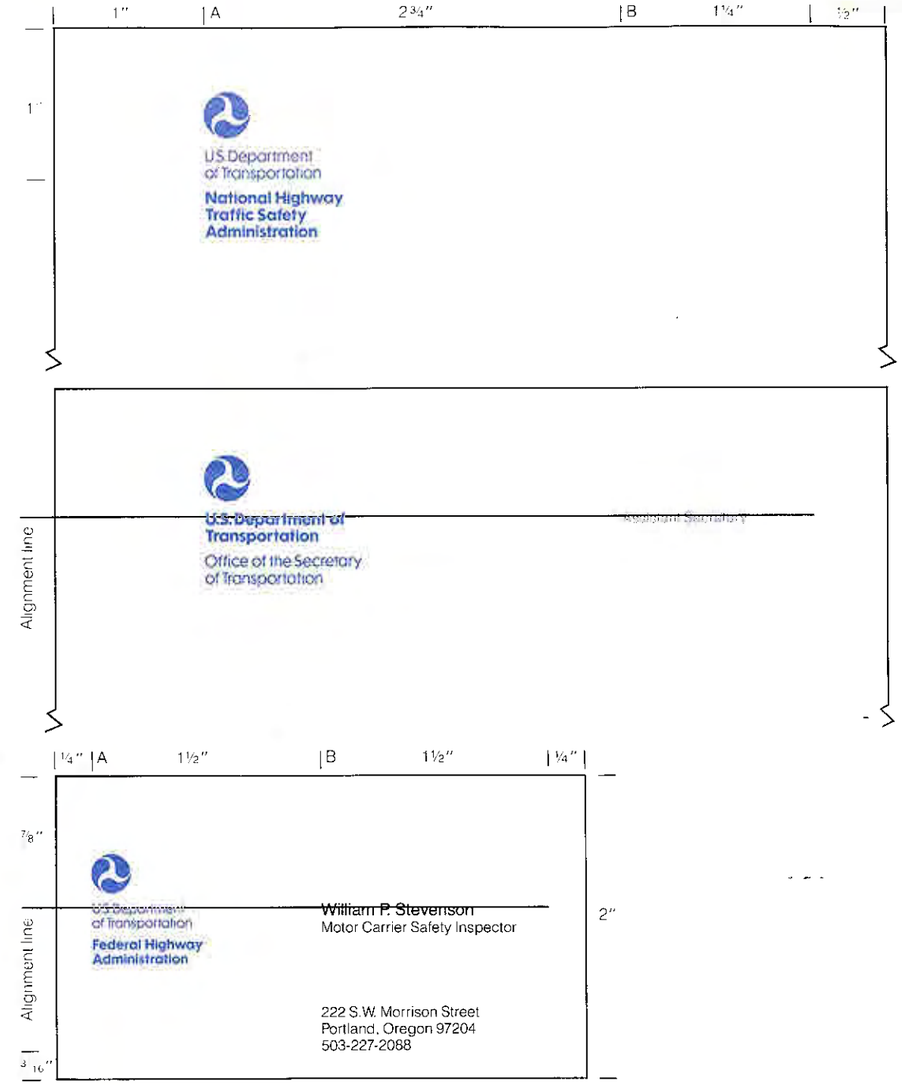
The Department's duties are carried out by more than 100,000 persons, based at nearly 1,000 locations throughout the country. They are air traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employees are busy right now, guiding aircraft to their destinations, manning the locks on the St. Lawrence Seaway, replacing navigation buoys and even running a railroad in Alaska.

DOT is doing other, less glamorous chores, as well. It develops and updates a national transportation policy, prepares needed legislation and provides technical and financial aid to state and local governments. DOT employees help negotiate international transportation agreements, to ensure that transportation service remains available for Americans to use when they need it.

Sincerely,

Benjamin D. O'Luncy
Assistant to the Manager
of Surface Operations





Typographic Specifications for Letterhead, Note Paper, and Business Card

To prepare letterheads, note paper, and business cards for reproduction, the full-size specification drawings shown above should be followed exactly.

An alphabetical reference notes each specific type of information, including A) the Administration, B) office identification (or title) and C) address. These are shown in their specified position.

Letterhead

—Place a 10-point stacked version of the Administration signature in position A, vertically aligned to the flush left side of the established margin. Horizontal alignment should be made from the top of the x height (the height of a lower-case letter) of the first typographic line of the signature.

—All other letterhead copy should be ~~7/8~~ 8/9 point Helvetica Light type, in upper and lower case (initial capitals only). Information groups should be set flush left, with a nine-pica maximum line length and a ragged right edge on the multiple-line groups. Break lines at the end of words. Do not hyphenate.

—Place in position B, aligned on the top of the x height as shown, the name of the organizational element. This description identifier should be prefixed with the words Office of unless it is a project or special center that is clearly described without containing a prefix. Regional offices should be described by name, number, and states included in the region. Refer to the orders section (Section 11) of this manual for exact listings of approved organizational elements and region identifiers.

—Place the office address on the letterhead in position C and align on the top of the x height as shown. The return address should include street name and number, city, state, and zip code. Exclude room numbers unless absolutely necessary. If building name is important, it should be included.

—Telephone numbers, names of individuals, or other such identifiers shall not be placed on letterhead.

All letterheads are to be printed in black. Printing should be best quality. Paper should be 8½" x 11" bright white bond. For current material specifications, contact the DOT Graphics Coordinator.

Executive Letterhead (Alternate Position B)

The following executive positions use individually titled letterheads: The Secretary, Deputy Secretary, General Counsel, Inspector General, Assistant Secretary,

Regional Representatives of the Secretary, Administrator, Deputy Administrator, Coast Guard Commandant, and Vice Commandant. No other names or titles may appear on any other Department stationery. The title of the executive is placed in position B. Refer to orders section in this manual for complete listing of titles.

Note Paper

—Place an eight-point stacked version of the appropriate Administration signature in position A, vertically aligned to the flush left side of the established margin. Horizontal alignment should be made from the top of the x height of the first typographic line of the signature.

—No office identification, address, title, or other markings are to be placed on note paper.

—For executive use, only those position titles listed in the executive letterhead section may be placed on note paper. Use 7/8-point Helvetica Light type as shown.

All note paper is to be printed in DOT Blue. Printing should be best quality. Paper should be 5½" x 8½" bright white bond. For current material specifications, contact the DOT Graphics Coordinator.

Business Card

—Place a seven-point stacked version of the Administration signature in position A, vertically aligned to the flush left side of the established margin. Horizontal alignment should be made from the top of the x height of the first typographic line of the signature.

—The name of the business card user should be set on one line in eight-point Helvetica Regular type, upper and lower case. The name should be placed flush to the left in position B aligned horizontally to the signature on the top of x height as shown.

—The person's title and the address and telephone number group should both be set in ~~7/8~~ 8/9 point Helvetica Light type in upper and lower case, flush left.

—The person's title should be placed directly below the name.

—The type group containing the address and telephone number should be aligned flush left with the person's name and title. Base line alignment should be on the bottom margin of the card.

Business cards are to be printed two-color. The signature should be DOT Blue, and the person's name, title, and address are to be printed in black. Printing is to be best quality. The recommended paper stock is 110-pound index, 2" x 3" bright white.

Envelopes, Self-Mailers, and Mailing Labels

A uniform graphic format has been adopted for all DOT envelopes, mailing labels, and publication self-mailers. Whenever possible, the standard sizes shown should be used.

This design incorporates the typographic portion of the appropriate Administration signature, return address, use-stipulation phrase, and postal indicium.

Please note: the standard configuration of the signature has been altered for use on envelopes to conform with Federal Property Management Regulations. In this application, the mark has been removed from the top of the signature. The signature typographic group containing both the Department and appropriate Administration name is to be used separately in the standard configuration as shown in the examples contained in this section.

Envelope Typing Format

DOT envelopes have been designed to be addressed using a standard typing format as shown in the following three demonstrations. When typing mailing address, align the typewriter baseline to the base of the phrase Official Business. From the left edge of the envelope, place the indented typing margin for addressee's name the following amount: for No.10 envelopes—3½", for large envelopes—5", and for mailing labels—1¾". Type address flush to the left. Omit words To and From.

Typographic Specifications for Envelopes, Self-Mailers, and Mailing Labels

As an exact guide, use the full-size specification demonstrations shown to the right and on the inside of this gatefold to prepare envelopes, mailing labels, and self-mailers for reproduction.

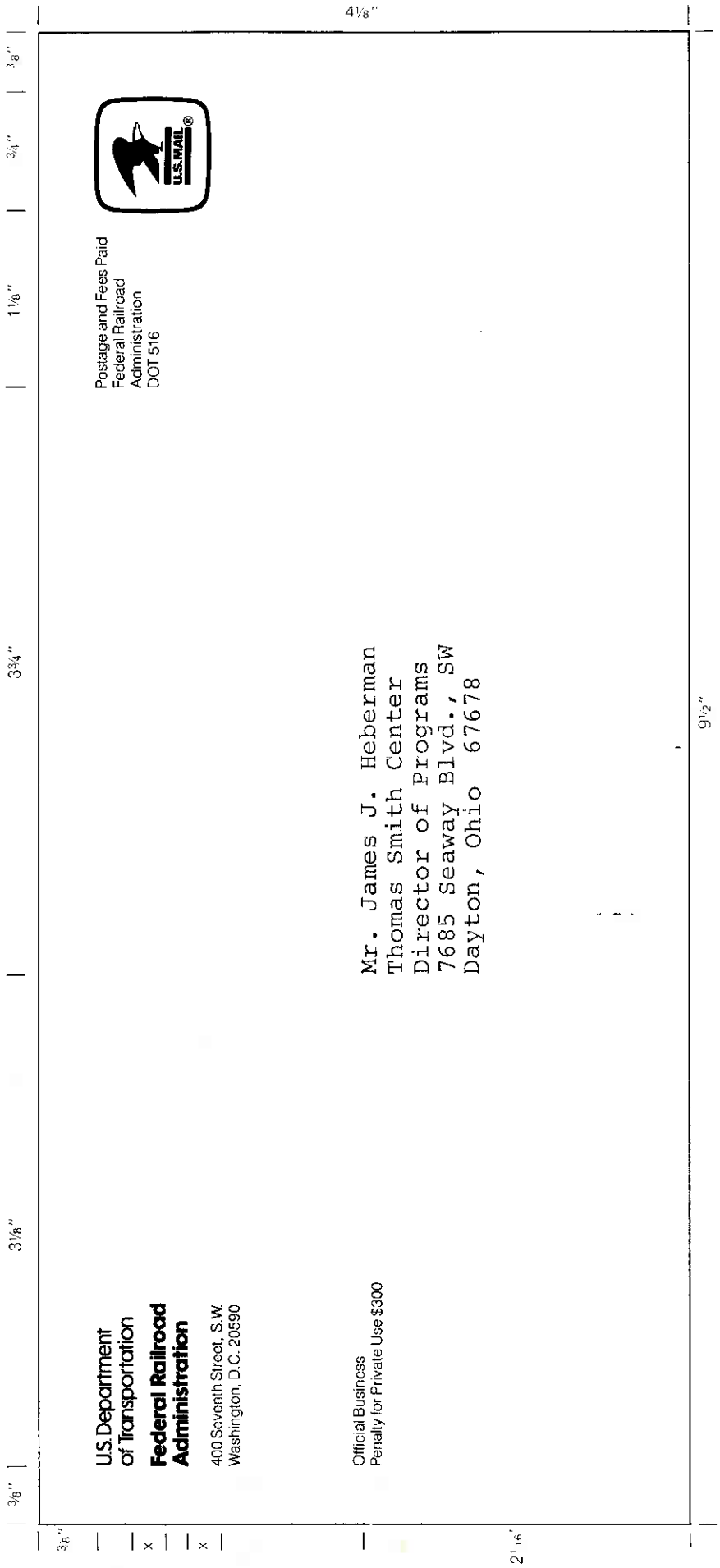
Business size (No.10) envelopes, large envelopes, self-mailers, and mailing labels have a similar graphic configuration; the size of the elements—including signature, typography, return address, and indicium—will be scaled proportionally to each size envelope or mailer.

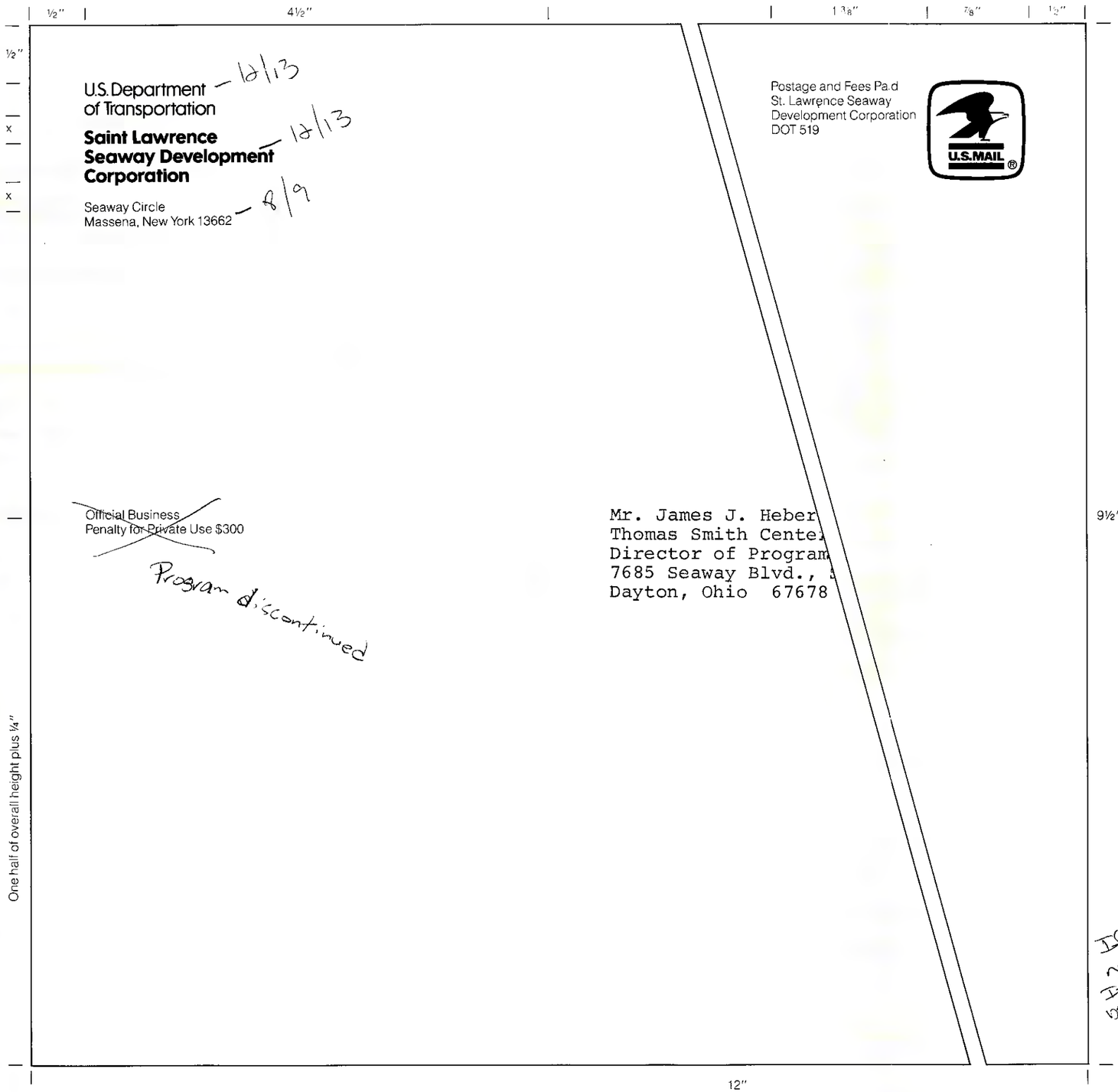
No.10 Envelopes

Place a 10-point stacked version of the Administration signature typographic group in the upper left corner, aligned flush to the left and top margins.

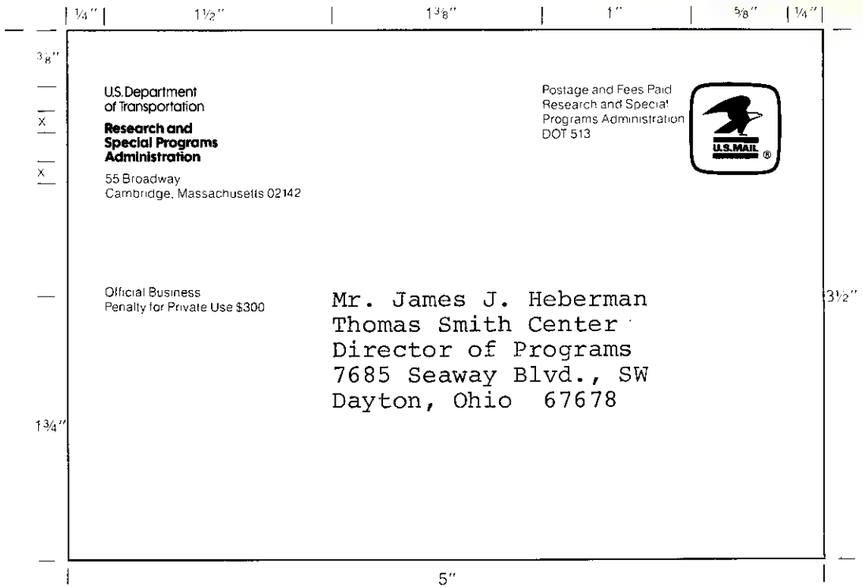
All other typography on No.10 envelopes should be 7/8-point Helvetica Light type, flush left, ragged right, upper and lower case (initial capitals only).

The return address should include street name and number, city, state, and zip code. If the building or facility name is important for return correspondence, it should be included. The return address should be placed below the Administration name. The space between the return address and the Administration name should be equal to the space between the





If division name used it should be set: 10/11



Department and Administration names: (15 points baseline-to-baseline as shown x).

The two-line federal use-stipulation phrase is to be placed flush to the left margin. The baseline of the phrase Official Business is to be equidistant between the top and bottom left edge.

A ¾" indicium should be placed in the upper right corner. In the adjacent postal identification typographic group, place the specific Administration name and postal number on the second through fourth lines. Retain all spacing configurations as shown in the example.

Self-Mailer

Self-mailers are to be no smaller than 3½" x 5". The most common sizes will be a) 3⅝" x 8½" and b) 5½" x 8½".

In each of these sizes, specifications for the size and placement of the signature typographic group, return address, use-stipulation phrase, and indicium will be identical to those for the No.10 business envelope. For smaller sizes, use the specifications for the mailing label.

12/13

Large Envelope

On large envelopes (average size 9" x 12"), the signature typographic group should be a stacked 12-point version. Place this in the upper left corner, flush to the left and top margins.

All other typography on large envelopes should be 8/9-point Helvetica Light type, flush left, ragged right, upper and lower case. For content, refer to the No.10 envelope typographic specification.

The return address should be placed flush left below the Administration name: 18 points baseline-to-baseline as shown.

The two-line federal use-stipulation phrase is to be placed flush to the left margin. The baseline of the phrase Official Business is to be ¼" above the vertical midpoint between the top and bottom of the envelope as shown in the above demonstration.

A ⅞" indicium should be placed in the upper right corner. In the adjacent postal identification typographic group, place the specific Administration name and postal number on the second through fourth lines. Retain all spacing configurations as shown in the example.

Mailing Label

In compliance with postal regulations, DOT mailing labels should be no smaller than 3½" x 5" as shown in the above specification diagram.

Place a seven-point stacked version of the Administration signature typographic group in the upper left corner aligned flush to the left side (¼" from the edge) and top (⅜" from the edge) margins.

All other typography on mailing labels should be 6/7-point Helvetica Light type, flush left, ragged right, upper and lower case.

The return address should be placed flush left below the Administration name: 10 points baseline-to-baseline as shown.

The two-line federal use-stipulation phrase is to be placed flush to the left margin. The baseline of the phrase Official Business is to be equidistant between the top and bottom left edge.

A ⅝" indicium shall be placed in the upper right corner, aligned flush to the right side and top margins as shown. In the adjacent postal identification typographic group, place the specific Administration name and postal number on the second through fourth lines. Retain all spacing configurations as shown in the example.

Standard Typographic Masthead Format

The standard typographic masthead format is to be used for all forms of administrative correspondence including orders, notices, specifications, advisories, regulations, procedures, and personnel and employment opportunity notices.

The typographic masthead should contain the appropriate Administration signature, the standard headline title of the specific item, and the uniform placement location for all pertinent information that is common to all items of that specific form. This pertinent information section may include specific subject, dates of issue, whom issued by, whom issued for, and alphanumeric identifiers for reference.

Typing Format

As shown, the typographic masthead format has been designed to be completed using a typewriter. Align all entries in the top section of the form to their respective margins. The body of the form should be typed in single-spaced block paragraph style, aligned flush to the left margin of the grid.

Typographic Specifications

To prepare the typographic masthead for reproduction, use the 8½" x 11" Grid D.

Using the four-column grid, place a 10-point stacked version of the appropriate Administration signature in the upper left-hand corner flush to established margins. The title may be set in 16-point or 36-point TransBold type depending on title length and visual effect desired. Single-word titles such as "Order" may be set in 36-point type. Multiple-word titles should be set in 16-point type. Place the specific masthead title off the center of the page aligned to the top left of the third column.

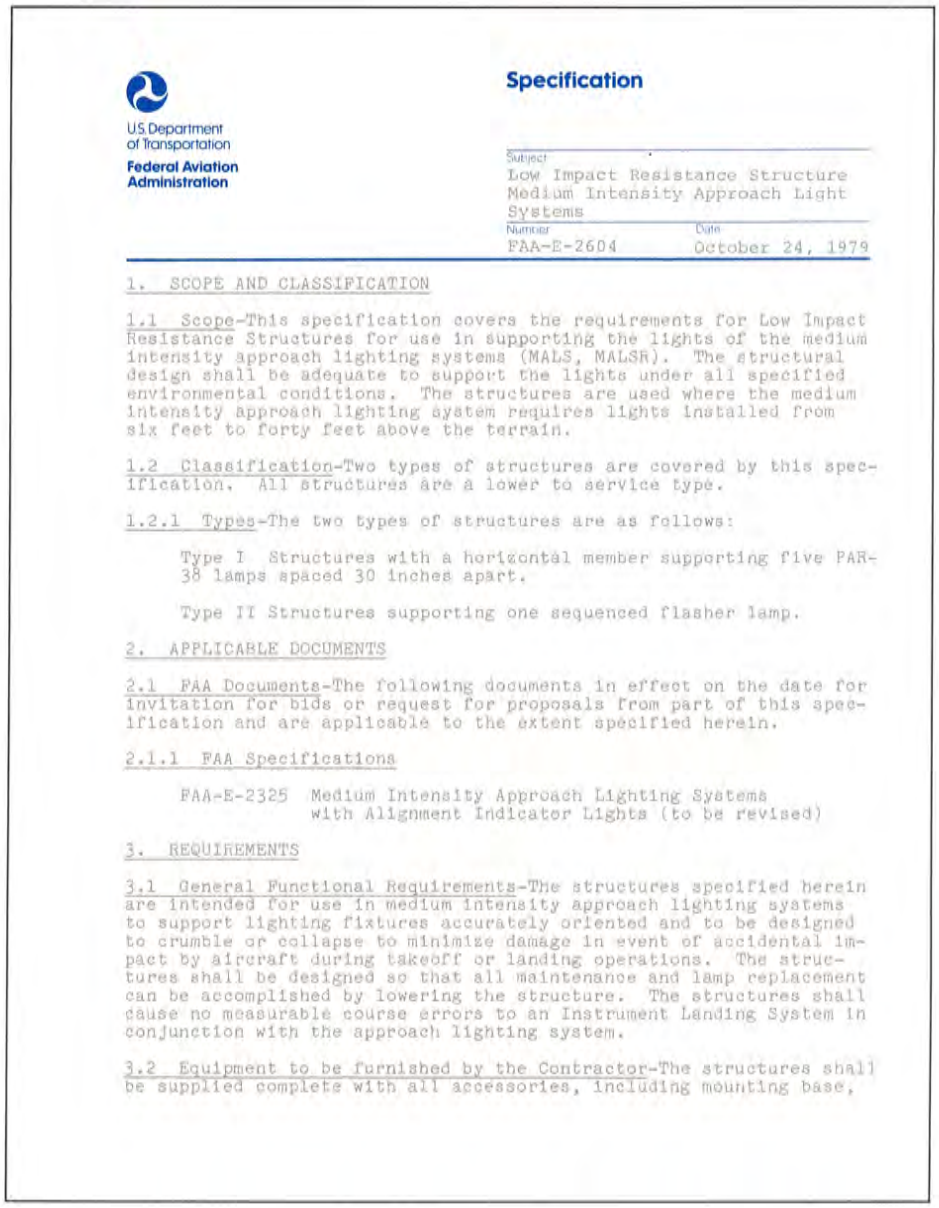
Drop down 1⅜" from the top edge of the page and place a ½-point rule the full width of the third and fourth columns.

Place additional ½-point rules across the two columns at two- or four-pica increments from the base of the first overrule. The number of line spaces allocated for the insertion of common information will depend on the specific entries and their length. List the pertinent information common to all forms of this type and arrange in a logical order as shown in the adjacent demonstration. Refer to Section 4 of this manual for the copyfitting and alignment guide that applies to forms.

Captions should be set in eight-point Helvetica Light type, upper and lower case, with base alignment eight points below the base of the preceding rule and placed flush to the left of the grid column.

A two-point horizontal rule is to be placed the full width of the four-column grid, to separate the uniform masthead section from the typewritten entry. This rule should not be placed closer than two picas below the bottom line of the signature.

Contact the DOT Graphics Coordinator for advice and counsel when preparing typographic mastheads for reproduction.



U.S. Department of Transportation
Federal Aviation Administration

Specification

Subject: Low Impact Resistance Structure Medium Intensity Approach Light Systems

Number: FAA-E-2604 Date: October 24, 1979

1. SCOPE AND CLASSIFICATION

1.1 Scope-This specification covers the requirements for Low Impact Resistance Structures for use in supporting the lights of the medium intensity approach lighting systems (MALS, MALSR). The structural design shall be adequate to support the lights under all specified environmental conditions. The structures are used where the medium intensity approach lighting system requires lights installed from six feet to forty feet above the terrain.

1.2 Classification-Two types of structures are covered by this specification. All structures are a lower to service type.

1.2.1 Types-The two types of structures are as follows:

Type I Structures with a horizontal member supporting five PAR-38 lamps spaced 30 inches apart.

Type II Structures supporting one sequenced flasher lamp.

2. APPLICABLE DOCUMENTS

2.1 FAA Documents-The following documents in effect on the date for invitation for bids or request for proposals from part of this specification and are applicable to the extent specified herein.

2.1.1 FAA Specifications

FAA-E-2325 Medium Intensity Approach Lighting Systems with Alignment Indicator Lights (to be revised)

3. REQUIREMENTS

3.1 General Functional Requirements-The structures specified herein are intended for use in medium intensity approach lighting systems to support lighting fixtures accurately oriented and to be designed to crumble or collapse to minimize damage in event of accidental impact by aircraft during takeoff or landing operations. The structures shall be designed so that all maintenance and lamp replacement can be accomplished by lowering the structure. The structures shall cause no measurable course errors to an Instrument Landing System in conjunction with the approach lighting system.

3.2 Equipment to be furnished by the Contractor-The structures shall be supplied complete with all accessories, including mounting base,

Memorandum

For internal correspondence that does not require a business letter, DOT has adopted a memorandum sheet. Uniformly identified with the appropriate signature, the memorandum is individualized for each user Administration, yet retains a consistent DOT look.

This functional format has been designed to be completed by typewriter. Space is allotted for the date, name and title of the sender, subject, and recipient's name. The typewriter format, as shown, is to be single-spaced block paragraphs. Leave a one-line space between paragraphs. Do not use indentations. The left margin is to be 1⅛″ in from the edge of the page in vertical alignment with the left end of the heavy overrule. Set the right margin 6½″ from the left margin. Once initial alignment is made and margins are set, subsequent alignments will not be required.

The memorandum sheet, containing the appropriate 10-point Administration signature, is to be reproduced only from master artwork available from the DOT Graphics Coordinator. Desired revisions or alterations should be made in conjunction with the Graphics Coordinator.

Memorandum sheets may be reproduced on white, light warm-tone gray or beige 8½″ x 11″ stock. Bright or pastel colored stock should be avoided. Use only black ink.

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

Memorandum

Subject: Federal Government's Third Consolidated Annual Report on Energy Management

Date: June 5, 1980

From: Chief, General Services Division

Reply to Attn. of: NAD-42

To: DOT Energy Conservation Coordinator, M-65

The following is in response to your request dated May 29, 1980, same subject as above.

The primary mission of the NHTSA is to support the National goals and statutory responsibilities of the Secretary of Transportation with respect to the development and administration of programs that implement legislation designed to reduce automotive fuel consumption, reduce motor vehicle crashes and resulting deaths, injuries, and economic losses, and to safeguard the motor vehicle consuming public through regulation, research, information, and education.

The NHTSA has a continuous plan for energy conservation consistent with the guidelines established by the General Services Administration (GSA) and the Office of the Secretary of Transportation (OST).

The GSA provides the NHTSA, under leasing agreements, office facilities, transportation services, etc. The NHTSA complies with the terms of the agreements and energy savings plans as they are developed. Specifically, lighting at work stations is reduced to 50 foot candles and general work area to 30 foot candles; general office area temperatures are maintained between 66-68F during the heating season and 78-80F during cooling season; portable heaters and fans are prohibited unless specifically approved for reasons of health; travel by motor vehicles is restricted to subcompacts, compacts and intermediate vehicles only.

Motor vehicle fuel conservation actions in promoting efficiency and economy require each NHTSA motor vehicle operator to limit idling time to no more than one minute when the vehicle is parked, parked, to reduce motor vehicle travel to the maximum extent practicable without jeopardizing essential business, to maintain tire pressure according to manufacturer's recommendation, to check tire pressure weekly or as necessary, and to use unleaded

News Release

News releases and general information announcements are issued throughout DOT by Public Affairs personnel in the Office of the Secretary and the Administrations, in the regional offices, and at special project locations. The editorial style and types of information vary considerably.

With each item issued, the spokesperson is representing not only a particular Administration but also the Department as a whole. It is important that this form of visual communication reflect a unified DOT voice.

As part of the DOT Graphic Standards Program, the News Release form shown at the right has been adopted for use by all Administrations in the Department (including the U.S. Coast Guard).

Typographic Specifications

To prepare an 8½" x 11" News Release form for reproduction, use Grid D, four-column format.

Place a 12-point stacked version of the Department signature in the upper left corner. Place the title News:, set in 48-point TransBold, upper and lower case type, as shown, and align this title with the upper left corner of column three.

As shown, the specific identification type group should contain the name of the Administration, office name, region, street address, city, state, and zip code.

This information should be set in 8/9-point Helvetica Light, upper and lower case, flush left, ragged right with a 9½-pica maximum line length.

Drop down 1¼" from the top edge of the page and place a ½-point rule the full width of the third and fourth columns.

Place a two-point rule 2⅛" from the top edge of the page, extending the full width of the grid format.

Typing Format

This News Release has been designed to be completed by typewriter.

—Set the left margin flush to the left directly under the Department signature.

—Set a tab 3½" to the right, directly under the left edge of the word News:.

—Set the right margin 6½" from the left margin.

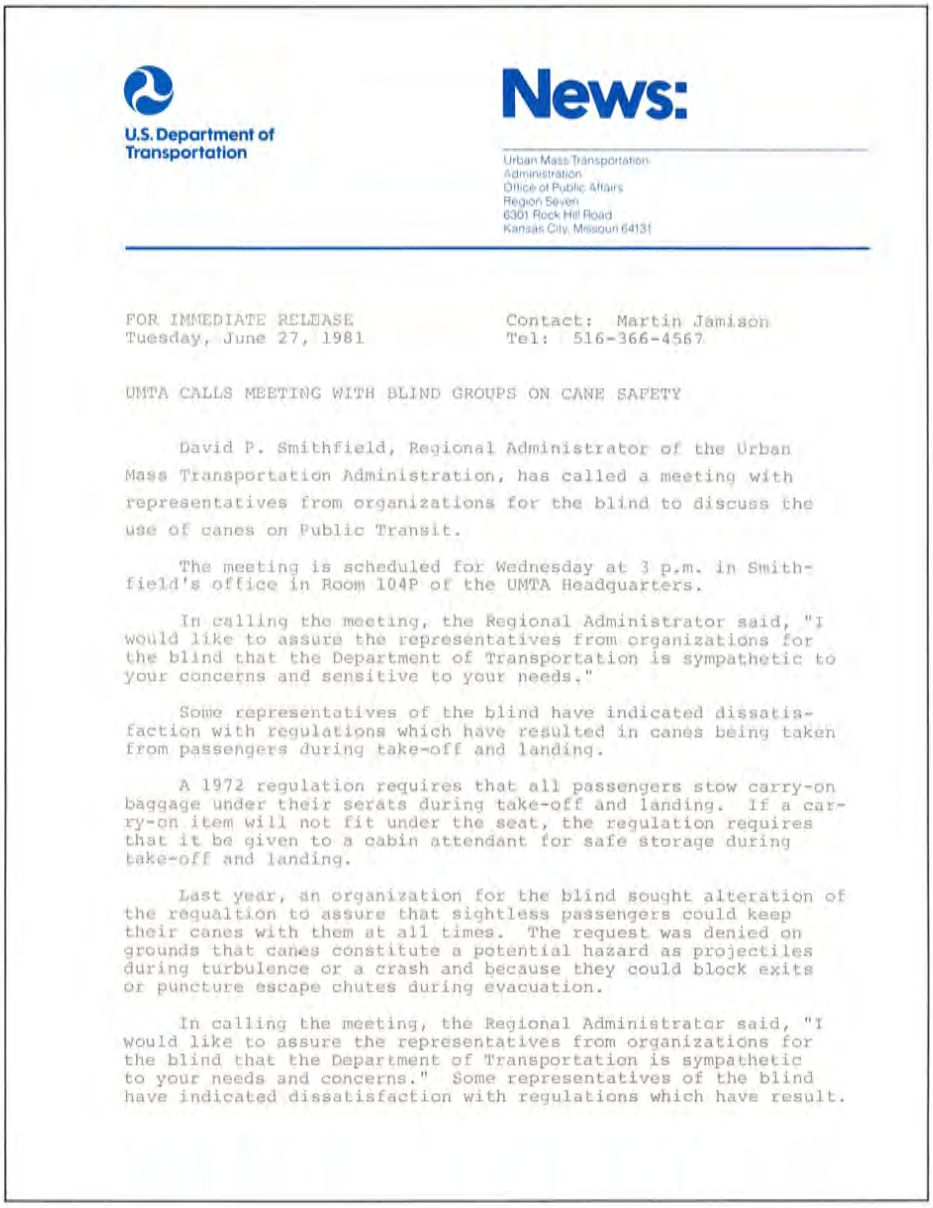
—Drop down four lines on the left margin and type the release date information.

—Press tab and type name of the person to contact and a telephone number.

—Drop down two lines and type the release title.

—Drop down two lines and begin typing release body copy. First paragraph is to be double-spaced. All following paragraphs are to be single-spaced with one line space between paragraphs.

For advice and counsel when preparing news release sheets for reproduction, contact the DOT Graphics Coordinator.



U.S. Department of Transportation

News:

Urban Mass Transportation Administration
Office of Public Affairs
Region Seven
6301 Rock Hill Road
Kansas City, Missouri 64131

FOR IMMEDIATE RELEASE
Tuesday, June 27, 1981

Contact: Martin Jamison
Tel: 516-366-4567

UMTA CALLS MEETING WITH BLIND GROUPS ON CANE SAFETY

David P. Smithfield, Regional Administrator of the Urban Mass Transportation Administration, has called a meeting with representatives from organizations for the blind to discuss the use of canes on Public Transit.

The meeting is scheduled for Wednesday at 3 p.m. in Smithfield's office in Room 104P of the UMTA Headquarters.

In calling the meeting, the Regional Administrator said, "I would like to assure the representatives from organizations for the blind that the Department of Transportation is sympathetic to your concerns and sensitive to your needs."

Some representatives of the blind have indicated dissatisfaction with regulations which have resulted in canes being taken from passengers during take-off and landing.

A 1972 regulation requires that all passengers stow carry-on baggage under their serats during take-off and landing. If a carry-on item will not fit under the seat, the regulation requires that it be given to a cabin attendant for safe storage during take-off and landing.

Last year, an organization for the blind sought alteration of the regualtion to assure that sightless passengers could keep their canes with them at all times. The request was denied on grounds that canes constitute a potential hazard as projectiles during turbulence or a crash and because they could block exits or puncture escape chutes during evacuation.

In calling the meeting, the Regional Administrator said, "I would like to assure the representatives from organizations for the blind that the Department of Transportation is sympathetic to your needs and concerns." Some representatives of the blind have indicated dissatisfaction with regulations which have result.

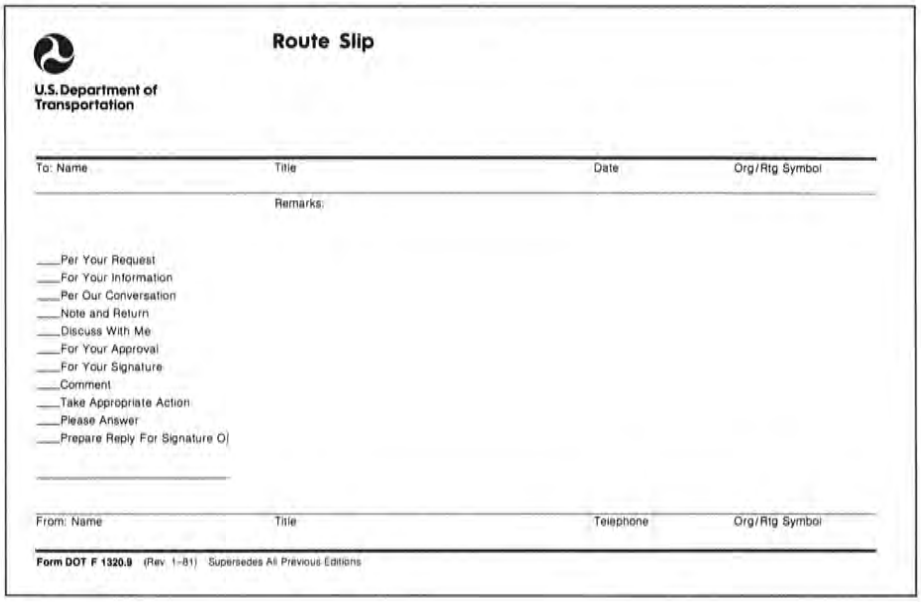
Route Slip

The DOT Route Slip is intended for inter-office notes or as an introductory carrier sheet to be used when transferring a piece of printed information to another person.

This familiar half-size 5½" x 8½" slip has been redesigned according to the principles of the DOT Graphic Standards Program. The axis is changed to a horizontal format for longer line entries and easier use with typewriter. The adjacent title is aligned on an interior vertical margin. Lines adjacent to prepared message checks area are designed to fit in a standard typewriter and require only initial alignment.

The route slip is to be reproduced only from master artwork available from the DOT Graphics Coordinator. Any revisions or alterations should be made in conjunction with the Graphics Coordinator.

Route slips may be reproduced on white, light warm-tone gray, or beige stock. Bright or pastel colored stock should be avoided.



U.S. Department of Transportation

Route Slip

To: Name | Title | Date | Org/Rtg Symbol

Remarks:

___Per Your Request
___For Your Information
___Per Our Conversation
___Note and Return
___Discuss With Me
___For Your Approval
___For Your Signature
___Comment
___Take Appropriate Action
___Please Answer
___Prepare Reply For Signature O)

From: Name | Title | Telephone | Org/Rtg Symbol

Form DOT F 1320.9 (Rev. 1-81) Supersedes All Previous Editions

3. PUBLICATIONS

Publications

The Department of Transportation supplies information to offices within the Department, to other federal agencies, to Congress, to industry, and to the general public. This transfer of information requires a major publishing effort by the Department.

The following are general guidelines for the DOT publications system. This system is a major part of the Graphic Standards Program of the Department of Transportation.

Included in the system are guidelines for signature placement, publication size and format, and selection of typography. This system was conceived as a working tool for publication designers within the Department. The system provides a consistent framework or understructure for all the Department's publications, but does not attempt to solve the specific creative problems inherent in designing each publication. Working within the system will help a designer deal effectively with his major challenge, the graphic interpretation of content.

Consistent and intelligent use of this system will result in a family of publications that are readable and appealing and that reflect a high standard of design professionalism throughout the Department.

Signature Use Guide

The signature is to be placed on all Department publications. When placed on a publication cover, it will generally be aligned with the left margin. The position of the signature on a cover will always relate to the publication's main title as well as to the interior grid format as shown in subsequent illustrations.

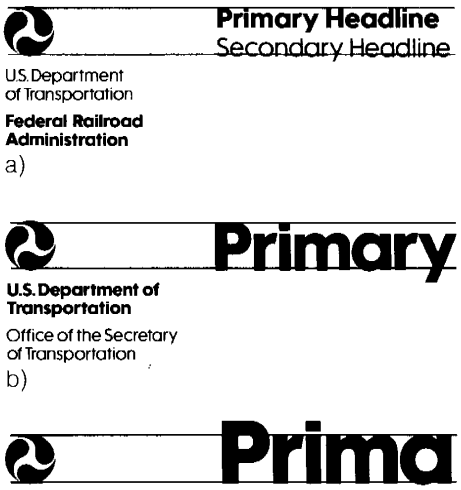
The selection of the size of signature to be used and the size of the publication headline typography are interdependent. For each signature size, there are three recommended headline type sizes that can be used. This relationship of signature size to headline size is important to the uniform visual balance of covers and mastheads.

The following three examples and reference tables will assist your selection of the appropriate signature and headline type size.

a) Small-size headline or title typography as used on forms and small typographic mastheads should be set in one or two lines of type and aligned with the top edge of the overall height of the mark. The combined height of these two lines should be equal to the diameter of the mark. When the title is only one word set in a small-size type, hang the headline off the line created by the top of the mark.

b) For larger-size publication and masthead titles, the height of the capital letters in the title should be equal to the diameter of the mark.

c) For large-scale magazine titles and newsletter bannerheads, the size relationship of the type to the mark can be increased. In this case, the diameter of the round lower case letters is to be equal to the diameter of the mark.



This reference table specifies the three different sizes of headline/display typography recommended for use with each standard signature size. Use this table when selecting the size of headline type that visually relates to a specific signature size.

a) Height of capital letters is one-half the diameter of the mark.

b) Height of capital letters is equal to the diameter of the mark.

c) Height of lower case letters (x height) is equal to the diameter of the mark.

Signature: type size in points	**Headline:** size in points a) Small	b) Medium	c) Large
6	9	22	28
7	11	24	32
8	12	28	36
9	14	32	42
10	16	36	48
11	18	42	54
12	20	48	60
14	22	54	66
20	32	72	96

This reference table specifies which size signature is to be placed on standard format items.

Publication	**Signature Size** 6	7	8	9	10	11	12
Letterhead					x		
Notepaper			x				
Business Card		x					
No. 10 Envelope					x		
Self-Mailer					x		
Large Envelope							x
Mailing Label		x					
Typographic Masthead					x		
Memorandum					x		
News Release							x
Route Slip					x		
Forms		x					
Identification Card				x			
Uniform Patch						x	
Certificates							x
Magazine Cover					x		
Binder Cover					x		

Publication Sizes

Three sizes have been established that will accommodate the majority of the publication types and formats to be produced by the Department. These sizes are 8½" x 11", 5½" x 8½", and 4" x 9". Each size can be used for many kinds of publications. Pages of these sizes are economical because they fit comfortably into the standard sizes of sheet-fed printing paper with little waste to be trimmed off. These sizes also conform to the current 8½" x 11" standard for federal stationery and publication formats.

Publication Formats

The vertical format has been adopted for all DOT publications. Horizontal or album formats should be avoided unless the content cannot be adapted to the vertical alignment. Cover designs for horizontal-format publications should still use the principles established for the vertical format.

Publication Layout Grids

The uniformity and consistency of the Department's publications is achieved by providing an underlying framework for the layout and composition of pages. Each publication size has been assigned a format grid. This grid divides the page uniformly, establishing column widths, margins, gutters, and horizontal base lines. The grid is a tool used to plan the placement and interrelationships of headlines, body text, illustrative material, and captions, along with the conscious use of white space, to make the publication readable and to give it a pleasing and inviting appearance. The DOT format grid system for publication design includes:

Grid A—8½" x 11", used for large quality publications, manuals, magazines, and reports. Accommodates one-column, two-column, three-column, and four-column formats.

Grid B—5½" x 8½", used for brochures, booklets, and directories. Accommodates one-column, two-column, and three-column formats.

Grid C—4" x 9", used for pamphlets and leaflets. Accommodates one-column and two-column formats.

Grid D—8½" x 11", used for technical reports and studies. Accommodates one-column, two-column, and three-column formats.

To use the grid a designer should begin the design of a publication by acquiring a thorough knowledge of the material to be presented, including both text and illustration. The designer should discuss the editorial attitude with the author and know how the client intends to use the publication.

The choice of size and grid format will often be determined by the publication's intended use. For example, a large technical forecast prepared on the use of equipment by transportation systems may use Grid D. Grid C may be used appropriately for a small consumer guide on seat belts. A photographic history of aviation would use Grid A, and a telephone directory for a regional center would take advantage of the compact two-column format contained in Grid B.

First, decide on a grid format that will present the contents effectively. Lay out a rough thumbnail sketch to test your concept. As necessary, revise the concept until you are satisfied that all elements can be arranged in an inviting and readable layout.

When locating the signature, headlines, columns of type, captions, and illustrative materials, place them flush to the left margin on the vertical rules of the selected grid format.

Each column is horizontally divided into one-sixth and one-quarter column units. Each of these units has a top and a bottom margin. Text typography and headline material that is hung from the top of a horizontal unit should generally be placed so the x height of the type is aligned with the top horizontal line of the unit. When using a bottom margin within the page, the base of the type line should rest on the bottom horizontal line of the unit.

Do not deviate from whichever grid format you choose for a particular publication. Consistency is critical for a sense of visual order, both within the specific publication and throughout all the Department's publications.

Limit sizes and styles of typography to as few as possible.

Do not use unnecessary graphic devices. Embellishments detract from the message to be communicated.

The sections that follow show selected grid formats by publication size and type. These examples demonstrate many of the alternatives available to the DOT communicator.

Photography and Illustration

Photographs and illustrations are high-impact visual elements. Select images that reflect the message or idea being communicated. Images must be of high reproduction quality and must become an integral part of the layout.

When you begin to visualize the design format, your ideas for using photos and illustrations should be fresh and imaginative, not worn-out or hackneyed. The photograph must have impact. It must either convey an idea that is part of the overall story but not stated in the article or illustrate an idea presented in print.

If multiple illustrations are used, they should not be redundant. One good photograph is better than several mediocre ones. Your layout should not force the use of photographs just to fill space. A good layout may justify the use of a necessary but not superb photograph.

When using more than one photograph, crop, size, and place them according to their value and image quality. Contrasts in shape, size, and implied direction of the photographs can be very effective.

When selecting a photographer or an artist for an assignment, try to match the person's style or talent to the requirement. Select the best talent possible for the job. Review the project and the editorial requirements with your photographer or illustrator before beginning the assignment.

Images of all illustrations and photography must be of best quality. High-quality printing and reproduction will not improve a poor-quality photograph. Each repro-

duction step lessens the tone, color, and line quality of the original.

Black-and-white prints should contain a full tonal range. Avoid washed-out or high-contrast prints. For best quality, use black-and-white photographs for single color reproduction. Color transparencies should have true color that is saturated. Avoid using slides or prints with thin color for print reproduction, especially duplicate slides.

Line artwork should be sharp and clean. Multiple-generation photostats, xerographic copies, or photographs containing a screen from prior use should always be avoided.

When preparing the layout, photographs and illustrations must fit into the grid you have selected. Size and align illustrative material according to the boundaries set by this preplanned structure.

Paper

Paper selection is an important factor that will affect the quality and appearance of your publication.

For economy and standardization, federal procurement policies may limit the variety and weights of papers available. Within these constraints, select the paper that fits your job best. If none of the papers available seem to be what you are looking for, consult the DOT Graphics Coordinator for assistance.

The characteristics of a specific paper will affect the reproduction of one or two flat colors, as well as half-tones and four-color process work. Sharp, well-inked images with maximum ink holdout (surface retention) are the preferred end result. All categories of paper specifications should be for "middle to top of the line" qualities (coated or uncoated).

A coated paper with either dull or gloss finish is recommended for four-color reproduction jobs that require first-quality, high resolution of halftones, as well as for those jobs that require a large amount of ink coverage in solid areas.

Flat color reproduction that contains only line work may be printed on either coated or uncoated paper.

For booklets of 32 pages or more, a different or heavier cover stock may be considered. With perfect-bound booklets or reports of 40 pages or more, bulk must be considered as more pages are added. Stock should not be too rigid, and it should not be difficult to open the booklet or lay it flat. However, when you reduce the paper weight to cut the bulk, it is advisable to retain maximum opacity so the ink doesn't show through from the back of the page.

Texture or surface quality of the paper should not compete with the design or images. In most cases, a plain, smooth surface is recommended.

White paper is preferred for most applications. Use of a colored stock should be limited to a beige or warm-tone gray. Pastel or primary colored stocks should be avoided.

Before you make final decisions on paper specifications, request a paper dummy of the publication in the intended weight and paper stock from your printer or paper supplier.

Production Procedure

The procedure for designing a publication and preparing it for reproduction is different for each individual job. There is, however, a logical series of tasks that apply to the design and completion of most publications. The steps listed below should be used as a guide.

1) Receive all copy, text, and editorial materials. Know attitude and goals of author and client.

2) Know subject and intent. Gather available photographs, illustrations, or other art for review.

3) Evaluate editorial attitude, copy length, and method of illustration.

4) Lay out a rough schematic indicating selected grid format. Prepare a thumbnail layout so you can see all spreads in sequence. Indicate typographic treatment of heads, text, use of illustrations, color, and other graphic devices.

5) Prepare a written specification indicating quantity, size, binding method, paper stock, color, and schedule. Review production requirements with printer.

6) Count copy and fit to schematic. Revise copy as needed, specify the type, and have copy set.

7) Proofread the typeset galleys. Circulate "readers" or type proof for necessary approvals, and correct as needed.

8) Size all photographs and illustrative materials to fit the layout using selected grid. Lay out a full-size comprehensive that has corrected type proof, headlines, photostats, C-prints (relatively inexpensive color prints), and other graphic devices in place.

9) Review comprehensive with client and receive approvals. Make corrections or revisions as requested and present again, if necessary.

10) Prepare mechanicals (original copy in place and ready for reproduction).

11) Release mechanicals to printer with specifications and production instructions for such things as color, binding, and pagination. Request blueprint and receive an accurate production schedule.

12) Check blueprint for stripping errors, position of halftones, margins, broken type, and dirt.

13) Supervise production. Check overall ink coverage, color balance, halftones, and alignment.

Typography

Typography is the basic visual element a designer uses to communicate a message.

The first requirement is that typography be legible. Different typographic problems require different overall treatments. Publications should be both similar, because of a typographic consistency, and different, because the designer has been free to adapt the typography to a particular set of editorial and illustrative needs. Technical journals and reports require an economical use of the page without sacrificing readability. On posters, typography is often used as an illustrative element. Also, size and space relationships between key words and other material contained on the poster are critical to communication. Typography used on forms must be readable and must not compete with the more important information placed on the form when it is being completed.

The Department's typographic system has been designed to accommodate a wide range of diverse needs, yet maintain a general consistency in application and appearance.

This system uses seven typefaces, each of which has a bold weight and a light or book weight. Each typeface is intended to accommodate a particular requirement within the system. For general publications, these requirements are often similar, allowing the designer to select the most appropriate face.

The following is a description of each typeface in the system.

1) Headline/Display Typeface: TransBold with TransBook

The Trans typeface was developed for its use in the DOT signatures. TransBold and TransBook typefaces are recommended on DOT publications and permanent applications to items such as signs, vehicles, etc., as an extension of its use in the signatures. Repeated use of the alphabet in DOT graphics amplifies its role and effectiveness as a major identity element. This sans serif face is available in bold and light weights. Its principal characteristics are a large lower-case letter height, an even stroke width, and a full circular letter form that gives the face an open, distinctive character. This typeface is used in all Department and Administration signatures.

The TransBold weight is intended for use in display type and headline applications on items of permanence including publication titles, periodical mastheads and banners, identification signage, vehicle markings and special applications for which a coordinated DOT look is required.

The TransBook or light weight face is intended as a complement to the TransBold weight on applications such as mastheads, subtitles, certificates, and invitations. It is not recommended for long text settings or for combinations with any typeface other than TransBold.

For text and general publication typography, including magazines, forms, reports, and pamphlets, six versatile and attractive typefaces can be used. They are Helvetica, Univers, Times Roman, Garamond, Century Schoolbook, and Memphis.

2) Sans Serif Typeface: Helvetica Light with Helvetica Medium

Helvetica was designed in 1957 by Edouard Hoffman and Max Miedinger for the Haas type foundry in Switzerland.

Helvetica is a uniformly proportioned sans serif type. It has a simple, contemporary character. Helvetica light is a superb typeface for brochures and general information publications. The Helvetica lower-case letters are large. With adequate leading, as shown in the typeface display on page 3.6, this typeface is highly legible.

Helvetica Light complements the Department and Administration signatures and is to be used for all ancillary text on stationery. It is also to be used for all typography on business forms. The Helvetica Medium typeface may be used as a compatible bold weight for titles and headlines.

3) Sans Serif Typeface: Univers 45 Light with Univers 65 Bold

Univers is an easy to read, functional sans serif typeface for general interest publications and for charts in technical material. Designed by Adrian Frutiger in 1957, Univers was developed as a typographic system with varying weights from light to very bold, each with corresponding italic, condensed, and expanded alphabets. The examples shown in the manual are the normal light and bold weights. Because of the variation between its vertical and horizontal stroke widths, Univers projects a cursive or hand-wrought character which sets it apart from many of the modern, uniformly proportional sans serif typefaces.

4) Serif Typeface: Times Roman with Times Roman Bold

Times Roman is an excellent typeface for reports and booklets containing large amounts of text. Times Roman is very readable. As its compatible accent face, Times Roman Bold is to be used for headlines and subheads to accent the regular (book) weight.

Times Roman was designed in 1932 for the London Times Newspaper. It is traditional in character and is an attractive, highly legible typeface. It has a large x height with moderate contrast in stroke width. The circular letter forms are slightly condensed.

5) Serif Typeface: Garamond with Garamond Bold

Developed for manuscript composition by Jean Jannon in 1615, the design was originally attributed to Claude Garamont, another type designer of the period, and, as a result, still bears a variation of his name.

Used for text settings, this three-century-old typeface is extremely legible. The rounded, old-style characters are slightly condensed. Stroke weight contrast is minimal, with a small black slope at the contrast position. Garamond's classical beauty comes from its small body height; its long ascenders, which extend beyond the height of the capital letters; and its prominent serifs.

Garamond Bold and Garamond Italic may be used to complement text set in Garamond book weight.

6) Serif Typeface: Century Schoolbook with Century Schoolbook Bold

Century Schoolbook was one of the first modern text typefaces designed for machine setting and for reproduction on high-speed printing presses. The goal was to create a typeface with optimal legibility and readability as well as being adaptable to modern technology.

Designed in 1894 by Lynn Boyd Benton for *Century Magazine*, this alphabet, with uniform weight in each character, large lower-case letters, and heavily bracketed serifs, has survived the test of time. Century Schoolbook is a superb typeface for manuals and regulatory material text settings that must be both attractive and highly legible.

Century Schoolbook Bold and Century Schoolbook Italic may be used with the regular weight for headlines or for emphasis in the typeset material.

7) Serif Typeface: Memphis Light with Memphis Bold

Memphis is a slab or square serif typeface. It was designed by Rudolf Weiss in 1929 to reflect the hard edge of modern architecture and industrial technology. It is a classic revival of the Egyptian typeface designed in 1815. The original Egyptian was a capitals only alphabet and was intended for headline use exclusively whereas Memphis is an attractive upper- and lower-case type face for use in both text and headline settings. Memphis does not have the readable utility of the other serif faces shown in this section. It is a decorative typeface and should be used selectively.

Memphis Light has a companion Bold weight and Italic.

These six typefaces, if used properly, will give a useful flexibility and the necessary legibility to Department publications. Refer to examples throughout the manual for recommended applications.

Headline/Display Alphabet: TransBook with TransBold

30 point TransBook alphabet

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point TransBold alphabet

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9 point

Primary Headline or Descriptive Title
Secondary Headline or Descriptive Subtitle

10 point

Primary Headline or Descriptive Title
Secondary Headline or Descriptive Subtitle

11 point

Primary Headline or Descriptive Ti
Secondary Headline or Descriptive Su

12 point

Primary Headline or Descriptive
Secondary Headline or Descriptive

14 point

Primary Headline or Descri
Secondary Headline or Descrip

16 point

Primary Headline or Desc
Secondary Headline or Des

18 point

Primary Headline or D
Secondary Headline or

20 point

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Secondary Headline o

22 point

Primary Headline
Secondary Headlin

24 point

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Secondary Head

28 point

Primary Head
Secondary Hea

32 point

Primary He
Secondary H

36 point

Primary H
Secondary

42 point

Primary
Secondar

48 point

Primary
Seconda

Sans Serif Typeface: Helvetica Light with Helvetica Medium

30 point Helvetica Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point Helvetica Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9/10 point Helvetica Light, 9 pica unjustified margins with 9 point Helvetica Medium headline inserted into the text.

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and conducting planning and research for the future.

Specialists Serve Nation

The department's duties country. They are air traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employes are busy right now, guiding aircraft to their destinations, manning the locks on the St. Lawrence Seaway, replacing navigation buoys and even running a railroad in Alaska.

10/11 point Helvetica Light, 14 pica unjustified margins wtih 10 point Helvetica Medium headline inserted into column.

Specialists Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employes are busy right now, guiding aircraft to their destinations, manning the locks on the St. Lawrence Seaway, replacing navigation buoys and even running a railroad in Alaska.

11/12 point Helvetica Light, 21.5 pica unjustified margins with 11 point Helvetica Medium headline one-half line space above column.

Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the

12/13 point Helvetica Light, 29 pica unjustified margins with 12 point Helvetica Medium headline inserted into paragraph.

Improving the Nation's Transportation Network. The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and con-

Sans Serif Typeface: Univers 45 Light with Univers 65 Bold

30 point Univers 45 Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point Univers 65 Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9/10 point Univers 45 Light, 9 pica unjustified margins with 9 point Univers 65 Bold headline inserted into the text.

The United States Department of Transportation has been on job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's most sprawling transportation networks, for protect

Specialists Serve Nation

the 100,000 persons, are based at nearly a 1,000 new locations throughout the country. They are air traffic controllers, Coast Guard personnel, all railroad safety inspectors, on highway or engineers, and very many others. DOT employes are busy right now, guiding craft to their destinations, and manning the locks the St. Lawrence Seaway is

10/11 point Univers 45 Light, 14 pica unjustified margins with 10 point Univers 65 Bold headline inserted into column.

Specialist Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the main transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons, based at nearly 1,000 close locations

11/12 point Univers 45 Light, 21.5 pica unjustified margins with 11 point Univers 65 Bold headline one-half line space above column.

Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's large sprawling transportation networks, for protecting the

12/13 point Univers 45 Light, 29 pica unjustified margins with 12 point Univers 65 Bold headline inserted into paragraph.

Improving the Nation's Transportation Network. The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future. The department's

Serif Typeface: Times Roman with Times Roman Bold

30 point Times Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point Times Roman Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9/10 point Times Roman, 9 pica unjustified margins with 9 point Times Roman Bold headline inserted into the text.

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's most sprawling transportation networks, for protecting the interests of all consumers and

Specialists Serve the Nation

The department's duties are carried out by more than 100,000 persons, are based at nearly a 1,000 locations throughout the country. They are air traffic controllers, Coast Guard personnel, all rail safety inspectors, on highway engineers, and many others. DOT employes are busy right now, guiding aircraft to their destinations, and manning the locks on the St. Lawrence

10/11 point Times Roman, 14 pica unjustified margins with 10 point Times Roman Bold headline inserted into column.

Specialists Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the main transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons, based at nearly 1,000 close locations throughout the country. They are air traffic controllers,

11/12 point Times Roman, 21.5 pica unjustified margins with 11 point Times Roman Bold headline one-half line space above column.

Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting

12/13 point Times Roman, 29 pica unjustified margins with 12 point Times Roman Bold headline inserted into paragraph.

Improving the Nation's Transportation Network. The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons,

Serif Typeface: Garamond with Garamond Bold

30 point Garamond

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point Garamond Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9/9 point Garamond, 9 pica unjustified margins with 9 point Garamond Bold headline inserted into the text.

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

Specialists Serve the Nation

The department's duties are carried out by more or less than 100,000 persons, based at nearly 1,000 locations throughout the country. They are air traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employes are busy right now, guiding aircraft to their destinations, manning the locks on the Saint Lawrence Seaway, replacing navigation buoys and even running a busy railroad in Alaska.

10/10 point Garamond, 14 pica unjustified margins with 10 point Garamond Bold headline inserted into column.

Specialists Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons, based at nearly 1,000 locations throughout the country. They are air traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employes

11/12 point Garamond, 21.5 pica unjustified margins with 11 point Garamond Bold headline one-half line space above column.

Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protect-

12/13 point Garamond, 29 pica unjustified margins with 12 point Garamond Bold headline inserted into paragraph.

Improving the Nation's Transportation Network. The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons, based

Serif Typeface: Century Schoolbook with Century Schoolbook Bold

30 point Century Schoolbook

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point Century Schoolbook Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9/10 point Century Schoolbook, 9 pica unjustified margins with 9 point Century Schoolbook Bold headline inserted into the text.

The United States Department of Transportation has been on the job since 1967, in helping to keep America's transportation systems running. Even if although it isn't in the transportation business itself, DOT is responsible transportation networks, for protecting the interests of all consumers and

Specialists Serve Nation

The department's duties are carried out by more then 100,000 persons, are based at nearly a 1,000 locations throughout the country. They are air traffic controllers, the Coast Guard personnel, all rail safety inspectors, on highway engineers, and many others. DOT employes are busy right now, guiding aircraft to their destina-

10/11 point Century Schoolbook, 14 pica unjustified margins with 10 point Century Schoolbook Bold headline inserted into column.

Specialist Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the main transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, or for protecting the interests of consumers and conducting planning a research for the very near future.

The department's duties are carried out by more than 100,000 persons,

11/12 point Century Schoolbook, 21.5 pica unjustified margins with 11 point Century Schoolbook Bold headline one-half line space above column.

Improving the Nation's Transportation Network

The United States Department of Transportation has been the job since 1967, helping keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for pro-

12/13 point Century Schoolbook, 29 pica unjustified margins with 12 point Century Schoolbook Bold headline inserted into paragraph.

Improving the Nation's Transportation Network. The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

Serif Typeface: Memphis Light with Memphis Bold

30 point Memphis Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

30 point Memphis Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz1234567890

9/10 point Memphis Light, 9 pica unjustified margins with 9 point Memphis Bold headline inserted into the text.

The United States Department of Transportation has been on the job since 1967, in helping to keep America's transportation systems running on time. Although it isn't in the real transportation business itself, DOT is responsible transportation networks, for protecting the interests of all the consumers and

Specialists Serve Nation

The Department's duties are carried out by more then 100,000 persons, are based at nearly a 1,000 locations throughout this country. They are air traffic controllers, Coast Guard personnel, all rail safety inspectors, on highway engineers, and very many others. DOT employes are busy right now, guiding aircraft to their destina-

10/11 point Memphis Light, 14 pica unjustified margins with 10 point Memphis Bold headline inserted into column.

Specialist Improving the Nation's Transportation Network

The huge United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running well. Although it isn't in the main transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's big sprawling transportation networks, for protecting the interests of consumers and conducting planning and a research for the very near future.

The department's duties are carried out by more than 100,000 persons,

11/12 point Memphis Light, 21.5 pica unjustified margins with 11 point Memphis Bold headline one-half line space above column.

Improving the Nation's Transportation Network

The United States Department of Transportation has been on the job since 1967, helping keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting

12/13 point Memphis Light, 29 pica unjustified margins with 12 point Memphis Bold headline inserted into paragraph.

Improving the Nation's Transportation Network. The huge United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is also responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests consumers and conducting planning and research for the future.

The following group of general principles describes how to select and set type for legibility and ease of reading:

Legibility of Type

The legibility of type depends on the physical characteristics of letters and words. Each typeface has different letter forms, proportions, and weight emphasis. As a result, there are only guides, but no definitive rules, for the specific selection and use of typography.

Letter forms are recognized by their outside shape. A medium (book) weight face provides the necessary shape delineation and letter weight for easy reading but does not fill in the interior of enclosed letters as much as a bold weight does. Serifs tend to amplify the character of a letter form's outside shape. The relationship between thick and thin sections of stroke width should be moderate, with weight emphasis on the vertical. The height of the lower-case letters (x height) should be 60 percent to 66 percent of the overall height of capital letters. Ascenders or descenders that are too long in relation to the x height confuse the eye by pulling it upward or downward from the line of type. Round letter forms should be slightly condensed. Elongating or tightly condensing a letter form distorts its recognizable characteristics.

Moderation should be the guide for letter spacing and word spacing. Words break up visually if there is too much space between letters. Tight or touching letter forms in text sizes will appear to bleed into each other.

The selection of type size, line length, and leading (space between lines) is determined by the general character and layout of the publication. For use in text, type is generally set within the nine- to 12-point range. The size of text type should not simply be determined mathematically. The type selected must reflect the tone of the layout and content of the page.

In text settings, the length of the lines should be comfortable to read in the selected type size. If lines are too long, readers are forced to search for their place at the beginning of each line. Short lines in text type may cause distracting breaks in words and phrases. Studies have shown that line lengths of 40 to 65 characters are the most comfortable to read. Appropriate line length is one factor in selecting which grid configuration to use.

It is recommended that typography be set unjustified or "ragged right." This lightens the visual weight of the block of type on the page without affecting readability. Typographic color, the apparent lightness or darkness of a unit of type on a page, as well as that unit's general readability, is determined by line spacing or leading. Text type usually has one to three points of leading, depending on the size of the type and the length of the line. The white space created by leading makes it easier for the reader to follow the line of type.

There are fewer limitations on the use of headline typography. Headlines may be used as much for graphic effect in a layout as for content. Heavier weights are used for headlines than for the text, and letter spacing may be tighter. Use of all upper-case letters should be avoided.

Typographic Composition Methods

The Department's graphic system requires the use of two methods of composition.

Display/Headline It is recommended that the Trans typeface, in both Book and Bold weights, be set using a typositor machine. With this method the typeface is on a negative film master and is exposed manually, one character at a time, using optical spacing. The result of this process is a positive print if the typography is in the form of a strip. These strips are then assembled and sized as finished artwork ready to be placed in a mechanical and reproduced in final form.

Items recommended for the typositor method of typesetting include headlines, cover titles, mastheads, signage, and vehicle markings. Typography may be ordered from the Department's Publishing and Graphics Division. The DOT Graphics Coordinator will provide a list of available supply locations for your Administration or region.

Do not attempt to imitate or duplicate the character of the Trans typeface in selecting a substitute style. If TransBook and TransBold are not available, select one of the six other typefaces in the DOT typeface system.

Text The recommended method for setting text typefaces is keyboard photo typesetting. These typefaces—Helvetica Light and Medium, Univers 45 and 65, Times Roman and Times Roman Bold, Garamond and Garamond Bold, Century Schoolbook and Century Schoolbook Bold, Memphis Light and Memphis Bold—are readily available and can be set on photo typesetting machines from every major manufacturer.

The look of a typeface will vary from one manufacturer to another. When specifying type for a publication, refer to a sample setting from the type of machine to be used. Do not mix type set on two different machines in the same publication.

Typography is the primary graphic element in visual communications. When effectively used, typography presents the message in a highly readable form—while the basic character and specific use of the particular typography selected visually support the idea being communicated. Successful use of typography integrates the principles of type legibility with subjective design decisions that are carefully made to amplify the visual effect of that particular design problem. The final result tastefully combines headlines, subheads, illustrations, captions, text, and white space to reflect the message with straightforward simplicity.

Grid A—8½″ x 11″ Format: Large Quality Publications, Manuals, Magazines, and Reports

Coast Guard icebreaker opens channel off coast of Greenland.

FAA also conducts extensive research programs at its National Aviation Facilities Experimental Center in Atlantic City, New Jersey, and helps fund airport construction and improvements through the federal airport and airways assistance program.

Since 1790, when Alexander Hamilton created it to combat smugglers, the Coast Guard has been living up to its motto, "Semper Paratus" (Always Ready). Coast Guard personnel go out on 1,700 search and rescue missions each year—and save about 800 lives—and have become famous around the world for their lifesaving skills.

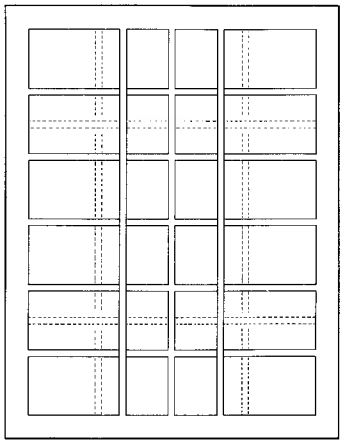
But that isn't the Coast Guard's only assignment. The Coast Guard also patrols for oil spills, inspects ships for safety defects, enforces fishing laws, and operates the nation's only fleet of icebreakers.

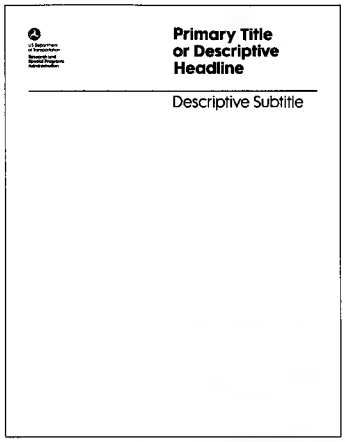
The Coast Guard's jobs range from operating a world-wide marine navigation system to policing against drug smuggling. Coast Guard employes and volunteers also conduct a nationwide boating safety program—and in wartime the Coast Guard becomes an arm of the U.S. Navy.

"Mass transportation" means a lot more than buses and subways. Streetcars, ferries, carpools and vanpools, taxis, jitneys and many more approaches are all being promoted by the Urban Mass Transportation Administration (UMTA) as a means of reducing the traffic congestion of our cities and towns.

Funds supplied by UMTA have helped to build totally new transit systems—like those in San Francisco and Atlanta—and to rebuild old

The United States Department of Transportation has been on the job since 1967.





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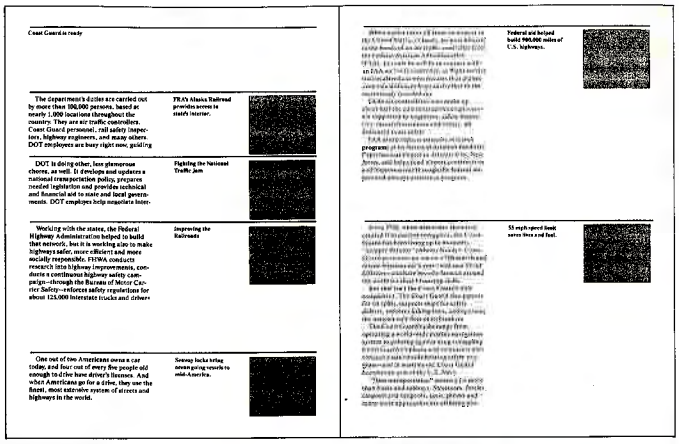

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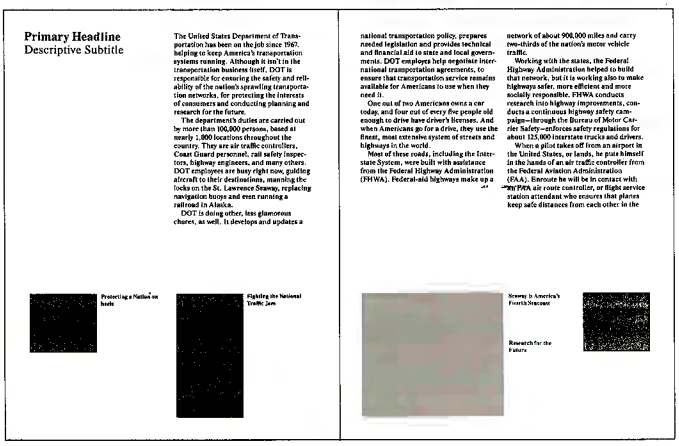


Grid A—8½″ x 11″ Format: Large Quality Publications, Manuals, Magazines, and Reports

Grid A is a multiple-column grid that will accommodate two-, three-, and four-column layouts as well as uneven split-grid configurations (an example of a split grid is a three-column page with two columns of type, the first being one column wide and placed in column one and the second being two columns wide and placed in columns two and three of the grid). The grid is also divided horizontally into ⅙- and ¼-column units. These horizontal lines are used to establish the uniform vertical configuration of the layout.

The four different layout demonstrations presented in this section are examples of four particular applications of the large publication grid format. Although each application uses the page area differently, they all use the established grid without deviation.

1) The large-format quality publication (front of gatefold) uses a four-color photograph as its primary graphic element. The placement of the dropped-out (reversed) cover typography reflects the interior three-column format of the publication.

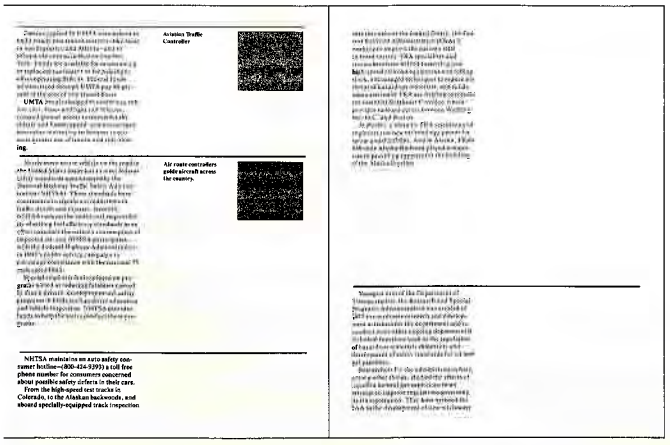
In the interior spread shown below the cover, all text type and headlines are hung from the top margin of the grid. The ragged column treatment, in which columns are uneven at the bottom, gives an open, unconstrained appearance to the page.

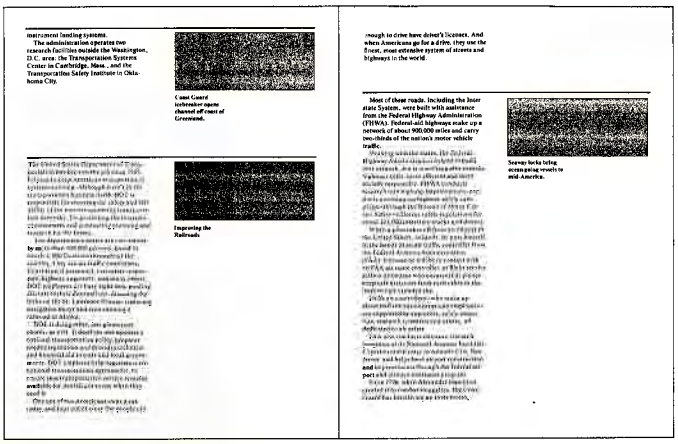
Leaving white space across the bottom ¼ unit of the grid creates a baseline border for the large photographs. The smaller photograph and its caption are hung from this margin. The primary and secondary horizontal margins, by extending throughout the entire publication, give it a strong sense of visual continuity.

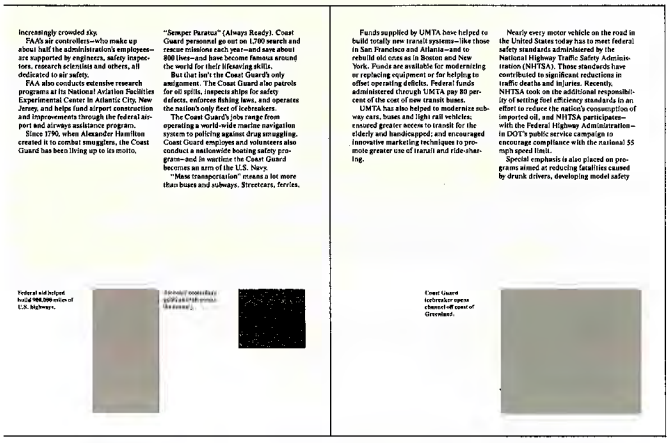
2) Without regard to publication type, the grid should afford the designer the flexibility to accommodate all content demands.

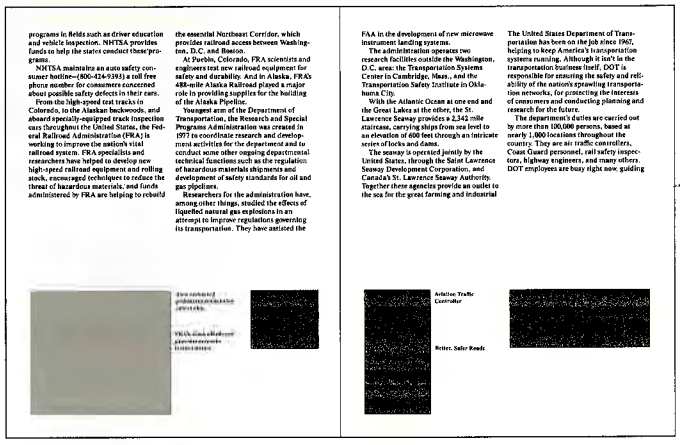
This example uses a split two-column format for a hypothetical training manual. Throughout the manual, the first column is used for the narrative text. Each section or different procedure is separated by a horizontal rule placed uniformly as needed on the ⅙-column units contained in the grid. The rule extends the full width of the two vertical columns and is placed at the beginning of each new section. Placed within the second column are the supporting illustrations and their captions. This linear format allows supporting material to be placed directly adjacent to related material in the text.

The grid format gives the manual a









ense of consistent order, which the design f manuals, guides, and teaching tools ıust provide.

3) This periodical uses a magazine over design recommended for the Depart- ıent. The exterior design is reflected in ıe format of the interior spreads.

The magazine is laid out in a three-col- ımn format. All typography begins at the op of the second ¼-column unit and ›xtends to the bottom of the page. The top ¼-column unit of white space extending hrough the publication becomes an ›xcellent visual track in which to place ıeadlines and photo captions. For variety, ı special full-page photograph may ›xtend up into this space to change the hythm of the format.

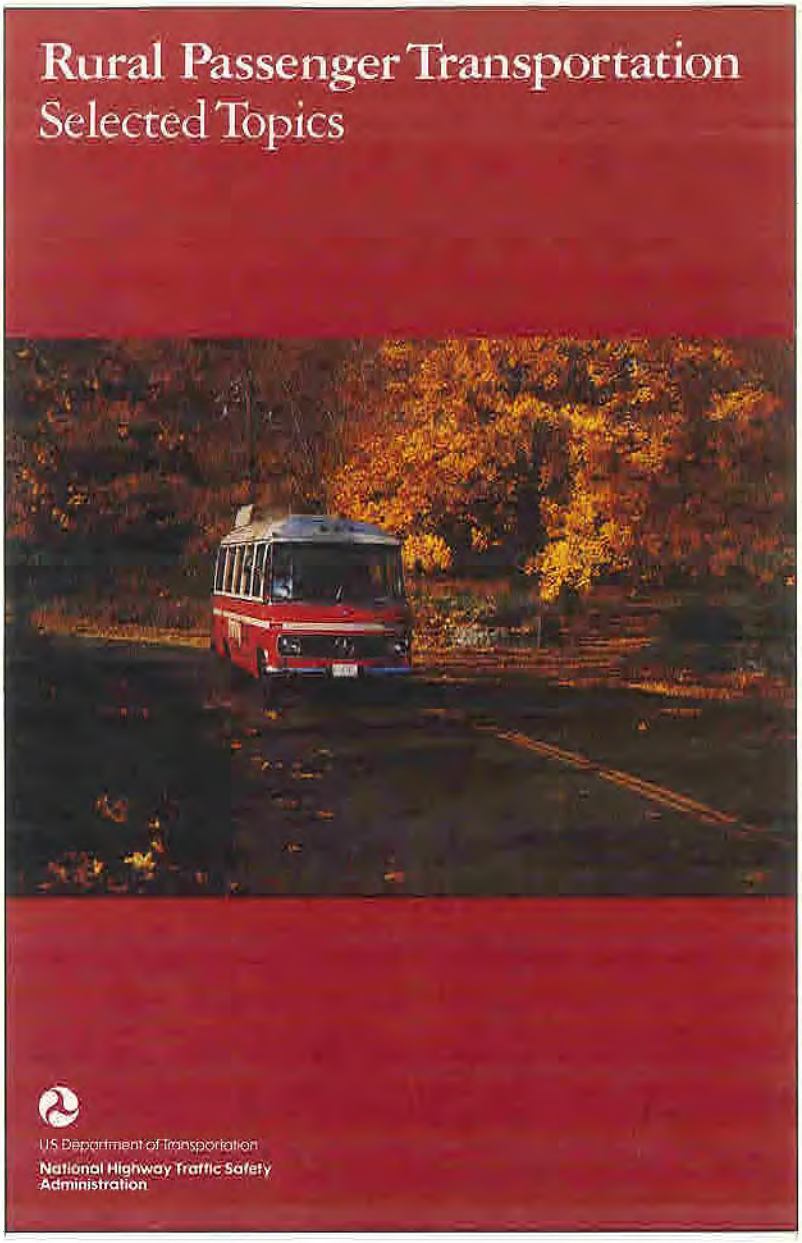
The placement of photographs within ıe article is determined by the boundaries ›f the grid. Captions for photographs within the text are inserted into the columns of type. Captions should be set in a different type size or weight and placed so that adequate space separates the caption from the text.

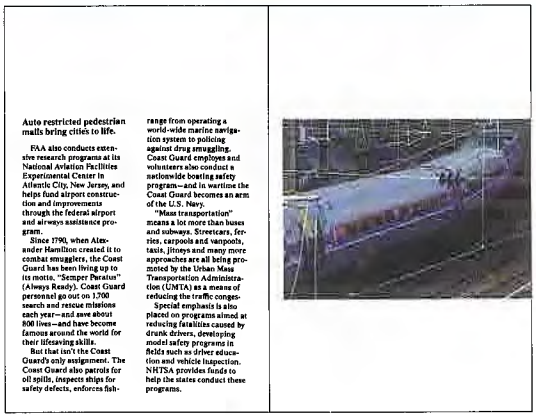
4) This layout is an example of a quality publication and uses a two-column grid format. The text typography and headlines have been hung from the top of the grid. In this layout, the ragged columns are contained within the top two-thirds of the page.

A second interior horizontal track is established along the bottom third of the page. Illustrations sized to fit into the configuration of the grid are hung from this lower margin along with the typography for the captions.

The title of the bleed cover is set within the left column of the grid format.

Grid B–5½″ x 8½″ Half-Size Format: Brochures, Booklets, and Directories





Auto restricted pedestrian malls bring cities to life.

FAA also conducts extensive research programs at its National Aviation Facilities Experimental Center in Atlantic City, New Jersey, and helps fund airport construction and improvements through the federal airport and airways assistance program.

Since 1790, when Alexander Hamilton created it to combat smugglers, the Coast Guard has been living up to its motto, "Semper Paratus" (Always Ready). Coast Guard personnel go out on 1,700 search and rescue missions each year—and save about 800 lives—and have become famous around the world for their lifesaving skills.

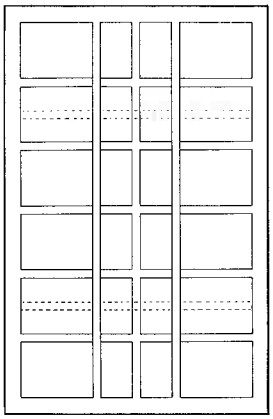
But that isn't the Coast Guard's only assignment. The Coast Guard also patrols for oil spills, inspects ships for safety defects, enforces fish-

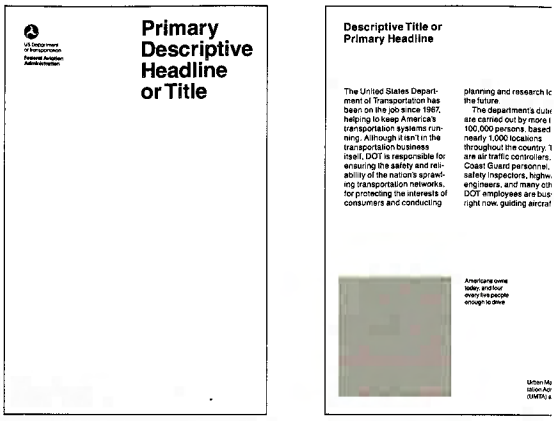
range from operating a world-wide marine navigation system to policing against drug smuggling. Coast Guard employes and volunteers also conduct a nationwide boating safety program—and in wartime the Coast Guard becomes an arm of the U.S. Navy.

"Mass transportation" means a lot more than buses and subways. Streetcars, ferries, carpools and vanpools, taxis, jitneys and many more approaches are all being promoted by the Urban Mass Transportation Administration (UMTA) as a means of reducing the traffic conges-

Special emphasis is also placed on programs aimed at reducing fatalities caused by drunk drivers, developing model safety programs in fields such as driver education and vehicle inspection. NHTSA provides funds to help the states conduct these programs.

1)





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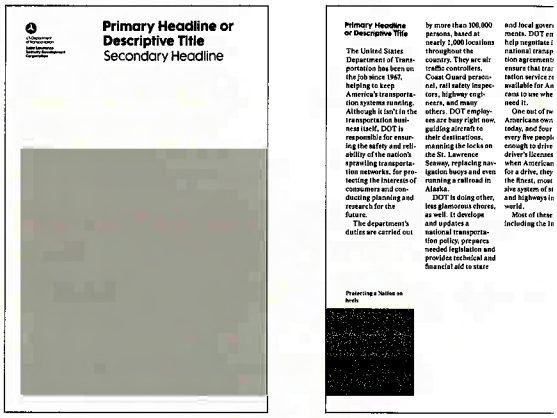

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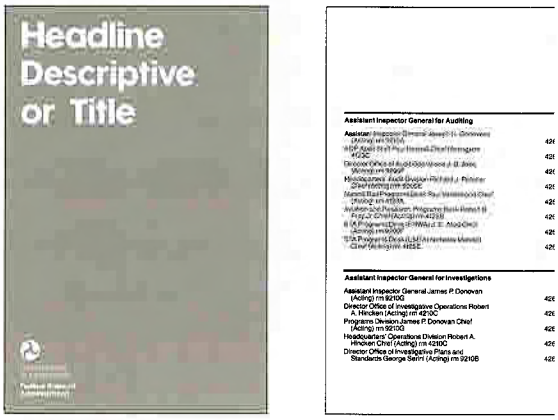


4)

Grid B—5½″ x 8½″ Half-Size Format: Brochures, Booklets, and Directories

The size of a publication should be determined by the content and intended use.

For publications that will appropriately fit a small booklet-type layout, use the half-size 5½″ x 8½″ Grid B format. This grid contains one-, two-, and three-column formats. The vertical columns have been divided into ¼- and ⅙-column units for the horizontal alignment of graphic elements in the design.

Each of the four demonstrations in this section shows a different use of the Grid B format. The first three are heavily illustrated to simulate the DOT general interest and public affairs publications. The fourth example shows Grid B used to design a directory.

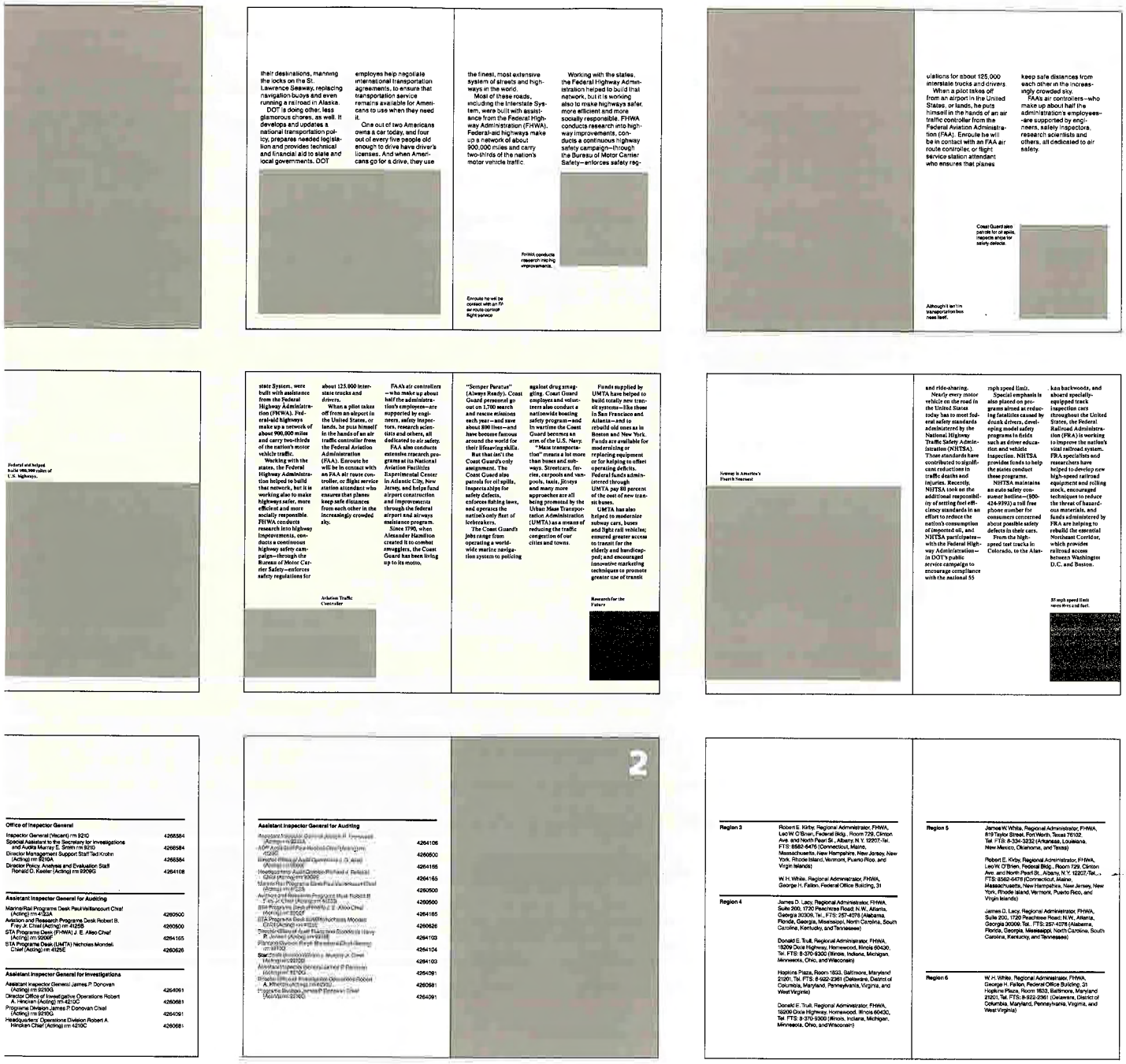
1) This cover (front of gatefold) uses a simple photograph that reflects the contents of the booklet. Used in a horizontal format, this rural landscape photograph is bled off the side edges of the cover to extend the width of a horizontal element placed in a vertical format. The top edge of the photograph also aligns with the interior typographic format of the booklet.

The title, dropped out of a colored background and set in Garamond type, extends across the width of the cover from the left margin to the right margin. Together with a horizontal version of the Administration signature, this title adds to the horizontal emphasis of the layout.

2) Selectively placed throughout the booklet in this example are full-bleed display photographs. In contrast, the text pages are constructed on the two-column grid. Type is flush left, ragged right and extends the full depth of each column. The alternating size and placement of the photographs gives variety to this typographic band without deviating from the grid structure.

3) Placing the graphic elements of a publication on a uniform alignment from one page to the next establishes a visual track that carries the reader's eye through the publication. A linear flow pattern is developed, and as a result the reader does not have to fight the layout or readjust to a new configuration each time a page is turned.

This example maintains a consistent use of alignments. The three-column short-measure, flush left, ragged right text is hung from the top margin of the page. Photographs are sized to fit within the format and bleed off the right and left edges of each spread, heightening the sense of



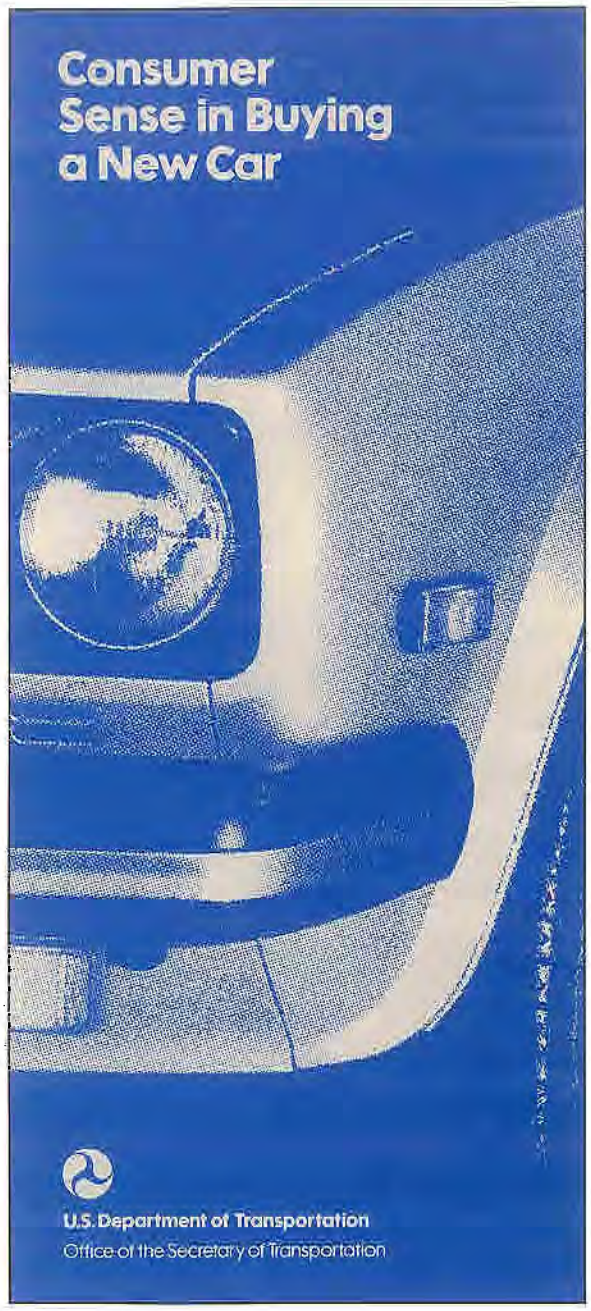
continuity from one page to the next.

4) The half-size Grid B format is frequently the best choice for directories, catalogues, and listings that are tabular and use combinations of multiple, short-measure columns.

The directory format in this example uses two different three-column layouts within the same publication. The front pages represent the format for a telephone directory. A rule is placed over the title that introduces each group listed. Separated by a chapter title page, the second section simulates a reference guide.

The layout is altered to accommodate the content, but the format, headline, and overrule treatments remain the same. Thus, although the contents of the sections vary, the use of a grid structure and common design elements create a feeling of visual and typographic continuity.

Grid C—4″ x 9″ Format: Leaflets and Pamphlets.



1

Better, Safer Roads

Most of these roads, including the Interstate System, were built with assistance from the Federal Highway Administration (FHWA). Federal-aid highways make up a network of about 900,000 miles and carry two-thirds of the nation's motor vehicle traffic.

2

55 mph speed limit saves lives and fuel.

Researchers for the administration have, among other things, studied the effects of liquefied natural gas explosions in an attempt to improve regulations governing its transportation. They have assisted the FAA in the development of new microwave instrument landing systems.

The administration operates two research facilities outside the Washington, D.C. area: the Transportation Systems Center in Cambridge, Mass., and the Transportation Safety Institute in Oklahoma City.

3

Auto restricted pedestrian malls bring cities to life.

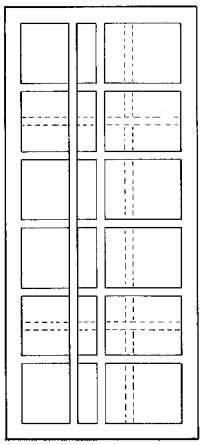
Youngest arm of the Department of Transportation, the Research and Special Programs Administration was created in 1977 to coordinate research and development activities for the department and to conduct some other ongoing departmental technical functions such as the regulation of hazardous materials shipments and development of safety standards for oil and gas pipelines.

4

Research for the Future

Working with the states, the Federal Highway Administration helped to build that network, but it is working also to make highways safer, more efficient and more socially responsible. FHWA conducts research into highway improvements, conducts a continuous highway safety campaign—through the Bureau of Motor Carrier Safety—enforces safety regulations for about 125,000 interstate trucks and drivers.

1)



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Grid C—4″ x 9″ Format: Leaflets and Pamphlets.

Although a majority of DOT's publications are technical documents prepared for limited audiences, Administrations within the Department are also responsible for providing general information and guides to the public. These publications are used to describe DOT facilities and various operational elements within the national transportation system. They provide consumer advice and describe programs sponsored by the Department. And they are published by both consumer and public affairs offices as well as specific program offices.

Distribution is determined by the particular subject and the audience for whom the publication is prepared. Publications may be mailed out from an Administration list; be purchased from the Government Printing Office; be ordered from the Consumer Information Center in Pueblo, Colorado; be placed in DOT facilities for interested visitors to pick up; or be distributed in bulk to educational institutions, businesses, or local government offices for dissemination.

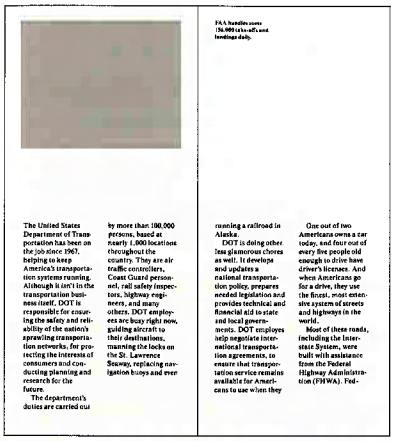
As part of the DOT Graphic Standards Program, the individual design of each of these publications should maintain a consistent DOT look.

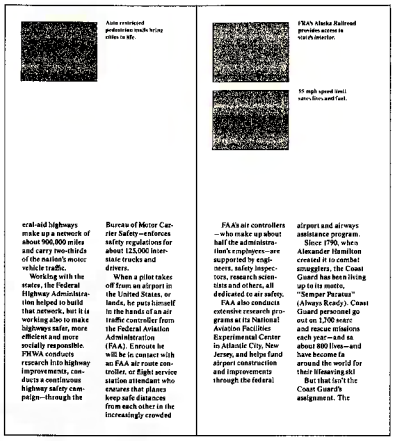
Grid C is the format to be used for all small consumer and public affairs pamphlets, leaflets, and brochures. This 4″ x 9″ vertical format will accommodate full-measure one-column and short-measure two-column formats. As a layout and alignment aid, the grid has been divided vertically into equal ¼- and ⅙-column units.

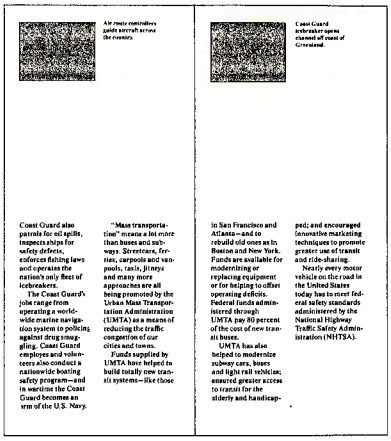
Each of the four hypothetical publications shown in this demonstration uses the established grid in a different way. The constraints of a small format make a required simplicity common to all. The most effective small-format designs are generally quite simple. The designer should be very careful not to over-design.

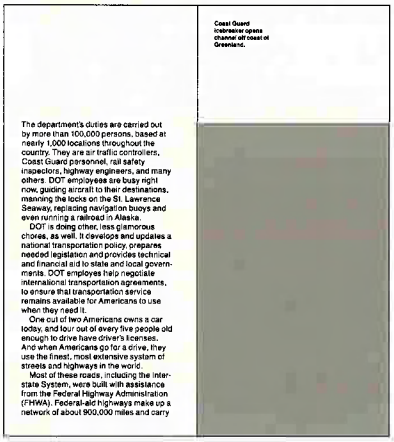
1) This consumer affairs pamphlet (on front of gatefold) uses a full bleed photograph on the cover. The tight cropping of the photograph makes the image more symbolic. By keeping the photo general, it relates to the widest possible car buying audience.

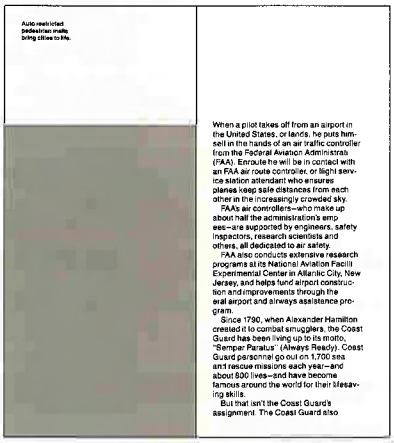
This type of publication is distributed in public places and is frequently placed in racks for orderly storage. The title and important areas of the illustration should be placed in the top portion of the pamphlet where they can be seen by persons glancing at the racks.

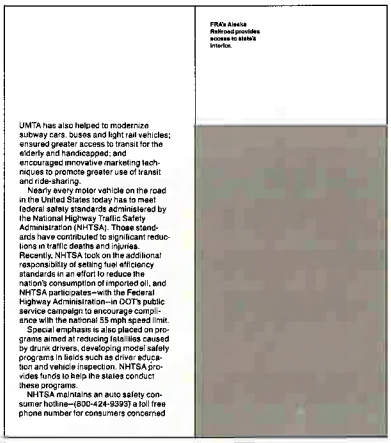


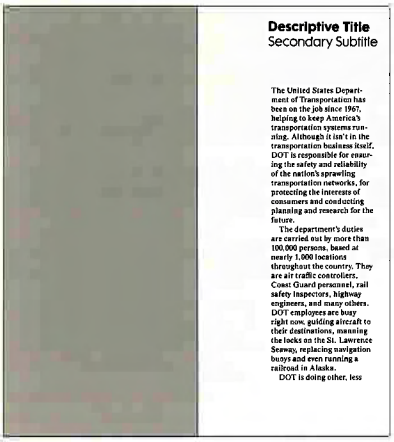


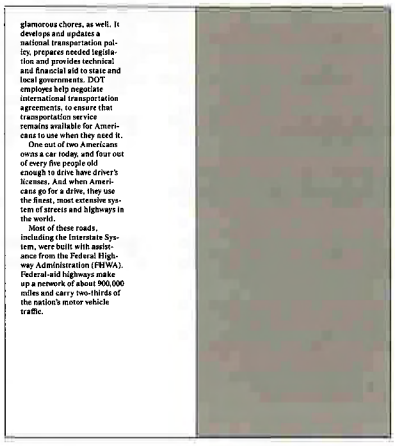












The interior spread, hung from the top of the grid, uses a split three-column format. The first column contains large callout numbers. Extending across columns two and three are bold-face headlines and single-column text, set in the same type size as the headlines. The columns are staggered in length according to common-sense breaks.

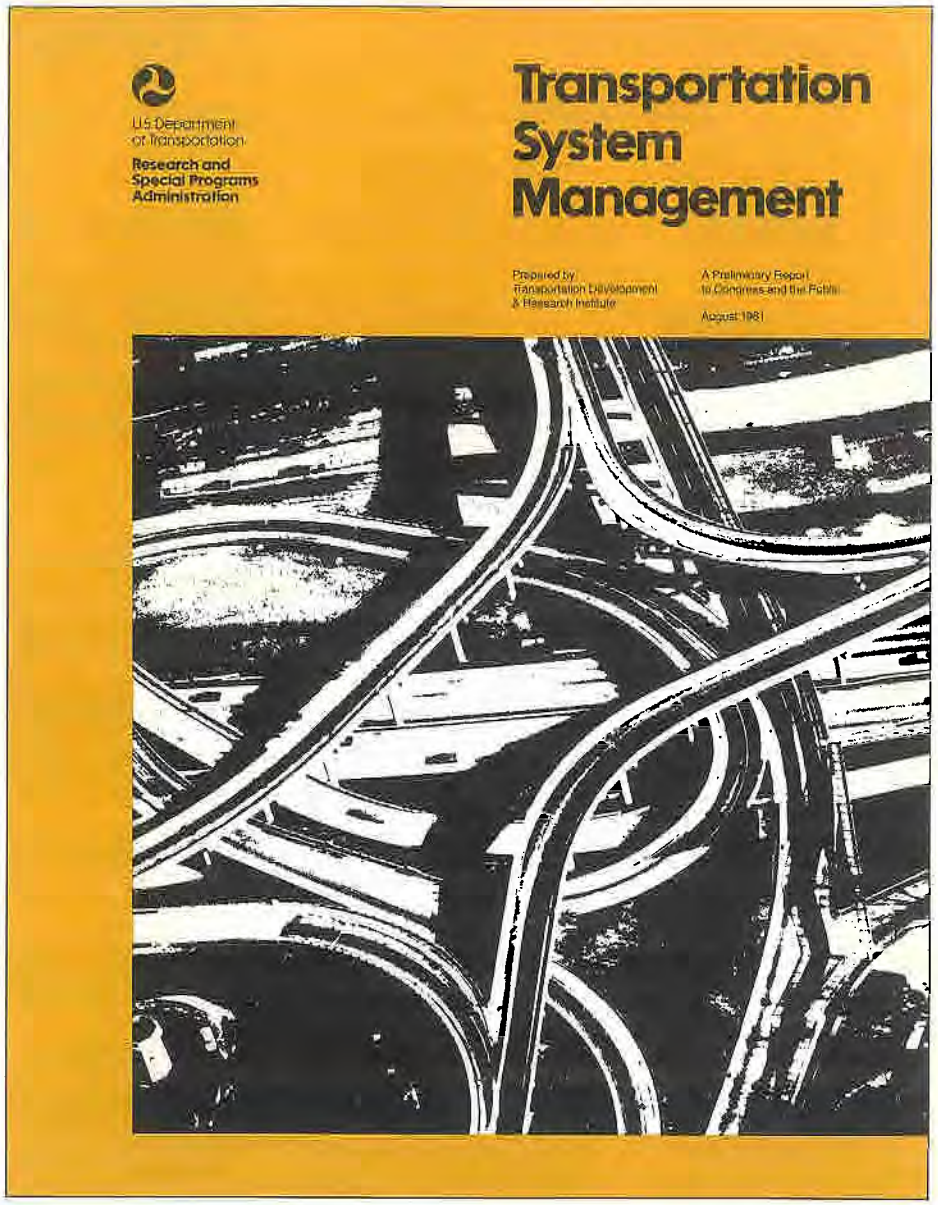
2) A short-measure two-column text format has been used in this example. The ragged column text has been hung from the middle unit of the grid. Small photographs are aligned with the top of the grid and cropped to fit the two-column configuration.

Because of the tiny scale of each element in this layout, it is imperative that careful attention be given to the ragged right margins of text and the cropping of photographs.

3) This very simple full-measure one-column layout is an effective use of this format. Together, the ¾-page photographs, bled on three sides, and ¾-column text arrangement fully use the space without appearing crowded. The upper ¼-column unit gives visual relief and provides an excellent position for captions.

4) Bleed photographs are also used in this variation of a split, one-column format. White space is created by the wide gutter and the area remaining below the text. These uncluttered-looking text spreads with full-bleed photographs result in maximum visual impact through the use of minimum means.

Grid D—8½″ x 11″ Technical Format: Reports and Studies



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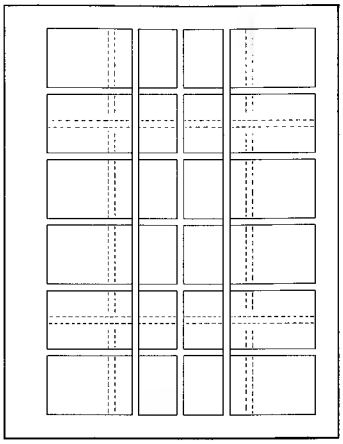

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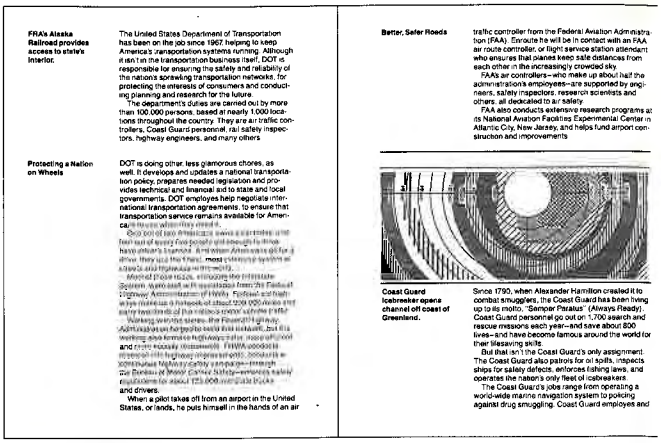

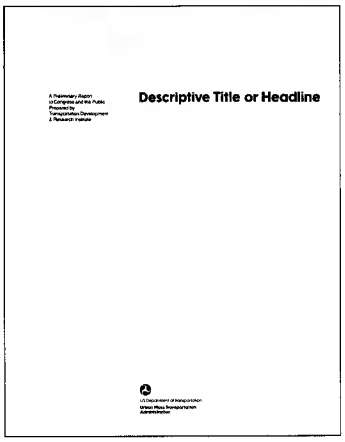

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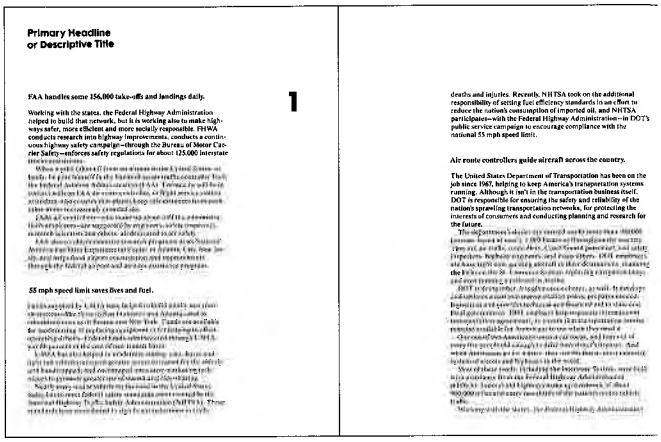

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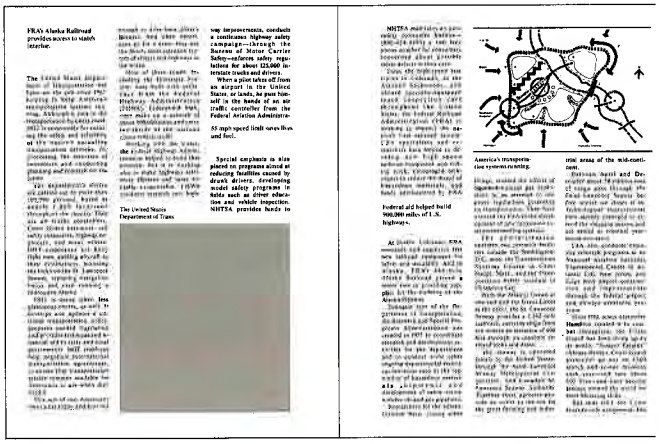


Grid D—8½″ x 11″ Technical Format: Reports and Studies

The Department's technical reports and studies are generally typewritten or set on word-processing machines and contain an assortment of graphs, statistical tables, and diagrams. Most of these technical publications are prepared for very limited distribution to a specialized audience using high-speed, in-house xerographic duplicators or one-color offset.

This method of reproduction is not elaborate, but it is the most logical solution available for limited editions of this type of material. Though they look plain, these publications are expensive to produce. The copy preparation and word-processing time requires a considerable effort that justifies creating the most readable and visually pleasing publication possible using available technology.

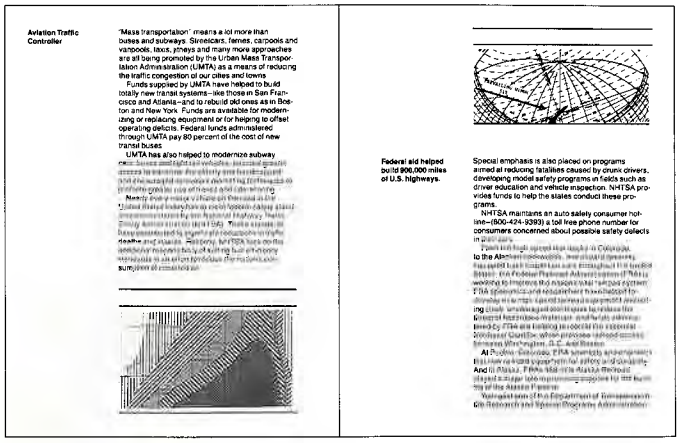
Other reports and studies within this category, prepared for mass distribution, are typeset and reproduced by offset lithography. Quality design, format, and layout of technical publications will initially require additional planning by the editor, designer, and printer. However, the final product need not be costly, even though the readability and general aesthetic appeal should be improved appreciably.

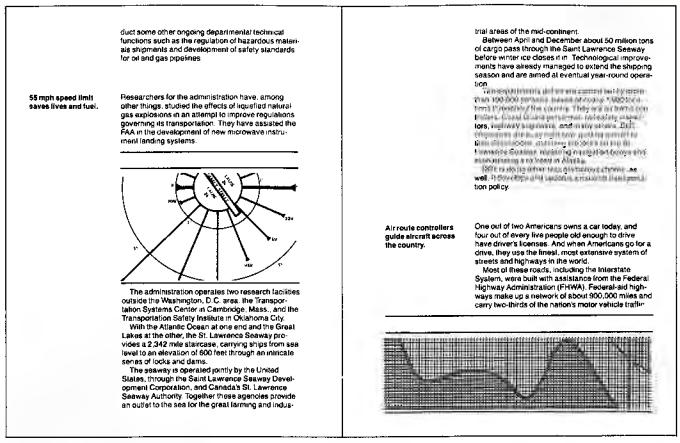
The format for all technical reports and studies uses an 8½″ x 11″ one-, two-, three, and four-column configuration that can be adapted for split-column layouts.

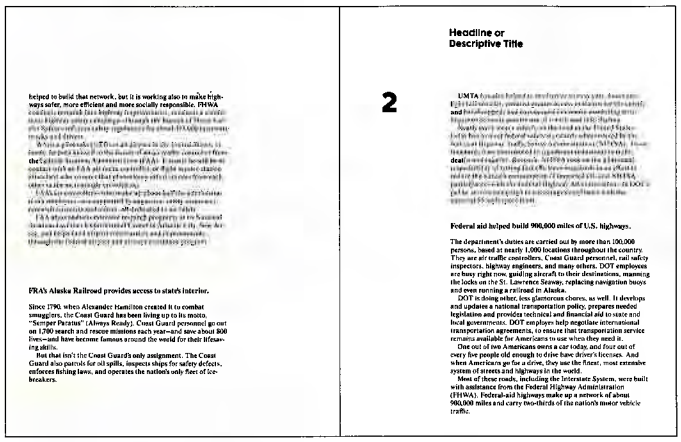
The Grid D format has been designed to accommodate both typewritten and typographic texts. For typewriter and word-processing machines, have operators set tabs or programs to accommodate the desired column measures and layouts.

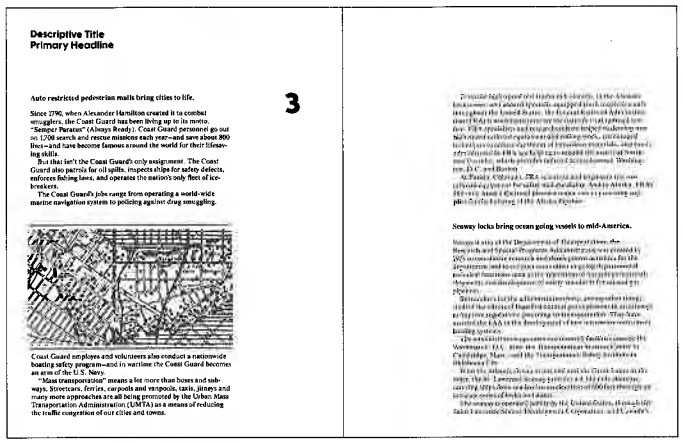
1) This cover (front of gatefold) uses a four-column grid. The main title, set in Trans-Bold, is aligned with the third column at the top of the grid. It extends over the third and fourth columns. All other pertinent cover copy is placed below the head. The signature is aligned flush to the left of the first column at the top of the grid. The width of these typographic elements is contained within the border of the grid. Text spreads are laid out using the two-column grid, which reflects the four-column grid used in the cover design.

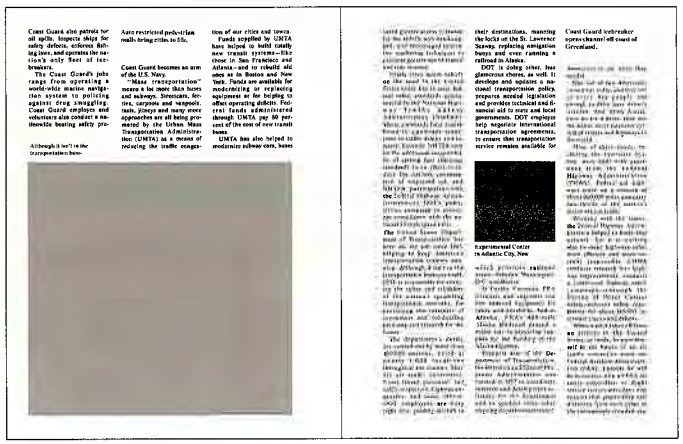
2) This design uses a split three-column grid. The first column contains headline and callout information placed flush to the left of the first column. The format also accommodates the large tables and statistical diagrams that require a full three-column width for legibility. This open first column also gives the page layout breath-











ing room or white space to allow for easy reading of the text. The text uses the full vertical dimension of the grid and extends across the second and third columns of each page.

Illustrative and tabular materials of various sizes are also placed within the grid column format. Rules are placed above and below the material; each rule extends the width of the type column. For wider illustrative materials, rules may extend the full width of the three-column format. The cover design is a reflection of the one-column/two-column interior layout.

3) This design uses the four-column grid. The text typography and subheads are placed in the three outside columns, creating a mirror image layout. The fourth interior column contains only the chapter numbers and is otherwise left empty to create part of the visual relief that is necessary if large blocks of type are to be readable.

The text blocks are hung from the second ⅙ unit of the grid and extend to the bottom of the page. If they are set in type, a large point size should be used, with adequate leading for comfortable reading. The subheads are inserted, flush left, in a complementary bold-weight type with line spaces provided to set them apart from the text. Chapter headlines are logically placed in the horizontal area across the top of the page.

Generally, full one-column formats (covering three columns of the four-column grid) with long text lines (27 picas or more) occupy about 50 percent of the total page area. The asymmetrical layouts in these examples create a visual illusion: they appear to have more white space than the traditional centered-galley format. The designer should use this illusion to full advantage in developing pleasing, readable page designs.

4) Large books, manuals, and texts may use a traditional full-page format with justified typography. In this case, a short text line contributes to easy reading. The example shown above uses the three-column format with photographs and illustrative materials tightly incorporated into the grid format.

The densely concentrated text of the page is lightened by the use of unjustified section headlines, set with considerable white space around them. The caption space below illustrations also lessens the visual weight of the tightly packed page.

Grid A–8½″ x 11″ Format: Newsletters

News:

Volume 8
Number 9
September 1980

Published by the Office of Public and Consumer Affairs

U.S. Department of Transportation

Urban Mass Transportation Administration

Protecting a Nation on Wheels and Fighting the National Traffic Jam

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons, based at nearly 1,000 locations throughout the country. They are air traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employees are busy right now, guiding aircraft to their destinations, manning the locks on the St. Lawrence Seaway, replacing navigation buoys and even running a railroad in Alaska.

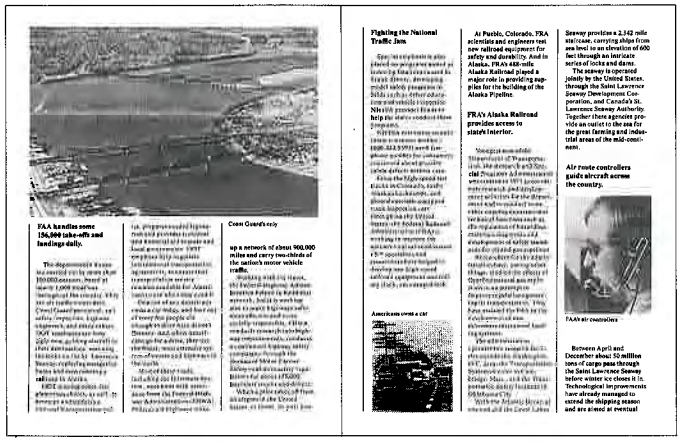
DOT is doing other, less glamorous chores, as well. It develops and updates a national transportation policy, prepares needed legislation and provides technical and financial aid to state and local governments. DOT employes help negotiate international transportation agreements, to ensure that transportation service remains available for Americans to use when they need it.

One out of two Americans owns a car today, and four out of every five people old enough to drive have driver's licenses. And when Americans go for a drive, they use the finest, most extensive system of streets and highways in the world.

Most of these roads, including the Interstate System, were built with assistance from the Federal Highway Administration (FHWA). Federal-aid highways make up a network of about 900,000 miles and carry two-thirds of the nation's motor vehicle traffic.

Working with the states, the Federal Highway Administration helped to build that network, but it is working also to make highways safer, more efficient and more socially responsible. FHWA conducts research into highway improvements, conducts a continuous highway safety campaign—through the Bureau of Motor Carrier Safety—enforces safety regulations for about 125,000 interstate trucks and drivers.

When a pilot takes off from an airport in the United States, or lands, he puts himself in the hands of an air traffic controller from the Federal Aviation Administration (FAA). Enroute he will be in contact with an FAA air route controller or flight service station attendant who ensures that planes increasingly crowded sky.



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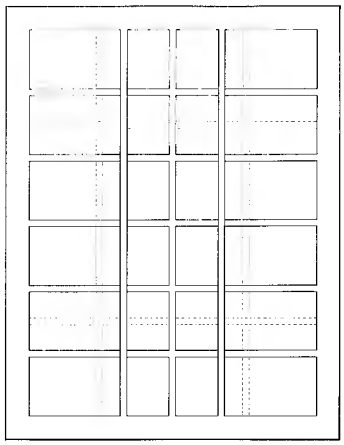

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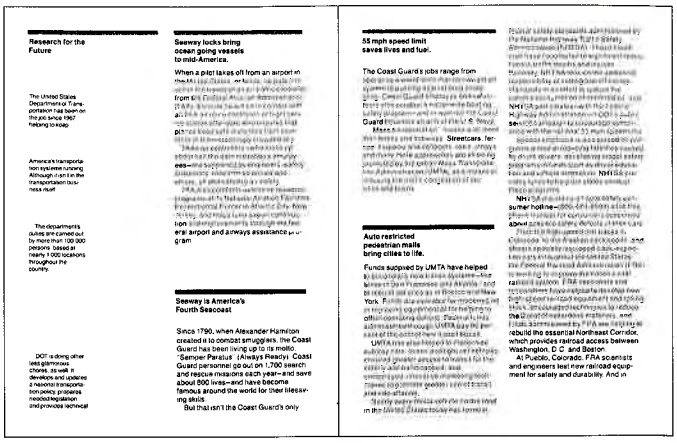

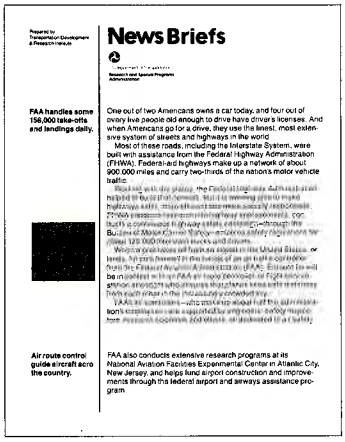

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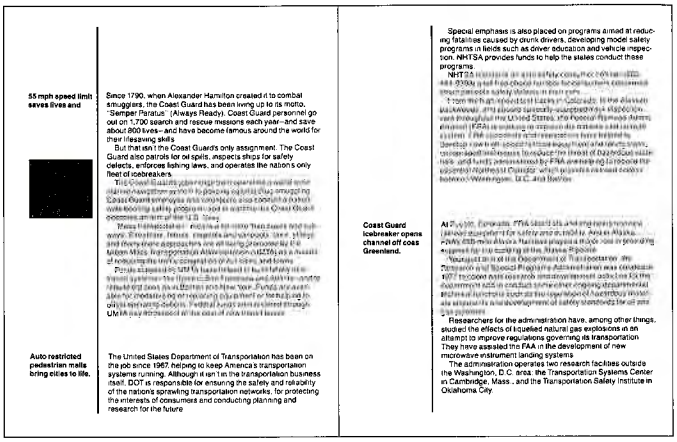

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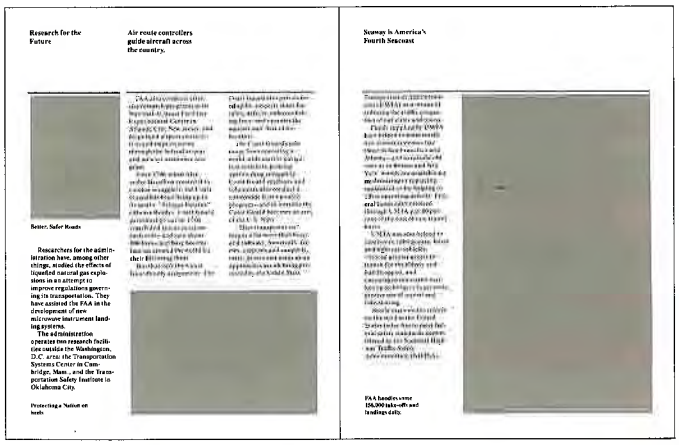


Grid A—8½″ x 11″ Format: Newsletters

Newsletters are highly visible communication vehicles throughout DOT and should therefore maintain high standards of graphic design. Short turnaround time, limited technical capabilities, and small production budgets are frequently used as excuses for the mediocre look of many newsletters. However, the very nature of a newsletter is that it be a timely, economical, and quickly-produced publication. With skillful planning and design, these constraints need not be inhibiting.

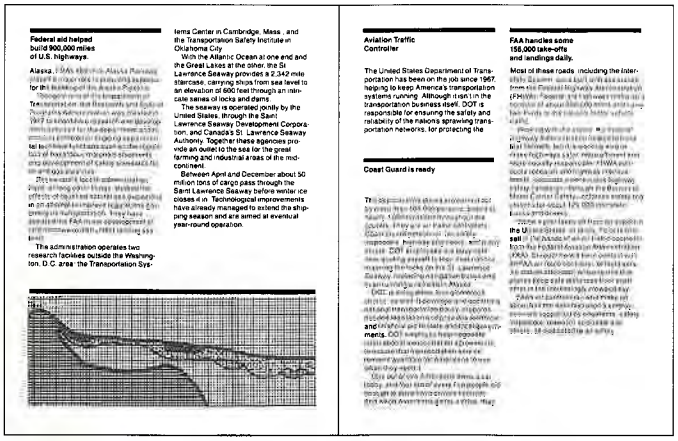
Each of the examples above uses the 8½″ x 11″ Grid A format (11″ x 17″, multiple-page) as described on page 3.13 of this section. It is, however, essential for the editor to consult the DOT Graphics Coordinator for help in establishing the general format design and production guidelines for a specific publication.

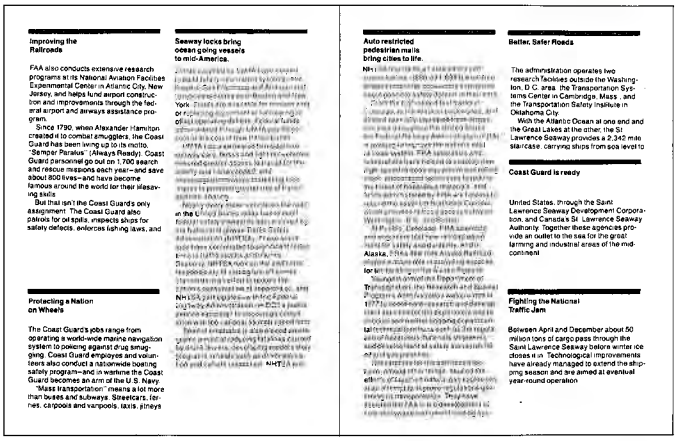
1) A hybrid design approach in this example (front of gatefold) combines the elements of both newspaper style, in the form of vertical rules separating columns and full-page layouts, and newsmagazine style, through the use of a flush left, ragged right typographic format. The Times Roman type family is used throughout in a further attempt to achieve a newspaper feeling.

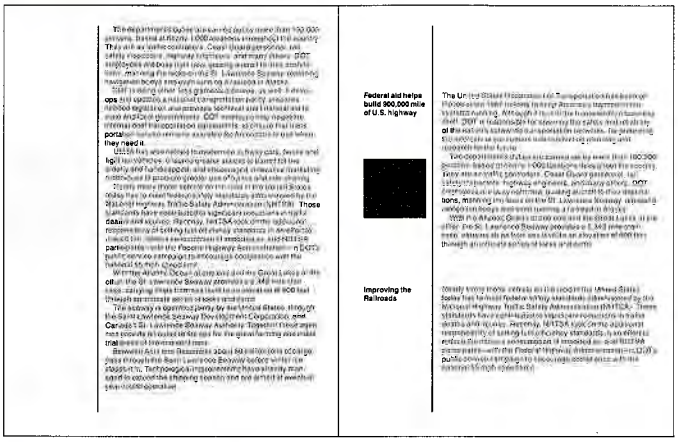
All elements adhere closely to the three-column grid format, with the one exception of the title masthead. For dramatic impact, the title "News" has been positioned to run vertically in the open first column and in alignment with the lead photograph. Other masthead information, including the Administration signature device, is aligned flush left to a perpendicular drawn from the cap height of the title.

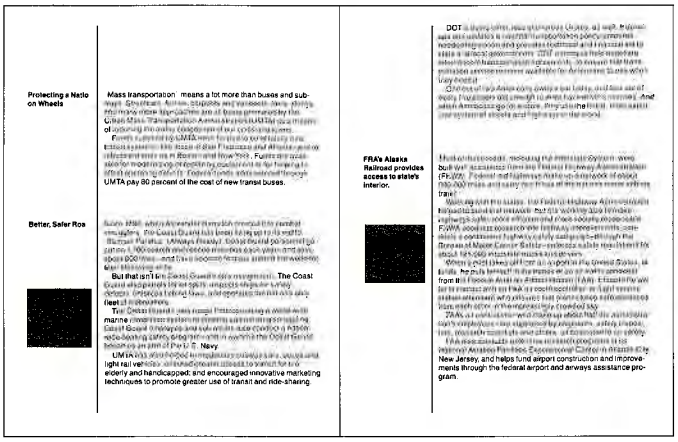
2) This design represents a utilitarian typewritten newsletter. A strong graphic character has been created with a simple two-column format. To define the bold structure without elaborate graphic devices, the vertical columns have been divided into ⅓ units using the grid. At the beginning of each article or news item, a heavy overrule (6-12 points thick) is placed within that ⅓-column unit. The headline for the article, set in large type, is hung flush left under the rule.

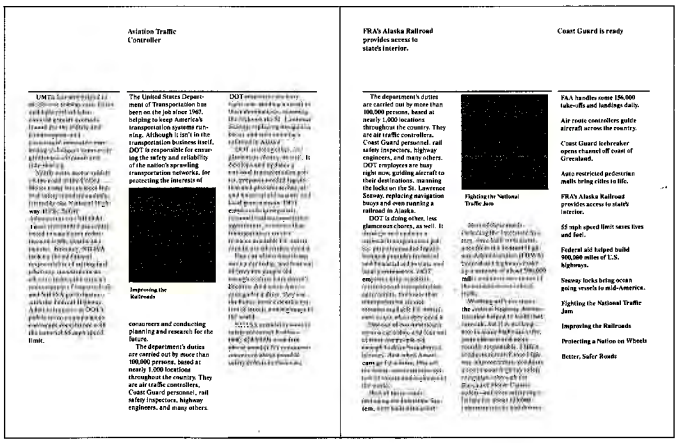
Place the column-wide galley of typewriter type below the title, leaving adequate breathing room (about two typewriter line spaces) between the bottom of the title and the beginning of the text. Start each new article at the next ⅓-column horizontal unit beginning with the rule, then the title, and then the text. The variety in size of the white spaces between the end of one article and the beginning of the next











gives a subtle relief to a highly structured format. In the masthead, a single heavy overrule is placed across the top grid. The signature is placed in the upper left, aligned with the title, which extends across column two.

3) This example represents an easy-to-scan news update format to be used for such specific types of information as regular program or legislative briefs. This example uses a full four-column grid. The text should be set by typewriter or in a large-sized text type. In the first column, the title of the brief article is to be set in boldface type in a stacked, short-measure tag with the x height aligned with the x height of the first line of the article text.

For items like legislative briefs, the position of the title may be dropped down and a unique callout number or word may be placed above the title in a larger bold type. Small, one-column photographs or reference diagrams may also be placed within the grid format in this first column under the headline.

The text should be set to span the width of the second, third, and fourth columns and set flush left, ragged right in a block paragraph form with a full typewriter line space between paragraphs for easy reading. A larger space is added between articles. If there is a carryover to the next page, it is placed at the top of the column and hung from the first ⅙-column unit. A vertical rule, running the full height of the grid, has been placed between the title and the text to provide a contrast to the strong horizontal structure of the design.

The masthead uses the grid configuration to create a simple asymmetrical banner. The title, set in TransBold type, is placed in the top ⅙-column unit. In the second unit, a horizontal version of the signature and the publication date are placed in alignment with the title.

4) This example represents a high-quality, typeset newsletter. As with previous examples, the editorial style determines the format and character of the design.

This newsletter uses a full three-column grid. Columns falling short on the page appear only at the end of articles. The cover looks like a tabloid newspaper, and the interior pages resemble a newsmagazine. Large headlines are set in the top unit of the grid, and a horizontal rule is placed on the grid over the related article. Large photographs are used in editorial illustration style, with captions set on short measure and placed within the grid in the position that best suits the layout of the particular page.

Newspapers

The elements of the DOT Graphic Standards Program are to be used for all newspapers, tabloid formats, special enlarged publications, and posters.

The demonstration at the right shows a design for an 11″ x 17″ tabloid newspaper. The elements of this design are a three-column grid format with typeset text and headlines. The heavy rules serve to highlight the individual articles on the page.

The DOT look is maintained by using an open, clean banner design that contains only the publication name, set in TransBold type, and the appropriate Administration signature.

Consult the DOT Graphics Coordinator for advice and counsel on designing large-scale news publications.

U.S. Department of Transportation

Research and Special Programs Administration

Newspaper

Volume 12, Number 11
November 1982

Government Goes to the People

The United States Department of Transportation has been on the job since 1967, helping to keep America's transportation systems running. Although it isn't in the transportation business itself, DOT is responsible for ensuring the safety and reliability of the nation's sprawling transportation networks, for protecting the interests of consumers and conducting planning and research for the future.

The department's duties are carried out by more than 100,000 persons, based at nearly 1,000 locations throughout the country. They are air traffic controllers, Coast Guard personnel, rail safety inspectors, highway engineers, and many others. DOT employees are busy right now, guiding aircraft to their destinations, manning the locks on the St. Lawrence Seaway, replacing navigation buoys and even running a railroad in Alaska.

DOT is doing other, less glamorous chores, as well. It develops and updates a national transportation policy, prepares needed legislation and provides technical and financial aid to state and local governments. DOT employes help negotiate international transportation agreements, to ensure that transportation service remains available for Americans to use when they need it.

One out of two Americans owns a car today, and four out of every five people old enough to drive have driver's licenses. And when Americans go for a drive, they use the finest, most extensive system of streets and highways in the world.

Most of these roads, including the Interstate System, were built with assistance from the Federal Highway Administration (FHWA).

News Briefs

When a pilot takes off from an airport in the United States, or lands, he puts himself in the hands of an air traffic controller from the Federal Aviation Administration (FAA). Enroute he will be in contact with an FAA air route controller, or flight service station attendant who ensures that planes keep safe distances from each other in the increasingly crowded aged to extend the shipping season and are aimed at eventual year-round operation.

Auto Insurers to Back 55mph in Big Ad Campaign

Nearly every motor vehicle on the road in the United States today has to meet federal safety standards administered by the National Highway Traffic Safety Administration (NHTSA). Those standards have contributed to significant reductions in traffic deaths and injuries. Recently, NHTSA took on the additional responsibility of setting fuel efficiency standards in an effort to reduce the nation's consumption of imported oil, and NHTSA participates—with the Federal Highway Administration—in DOT's public service campaign to encourage compliance with the national 55 mph speed limit.

Special emphasis is also placed on programs aimed at reducing fatalities caused by drunk drivers, developing model safety programs in fields such as driver education and vehicle inspection. NHTSA provides funds to help the states conduct these programs.

NHTSA maintains an auto safety consumer hotline—(800-424-9393) a toll free phone number for consumers concerned about possible safety defects in their cars.

From the high-speed test tracks in Colorado, to the Alaskan backwoods, and aboard specially-equipped track inspection cars throughout the United States, the Federal Railroad Administration (FRA) is working to improve the nation's vital railroad system. FRA specialists and researchers have helped to develop new high-speed railroad equipment and rolling stock, encouraged techniques to reduce the threat of hazardous materials, and funds administered by FRA are helping to rebuild the essential Northeast Corridor, which provides railroad access between Washington, D.C. and Boston.

At Pueblo, Colorado, FRA scientists and engineers test new railroad equipment for safety and durability. And in Alaska, FRA's 488-mile Alaska Railroad played a major role in providing supplies for the building of the Alaska Pipeline.

Youngest arm of the Department of Transportation, the Research and Special Programs Administration was created in 1977 to coordinate research and development activities for the department and to conduct some other ongoing departmental technical functions such as the regulation of hazardous materials shipments and development of safety standards for oil and gas pipelines.

Age Discrimination Declared Illegal

Researchers for the administration have, among other things, studied the effects of liquefied natural gas explosions in an attempt to improve regulations governing its transportation. They have assisted the FAA in the development of new microwave instrument landing systems.

The administration operates two research facilities outside the Washington, D.C. area: the Transportation Systems Center in Cambridge, Mass., and the Transportation Safety Institute in Oklahoma City.

With the Atlantic Ocean at one end and the Great Lakes at the other, the St. Lawrence Seaway provides a 2,342 mile staircase, carrying ships from sea level to an elevation of 600 feet through an intricate series of locks and dams.

The seaway is operated jointly by the United

Magazines

The adjacent magazine cover design uses the format recommended for all technical and research journals, public affairs, and employee magazines published by the Administrations.

This tasteful, contemporary design format is adaptable to all publications of this nature that use the full 8½" x 11" format.

The title, set in TransBold type, gives a strong identification to the particular magazine while retaining the uniform appearance of a quality DOT periodical.

Typographic Specifications

To prepare a master cover layout for your Administration magazine or journal, use a three-column Grid A format, as described on page 3.13 of this section. Place flush to the left of the first column an 11-point stacked version of the appropriate Administration signature, aligning the base of the word *Transportation* with the base of the first 1/6-column horizontal unit of the grid.

The title of the publication aligns horizontally with the mark in the signature on a common baseline and is placed flush to the left of the middle column.

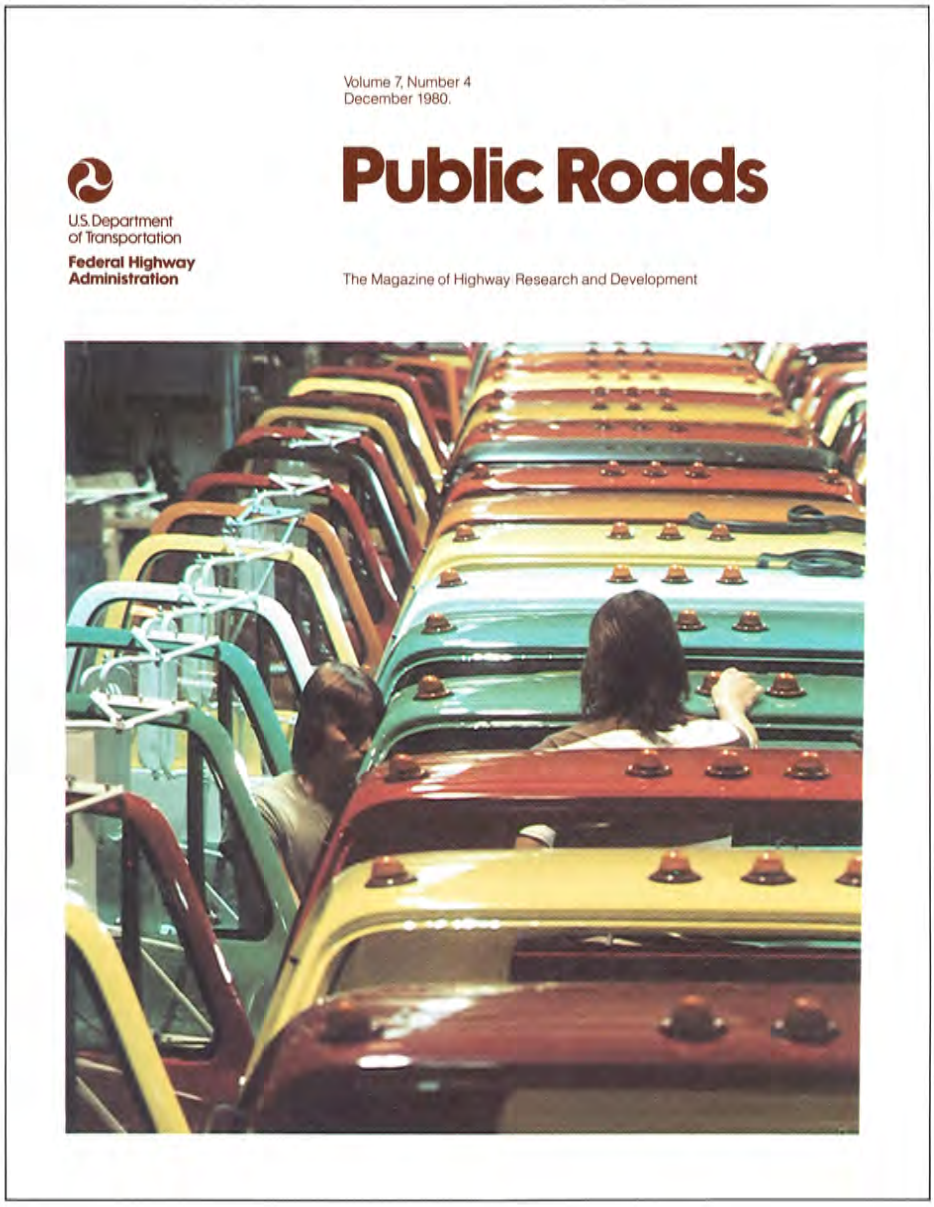
The title is set in 54-point TransBold, upper and lower case type, if the title will fit within the middle and right-hand columns. Long magazine titles, such as *General Aviation News*, should be divided into two lines and set in 42-point TransBold type. The first line is aligned with the mark. Set the date and volume number in 9/10-point Helvetica Light, upper and lower case, and place it in the upper left corner of the middle column. Short descriptive identifiers or subheads should be set in the same size as the date and placed flush to the left in the second column on the horizontal baseline of the signature.

An attractive cover is created when the photograph or illustration is placed within the 7 5/16" square contained by the bottom ¾ of the grid. Photographs use this square or may bleed off the right edge.

The selected photograph is to be cropped for optimal visual impact and should reflect the overall content or a particular feature of that issue.

The color guide in Section 1 of this manual should be used as the guide for all applications using color for magazine covers.

Consult the DOT Graphics Coordinator for assistance and review of all Administration magazine cover designs.



Binders

Binders are used throughout the Department to hold standard-size (8½" x 11") materials. They are expandable, convenient, and relatively inexpensive.

Their primary function is to hold cumulative or periodically revised materials, procedure guides, and regulations. Multiple-ring binders are also used to hold materials distributed at conferences, presentations, and briefings to the White House, Congress, and other specific audiences.

For special purposes, the binder allows for flexible assembly of various information packages as required when addressing a specific audience.

Two different reproduction methods are used to prepare binder covers. Both methods require full-size mechanical artwork for reproduction. The most popular and economical type is a vinyl cover with a clear vinyl window pocket thermally welded to its full exterior front cover and spine.

A cover insert, sized to the dimensions of the window, may be pre-printed and inserted into the open end of the window pocket. This type of cover can be handled with short print runs and may not require a lengthy production time. Covers may be printed in colors and may contain halftone reproductions. Pre-printed "master" covers, designed as a series, may be imprinted with volume numbers or titles that change with each successive issuance.

The second printing method is to silk-screen directly onto the binder cover and spine. This method is recommended for large quantities of fine-quality binders, intended for use over an extended period. When using the silk-screen method of reproduction, select a binder in a color that complements the colors to be used in the cover design.

The design and layout of binder covers are part of the DOT Graphic Standards Program. The established format design uses a modified Grid A format. The standard binder sizes are the following: for 1" and 1½" ring-size binders, the cover is to be 9¾" x 11¼" with 1½" x 11¼" and 2" x 11¼" spines respectively. For 2" ring-size binders, the cover is to be 10½" x 11¼" with a 2¾" x 11¼" spine.

With the oversize format, place the grid flush into the upper right corner. Because the binder cover is larger than its 8½" x 11" contents, there will be a 2½" gutter between the left margin of the grid and the corner of the cover, which is to be left open.

Cover designs, as shown in the four adjacent demonstration layouts, adhere strictly to the grid format and are similar to regular DOT bound publications.

Typographic Specifications

To maintain a clean, contemporary look, limit the variety of type sizes and the number of diverse graphic elements. All type should be set flush to the left of the established margins.

It is recommended that all headline titles be set in TransBold. Subheads that are part of the title should be set in TransBook type, in the same size as the title. An 11-point version of the appropriate Administration signature should be placed on the cover, generally located flush left.

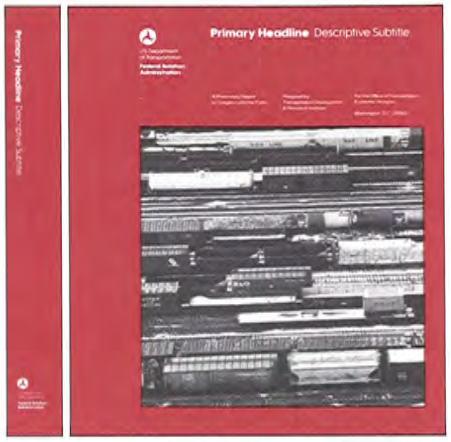
Title headline typography is to be set in 18-, 42-, or 54-point type. Large graphic applications may use 96-point display headlines. The selection of the appropriate type size will depend on: 1) size relationship between signature and title, 2) length of title, and 3) the way the groups of type are arranged.

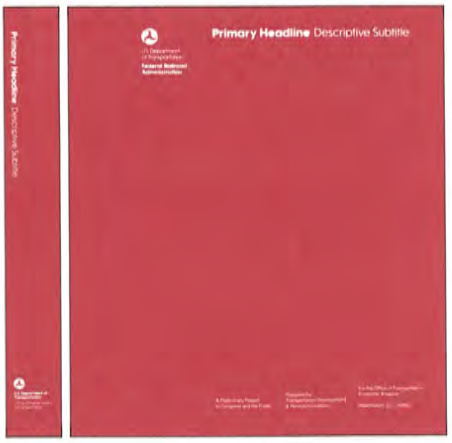
Ancillary identification typography for names, dates, and identification numbers that are placed on the front cover of binders should be uniformly sized in 10-, 11-, or 12-point type and be grouped and arranged flush to the left within the grid format being used. Use small-size type in these groups, and emphasize more important items by setting them in a bold weight.

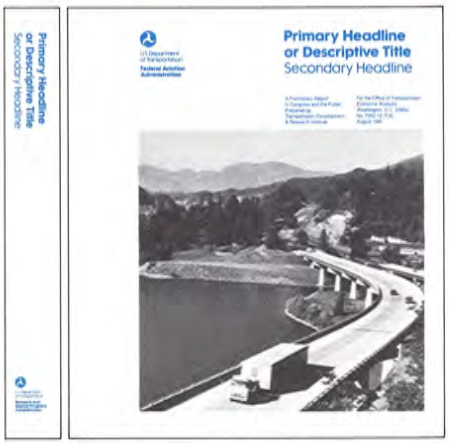
Photographs and illustrations should be placed within the square format area contained by the bottom ¾ of the grid. When using silk-screen reproduction, do not extend the art work beyond the border of the Grid A format. Pre-printed insert covers may be printed in a full-bleed color with signature and title dropped out. For assistance, refer to the color-use guidelines on page 1.5.

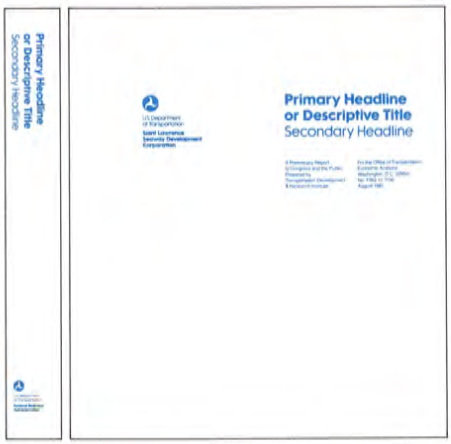
The design and layout of the spine or end of the binder cover shall be consistent. When the binder is placed upright in a bookcase, the signature is to be horizontal. Select an eight-point (10-point for binders 2″ and over) stacked version of the appropriate Administration signature and place it flush to the left on a baseline that is ⅝″ from the bottom of the spine. The title should read down from the top of an upright binder spine. The title baseline should be perpendicular to the signature baseline. Set the title flush and place it against the top of the appropriate horizontal grid unit. Depending on its length, size desired, and relationship to cover design, the title may be one to three lines deep.

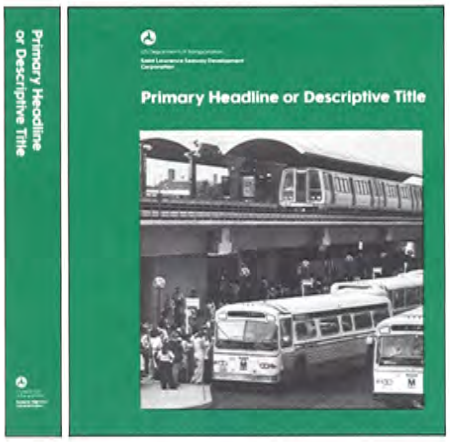
Contact the DOT Graphics Coordinator for advice and counsel when designing and preparing binder covers for reproduction.

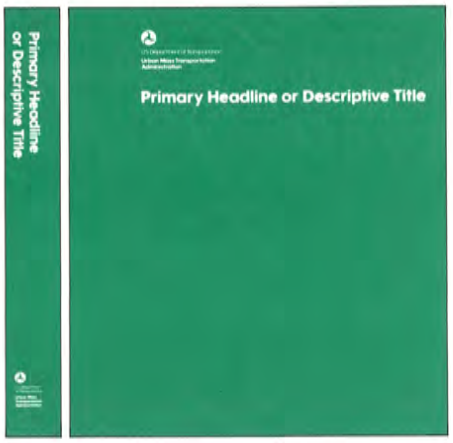












4. FORMS

Forms Design Guide

The Department uses a great many forms for the collection, transmittal, synthesis, dissemination, and storage of information. Some of these forms are used throughout DOT; others are unique to a particular Administration.

The design of forms generally requires the cooperative efforts of three specialists. The particular content requirements must be defined by the user. A management analyst will adapt these needs to the appropriate means for information retrieval and use. The designer visually interprets this information for optimal legibility, ease of use, utility, and economy.

A successful form design will produce a product with information clearly requested and space logically allotted for expeditious completion. If properly completed, the form will lessen the time needed for retrieval of information. Practical, well-planned forms may initially be more expensive. Future cost savings will come from the reduced time required to use a high-volume form over an extended period.

This section on designing forms, as part of the DOT Graphic Standards Program, defines the general rules and layout guides that are common to all DOT forms, including signature and title placement and typographic and spacing specifications.

Always place title of form flush to the left of the center margin (or other vertical column unit depending on specific layout). Title should be set in 11-point (small) or 24-point (large) Trans-Bold type.

Place a seven-point stacked version of Administration signature flush to the margin in the upper left corner.

Place a two-point rule the full width of the form on the third horizontal unit to separate the masthead and content sections.

Use eight-point Helvetica Light type for all instructions, general information, and line captions.

Use eight-point Helvetica Medium for emphasis.

Use one type size throughout. Wherever possible, use 8/8-point Helvetica Light, upper and lower case. Avoid setting words in all capitals unless required to by law. Type should be set flush left, ragged right using block paragraph form.

If the form is part of a series of similar forms, place the information that is common to all—including instructions, names, numbers, financial totals, and signatures—in a uniform location.

Place captions in the upper left corner of entry space. Each line caption should be brief. Hang all typography on baseline eight points under rule.

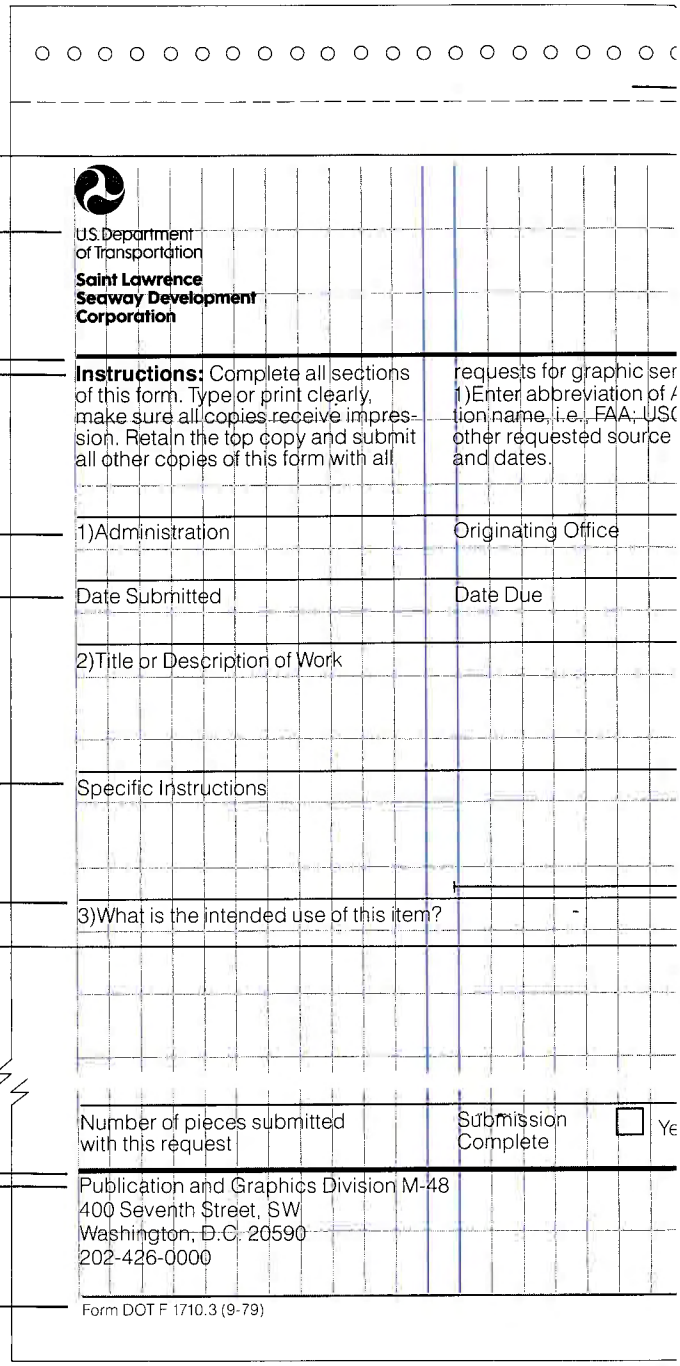
Use ½-point horizontal rules to separate general information entries.

Wherever possible, avoid using vertical lines or enclosing sections in rectangular boxes.

Use two-point horizontal rules to separate major information groups.

Pre-print routing information.

Form number and edition date.



General Principles of Form Design

Each form design problem has its own unique content and information requirements. Exact design and layout of each cannot be prescribed without a thorough understanding of the intended use.

The demonstration above shows the rules and format guides for forms within the DOT Graphic Standards Program.

The demonstration includes the top and bottom portion of a simulated 8½″ x 11″ form that is superimposed over a full-size standard layout grid.

Form Size

The size of a particular form will be determined by content, use, and storage requirements. For uniformity and economy, an attempt should be made in standard DOT forms to use the standard 8½″ x 11″ size (not including tab if it is a multipart form). Small forms may use the 5½″ x 8½″ size.

Form Layout Grid

The underlying grid shown above is divided vertically into two-pica line units. Each unit is equal to two lines of single-spaced typewriter type or, the preferred use, one line of double-spaced type, centered within a unit.

The horizontal space is divided into units ⅙ of an inch wide.

On the top edge of the form are shown vertical units to be used for alignment of columns and information groups of similar configuration.

Around the edge of the form is placed a uniform two-pica margin.

The active working space allotted on a 8½″ x 11″ form is 56 lines deep or 28 double-space units. The width of the form will accommodate 78 typewriter characters per line.

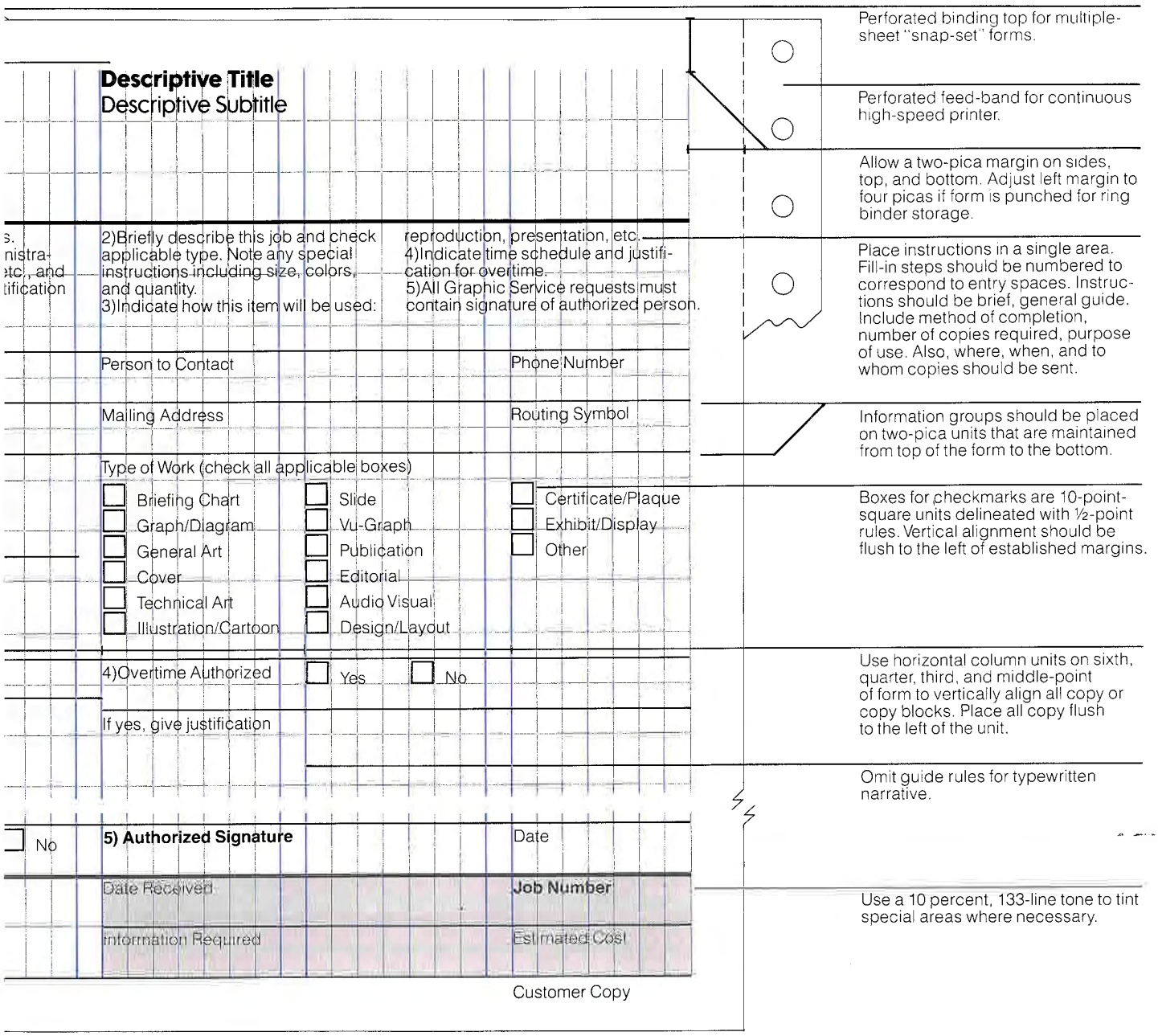
Adjust left margin two increments to the right if forms are to be stored in a three-ring binder.

Form Completion Method

Forms are generally completed by hand-printed entry, typewriter, or computer printer. The space provided for each entry should be compatible to the method used for completion.

Typewriter Entry.

If the form is to be completed using typewriter, the line spaces and information group areas should be placed to best use the machine without requiring any carriage adjustment after the form is placed in the typewriter and initial alignment and tabular



adjustments are made.

A typewriter will type at least 10 characters per inch. Enough horizontal letter spaces should be allotted to each individual response area to accommodate entry length. For example, entry of a social security number will always require 13 spaces as noted above. When allotting space for a name or address, there should be enough space for the longest anticipated entry.

Most typewriters vertically advance ⅙ of an inch per line or six lines per inch. If single-line information entries are placed on the form to accommodate double-space typing, there will be enough space between lines for necessary rules and information request notations.

Computer-Completed Forms.
A computer printer may print more characters per inch than a typewriter. Inquire about the capabilities of the printer before designing the form. Attention should be given to the line-width capabilities and the ability of the printer to maintain vertical alignment in pre-programed spaces on continuous output forms.

Handwritten Completion of Forms.
Manually completed forms are more difficult to design because space allotment is not mechanical and must accommodate many different handwriting and printing styles. As a general rule, allow 1½ times as much horizontal line space as that required for a typewriter. The line-width allowance should be no more than two picas or ⅓". When the vertical space is limited, the person completing the form is forced to write smaller.

The space allotted for a specific information request should be made large enough to accommodate the desired entry. If a response area is too small, the reader may be led to think that the correct response may not be correct because there is not enough space provided. If there is too much space, such as a full line for a one-word answer, the reader may be led to think that a short answer is insufficient and may attempt to fill in the space with an unnecessary entry.

Use only the form area required for the particular content; leave the unused area blank. Stretching out of content unnecessarily to fill the space destroys the organizational and visual clarity of a tightly programed form that has precisely allotted entry space to accommodate response length.

5. SIGNAGE

Signage

The basic function of a sign is to communicate a message to a specific audience. A sign identifies a facility, and it guides the reader to a desired location. A sign may warn, notify, or announce something new or temporary.

Signs are designed with a different set of guidelines from either book or text material. A sign is a large-scale headline used for a single purpose. The message should be clear and concise. Consistent message formats, typography, color, and size all tend to enhance the effectiveness of each sign in a given facility. Signs should be placed so that each one contains only the minimum necessary information applicable to that area. A signage system should function so that the decision taken after reading each sign leads the reader one step further toward the intended destination. The sign should be properly sized and placed for optimal viewing with consideration given to viewing distance, whether the reader is in a vehicle or on foot, the speed at which the reader is passing, and the complexity of the decision required by the reader.

Facility Signage

As an important facet of visual communications within DOT, the signage system uses the graphic elements and design principles of the DOT Graphic Standards Program. The design considerations described and examples shown in this section are intended to serve as a general design guide.

Facility signage design requires a clear understanding of the user's needs and a thorough knowledge of the existing organizational structure. Successful sign design will generally employ a systems approach that allows the designer to categorize signs by functional types. Within each type, a format should be established that best serves the communication need.

Using established formats and consistent, short messages, signs should appear open and uncluttered. The upper and lower case letters should have open spacing so when viewed from a distance, letters will not bleed together. Message lines should be located according to an established grid and placed flush to established margins as shown in the examples on page 5.2. Borders or unnecessary graphic elements should be omitted. The sign blank or ground should be large enough to contain the message without appearing to be crowded.

Although the basic elements of the signage system may be similar, the unique architecture, use, configuration, and information demands of a specific facility require that each signage problem be analyzed according to its own set of requirements.

Exterior Identification Signage

All DOT buildings or facilities open to the public should be identified with an exterior sign. This includes headquarters, regional offices, special facilities, and service centers.

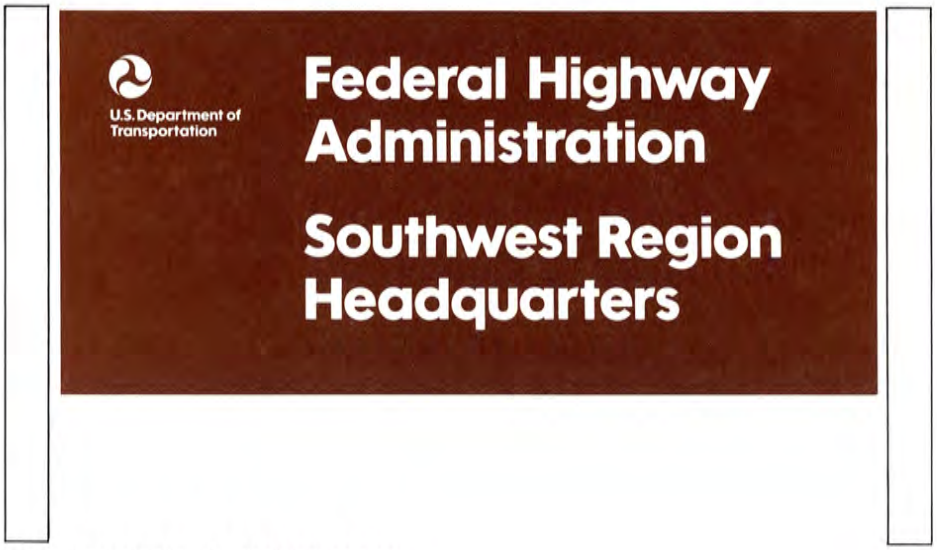
Signs should include the Department or Administration signature and the building name. Where applicable, the address may be located at the bottom of the sign. In the absence of a building name, the identification of the service rendered should be displayed in the same position.

Do not use more than one Administration signature on a sign. If more than one Administration is located in the building, the DOT signature should be used.

If an Administration is not the sole or major building tenant, a DOT exterior facility sign may not be appropriate, in which case Department or Administration identification will be noted in the building Directory or on directional signs leading to areas occupied by the Administration.

At a large center or multi-building complex, a major facility sign should be located at principal access points. A smaller sign should be placed on or near each of the individual buildings. At locations inside a DOT complex, the use of the Administration signature may not be necessary on individual building signs.

Facility signs that direct users to buildings or services should use the same type style and graphic format as identification signs. See examples of interior directional and support service signs on the following pages.



Ground mounted facility identification sign

Surface mounted building identification sign

Interior Identification Signage

The interior traffic control in a building is a complex graphic problem for the sign designer. The sign designer must assume that the reader has never been in the building and does not know its layout or where particular offices are located. As a result, as readers arrive at intersections or decision points throughout the building, they must be given the necessary information to proceed toward their desired destinations.

The building contents and location identifier are listed in a directory at the entrance. Depending on the configuration of the building, there will be a guide to elevators, stairs, or passageways located on the same floor. At the point of entry to a new floor, there should be a sign containing the number of the floor, a floor configuration diagram, and directory or, if it is more appropriate, a floor directional sign with arrows pointing to identified locations. Each corridor intersection should be marked for both entry and exit.

At each sign location throughout the building, the message content and format should be consistent in tone.

The final destination of a user of the sign system will be a specific room or office. What is written on the door sign that identifies the rooms is determined by general occupancy patterns within the building.

Door signs in a building occupied by a single Administration will contain the name of the major organizational unit together with the title of the next lower organizational level.

Door signs in buildings that are occupied by more than one Administration and a non-DOT tenant may contain the Administration signature, the major organizational title, and the next lower organizational level. Alphanumeric room or office identification will also be placed on door signs. Names of office occupants should not be placed on door signs. Occupant titles on door signs are limited to those executive positions listed in the DOT orders section of this manual.

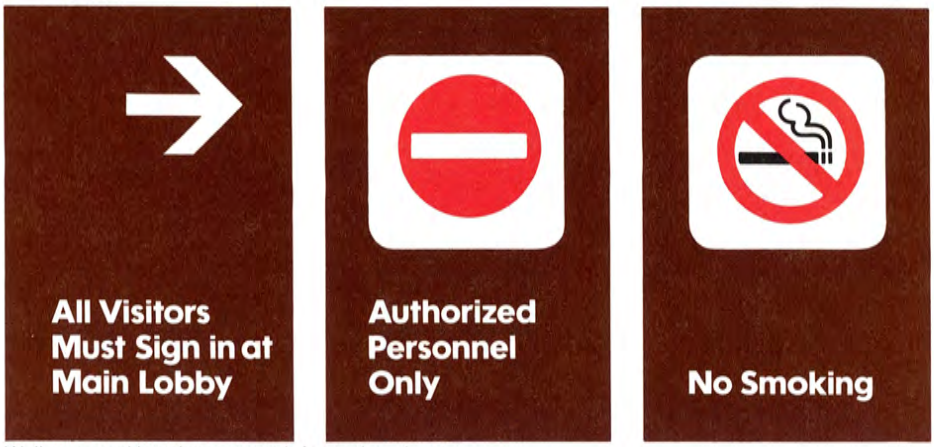
Floor directional locator sign

Room identification sign

Support Information Signage

Support signs are common to the signing of all facilities and are intended to identify the general services or guide rules for users.

Support signage should always be considered an integral part of a facility exterior or interior sign system and employ the same typography and general graphic format. DOT Symbol Signs, in a format complementary to the facility identification and directional signs, should be used wherever possible.



Wall mounted interior support information signage

Ground mounted exterior support information signage

Transportation Project Identification Signs

Program offices within several of the Administrations provide funds for transportation-related public works projects, such as construction of a surface mass transit system or improvement of facilities at an airport. As part of the DOT Graphic Standards Program, a special sign design has been adopted to announce and identify sites of projects receiving support from DOT. This sign, shown on the right, has been designed to be placed on standard 4′ x 8′ sheets of plywood. The design, in DOT Blue and white, incorporates the signature of the funding Administration, a project description, and the name of the local sponsor.

This type of sign should be erected at each major entrance or other locations with heavy traffic for maximum public identification of the project. These signs should be maintained in good condition until completion of the project.

All type is to be upper and lower case TransBold, flush left and ragged right, in the sizes specified in the demonstration at the right. To maintain graphic consistency, the size, color, typography, and location of each element should remain standard for each sign. If the size must be reduced to meet local requirements, the exact proportions should be maintained.

On the left side, in the DOT Blue panel, place a white stacked version of the appropriate Administration signature. On the bottom of this panel, as shown, place a brief description of the specific type of assistance being received by this project, such as "Airport Development Aid Program."

In the top section of the large white panel on the right, place a brief description of the project, such as "Northwest Runway Reconstruction," "Southbound Interchange Connection, I-95 and Route 41," or "Jefferson Bus Garage and Terminal." Avoid maps or lengthy descriptions. Copy should be limited to three or four lines in the type size specified.

On the bottom of the right-hand panel, place the name of the local project sponsor in the type size shown. Omit names of managing or elected officials or the name of contractors affiliated with the project.

Contact the DOT Graphics Coordinator for guidance when preparing and placing this type of sign. The Graphics Coordinator will provide:

1) The proper format to describe the project and identify the local sponsor, which varies among the different funding Administrations.

2) Specifications for sign blank preparation, mounting, and placement instructions.

3) Specifications for the appropriate blue panel containing the Administration signature, plus the format and typographic reproduction guide for using the TransBold type in identifying the particular project and sponsor.

6. VEHICLES

Vehicle Color and Identification Markings

The majority of the Department's vehicle fleet is composed of compact-size passenger vehicles leased from the General Services Administration and used solely by DOT for the motor pools at various installations.

The unique tasks performed by the various Administrations within the Department require the use of hundreds of specialized vehicles. Each of these has been designed or adapted for a particular or limited function. These vehicles, including rail cars, aircraft, tug boats, and specially designed ground vehicles, are used to aid, monitor, test, and control the transportation capabilities within their respective Administrations.

Though diverse in size, type, configuration, and color, these vehicles should be uniformly identified as being part of the DOT fleet.

The signature is the one common element to be placed on all DOT vehicles. The signature is to be located on both the right and left front doors on ground vehicles in the standard flush left configuration. (For exact placement, please note the attached guide.) Vehicles used by a single Administration will use the signature of that Administration. When more than one Administration will be using a single vehicle, as in a motor pool, the Department signature will be placed on the vehicle.

The graphic markings for vehicle identification are self-adhesive, die-cut, prespaced units manufactured from thin vinyl materials. They are intended to last the life of the vehicle if properly applied to a clean dry surface. (Specific application directions are included on each graphic.) Identification graphics may, however, be removed without harm to vehicle finish using special solvents, if ownership or use of the vehicle is changed.

The signatures for the Department and each Administration have been manufactured in two sizes; the size to be used depends on the size and configuration of the vehicle on which it is to be placed. Signatures are also manufactured in three color configurations: 1) black signature typography with DOT Blue mark, 2) all black signature, and 3) all white signature.

On white vehicles, use a two-color signature with black identification typography and a DOT Blue mark.

On all vehicles not painted bright white as shown in demonstration a on page 6.4, use a black or white signature. The color selected depends on color value—the darkness or lightness of the background on which it is placed. Use the adjacent density scale to determine whether a particular vehicle will use a black or a white signature. If the vehicle is lighter than the 40 percent gray tone shown, the signature color should be black. White signatures should be placed on vehicles darker than 40 percent gray.

The smaller signature is intended for use on cars, vans, pick-ups, and other lightweight vehicles (less than 10,000 pounds GVW). The larger signature should be used on trucks; heavy equipment should use the large signature when large-scale identification is visually more appropriate on the vehicle.

In compliance with Federal Property Management Regulations, a two-line legend, For Official Use Only and U.S. Government, is placed above the signature. This identifier is included in all DOT vehicle graphic identification packages and need not be ordered or applied separately. Markings are made of durable vinyl. They are die-cut and prespaced ready for application when received.

Markings should be placed on a clean, dry surface in accordance with directions pre-printed on the package containing the markings.

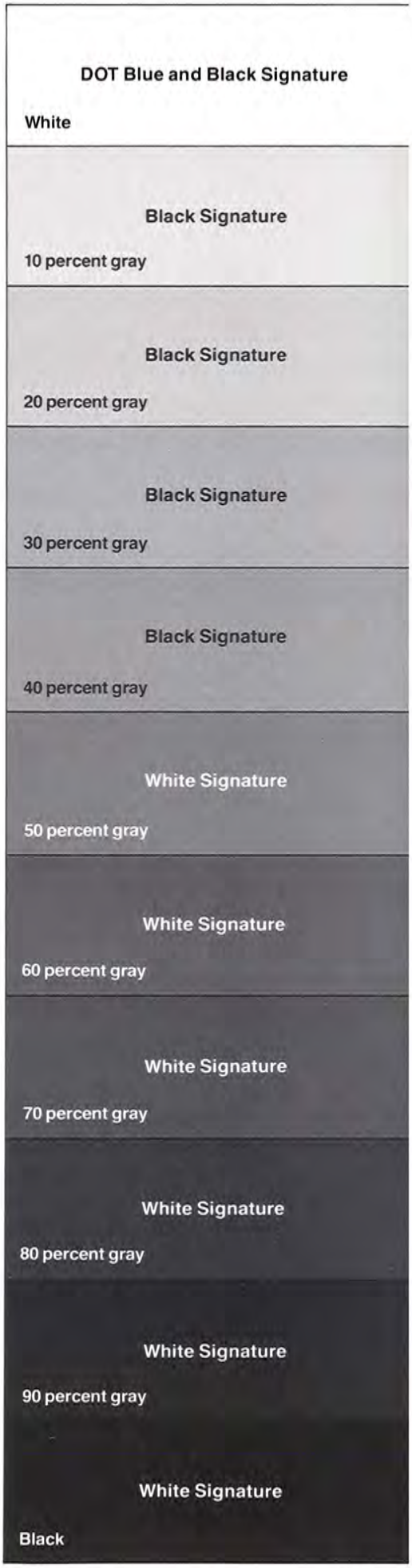
Exact placement is determined by the configuration of the vehicle's door and the location of door handles and mirrors. A general guide is as follows:

Before removing the brown protective liner that exposes the adhesive backing, tape the full marking sheet in place on the white application cover. Marking should be centered on the door. The top of the line stating For Official Use Only should be at least 2" below (but not more than 6" where applicable on large vehicles) the bottom line of the side window frame. Placement on both sides of the vehicle should be the same.

Numbers or other identification elements should not appear on the right or left front door of the vehicle unless prescribed by state law where the vehicle is being used.

No other seals or identification markings are to appear on vehicles except for required weight, fleet identification number, special licenses or permits, or regulated safety markings. If possible, place required ancillary identification markings in an orderly grouping in alignment with an existing automobile body panel or shape.

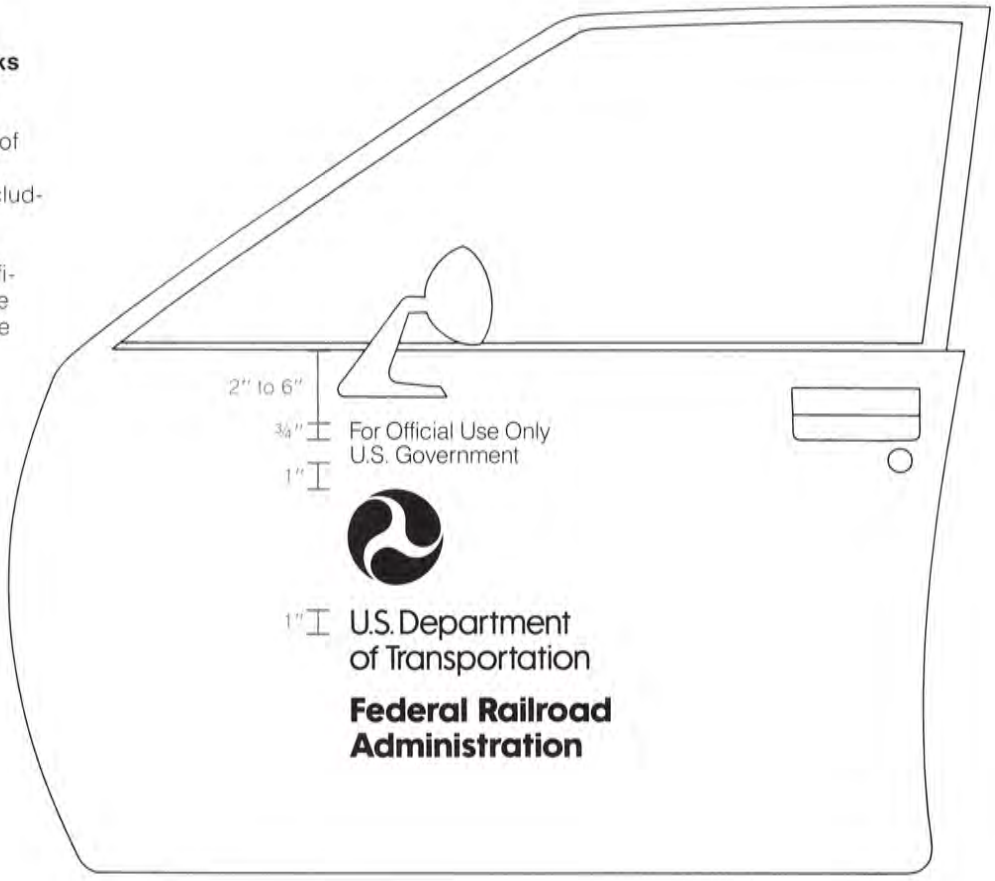
Special applications or uses not covered in this guideline should be referred to the DOT Graphics Coordinator for assistance and review.

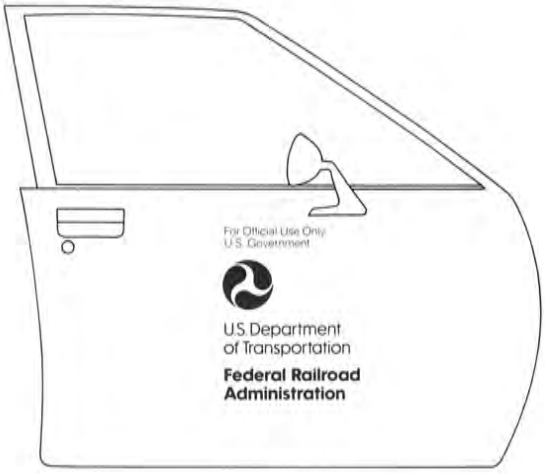


Vehicle Identification Markings Placement Guide for Cars, Vans, Pick-ups and Other Lightweight Trucks

The adjacent diagram is to be used as a specification guide for the placement of the signature on the right and left front doors of all DOT lightweight vehicles including cars, vans, and trucks (less than 10,000 pounds GVW).

For selection of correct color of identification markings, refer to the vehicle tone value scale and use description on page 6.1 of this section.

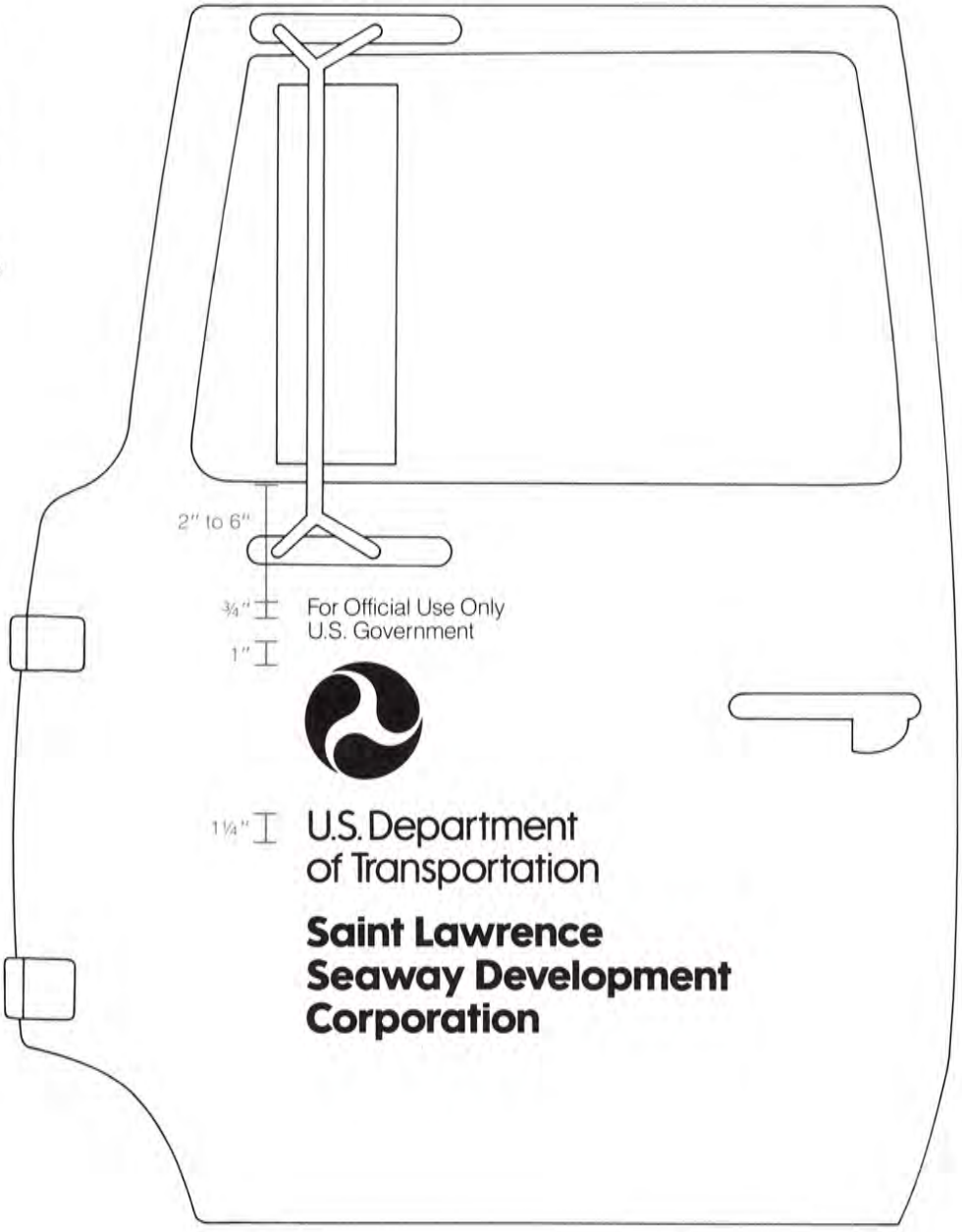


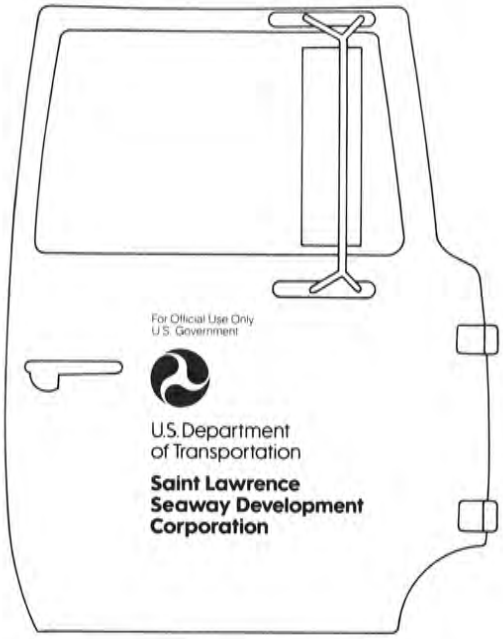


Vehicle Identification Markings Placement Guide for Large Trucks and Heavy Equipment

The adjacent diagram is to be used as a specification guide for the placement of the signature on the right and left front doors of all DOT trucks and heavy equipment.

For selection of correct color of identification markings, refer to the vehicle tone value scale and use description on page 6.1 of this section.





Ground Vehicle Identification

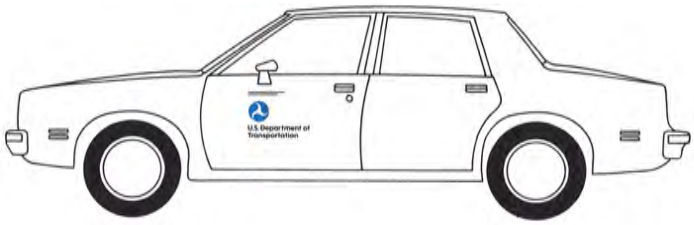
All light-duty passenger cars, vans, and general purpose light-duty trucks should be identified with appropriate Department or Administration signature and the marking required by GSA. The three adjacent examples show the applications of the markings.

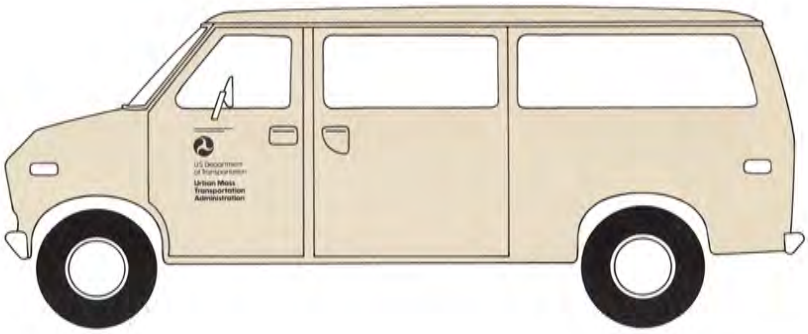
1) The top demonstration shows a white DOT vehicle with two-color signature identification (black type and DOT Blue mark).

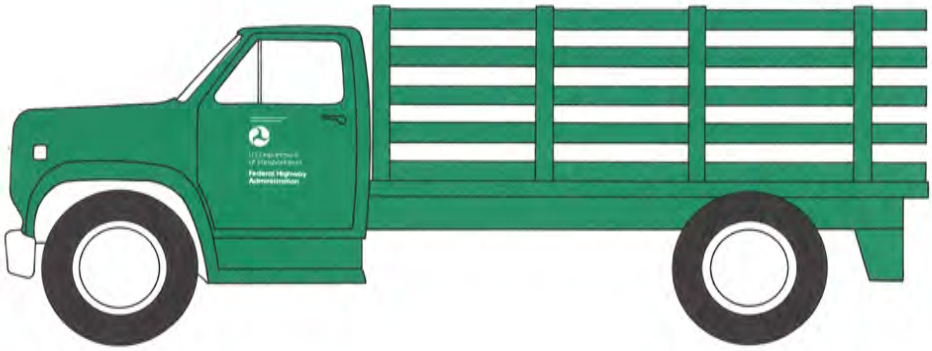
2) The beige van represents a common GSA vehicle of unspecified color. The vehicle tone value is within a tone value range that is less than 40 percent gray. On all vehicles whose color is equivalent to 40 percent gray or lighter, the signature is to be black.

3) The dark green truck is intended to exemplify all dark-color vehicles in the Department's various fleets. On all vehicles that are painted a color that has a tone value darker than 40 percent gray, use a white signature on the front side doors.

Questions concerning appropriate signature color or size should be referred to the DOT Graphics Coordinator for assistance and review.





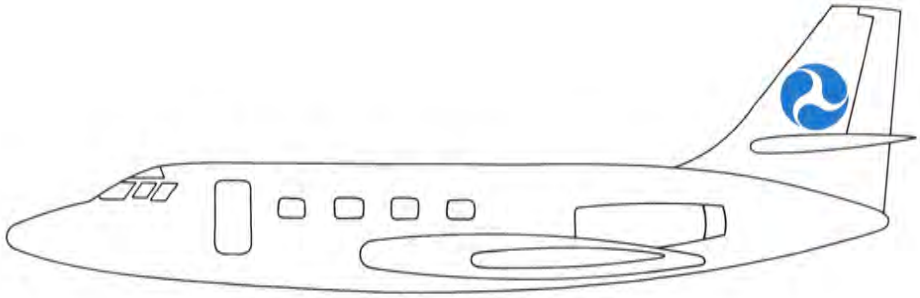


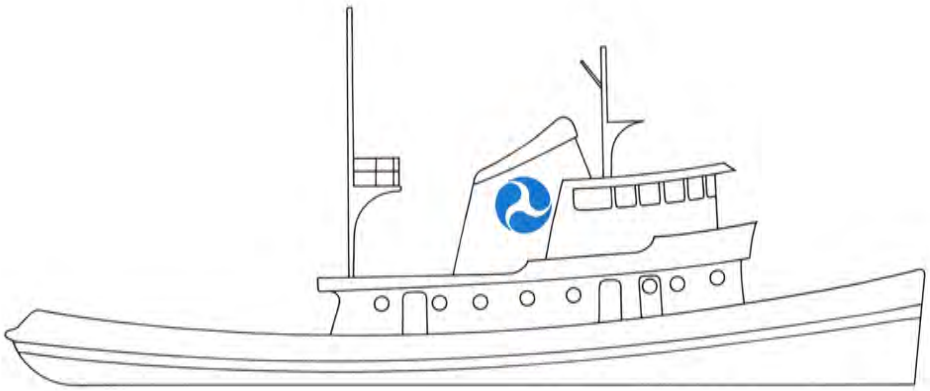
Special-Purpose Vehicle Identification

Large applications of the Department or Administration identification on vehicles may require modification.

Intended as schematic examples only, the examples at the right show the placement of the DOT mark in a predominant position on large special-purpose vehicles. The descriptive identification of the Department and Administration is located on another part of the vehicle, where it is adapted to the unique configuration of that vehicle and positioned for readability. Consistent placement is essential on all vehicles of the same type in the fleet.

The rules governing color, graphic identification, and safety markings for special-purpose vehicles are different from those for passenger and light-duty ground vehicles. Before applying color or identification markings to types of vehicles not included in the ground vehicle section, consult the DOT Graphics Coordinator for advice and assistance.





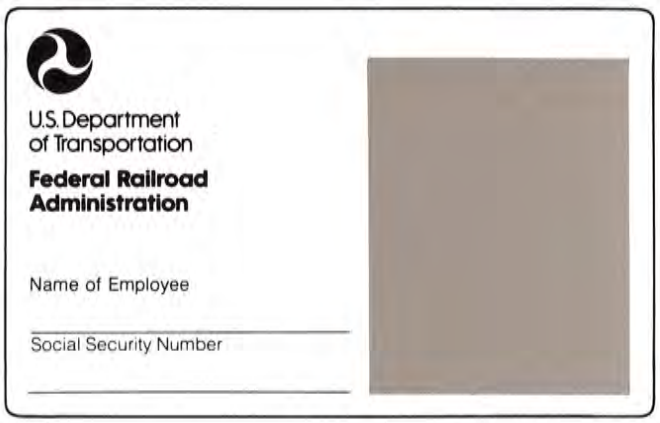
7. MISCELLANEOUS

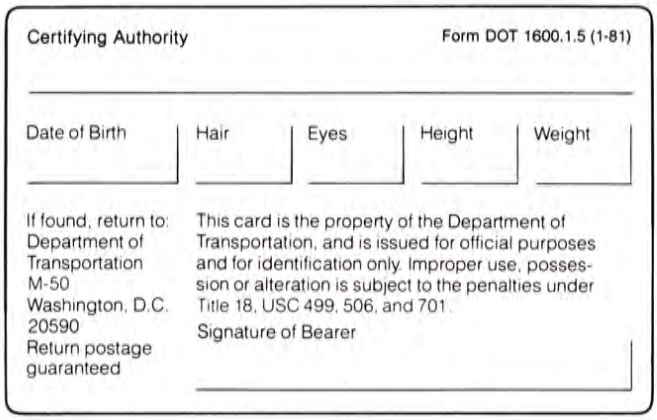
Employee Identification Card

An official employee identification card has been prepared as a part of the DOT Graphic Standards Program. The adopted design will accommodate most all Administration personnel identification needs of this type, although some Administrations may require the inclusion of special safety or security restriction markings on the card.

The official employee identification card is to be prepared and issued only by authorized personnel within the Department.

Consult the DOT Graphics Coordinator for master mechanical reproduction artwork, including necessary revisions as required.





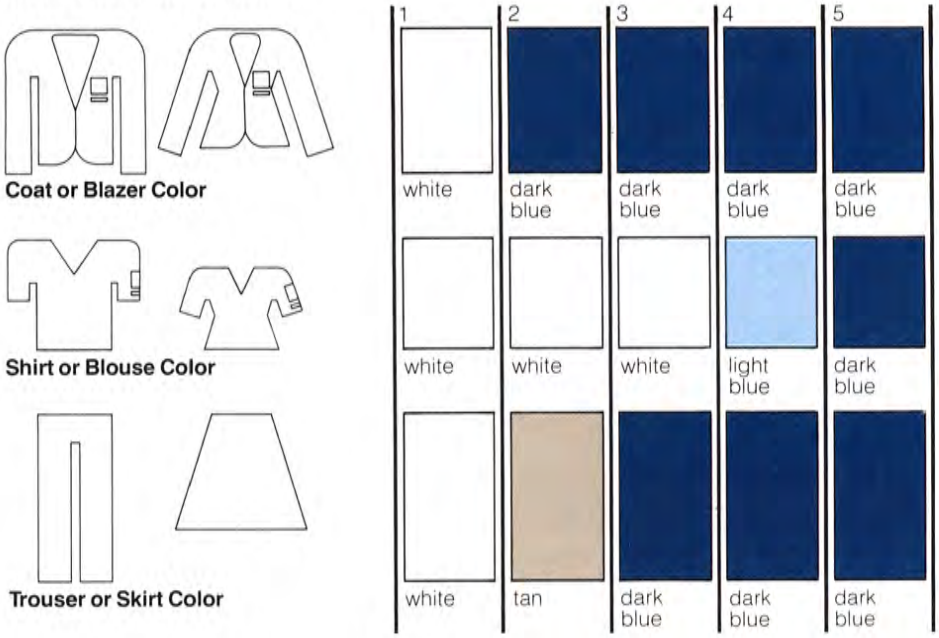
Uniforms

Within the Department (excluding the U.S. Coast Guard), there are staff positions in which employees wear uniforms or uniform identification patches.

Although it is impractical to prescribe complete specifications for all types of uniforms, the adjacent demonstration will serve as a guide. It shows recommended coordinated uniform color combinations. Colors shown are industry standard and will not require custom manufacturing.

Five uniform color combinations are recommended. The top line denotes coat or blazer color; shirt or blouse color is shown on the middle color line; and skirt or trouser colors are displayed on the bottom line of the chart.

Uniform Color Combinations



Uniform Identification Patches

The common graphic identification to be placed on all uniforms should be the DOT Uniform Identification Patch. The patch includes the appropriate Administration signature and a generic description of employee position or service rendered. Where required, supervisory or senior rank personnel shall be identified with an additional patch denoting position, as shown.

Identification patches are manufactured using white cloth backing. The signature and border are embroidered in DOT Blue colored thread. Service identification is to be embroidered in black thread.

The patch is 3½" square, with an 11-point horizontal version of the appropriate signature in the upper left corner, aligned to margins noted in the diagram to the right.

Employee position or generic service identification should be set in 32-point upper and lower case TransBold type and, placed flush to the left as noted on the adjacent demonstration.

Only full-size, first-generation reproduction artwork should be used for manufacturing patches.

Horizontal versions of Administration signatures and DOT Blue color swatch for thread match should be clipped from reproduction art sections of this manual.

No other patches, labels, or pins should be placed on uniforms unless required by security or safety rules.

Contact the DOT Graphics Coordinator for advice and counsel on the use, preparations for manufacturing, or other questions related to employee patches or uniforms.

Audiovisual Materials

Audiovisual materials are used throughout DOT for instructional presentations, briefings, exhibits, and consumer and public affairs information and education programs. These materials include opaque projector/view graphs, slides—35mm and super slides, motion pictures, and video tapes. As part of the DOT Graphic Standards Program, the Department or appropriate Administration signature should be used in the end title or credit title of any audiovisual material prepared or produced by the Department.

The large diagram on the right shows the perimeter formats for the above listed types of audiovisual materials.

The three adjacent demonstrations show different uses of the signature on end title and credit frames. Each demonstration uses a three-column grid format.

1)This large demonstration shows the appropriate Administration signature with credit caption typography.

2) In this demonstration, the production title and credit information are combined with the signature placed on a horizontal alignment with appropriately sized title typography.

3) The Department signature is used in this end title slide. Note grid alignment marks for layout.

The following guidelines should be followed when preparing credit and end titles:

—Do not make signature or caption typography overly large. Remember, the image will be greatly amplified when projected on a large screen.

—All typography should be set flush left, ragged right upper and lower case.

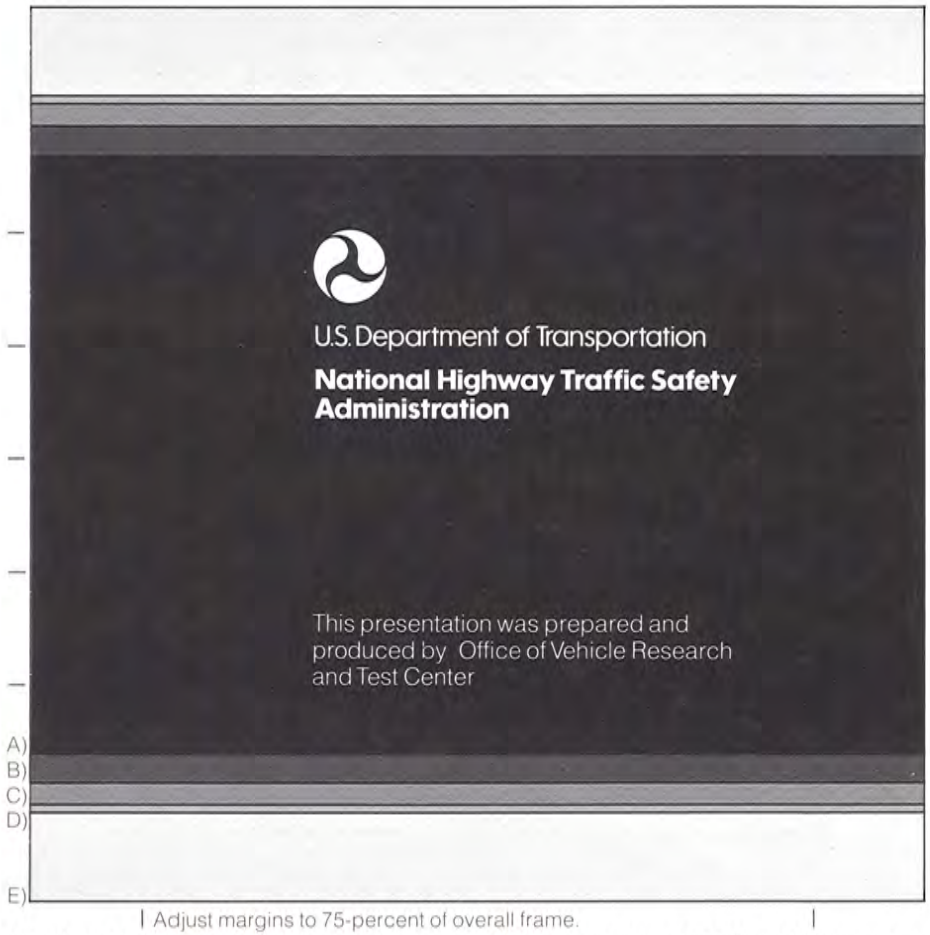
—Use the recommended alphabets for titles and credit graphics. Limit the number of type sizes used. Keep title credit slides as simple as possible. Omit all unnecessary graphic elements or devices.

—In presentations that are predominantly typeset copy, the adopted grid and selected type sizes should be maintained throughout.

—Maintain a consistent border around message area (approximately 25 percent of each dimension) for projector, screen, or mounting cut-off.

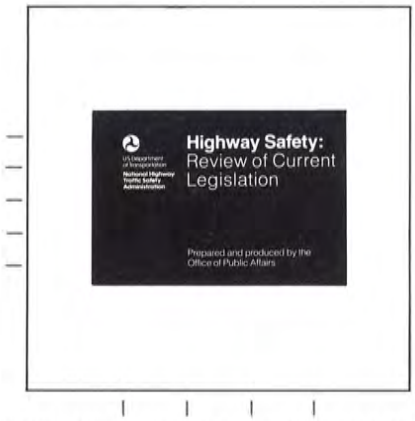
—As shown in the adjacent demonstrations, audiovisual materials frequently use drop-out or reversal technique for heightened impact in presentation. When using color in your presentation, refer to color standards, section 1.5 of this manual.

Refer to DOT Public Affairs Management Manual on use and preparation of audiovisual materials. Contact the DOT Graphics Coordinator for advice and counsel on the use of signature in audiovisual graphics.



1) End credit with Administration signature shown on 35mm slide format.

A) 35mm slide format (.66/1), B) Motion picture format (.73/1), C) View graph/opaque projector format (.79/1), D) Television/video format (.80/1), E) Super-slide format (1/1).



2) Title, Administration signature, and credit line in frame of a 35mm slide.

3) End credit with Department signature in frame of a super-slide.

8. REPRO ART

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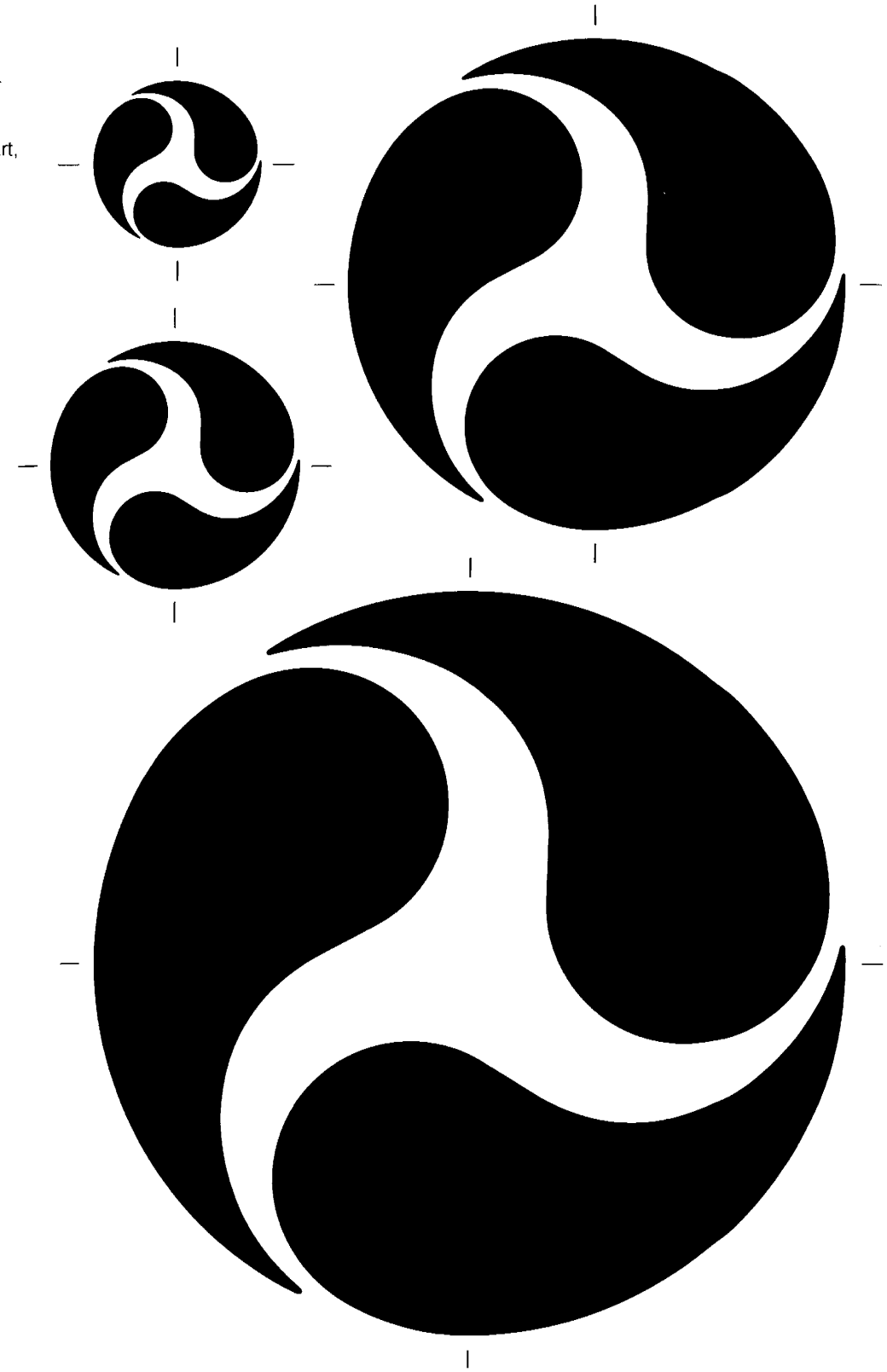

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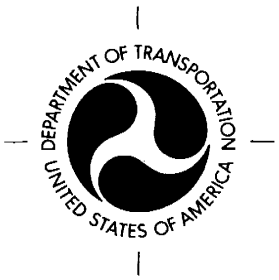

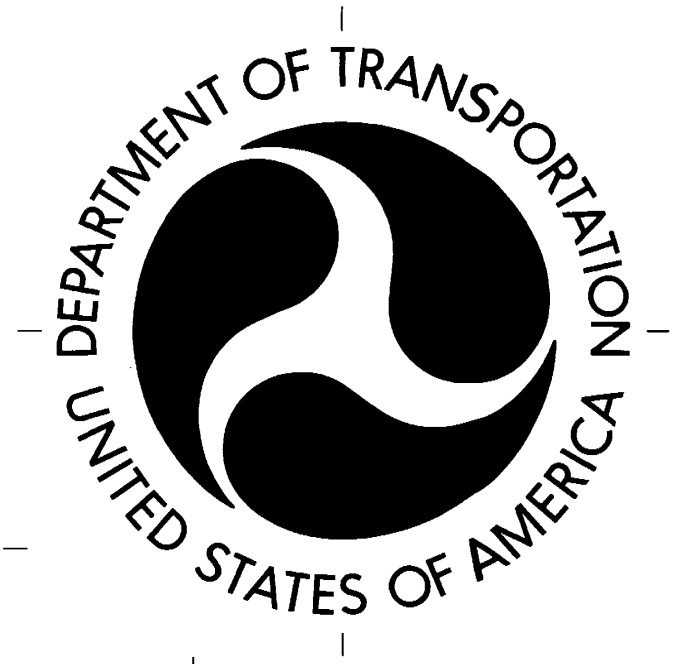

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DOT Blue: Color Swatch

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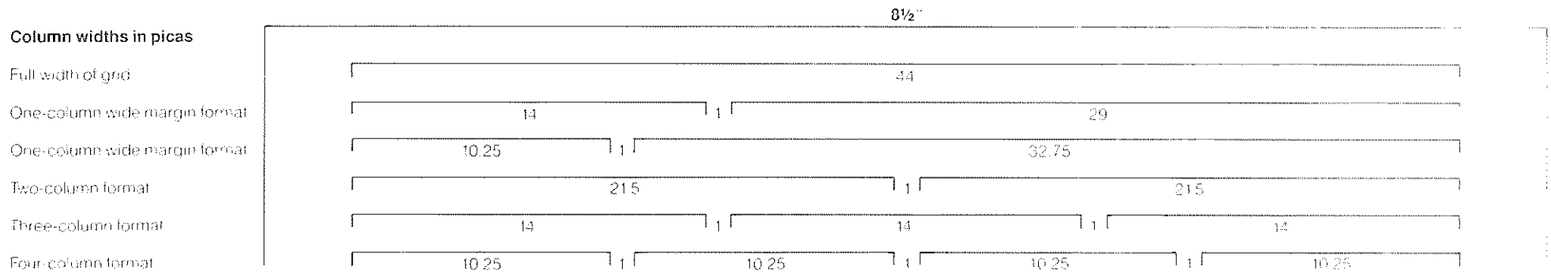
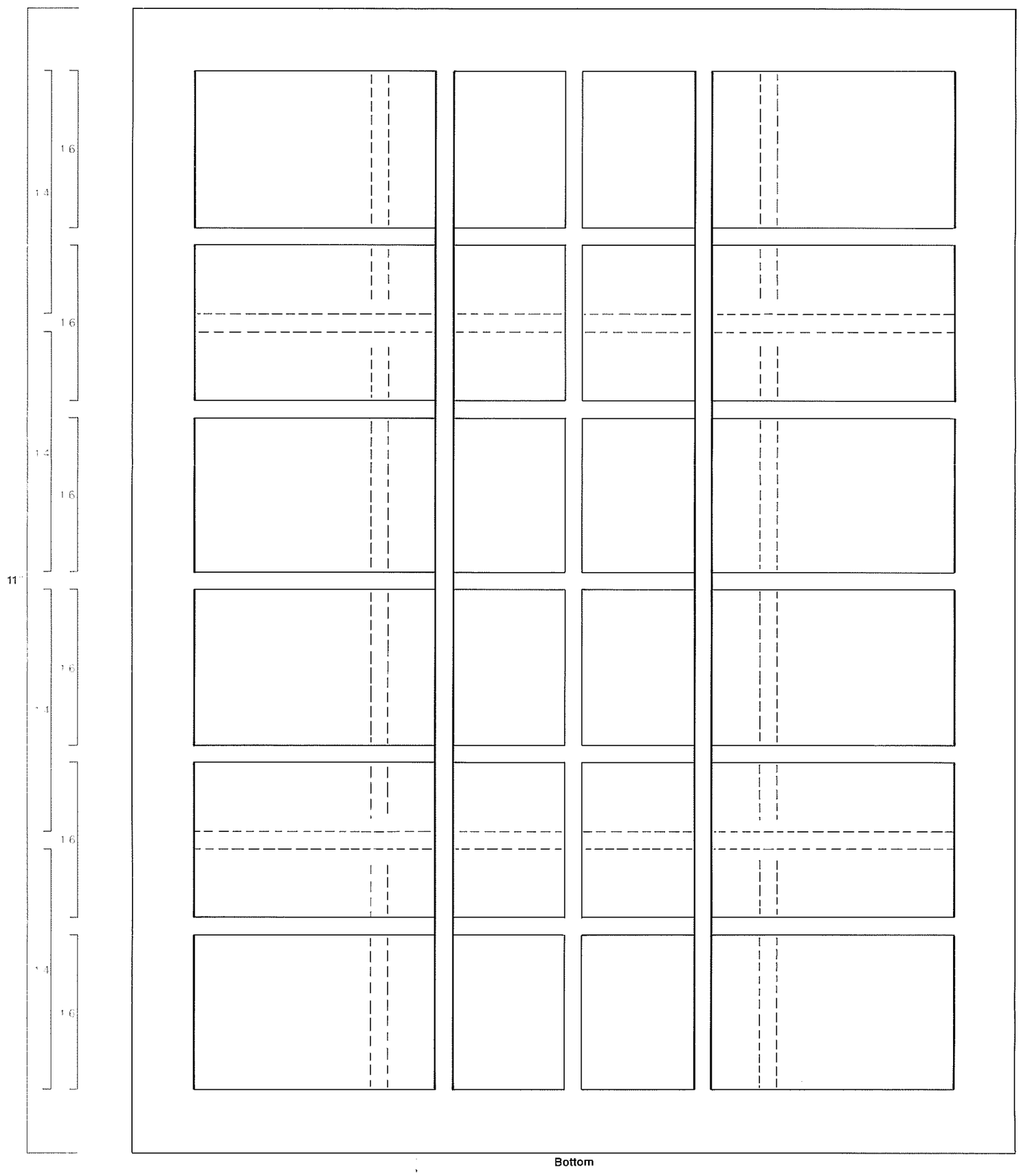
9. FORMAT AIDS

Grid A—8½″ x 11″ Large Publication Format

Grid A 8½″ x 11″ Large Publication Format



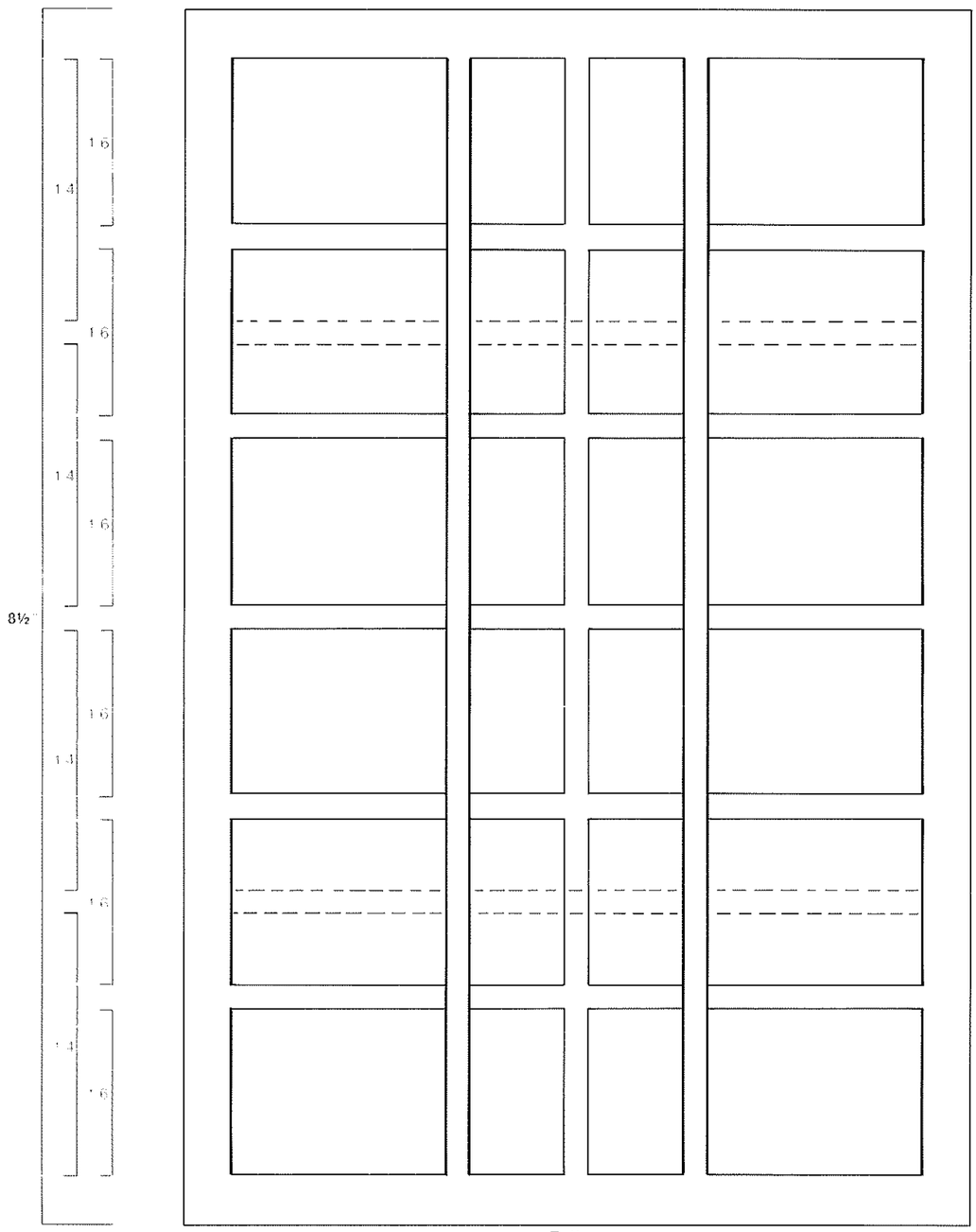


Grid B—5½″ x 8½″ Half Size Format

Grid B 5½″ x 8½″ Half Size Format

Column widths in picas

Full width of grid	29						
Wide margin format	9	1	19				
Two-column format	14	1	14				
Three-column format	9	1	9	1	9		

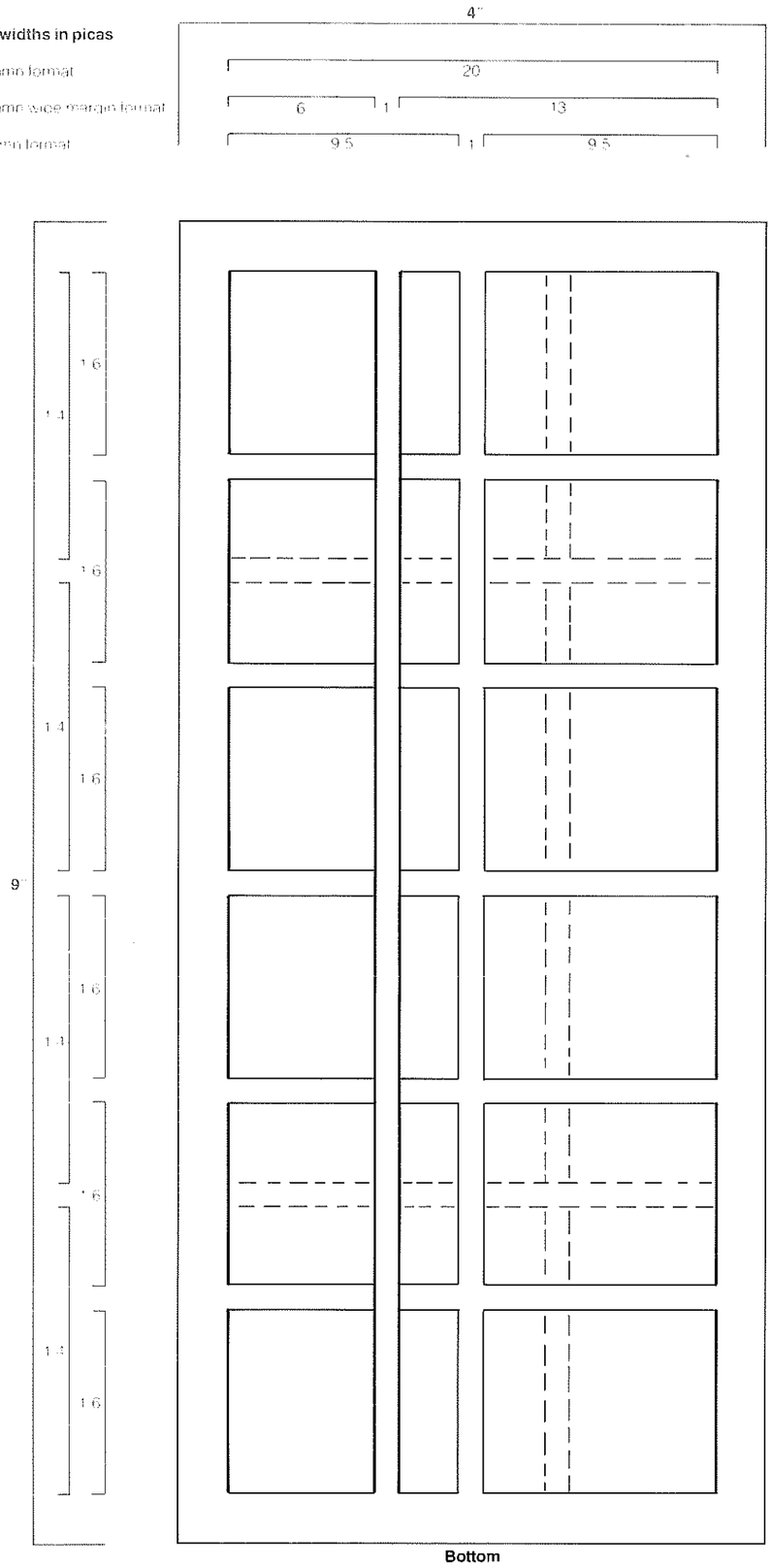


Grid C—4″ x 9″ Pamphlet Format

Grid C 4″ x 9″ Pamphlet Format

Column widths in picas

One-column format	20		
One-column wide margin format	6	1	13
Two-column format	9.5	1	9.5

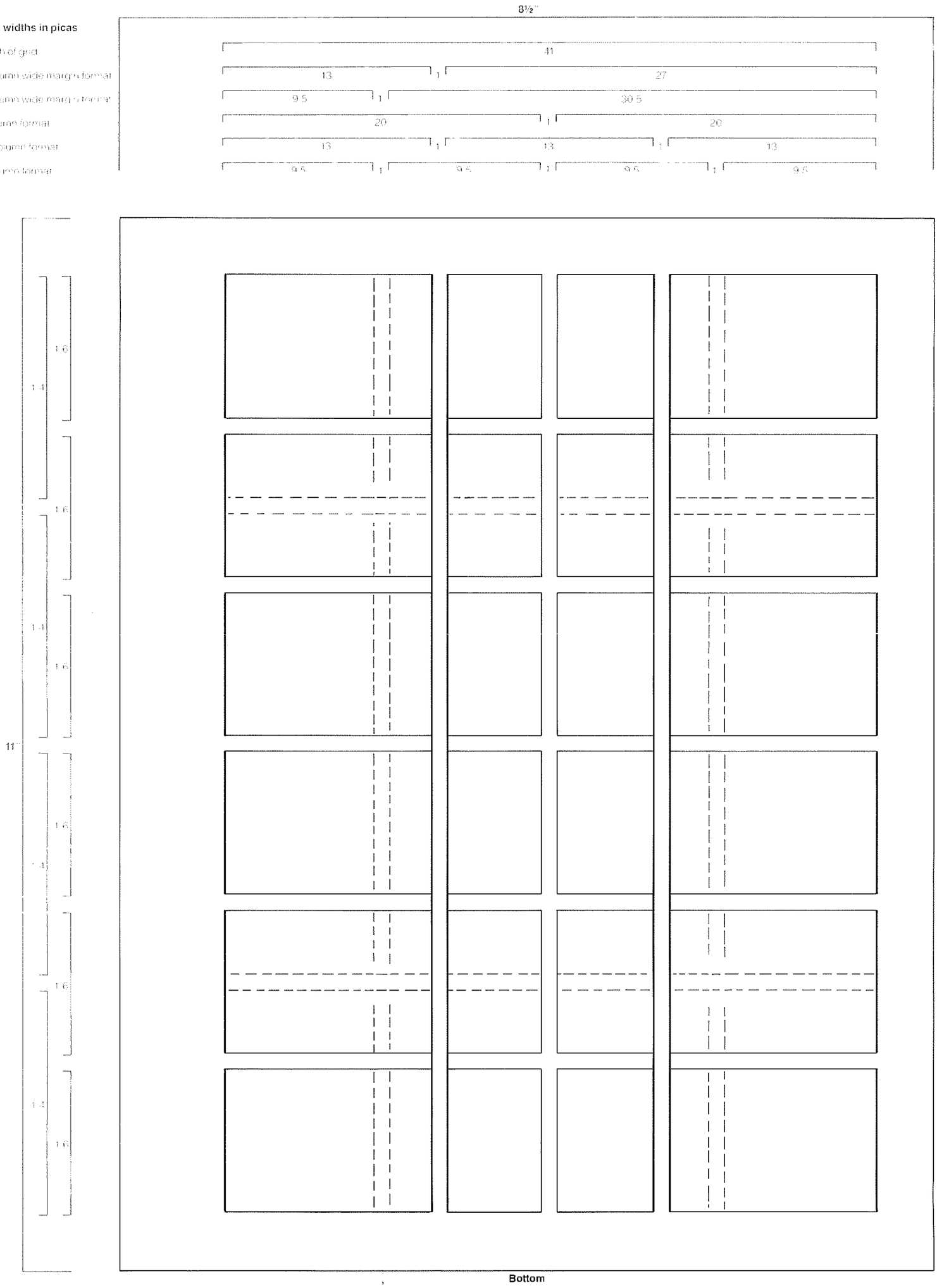


Grid D—8½″ x 11″ Technical Publication Format

Grid D 8½″ x 11″ Technical Publication Format

Column widths in picas

Full width of grid	41						
One-column wide margin format	13	1	27				
One-column wide margin format	9.5	1	30.5				
Two-column format	20	1	20				
Three-column format	13	1	13	1	13		
Four-column format	9.5	1	9.5	1	9.5	1	9.5



10. COAST GUARD GUIDELINES

Stationery

Standard 8½" x 11" stationery incorporates the Coast Guard Signature/Mark and is reproduced in black.

Note that the Signature/Mark is used here replacing the official Coast Guard seal (which should be retained for more formal use).

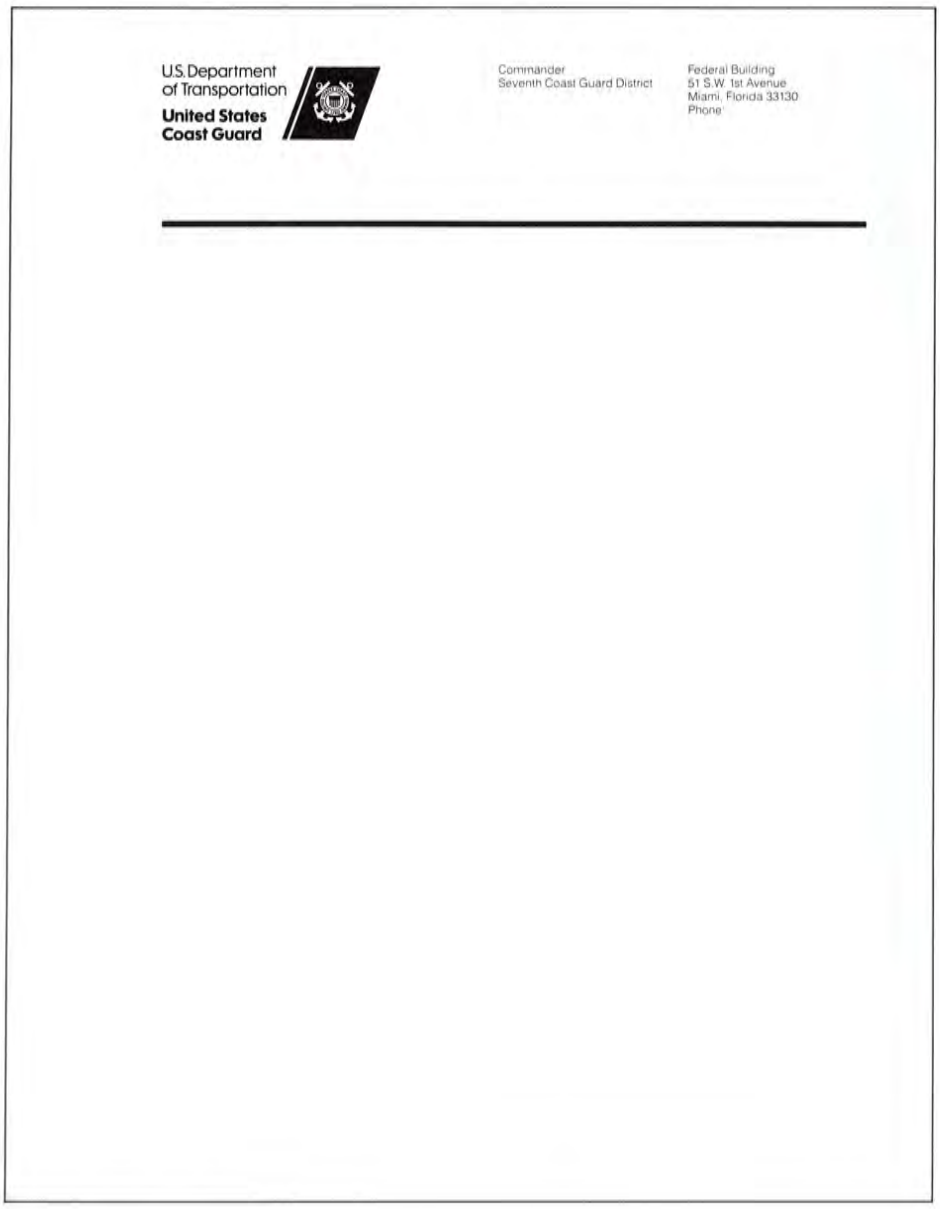
Many of the basic principles of the DOT stationery system are employed in order to add continuity and cohesion to the total program. The address and other auxiliary copy is consistent in typeface, and placement. Refer to page 2.1 of the DOT manual for general guidance on style and structure.

A four-point rule has been added to the upper portion of the letterhead. This rule adds strength to the page and also serves as basic structure when the letterhead is applied to other functions. One demonstration can be found on page 10.5 of this section.

12 point Signature positioned ½" from top edge of letterhead to top of the Signature/Mark.

Auxiliary copy should be set 8/9 point Helvetica Light, upper and lower case flush left.

4 point rule set 40 picas in length and positioned 2" from top edge of letterhead to rule.



Envelopes and Business Card

Envelopes are fashioned with the same guiding principles as applied to all DOT Administrations. Since postal regulations do not allow for symbols, marks, or seals, the Coast Guard signature is employed in combination with the postal indicia developed and approved in the Department's system.

1) The No. 10 envelope is designed to be complementary to the 8½" x 11" stationery and should print on bright white bond to match the letterhead.

2) The larger mailing envelopes employ the same elements as the No. 10. The size of signature is larger, however, and is proportionate to the larger overall scale of the envelope.

3) The business card is designed to accommodate the Signature/Mark as well as a substantial amount of information. Any marginal items, however, should be left off the business card due to space limitations.

Figure 1

11 point Signature

Auxiliary copy should be set 7/8 point Helvetica Light, upper and lower case flush left.

Figure 2

12 point Signature

Auxiliary copy should be set 8/9 point Helvetica Light, upper and lower case flush left.

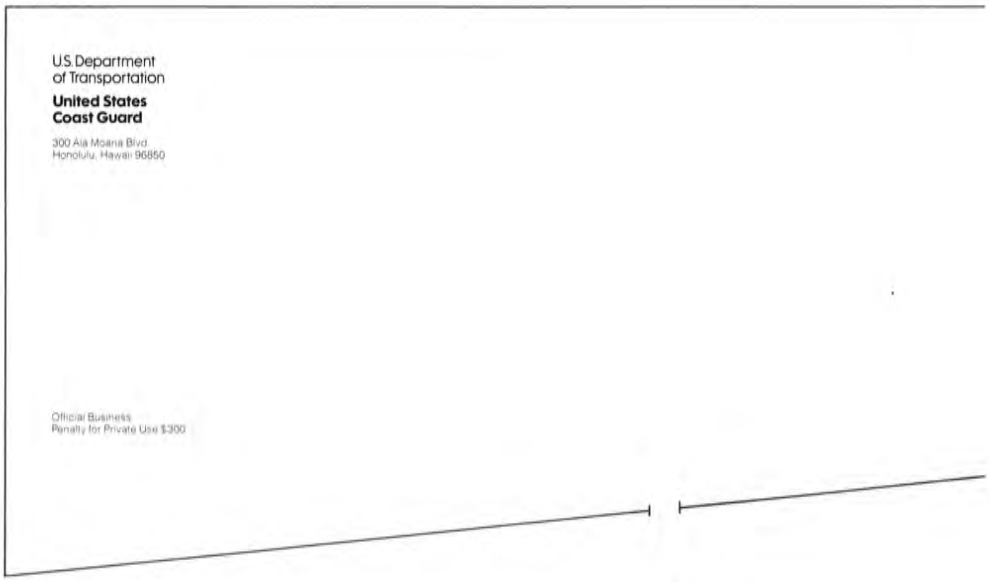


Figure 3

8 point Signature/Mark

Name should be set 8 point Helvetica Regular. Auxiliary copy should be set 7/8 point Helvetica Light, upper and lower case flush left.

Typographic Masthead Format

The 8½" x 11" letterhead format has been extended to include various kinds of internal communication functions.

Proportions and placement of all elements remain the same but the code matrix has been added across the bottom. The typeface which surrounds the matrix is the same as appears on the address at the top of the page. As is true of all Department stationery, the typeface is Helvetica Light and is set in upper and lower case.

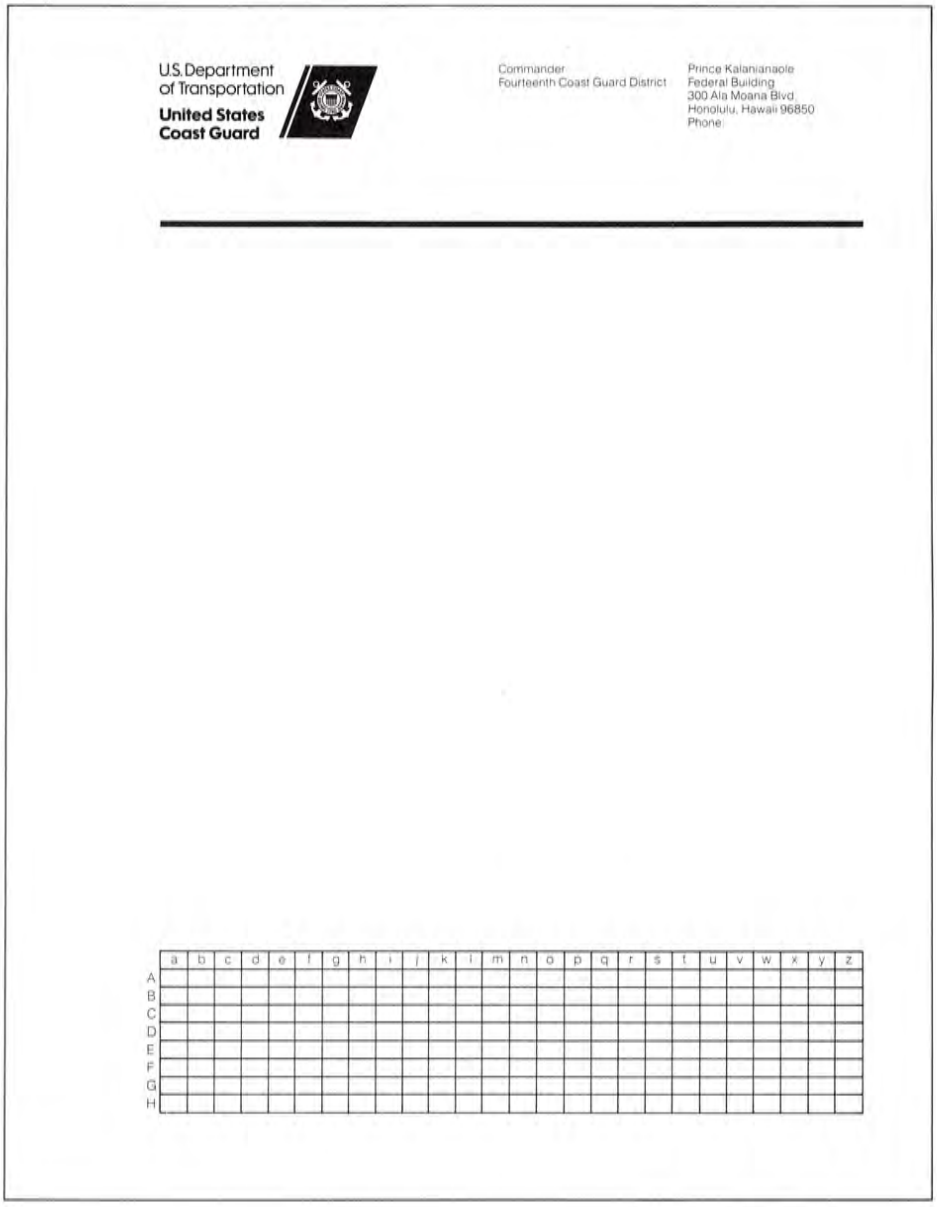
Printing should be black ink on white bond paper.

12 point Signature positioned ½" from top edge of letterhead to top of the Signature/Mark.

Auxiliary copy should be set 8/9 point Helvetica Light, upper and lower case flush left.

4 point rule set 40 picas in length and positioned 2" from top edge of letterhead to rule.

Matrix copy should be set 8 point Helvetica Light

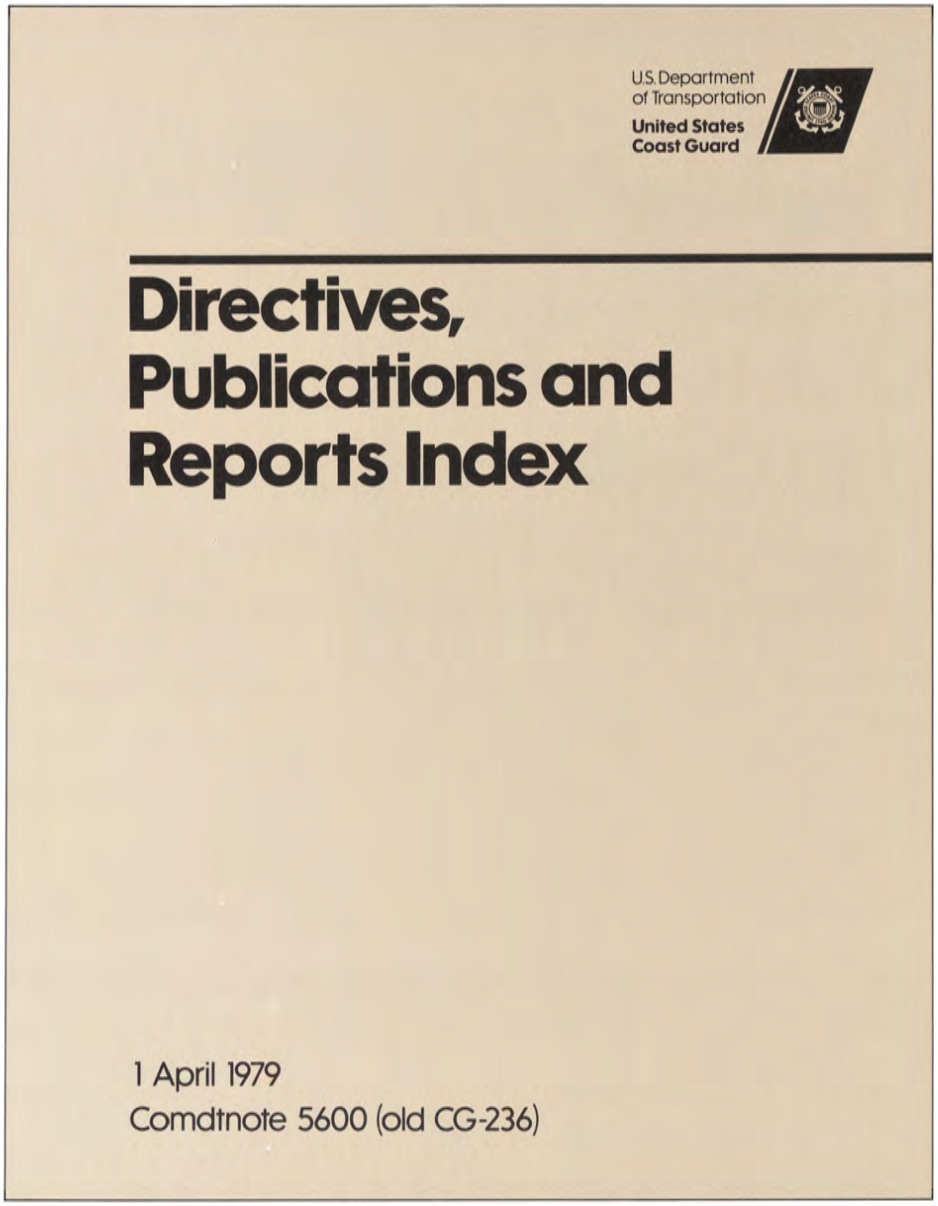


Internal Report Cover

Coast Guard covers must be customized due to the special requirements of applying the Signature/Mark. These covers, at the same time, are very much in harmony with the cover guidelines set forth in the DOT Manual. The basic grids for the preparation of Coast Guard covers can be found in the grid section of the manual and are important tools for the design of cover and interior formats.

Shown below is an example of a basic, functional 8½" x 11" cover design which is solved with a minimum of elements. The title is sized so as to dominate the cover and communicate quickly. The Mark is positioned to counter the title and to create movement on the page. Other information, such as point of origin or catalog numbers, sets smaller and is placed for maximum legibility and easy access.

This design is meant to be produced in multiples for a variety of uses and prints in black ink on colored stock. The background colors should be confined to midtone earth colors. Dark colors such as forest green or navy blue should be avoided as they lack sufficient contrast to black type.



Because the Signature/Mark is a dynamic, moving form, it requires a space of its own. It should not be crowded or forced into competition with other elements. It is most effective when placed in the upper right corner of publication covers as shown on following pages.

The demonstrations below illustrate how the Signature/Mark should relate to headlines and other typography.

1) This example shows how a headline set in 36-point Bold type, upper and lower case, works in tandem with the Mark. The height of the lower case letters in the headlines is equal to the height of the Mark, thus creating a strong unity.

2) For typographic covers where larger titles are required, it is advisable to separate the elements for the greatest flexibility. The heading, shown here in 64-point Bold type, can now afford to be any length or composition of words. Note that the Mark is still positioned in the upper right corner for maximum display.

Figure 1

Headline goes here

U.S. Department of Transportation
United States Coast Guard

Figure 2

First Coast Guard District

U.S. Department of Transportation
United States Coast Guard

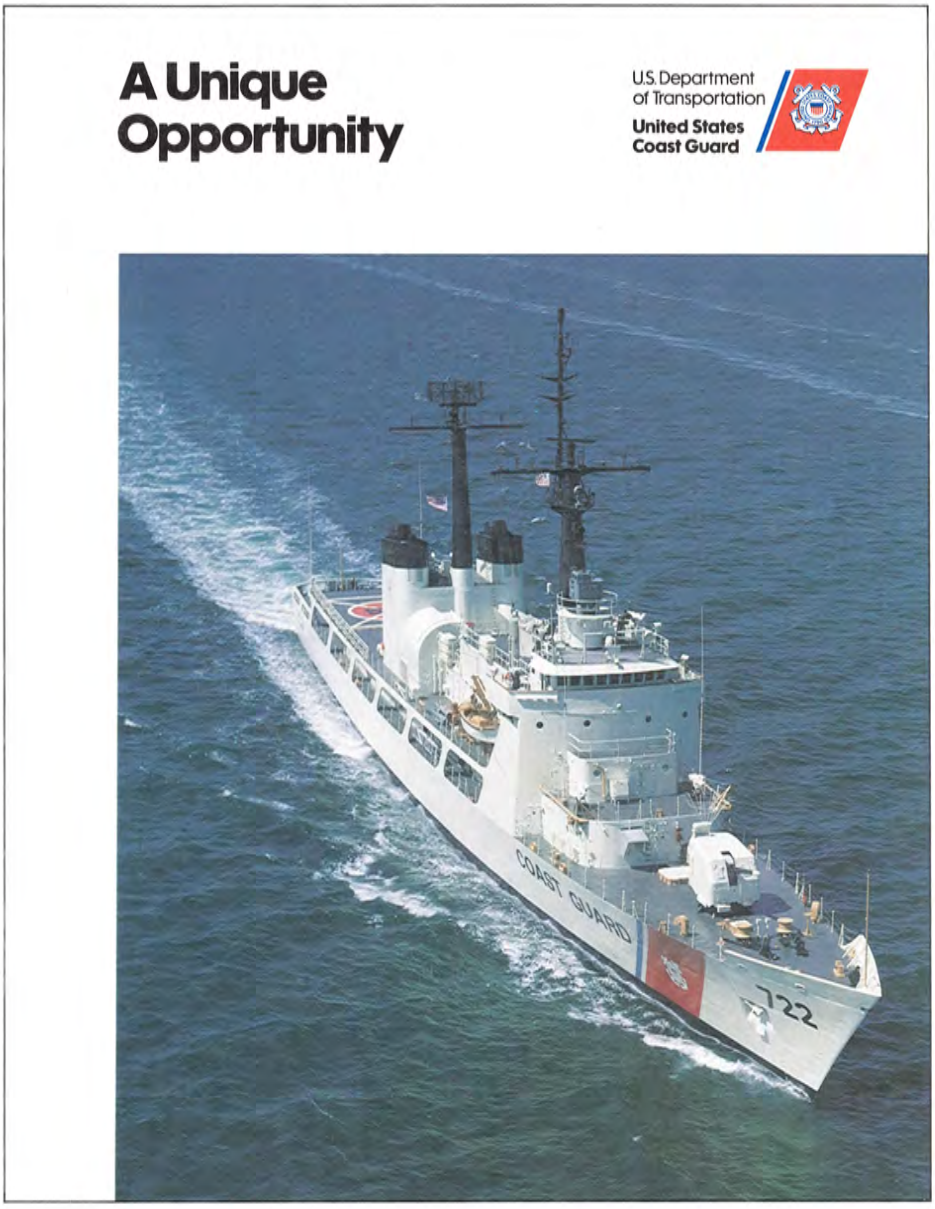
Headline goes here

External Publication Cover

Publications which serve a recruiting function or some other public use can employ four-color printing in an effective way. The cover below demonstrates the use of a full-color photograph in combination with the Signature-mark and brochure title.

Note that the same basic structure is employed as in the report cover. The area given to the photograph is roughly equivalent to that of the title on the other cover design. Here again you will see one variation of the basic 8½" x 11" grid at work. The cover can and should relate very directly to the cover design itself. For more detailed information and guidance, check the publications section of the manual.

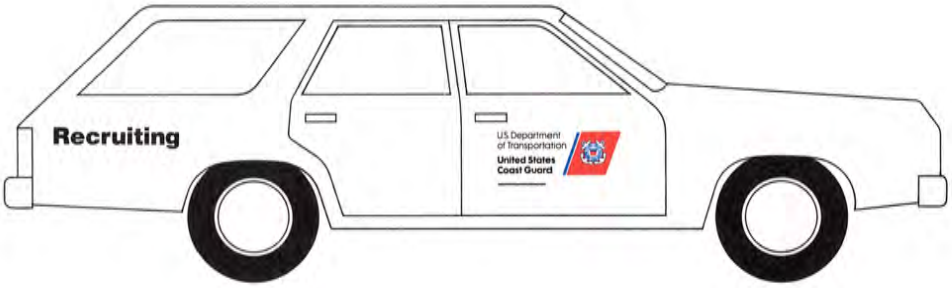
The Coast Guard Mark is used per example 1 of the Signature Use Guide found on page 10.6. The color treatment on the Mark gives additional vitality to the page while creating strong ownership and identity.

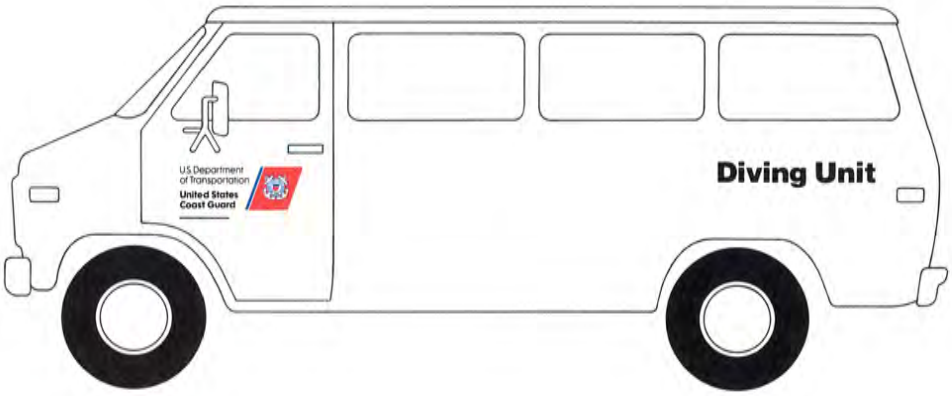


Ground Vehicles

Vehicles of various sizes, shapes, and functions make up the Coast Guard fleet. The objective of the graphics program is to simplify and streamline so that the end product communicates quickly.

Toward this objective, it is recommended that the basic Signature/Mark be kept intact and used on both sides and rear of the vehicles. Any special designation such as "Recruiting" should be placed separate from the Mark itself, but in horizontal alignment with "United States Coast Guard". No attempt should be made to put "Recruiting" or other information such as phone numbers, on the back of the vehicle.





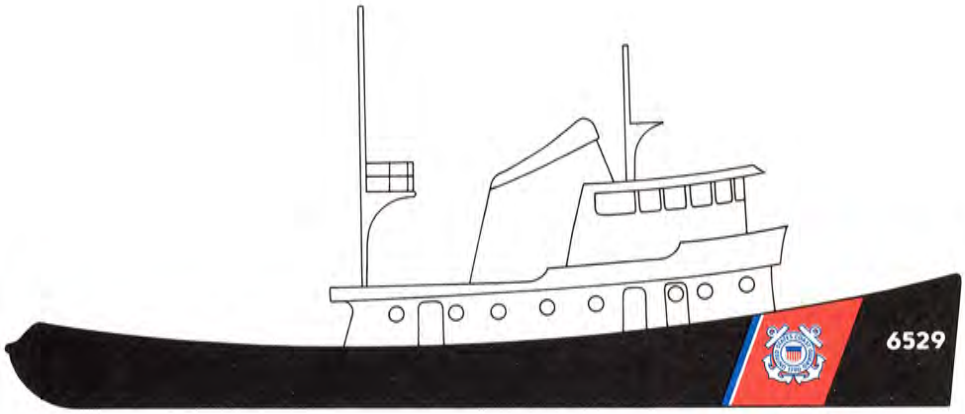
The line below the Signature indicates: For Official Use Only, to be set ¾" cap height in Helvetica Regular.

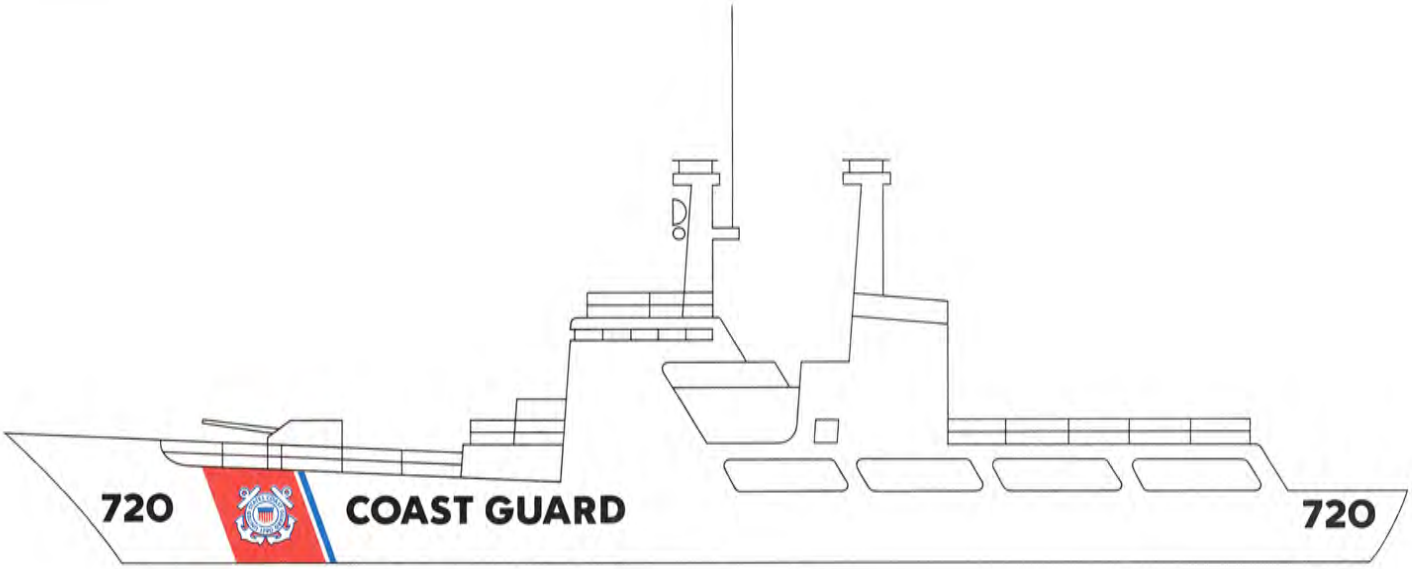
The application of the Mark to the ships and boats remains basically unchanged from previous Coast Guard style.

It is recommended, however, that when the stripe becomes elongated (due to a very deep hull), the emblem should be positioned at the top of the stripe. The emblem should have the same relationship to the top of the stripe as appears on page 10.1 of this section. Any additional depth should then be added to the bottom of the stripe. This will enhance the feeling that the ship is moving forward.

The words "Coast Guard" should appear as in previous style but should be set in all caps in the bold weight type of the DOT program.

Black hulls and white hulls will still conform to the previous Coast Guard style.





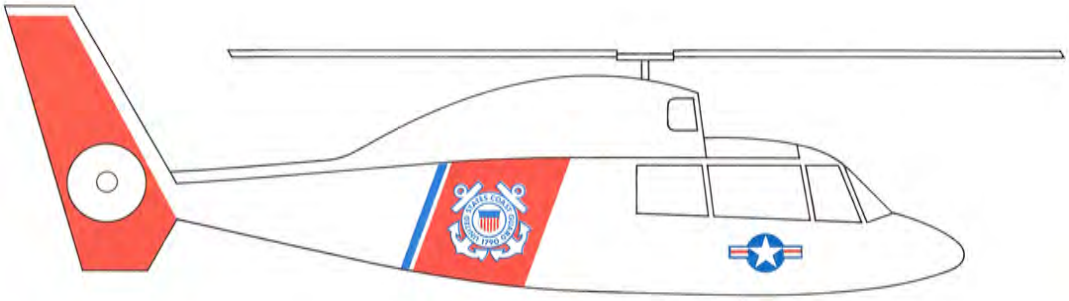
Aircraft

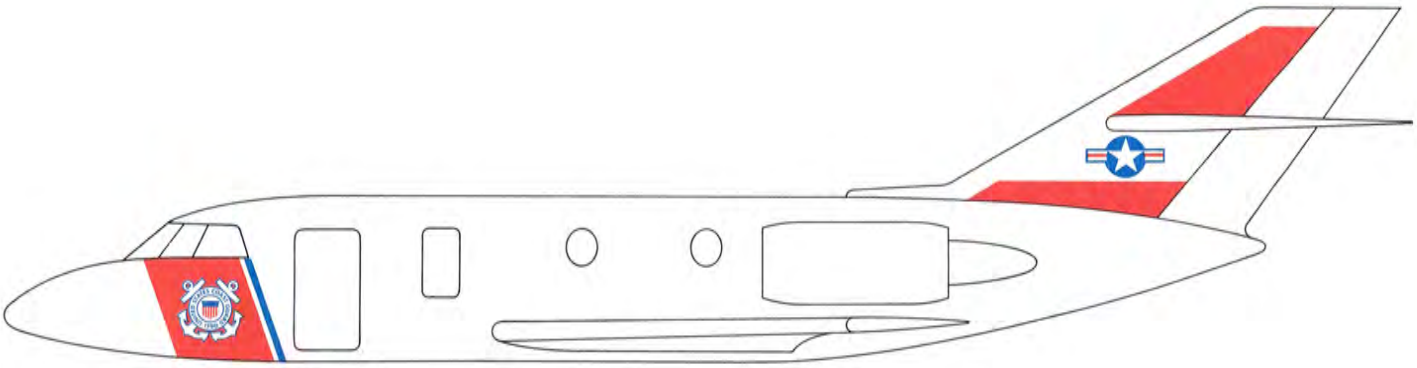
As in the case of vessels and boats, the aircraft will conform to previous Coast Guard style.

Once again the reasons for painting a plane black or another color is unchanged.

The typography used for the words "Coast Guard" should be set all caps and in the bold weight type of the DOT program.

Note that the placement of the Mark is based on available space and where it is afforded maximum visibility. The placement will vary on aircraft of various sizes, shapes, and functions.





Signage

Signage for the Coast Guard is relatively uncomplicated, which makes it possible to have a very simple and efficient system.

For purposes of quick communication, the conventional signature has been adjusted for signage. This has been done in order that the essential message "United States Coast Guard" will dominate. The Department linkage is somewhat smaller, as is the specific name of the installation.

1) This is an example of a sign mounted on the side of a building or structure. It is meant to be proportioned to meet necessary requirements.

2) This represents a typical site sign and should be standard in its proportion.

For other internal-directional signs, the guidelines set forth on page 5.3 of the DOT manual are recommended. These employ the Bold type of the program but do not use other marks or embellishments.

Figure 1

Figure 2