



GRAPHIC BRAND STANDARD & STYLE GUIDE

WSDOT'S VISUAL IDENTITY

APRIL 2020

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GRAPHIC COMMUNICATION

Contact [WSDOT Graphics](#) for guidance or assistance.

Communication and community engagement planning takes time and effort; the more time you spend up front on your plan, the more effective you will be in reaching your goal. As soon as your organization or project team starts planning objectives and activities, you should also begin planning ways to communicate them.

Why do I need graphic design?

Communicate your message clearly and consistently

Graphic design plays an important role in everyday decision making, that is why an ongoing graphic design program is an important part of a good communications strategy. Such a program, guides the look of everything from the agency logo to print materials, signage, exhibits and presentation materials, it promotes a clear, consistent image for WSDOT and your project.

Graphic design is a creative process – most often involving a client and a designer who work collaboratively to create a product that will convey a specific message (or messages) to a targeted audience. Often referred to as Visual Communication or Communication Design, various methods are used to create and combine words, symbols, and images to create a visual representation of ideas and messages.

Your designer may use typography, visual arts and page layout techniques to produce the desired final result. A design product would include the WSDOT logo, other illustrations, infographics or artwork, organized text and design elements such as shapes and color. Each element serves to unify the piece, (or multiple products), ensure readability and support the WSDOT brand. Composition is one of the most important features of graphic design, especially when using pre-existing materials or diverse elements.

WSDOT's graphic professionals are on staff to assist in the creation of products that are agency branded, conform to ADA and Title VI standards and present a professional public facing presence. They understand the importance of good design that will attract attention, support the key message(s) and yet is easy for the public to read and digest.

WSDOT brand

WSDOT's visual brand -- from logo usage, to color theory, to how we build charts, maps and other graphics -- is absolutely critical to delivering information to the public. This is important for both print and electronic design products.

It is important to maintain consistency in WSDOT messaging and graphic design to ensure readers recognize WSDOT products, which reinforce our OneDOT brand.

Our products should reflect the basic concepts of project delivery and accountability – the basic tenets of the open communications for which we strive with the traveling public. Graphic products should relate this straightforward approach and be designed with this in mind.

Planning your project

Establish your goals

Whether you're working on a large or small project, start by defining project goals, audience and WSDOT's position/perspective on the subject. If there are others who will be involved in the approval process, be sure their input is included in the planning stage; hearing new criteria from different sources during or after the design and presentation stage is inefficient and costly. Make sure everyone has a clear understanding of the project's purpose and function.

To help guide your team's goal-setting process, consider the following points to refine your team's goal for the graphic project:

Text should be written in clear, concise language and be visually easy to read. It should contain common words, rather than jargon, acronyms or unnecessary legal language. You will do this if you...

- Stay on message
- Reinforce our agency's OneDOT brand
- Write short sections and limit paragraphs to one issue
- Use declarative headings
- Use short sentences
- Use an appropriate tone
- Use the active voice
- Avoid words that confuse readers
- Use vertical lists

Graphics should...

- Relate information clearly and accurately.
- Portray information efficiently
- Be consistent in how we display information.
- Efficiently portray information.
- Include necessary elements so readers can fully comprehend data or other information (legends, captions, data references).

Explore design options

Your designer will research the problem and conduct a broad exploration of ideas and design approaches. Through this visual brain-storming, the designer will come up with one or more graphic design solutions.

Design development, presentation and go-ahead

After identifying the design direction that most accurately fit your needs, WSDOT designers will develop the preliminary composition into final art. A final presentation will be made to key persons within your organization and final input or design adjustments can be implemented at that time. After a consensus is reached, the designer is given the final go-ahead and sign off to complete the finished project.

Implementation

The designer finalizes the selected design, then directs and coordinates all production activity including providing final art to the printer or other process. The designer supervises the project through each stage of production to ensure its success. Art intended for electronic transmission will be packaged in the proper format for the desired distribution method.

Follow up

This is an important and all-too-often forgotten phase of a project. After the project is completed, find out what results the piece achieved. Did it accomplish its goal? How was it received? What would you do differently next time? What would you do the same? Always learn from your last job and share the outcome with your designer.

Maintain an on-going relationship with your designer

Most companies find it's both cost- and time-effective to develop continuing relationships with one or more designers who you have worked with in the past. In this way, both the client and designer have a good idea of what to expect of each other in the future. Working with a designer who is already familiar with past graphic products and goals, can be more responsive to your immediate and future needs.

Maximize your budget and results

Consult with the Graphic Communications office for your graphic needs early in the planning stages. They can design professional products that will meet agency standards and help you avoid common pitfalls and costly mistakes. They are available to guide and review consultant work to ensure it meets agency standards and guidelines.

Be open to suggestions; encourage creative input. Your designer can often suggest fresh approaches and money-saving solutions.

Reaping the rewards

Good design can – and should – happen at all levels of business, from the simplest form to a major corporate identity. Your designer can help you achieve an image that is consistent, professional and effective.

Whether your project is big or small, old or new, good design is good business.

Graphic Design Project Checklist

Follow the steps below to ensure that you and the designer will have everything necessary to successfully execute your project:

1. **Designate a Decision Maker**—The designer will liaison or contact the person who has either final authority on all aspects of your project or who will act as a liaison in those matters. This will clear up any confusion on last-minute changes/questions before the product is sent to the printer.
2. **A Deadline**—Establish a clear cut-off date for each product in your overall project.
 - How much time do you really have? Be realistic in your assumptions. Consider the following and consult with your designer to estimate:
 - The time it will take for the designer To design/layout your project
 - Allow time for your team to proof the product, note revisions/corrections and time for the designer to make those revisions
 - Get an estimate—on both cost and production time—from the printshop for your job.
 - Be sure to provide as much pertinent information about the job that you know: number of desired copies, single or double sided printing, binding, folding, trimming, mounting, laminating, paper type, finish, color, etc. Complex jobs take longer and are more expensive, so take the time to find out which options will work best and how they will impact your deadline and budget.
 - If you're unsure about your options or how to reduce your costs, consult a designer.
3. **Text**—Ensure your team has scheduled enough time to edit, review and finalize text before it's handed off to the designer. Minor edits to text are to be expected; extensive changes made to text after the designer has already flowed it into the design document cause unnecessary delays, and in some cases move the project back to square one, leading to missed deadlines.
4. **Photos and/or art**—As a general rule, for print, make sure photos are high quality (300 ppi) and close to the size it will print; for web, a lower quality file (72 ppi) is acceptable, and close to the finished display size. For logos, vector-based art is preferable to bitmap images. Talk to the designer if you're unsure, and they will advise you.
5. **Infographics**—In the case of charts, graphs, timelines, tables or maps, clients are advised to submit the necessary data to the designer as early as possible, so they can determine the best way to translate the information into an infographic.
 - Submitting charts or graphs built in Excel can speed up the process and increase accuracy, but clients must avoid using drops shadows, 3-D rendering, gradient backgrounds, or fonts other than Lato or Arial. Failing to follow these recommendations may result in delays, as these will require a fix before the designer can proceed.
 - Tabular data should be submitted to the designer in either Word or Excel.
6. **ADA and Title VI**—By federal law, communication pieces must have ADA and Title VI information displayed on them. If they do not, we are in noncompliance with federal law, and risk losing federal funding. According to the ADA website, under Title II of the ADA, “all state and local governments are required to take steps to ensure that their communications with people with disabilities are as effective as communications with others.

This requirement referred to as “effective communication...” means that whatever is written or spoken must be as clear and understandable to people with disabilities as it is for people who do not have disabilities. This is important because some people have disabilities that affect how they communicate.”

Secretary’s Executive Order

“WSDOT employees are directed to provide equal access and nondiscrimination in all of its programs, services, and activities. No individual with a disability shall, solely on the basis of his or her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any of the department’s programs, services, or activities, in accordance with:

- Americans with Disabilities Act of 1990 (ADA), as amended.
- Section 504 and 508 of the Rehabilitation Act of 1973, as amended.
- Revised Code of Washington (RCW) 49.60 Discrimination – human rights commission.”

If you are unclear about where to find, or how to apply this language on our communications materials, contact WSDOT Graphics for assistance.

- 7. Postal Permit number**—If you’re doing a direct mail piece, be sure to consult with your designer at the start of the project.
- 8. Charge Codes**—Have this information ready for the designer, so they can communicate this to the printer before they start the job.
- 9. Add a cushion**—Responsible project managers have a contingency plan in place. That includes adding a “time cushion” into your design project schedule to accommodate those last minute—and potentially costly—complications that can occur.

How to work with WSDOT Graphics

What does graphics need from me?

WSDOT Graphics is an award-winning design team that strives to provide the best possible customer service within the agency. Please consider the following when working with Graphics to ensure a successful design product.

Establish a clear cut off date for each product in your overall project. If content isn't finalized and/or approved, this may impact your deadline.

Maximizing budget and results

Remember your designer is also a creative problem-solver. To get the most value out of your budget, call your designer early in the process, before a project is defined.

Be open to suggestions and encourage creative input. Your designer can often suggest fresh approaches and money-saving solutions.

A clear definition of your project goals

Have a clear picture of what your project goals are and who your audience is for your design project. This will help your designer during the design phase.

Designated point person and decision-maker

Who has final authority or will act as a liaison for the product? Establish one point of contact for your designer to work with.

If there are others who will be involved in the approval process, be sure their input has been included before submitting content to Graphics. Have them review, edit and approve the content in a Word document. If the content has not been finalized, Graphics will hold off on layout. Once Graphics starts the layout process, content changes are more time consuming and challenging to make.

Ample time

Allow ample time for the production of your product. Graphics is a small staff serving a large agency, and often receives last minute and priority requests. In most cases a week should be ample time for graphic production, but printing may add to this. Discuss your timeframe early on with your designer.

FINAL copy

Edit, review and finalize document text before submitting to Graphics. Minor edits to text are to be expected; however extensive text changes after it has been placed into the design document causes unnecessary delays and often requires a rework of the entire layout. At that point, Graphics can't guarantee that the project will be finished within the initial requested timeframe as the office juggles multiple projects with competing deadlines at any given time.

If multiple content reworks are requested, your designer will contact you to discuss further. Graphics may stop layout work until content is finalized and approved.

A deadline

Establish a clear cut off date for each product in your overall project. If content isn't finalized and/or approved, this may impact your deadline.

Logos

There are two approved WSDOT logos:

Acronym

Approved in 2015 by the WSDOT Executive team, the acronym WSDOT logo is the primary logo. This should be used on all WSDOT documents such as brochures, folios, Web pages, posters and presentations.

The benefits of this logo are that it works well in limited space and can be seen and recognized quickly, such as on highway signage or very small items, like pens. The logo should appear in only PMS 335* (green), black, or reversed in white.



Two-line

The horizontal two-line logo is our secondary logo. This logo should appear on any WSDOT documentation that is used or produced for audiences outside of Washington state. This is also the primary logo choice for agency letterheads. The logo should appear in only PMS 335* (green), black, or reversed in white.



Social media

Flying T in social media and mobile

Social media sites, where an icon is a necessary component of the site, may require the use of the Flying T alone. These situations are rare and require the full agency name to be identified elsewhere on the page.

Please remember, while you may have become accustomed to the WSDOT logo, external audiences probably won't recognize that the Flying T mark represents our agency unless it is coupled with the logotype.



* If converting to CMYK for process printing, use C=97, M=6, Y=69, K=19

Rules for logo size and positioning

Position

- The WSDOT logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. This also includes the distance of the logo from the edge of a document.
- Clear space is developed from the bottom of the circle to the top of the "T" in the logo.
- Minimum clearance is the height of the "T" on all sides.

Acronym

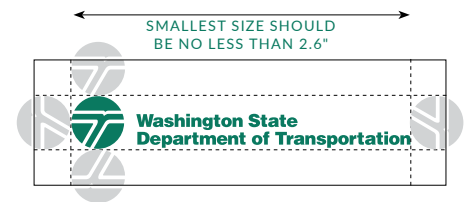
- The smallest size should be no less than 1.875" in width (width sets the precedent for height). This size should work for most standard printed pieces, i.e. folios, one pagers, forms, etc.

Two-line

- The smallest size should be no less than 2.6" in width.

Large format

- For larger formats, the logo should increase proportionally.



11 x 17
130 %



18 x 24
210%



24 x 36
280%



Logos: standards and guidelines

Below are examples of what cannot be done to the approved WSDOT logos/logotypes.

Do NOT

- Re-typeset the logotype Washington State Department of Transportation or substitute any other typeface, font weight or style in the logotype.



- Change the size relationship of the logo elements.



- Squeeze, stretch or condense the logo out of proportion.



- Print the logo in more than one color.



- Outline the logo.



- Use the flying T by itself.*



- Set logo on an angle or rearrange the logo and text.



- Combine other elements with the logo.



- Add a drop shadow to the logo.



- Place logo on low contrasted background image.



- Add other words to the logotype (for exceptions, see Rules for co-branded logo use. For internal use only!—pg 7).



* Exceptions include hardhats, safety vests and social media icons (see page 2).

Rules for co-branded Internal logo use

The purpose of internal branding is to provide our offices, modes, and divisions their own unique identifiers while at the same time maintaining constancy of our ONE DOT look and feel. WSDOT internal branding is an in-the-family version of the WSDOT's external branding.

Internal branding for an office, mode, or division must be created by the Graphics office only at the request of a division director and must adhere to usage guidelines outlined below:

They can **ONLY** be used for **INTERNAL**:

Word documents
PowerPoint presentations (i.e. training)
Folios
Posters
Miscellaneous internal collateral

They are **NOT** to be used for **EXTERNAL**:

Publications or documents
PowerPoint presentations
Folios or one-pagers
Posters
Websites
Use on both internal and external web pages

The logo lockup has vertical and horizontal options. A request for a co-branded logo should be made to WSDOT Graphics at graphics@wsdot.wa.gov.



Logos: exceptions

Amtrak Cascades

Amtrak Cascades is a joint service paid for and managed by WSDOT and the Oregon Department of Transportation (ODOT). The two states contract with Amtrak to operate the service. This relationship with ODOT and Amtrak means some design standards for Amtrak-related materials deviate from WSDOT-specific style.



- The Amtrak Cascades service has its own logo—with the copyright owned by Amtrak—that is used on trains, publications and marketing.
- It features the words Amtrak Cascades with a stylized mountain range between the words.
- The fonts are Helvetica Bold and Bauer Bodoni.
- The color palette is Cascade Evergreen (PMS 560C) and Cascade Nugget (PMS 730C).
- The logo may appear in white or black as needed.

Amtrak Cascades' marketing campaigns may deviate from WSDOT design-specific standards based on specific promotions or campaigns, but items still must adhere to the agency's overall professional and ethical standards.

All publications by WSDOT's rail, freight and ports division, such as folios, presentation boards, PowerPoint presentations and news releases, will follow WSDOT graphic design standards.

Washington State Ferries

Rules for WSF logo use

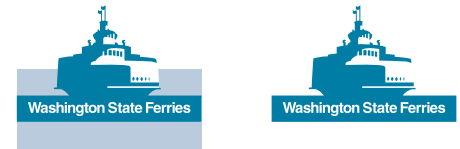
- The logo should appear in only PMS 335* (green), black, PMS 314** (blue), or reversed in white.
- The screened areas of the logo are 30% of the one color printed.
- The logo can also be used without the tinted stripes.
- The logotype Washington State Ferries should never be re-typeset.
- Do not use the ferry symbol by itself.

* If converting to CMYK for process printing, use C=97, M=6, Y=69, K=19

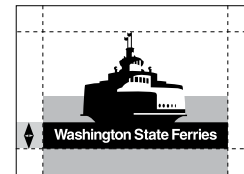
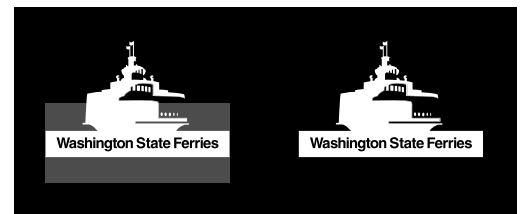
** If converting to CMYK for process printing, use C=100, M=5, Y=14, K=17



Pantone 335 WSF Logo



Pantone 314 WSF Logo



Clear space

A clear space equal to the height of the center text bar should be maintained around the entire logo. This helps to preserve the integrity of the identity and to prevent other forms from being incorporated into the logo.

Connecting Washington

Funding packages such as Connecting Washington and initiatives directed by the Governor's office such as Results WSDOT are examples of customized branding with their own unique logo.



Colors

WSDOT's color palette is a group of colors approved for use on agency publications and marketing materials. Consistent use of the color palette is necessary to maintain the integrity of our graphic identity. Certain programs within WSDOT will have different colors palettes, including: Connecting Washington, Tolling, Alaskan Way Viaduct and Replacement Program, SR 520 Bridge Replacement and HOV Program, and Washington State Ferries. The graphic designer assigned to your project will select the colors from the approved palettes that most appropriately represent the purpose of the document and its intended audience.

Refer to the color palettes on the following page for the approved agency colors. The palettes also include tints (screens) of the ink colors (80%, 60%, and 40%). The primary color for WSDOT is PMS 335. If converting to CMYK for process printing use C=100, M=0, Y=65, K=30. These approved color palettes should also be followed for other media, including video and electronic materials.

Primary wsdot color palette

PMS 433 CMYK: 90, 68, 41, 90 RGB: 29, 37, 45 HEX: 1D252D			PMS 7722 CMYK: 89, 0, 45, 72 RGB: 0, 81, 81 HEX: 005151			PMS 335 - PRIMARY CMYK: 100, 0, 65, 30 RGB: 0, 123, 95 HEX: 007B5F		
RGB: 74, 81, 87 HEX: 4A5157	RGB: 119, 124, 129 HEX: 777C81	RGB: 165, 168, 171 HEX: A5A8AB	RGB: 51, 116, 116 HEX: 337474	RGB: 102, 151, 151 HEX: 669797	RGB: 153, 185, 185 HEX: 99B9B9	RGB: 51, 149, 127 HEX: 33957F	RGB: 102, 176, 159 HEX: 66B09F	RGB: 153, 202, 191 HEX: 99CABF
PMS 354 CMYK: 81, 0, 92, 0 RGB: 0, 177, 64 HEX: 00B140			PMS 375 CMYK: 46, 0, 90, 0 RGB: 151, 215, 0 HEX: 97D700			PMS 577 CMYK: 35, 2, 58, 0 RGB: 169, 196, 127 HEX: A9C47F		
RGB: 51, 193, 102 HEX: 33C166	RGB: 102, 208, 140 HEX: 66D08C	RGB: 153, 224, 179 HEX: 99E0B3	RGB: 172, 223, 51 HEX: ACDF33	RGB: 193, 231, 102 HEX: C1E766	RGB: 213, 239, 153 HEX: D5EF99	RGB: 186, 208, 153 HEX: BAD099	RGB: 203, 220, 178 HEX: CBDCB2	RGB: 221, 231, 204 HEX: DDE7CC

Color palette exceptions

CONNECTING WASHINGTON

PMS 7722

CMYK: 89, 0, 45, 72

RGB: 0, 81, 81

HEX: 005151

PMS 335

CMYK: 100, 0, 65, 30

RGB: 0, 123, 95

HEX: 007B5F

PMS 354

CMYK: 81, 0, 92, 0

RGB: 0, 177, 64

HEX: 00B140

TOLLING

PMS 519

CMYK: 65, 95, 9, 40

RGB: 89, 49, 95

HEX: 59315F

PMS 335

CMYK: 97, 6, 69, 19

RGB: 0, 123, 95

HEX: 007B5F

PMS 375

CMYK: 46, 0, 90, 0

RGB: 151, 215, 0

HEX: 97D700

ALASKAN WAY VIADUCT AND REPLACEMENT PROGRAM

PMS Black

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: 000000

PMS 1585

CMYK: 0, 61, 97, 0

RGB: 255, 106, 19

HEX: FF6A13

PMS 447

CMYK: 50, 30, 40, 90

RGB: 55, 58, 54

HEX: 373A36

SR 520 BRIDGE REPLACEMENT AND HOV PROGRAM

PMS 335

CMYK: 100, 0, 65, 30

RGB: 0, 123, 95

HEX: 007B5F

PMS 433

CMYK: 90, 68, 41, 90

RGB: 29, 37, 45

HEX: 1D252D

PMS 447

CMYK: 50, 30, 40, 90

RGB: 55, 58, 54

HEX: 373A36

WASHINGTON STATE FERRIES

PMS 335

CMYK: 100, 0, 65, 30

RGB: 0, 123, 95

HEX: 007B5F

PMS 375

CMYK: 46, 0, 90, 0

RGB: 151, 215, 0

HEX: 97D700

PMS 3125

CMYK: 84, 0, 18, 0

RGB: 0, 174, 199

HEX: 00AEC7

PMS 314

CMYK: 100, 5, 14, 17

RGB: 0, 127, 163

HEX: 007FA3

PMS 1585

CMYK: 0, 61, 97, 0

RGB: 255, 106, 19

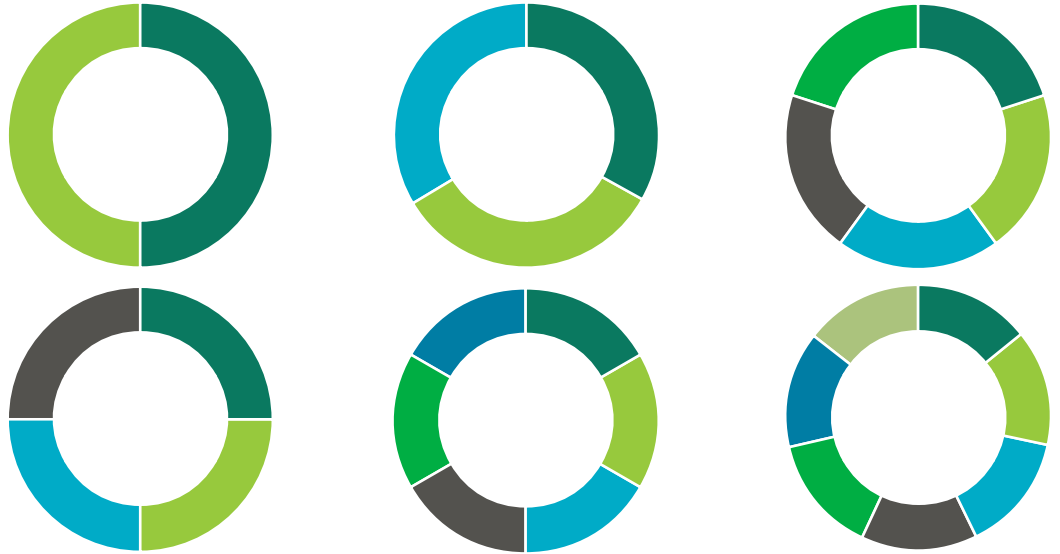
HEX: FF6A13

Chart styles and color order

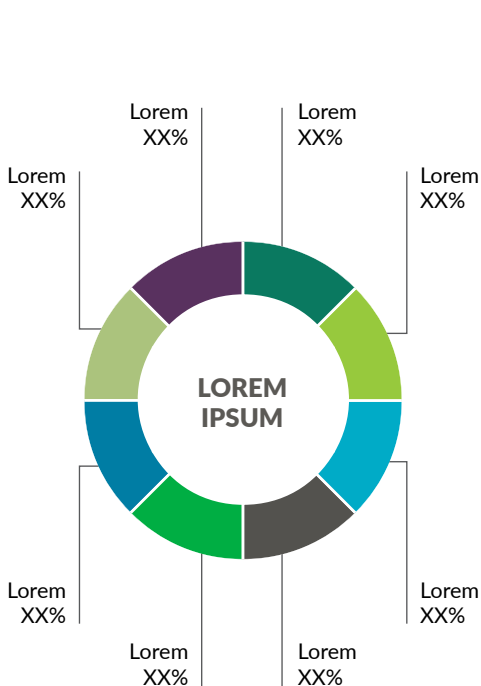
WSDOT's chart styles should be clean, well-organized and easy-to-read. Where possible, there is a specified order that the colors should appear on each chart. The order of the colors have been chosen to provide a balanced palette that alternates darker and lighter colors for better readability. Font size should be no less than 8 pts and no more than 10 pts. Lines should be .5 pt PMS 447 or 80% black. Grid lines behind graphics should be 20% black or 40% white in front of graphics. The white lines in pie charts should be 1 pt.

Color Order

1	PANTONE 335
2	PANTONE 375
3	PANTONE 3125
4	PANTONE 447 (80%)
5	PANTONE 354
6	PANTONE 314
7	PANTONE 577
8	PANTONE 519

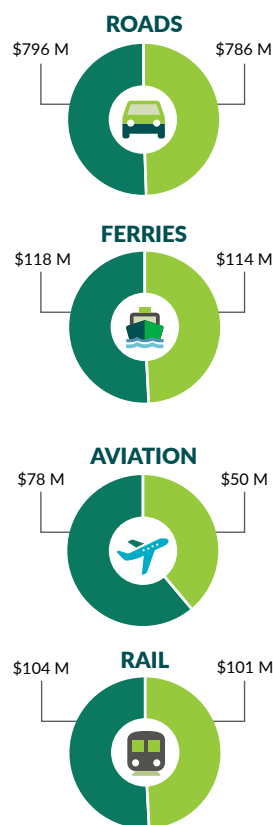


Pie charts

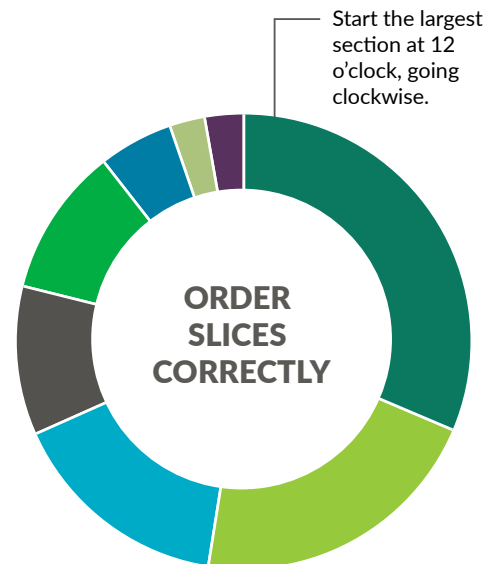


DONUT

Stylistic variation of a pie chart that enables the inclusion of a total value or design element in the center.



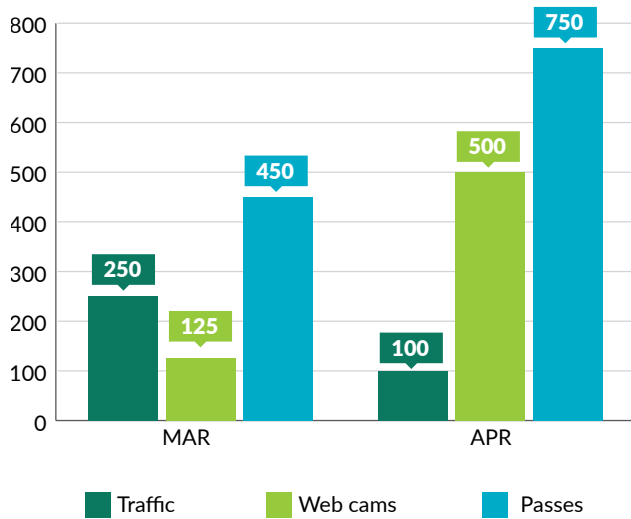
Pie charts are used for **MAKING PART-TO-WHOLE** comparisons with discrete or continuous data. They are most impactful with a small data set.



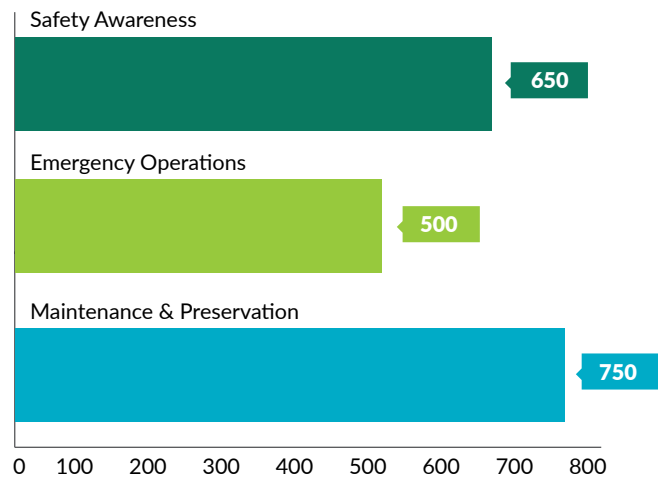
Place remaining sections in descending order, going clockwise.

Bar charts

PAGE VIEWS, BY MONTH



CONTENT PUBLISHED, BY CATEGORY



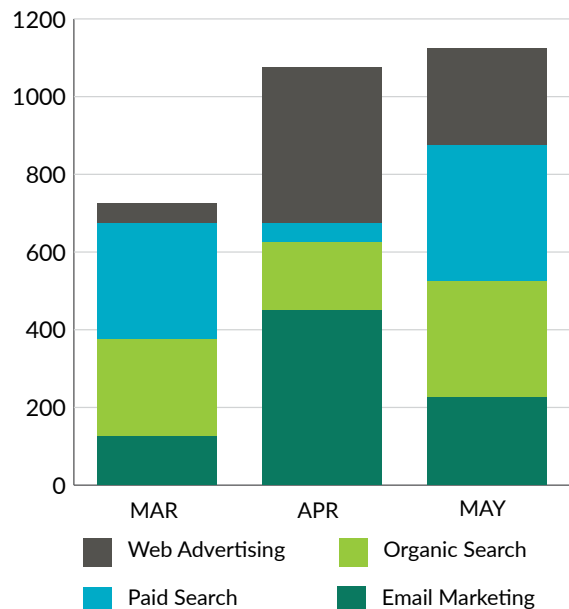
VERTICAL (COLUMN CHART)

Used for **CHRONOLOGICAL DATA** (time-series should always run left to right).

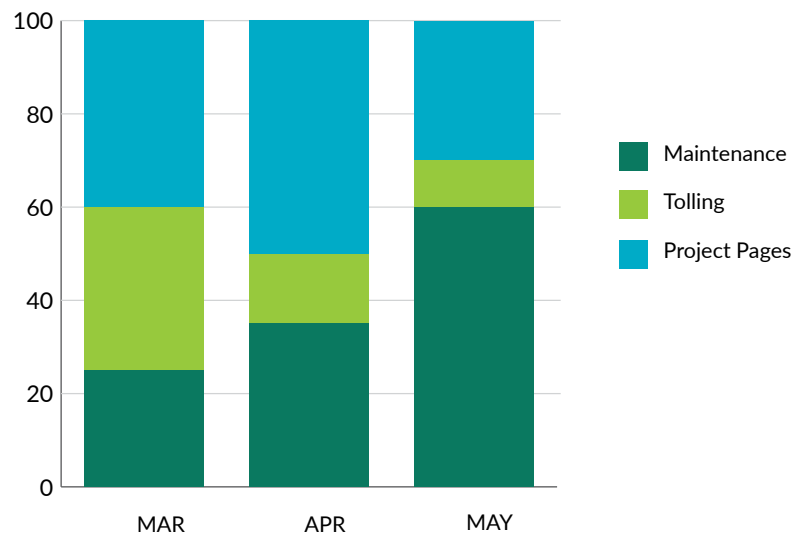
HORIZONTAL

Used for data with **LONG CATEGORY LABELS**.

MONTHLY TRAFFIC, BY SOURCE



PERCENTAGE OF CONTENT PUBLISHED, BY MONTH



100% STACKED

Used when the total value of each category is unimportant and **PERCENTAGE DISTRIBUTION OF SUBCATEGORIES** is the primary message.

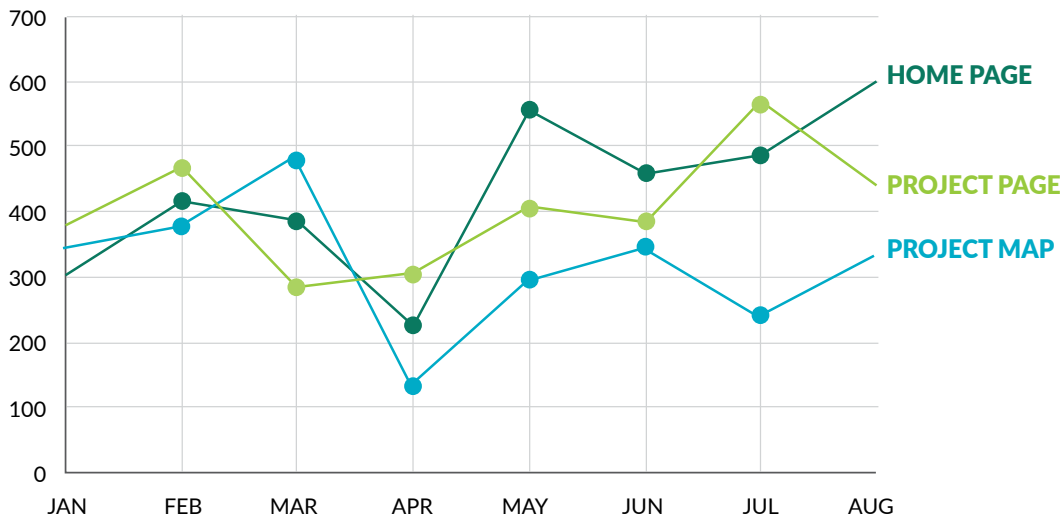
STACKED

Used when there is a need to compare **MULTIPLE PART-TO-WHOLE** relationships.

Line Charts

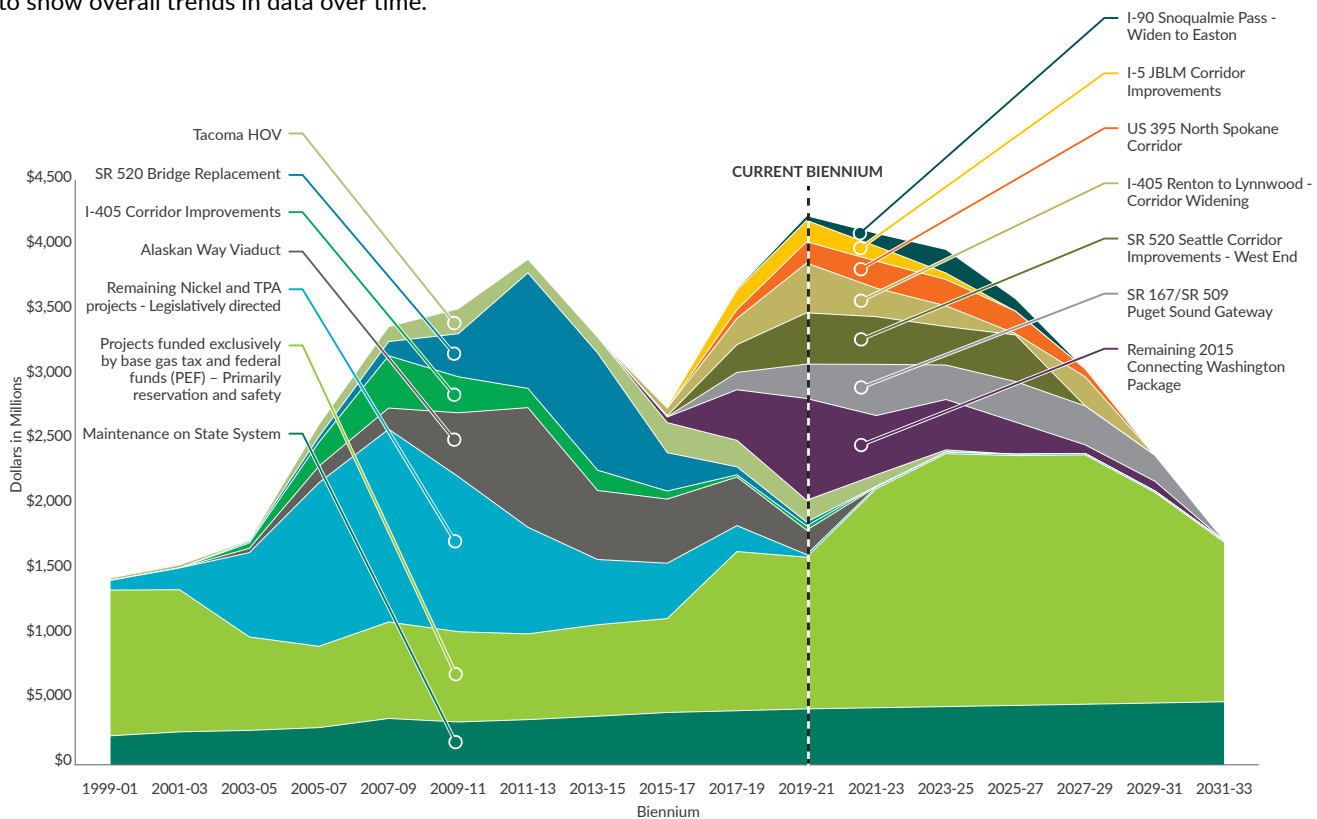
Line charts are used to show **TIME-SERIES** relationships with continuous data. They help show trend, acceleration, deceleration, and volatility.

PAGEVIEWS, BY MONTH



Area charts

An area chart displays **QUANTITATIVE** data. Area charts are most commonly used to show overall trends in data over time.



Icons

- Icons should help the user absorb and process information more efficiently while providing visual interest.
- Icons should be relevant to the content and simple in design.
- Icons should be used to draw attention to your content, not to diminish or replace it.
- Icons should not be used to represent complex thought processes, ideologies, or concepts.



Infographics

Infographics should be used to convey data and statistics quickly and accurately in a visually interesting and compelling format.

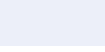






Maps



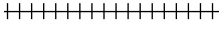





Using maps is an important way to illustrate details about your project location, phases, etc. WSDOT has developed map standards so readers know what to expect when viewing maps.













COLORS

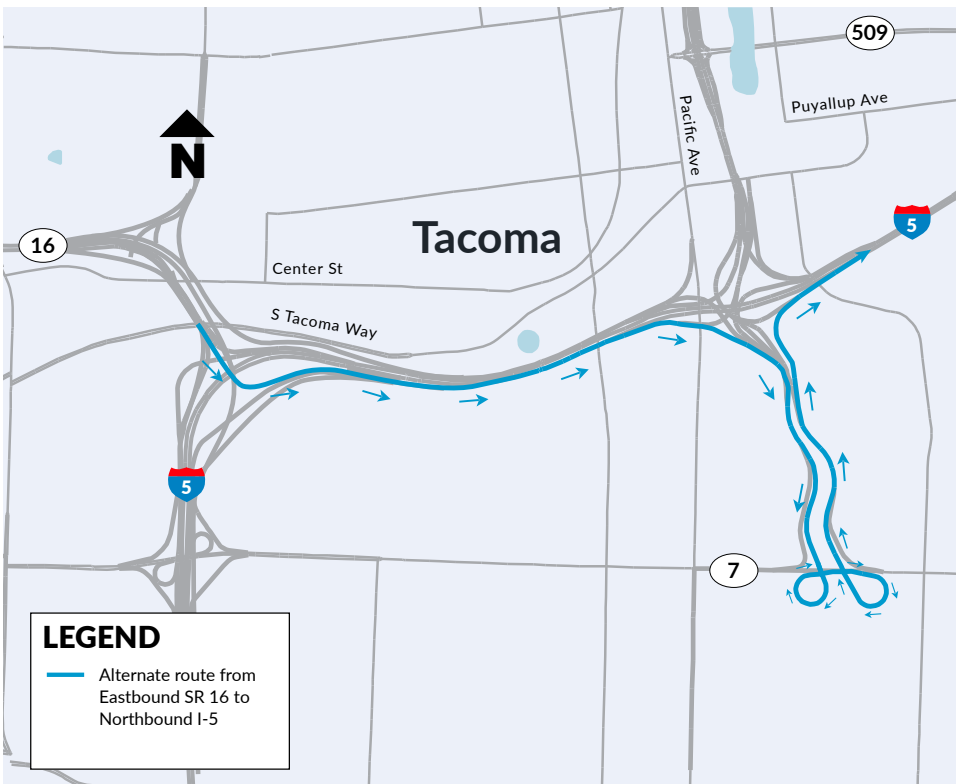
	LAND	CMYK: 6, 3, 0, 0
	WATER	CMYK: 42, 3, 13, 0
	PROJECT	CMYK: 0, 59, 90, 0
	ROADS	CMYK: 0, 0, 0, 40
	NON-STATE	CMYK: 56, 46, 45, 11

MAP SYMBOLS

DETOUR	CONSTRUCTION
	
RAILROAD TRACKS	FERRY ROUTES
	
Two strokes stacked stroke 1: solid stroke 2: 6pt dash: .5 gap 4pt	PMS Process Blue dash: 5.5pt gap: 2.5pt butt cap
CLOSURE	EXITS
	
SHIELDS	ARROW
	

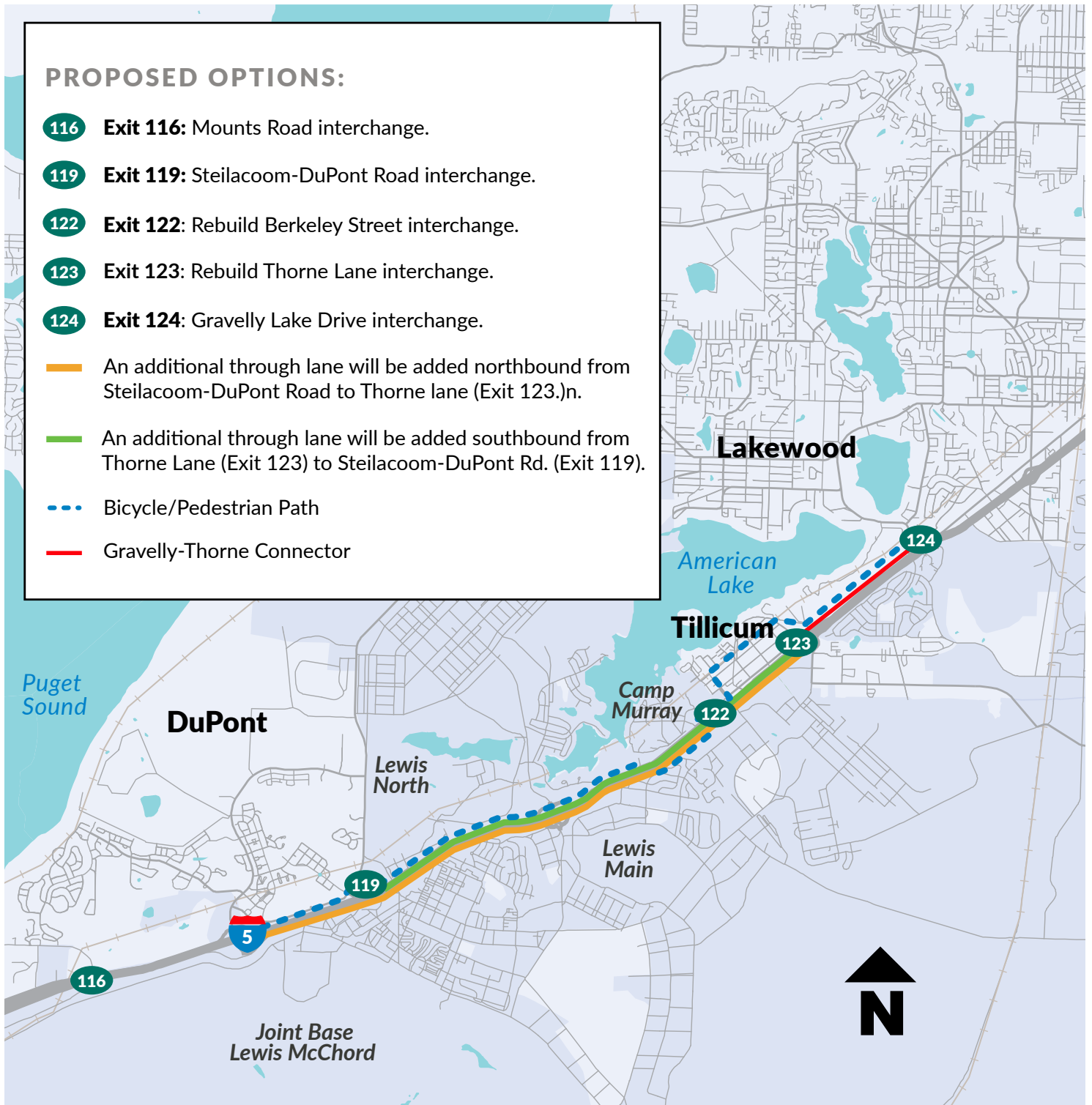
ALTERNATE ROUTE COLORS

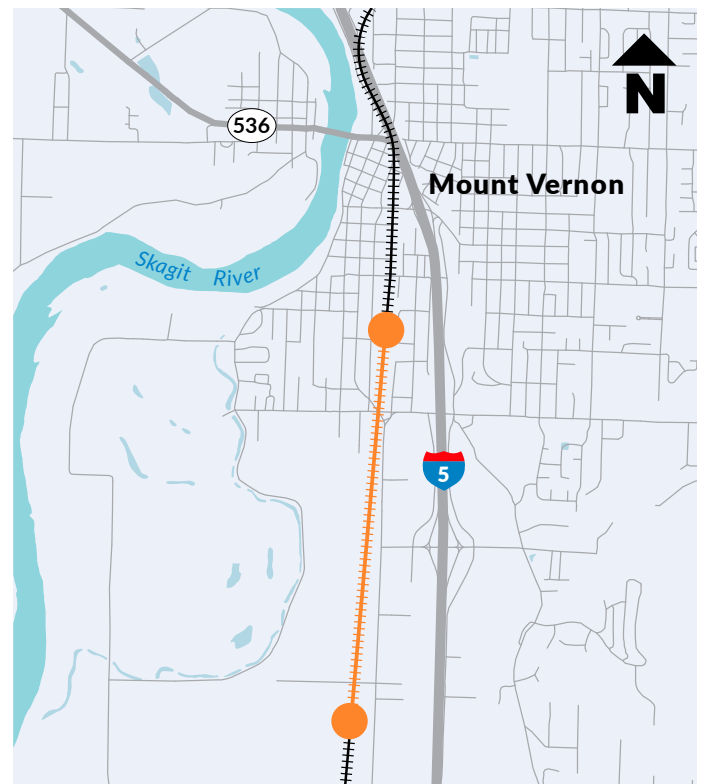
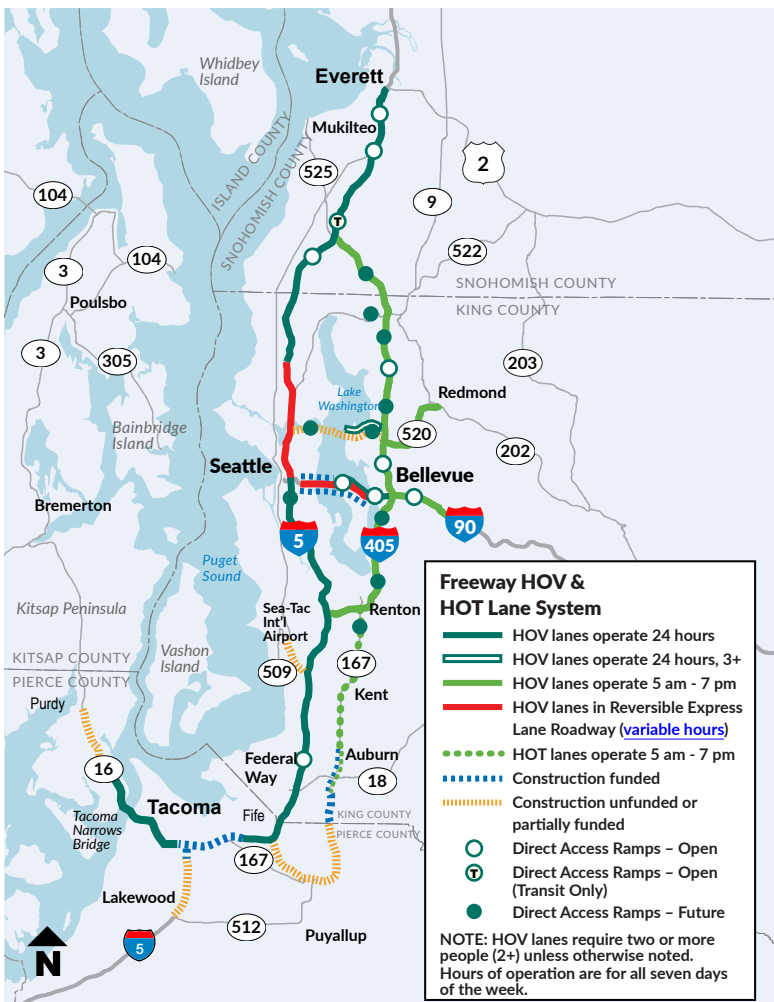
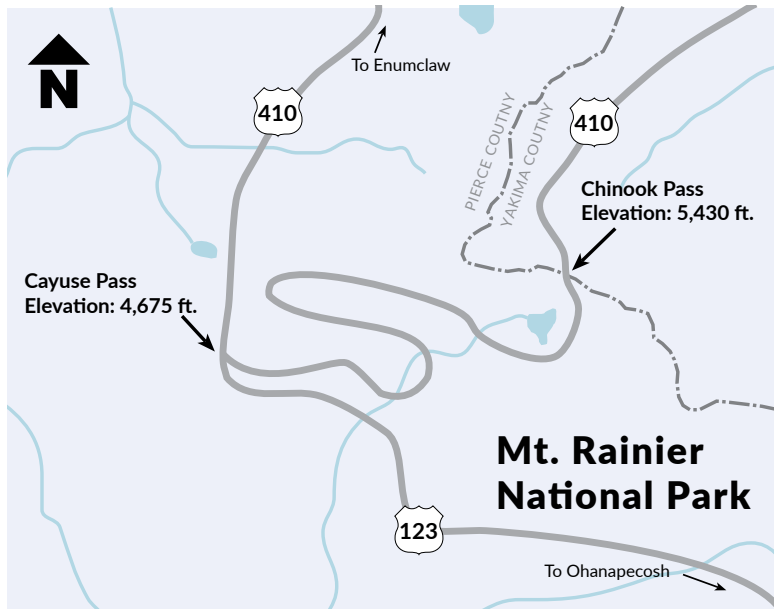
	
PMS Red 32	PMS 7549
	
PMS 335	PMS 375
	
PMS 2415	PMS 3125
	
PMS 368	PMS Process Blue
dash: 1pt gap: 4.5pt rounded cap	dash: 2pt gap: 2pt butt cap
	
PMS Process Blue	PMS 7549
dash: 3pt gap: 6pt rounded cap	dash: 1pt gap: 1pt butt cap



PROPOSED OPTIONS:

- 116 Exit 116:** Mounts Road interchange.
- 119 Exit 119:** Steilacoom-DuPont Road interchange.
- 122 Exit 122:** Rebuild Berkeley Street interchange.
- 123 Exit 123:** Rebuild Thorne Lane interchange.
- 124 Exit 124:** Gravelly Lake Drive interchange.
- An additional through lane will be added northbound from Steilacoom-DuPont Road to Thorne lane (Exit 123.)n.
- An additional through lane will be added southbound from Thorne Lane (Exit 123) to Steilacoom-DuPont Rd. (Exit 119).
- - - Bicycle/Pedestrian Path
- Gravelly-Thorne Connector





Project information is represented in orange line with dots at the beginning and end of the project. Projects that cover a small area or distance can be indicated with a single dot.

Typography

Consistent use of type is vital for a strong graphic identity.

Web-use: Lato

This is a highly readable font and should be used on all web publications.

Print-use: Lato

It should be used in documents produced in desktop publishing programs such as InDesign. It is also available in Regular, Italic, Bold and Bold Italic.

Additional options within this font family can be used with discretion. These are: Medium, Semi-bold, Heavy, and Black. Due to poor readability, Hairline, Thin, and Light should not be used.

Exception: Arial should be used in desktop programs such as Microsoft Word or PowerPoint.

Type size

The WSDOT standard paragraph style for publications is 11-point type with 14-point spacing between the lines. If readability is an issue, a larger font size is necessary. We suggest a font size no larger than 14 point and a font size no smaller than 9 point.

Italic and bold type

Use italic type appropriately — in small doses. A large amount of italic text is hard to read. Bold type should be used primarily for headlines and headings. In body copy, bold type should emphasize a point — multiple sentences or a full paragraph of bold text has the effect of shouting at your audience and will reduce receptivity to the message.

Italic type should not be used on websites due to poor readability. Text that is bold italic and underlined is overkill.

Underlined type

Do not underline text as this is reserved for hyperlinks.

LATO

AaBbCcDd
12345678

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
pqrstuvwxyz

1234567890

To be used for Web
documents and documents
produced in desktop
publishing programs such as
InDesign.

ARIAL

AaBbCcDd
12345678

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

To be used for documents
produced in Microsoft
Word and PowerPoint.

Importance of white space

Professional designers actively employ white space. It's not just the space left over after everything has been placed on the page; it's a separate, vital design element.

Why white space is used

1. It separates elements on a page. This is the fundamental reason to use white space. Without it, your page looks cluttered and messy. Readers won't be able to tell what words relate to the images, and it is hard to read (so it probably wouldn't be read). Used properly, white space allows the reader's eye to take a break from content.
2. It improves readability and comprehension.
3. White space between paragraphs and around blocks of text actually helps people understand what they are reading better. According to research in 2004, this kind of white space increases comprehension by almost 20%. http://www.humanfactors.com/newsletters/yeah_but_can_you_give_me_a_reference.asp
4. It helps to create balance and therefore increase attention.

White space can be a powerful way of drawing the users attention to a particular screen element. To a non-designer, the most obvious way to make something stand out is to make it bigger. However, often surrounding the item with whitespace can be just as effective. Additionally, white space gives the document, poster or presentation a fresh, modern feel.

Graphic Identity Examples

The examples that follow show publications using the graphic identity. The results are an attractive, consistent design, usable across all programs in the agency to reinforce WSDOT's identity.

Washington state National Highway Freight Program Investments, FFY 2016-2020

Project Name	Project Owner	NHFP	Total Project Funding
Multimodal Projects			
South Terminal Modernization Project Phase II	Port of Everett	\$1,812,000	\$39,477,000
Port Community Technology System	Northwest Seaport Alliance	\$1,500,000	\$3,000,000
Big Pasco Intermodal Rail Reconstruction	Port of Pasco	\$1,300,000	\$1,700,000
State Projects			
I-90/Adams Co Line to Spokane Co Line Bridge Repairs	WSDOT - Eastern Region	\$11,515,000	\$11,750,000
I-5 SB 88th St to SR 531 SB On Ramp Vicinity - Paving	WSDOT - Northwest Region	\$3,650,000	\$3,725,000
I-90 / 448th Ave SE to W Summit Rd EB -Rehab Concrete	WSDOT - South Central Region	\$22,308,000	\$27,709,000
I-90/Floating Bridges - Replace Anchor Cables	WSDOT - Northwest Region	\$5,929,000	\$7,759,000
SR 501/I-5 to SW 26th St Ext Vic Including Couplet - Paving	WSDOT - Southwest Region	\$1,769,000	\$2,096,000
Local/Regional Projects			
S Lander St Grade Separation and Railway Safety Project	City of Seattle	\$3,000,000	\$123,000,000
Pacific Highway E/54th Ave E Intersection Improvements	City of Fife	\$2,000,000	\$9,262,000
142nd Ave & 24th St	City of Sumner	\$4,707,000	\$6,418,000
Bigelow Gulch - Forker Road Connector	Spokane County	\$5,872,000	\$9,684,000
Taylor Way Rehabilitation	City of Tacoma	\$8,895,000	\$21,386,000
Union Gap Regional Beltway Connector	City of Union Gap	\$1,990,000	\$7,331,000
SR 432 Corridor Improvements - Phase II	City of Longview	\$5,300,000	\$9,500,000
Barker Road/BNSF Grade Separation Project	City of Spokane Valley	\$6,000,000	\$18,738,000
US395/Ridgeline Drive Interchange	City of Kennewick	\$1,944,000	\$23,750,000
Total Investment		\$89,491,000	\$326,285,000

Freight Investment Plan

The 2017 Washington State Freight Investment Plan was included as Appendix A to the 2017 Washington State Freight System Plan. It was developed to guide investments that benefit freight transportation in Washington and to track recent freight funding investments. It describes key funding sources, networks eligible for funding, and projects identified on those networks.

National Highway Freight Program
Includes a list of priority, financially constrained projects and describes how available National Highway Freight Program (NHFP) funds would be invested and matched in Washington.

- Provides Washington with an estimated \$89 million from federal fiscal years 2016 to 2020 - not including the required match.

- Leverages nearly \$240 million in additional funding for freight related projects
- Identifies NHFP eligible projects that benefit the freight transportation system, aligned with federal and state transportation goals
- Designates Critical Urban Freight Corridor limit in Washington - 81.66 miles
- Designates Critical Rural Freight Corridor limit in Washington - 163.31 miles

MORE INFORMATION
Ron Pate
Rail, Freight, and Ports Division Director
360-705-6903
rpate@wsdot.wa.gov
<http://www.wsdot.wa.gov/freight/>

2017 Washington State Freight System Plan

KEEPING WASHINGTON VITAL AND COMPETITIVE THROUGH FREIGHT

Washington is the second most trade-dependent state per capita in the country. The freight system supports 1.41 million jobs in freight-dependent industries in Washington, with a gross business income of \$550.5 billion. It is vital to the economy of our state and country as it enhances our state and national economies, backs national defense support systems, directly sustains hundreds of thousands of jobs, and delivers the necessities of life to residents on a daily basis.

The Washington State Department of Transportation developed the 2017 Washington State Freight System Plan to ensure that the transportation system supports the continued development of trade and sustains economic growth through efficient freight movement. The plan incorporates recent freight planning efforts by WSDOT and partners, and meets federal and state planning requirements.

The plan provides:

- Details about the importance of freight to state, regional, and local economies
- Freight analysis of volumes and forecasts
- Performance measures
- Major freight trends, issues, and needs
- Strategies
- Investment plan

Freight and Trade Drive Washington's Economy
Washington is the second most trade-dependent state in the nation

- 11,352 small and medium-sized goods exporters
- \$126.8 billion in total imports and exports value

Freight-dependent industries have a major economic effect

- 1.41 million jobs in freight-dependent industries (wholesale/retail, manufacturing, construction, transportation, agriculture, forest products)
- \$550.5 billion in gross business income for freight-dependent sectors

The Freight Transportation System in Washington is Multimodal
Goods are shipped into, out of, within, and through Washington via:

- highways and roadways
- airports
- railroads
- pipelines
- waterways

OCTOBER - DECEMBER 2017
REPORT NO. 32

Tacoma/Pierce County HOV Program

WSDOT CULTURAL RESOURCE SUMMARY PREPARED FOR THE PUYALLUP TRIBE OF INDIANS

This document reports on the Washington State Department of Transportation's cultural resource activities within the following projects:

- I-5: Portland Avenue to Port of Tacoma Road - Northbound HOV, and subcontracts:
 - Stage 1
 - Clear Creek Mitigation Site
- I-5: Portland Avenue to Port of Tacoma Road - Southbound HOV

WSDOT provides this information on a quarterly basis to the Puyallup Tribe of Indians pursuant to the Memorandum of Agreement.

For more information, contact:
Lone Moody
Acting Project Engineer
360-412-3420
MoodyLo@wsdot.wa.gov

EXCAVATION CONTINUES ON HOV CONSTRUCTION PROJECTS
No Cultural Resources Found

Crews working for the Washington State Department of Transportation excavated at the job site for numerous activities. Per WSDOT's agreement with the Tribe, archaeological monitors were present during the work.

Excavation activities within the monitoring areas this quarter include:

- Removal of old retaining walls
- Excavation for scour protection on south levee
- Excavation for retaining wall
- Removal of fill materials placed for construction access

Excavation activities outside the monitoring areas this quarter include:

- Excavation for sidewalk and roadway on 27th Street
- Excavation for drainage structures in Fife

No new cultural resources were encountered or recorded during this period.

WSDOT'S COMMITMENT TO REDUCING MOTORCYCLE CRASHES ALONG SR 20

Motorcycles are involved in twenty percent of all crashes along the North Cascades Highway.*

Each year, 14 motorcycles are involved in an accident along the route, 4 of these involve either incapacitating injuries or fatalities.*

To keep motorcyclists safe, we urge everyone to share the road and be alert, and we are reminding motorcyclists to make themselves visible, to use DOT-compliant motorcycle helmets, to utilize scenic turnouts when fatigued, and to always ride sober.

In addition, WSDOT is implementing several safety improvements along the route that were identified in a 2016 study.

Washington Pass Overlook - Milepost 162.3

* Statistical data over a 5-year period from 2011 to 2016

The assistance of the Federal Highway Administration and the Washington State Patrol in the development of the Road Safety Audit is gratefully acknowledged.

PLEASE RIDE SAFELY.

CONTACT US
Washington State Department of Transportation
North Central Region
Traffic Office (Road Safety Audit Team)
1551 N Wenatchee Avenue
Wenatchee, WA 98801
509-667-3000
Adamsol@wsdot.wa.gov

MOTORCYCLE SAFETY & RIDER AWARENESS ALONG WASHINGTON STATE ROUTE 20

MOTORCYCLE CRASH TRENDS & CHARACTERISTICS BETWEEN SEDRO-WOOLLEY & OKANOGAN

North Cascades Highway

Photos

Digital photos are composed of tiny dots called pixels. The more dots per one-inch line, the sharper the image. An image that is 3" x 5" in size, at 72 dots per inch (dpi), is composed of 216 x 360 pixels. It may look reasonable at 5 inches wide, but if you enlarge it to 7 inches wide it still contains the same 216 x 360 dots but now there are only 51 dots per inch.

General photo guidelines

Using low-resolution photos for print can result in photos appearing out of focus or fuzzy. Digital cameras have a number of resolution settings that affect the quality of a digital image. Make sure your camera is set at a high-resolution and make any adjustments to photo resolution on a duplicate copy of your photo in photo manipulation software.

High-resolution photos can always be converted to low-resolution photos, but the reverse is not true without a drastic loss in image quality. For instance, a large photo can be sized down, but a very small photo simply cannot be made large.

If you are taking a photograph to be used in a publication, turn off the date and time stamp feature on your camera; otherwise, your material will become quickly dated and removing the stamp through Photoshop requires additional time and effort.

Photography style

- Shoot images that are compelling and reflective of the work that WSDOT does for people using all modes of transportation.
- Avoid rehearsed images, photos should feel natural and unstaged. Simple and direct images are the best way to express who we are.
- Convey a sense of vitality. Use a variety of close-ups and wide shots, contrasting depths of field and carefully composed backgrounds.
- Represent racial, gender, age, ability/disability and



professional diversity.

- Be aware of all the components of an image before shooting or using them in WSDOT publications.
- Avoid using images that are out of focus, low resolution, or darkly lit.

Printing photos

Most laser printers print at either 300 or 600 dpi. Generally, digital photos will still print well as low as 160 dpi to 240 dpi at actual size. Print colors can vary from printer to printer depending on how the printer is calibrated.

For print, the resolution of your photo is extremely important. A photo might look good on your screen or on a laser printer, but may not look sharp when offset printed. Scans and photographic images must be of sufficient resolution to print on a press with good results (300 dpi is the suggested minimum size).

Images for electronic or digital communications should be 72 dpi at full size.

Copyright


Do not use images you have downloaded from a search engine to use in any publication. The copyright on these images is owned by the photographer or company who took them, and therefore, illegal and unethical to use on WSDOT materials. Graphics can create maps for you to use in your presentations that are legal to use.


Photos can be downloaded from WSDOT's Flickr site at: www.flickr.com/photos/wsdot and graphic communications maintains an image library catalogued by topic.



General design DOs and Don'ts

- **DO** make sure you have a high contrast between text and a colored background
- **DO NOT** use non-standard WSDOT colors for text or backgrounds
- **DO NOT** use drop shadows on photos
- **DO NOT** use drop shadows on text
- **DO NOT** use photos as backgrounds or watermarks behind text
- **DO** make sure ADA and Title VI information are included and up-to-date (see page 27)







Title of the Document

A SUB-TITLE CAN GO HERE IF THERE IS ONE


Intro gives a summary of what is expected from the article and it should work together with the headline and because of this it is almost always the best thing to place it just below the headline




Paragraph Body Style
 Paragraph Body Style
 quat, lorem non portitor
 tincidunt, pede nisl lacinia
 dolor, tempus aliquet mi tortor
 non neque. In hac habitasse platea
 dictumst. In quis odio. Maecenas
 dictum est at augue. Nam et ante id
 elit tristique cursus. Curabitur ipsum
 tortor, iaculis eget, pellentesque eu,
 aliquam sed, dui. Maecenas tincidunt
 tortor. Nunc dui velit, porttitor vel,
 blandit at, scelerisque sed, diam.



Subhead
 Phasellus ac odio non purus. Curra
 luctus. Integer eu mauris laoreet.
 Nulla sagittis. Lacerat. Integer
 testas lectus. Nisi scelerisque
 lacinia. Aliquam ante wisi, pharetra
 ultrices, vulputate et, aliquam sit
 amet, velit. In hac habitasse platea
 dictumst. Maecenas dictum, nulla
 a facilisis tristique, sapien
 molestie risus, vitae accumsan ligula.



SIDEBAR TITLE
 Phasellus ac odio non purus. Curra
 luctus. Integer eu mauris laoreet.
 Nulla sagittis. Lacerat. Integer
 testas lectus. Nisi scelerisque
 lacinia. Aliquam ante wisi, pharetra
 ultrices, vulputate et, aliquam sit
 amet, velit. In hac habitasse platea
 dictumst. Maecenas dictum, nulla
 a facilisis tristique, sapien
 molestie risus, vitae accumsan ligula.



Subhead
 Maecenas pellentesque diam
 in nunc. Nulla pretium, orci ut
 commodo viverra, neque orci gravida
 arcu, sagittis lectus orci tellus a
 est. Vivamus eleifend bibendum
 sem. Donec lacus ante, vehicula a,
 adipiscing et, fermentum sed, eros.
 Aliquam ante wisi, pharetra ultrices,
 vulputate et, aliquam sit amet, velit.
 In hac habitasse platea dictumst.
 Maecenas dictum, nulla a facilisis
 tristique, sapien velit molestie risus,
 vitae accumsan ligula.

MORE INFORMATION
First Last
Title Style
Region
 555-555-5555
email@wsdot.wa.gov

Americans with Disabilities Act (ADA) Information: This material can be made available in an accessible format by emailing the Office of Equal Opportunity at oeo@wsdot.wa.gov or by calling toll-free, 815-362-4404 (TDD). Persons who are deaf or hard of hearing can also request this material by calling the Washington State Relay at 711.

Title VI Notice to Public: It is the Washington State Department of Transportation's policy to ensure that no person shall, on the grounds of race, color, national origin or sex, be excluded from participating in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his/her Title VI protection rights have been violated may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding WSDOT's Title VI obligations, please contact OEO's Title VI Coordinator at (360) 705-7062.

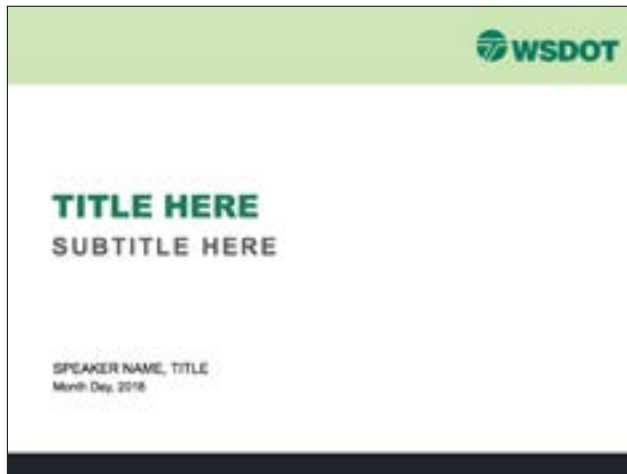
12/15/14

PowerPoint Presentations

The WSDOT identity is built into the template. Conforming to standard colors, fonts, and logos that are agency approved supports the WSDOT brand. There are two styles that can be used.

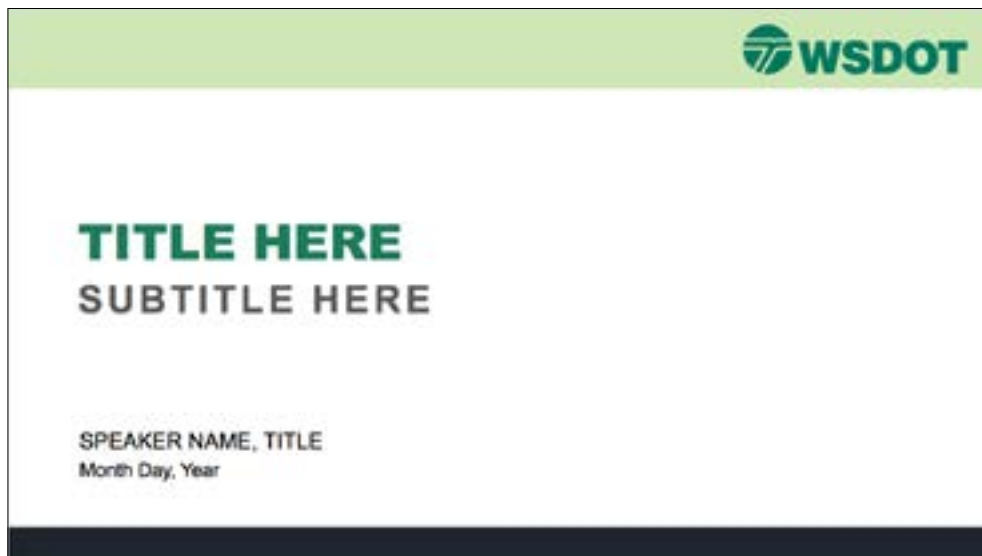
4:3 format

Best for presentations that will be printed



16:9 format

Default for PowerPoint, best for viewing on wide screens



Tips for designing presentations:

Keep text to a minimum

Slides are representative for the key points in a presentation, not the presentation itself. Text should highlight and reinforce what you're saying as you give your presentation. Do not use paragraphs of text.

Use the right type

- Use Arial.
- Don't use drop shadows, it makes text hard to read.
- Use liberal, consistent leading (line spacing) throughout.
- Titles, bullet lists, and paragraphs of text are left justified. In limited situations, some text can be centered.
- Size type appropriately. Headings are largest; subheads next in size, body text next, item descriptions and chart values smallest.

Align text left or right

Centered text is harder to read and looks amateurish. Line up text to a right-hand or left-hand baseline – it looks better and will be easier to follow.

Avoid clutter

A headline, a few bullet points, maybe an image – anything more than that and you risk losing your audience as they sort it all out.

Use images sparingly

Only use images if they add important information or illustrate a point. Do NOT use clip art downloaded from the internet (see Copyright, p23). If illustrative art is needed, the graphics department can provide you with licensed or original artwork. Do not use images “just because.” Poor images can be a distraction for your audience.

Ada and Title VI Information

By law, both ADA and Title VI information is required on ALL publications that WSDOT produces.

This enables WSDOT to fulfill its commitment to taking those affirmative action steps which will ensure equitable participation in our business and employment opportunities without regard to race, color, religion, sex, national origin, age, disability, veteran status, marital status or sexual orientation.

What is ADA?

The Americans with Disability Act (ADA) is federal legislation that opens up services and employment opportunities to Americans with disabilities. The law is intended to eliminate illegal discrimination and level the playing field for individuals with disabilities.

What is Title VI?

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, sex or national origin in programs or activities receiving federal financial assistance.

To get this language in an electronic format that you can cut and paste directly into your folios, go to the Title VI and ADA Language for Publications site:

<http://www.wsdot.wa.gov/EqualOpportunity/titlevi.htm>

Learn how to make accessible documents

<https://www.wsdot.wa.gov/communications/web-toolkit/standards/accessibility>

ACCESSIBILITY NOTE:

Design decisions should consider persons who have visual disabilities or are colorblind. While it's not possible to make all of our materials without using red, green or blue, by taking color blindness into consideration we can use different values to create contrast and make materials more readable for those with disabilities.

For more information and tips for making print more readable, visit the American Foundation for the Blind.

<http://www.afb.org/info/reading-and-writing/making-print-more-readable/35>

Legal stuff - copyright materials, use of WSDOT logo, photos

Copyrights

What is a copyright?

Under copyright laws, the author of an original work has rights and protections that give exclusive right to:

- Reproduce the copyrighted work
- Prepare derivative works based on the copyrighted material
- Distribute copies of the copyrighted work to the public by sale, rental, lease or lending
- Display the copyrighted work publicly by literary or audiovisual means
- In the case of sound recordings, to perform the copyrighted work publicly by means of a digital audio transmission

Using materials from the Internet

Do not assume that everything posted to the Internet is public domain; postings of many kinds are protected the same as published printed works. Copyright protections for Internet postings are somewhat murky, however, there are guidelines you should follow when creating a webpage to avoid violations:

- Do not put the content of another person's or organization's website on your webpage
- Do not copy and paste information from various Internet sources to create "your own" document
- You can quote or paraphrase limited content, as long as you give credit to the original source and the location of the source
- Do not copy and paste logos, icons, photos and other graphics from other websites to your webpage, unless it is advertised as "freeware" or you have been granted permission from the organization to use the material

Use of WSDOT photos by others

WSDOT gets many requests to use our photos; the criteria for using our photos is the same as the Creative Commons Attribution-Noncommercial-NoDerivs 2.0 Generic:

- Photo credit must be given to the Washington State Department of Transportation
- Photos cannot be used for commercial gain (for example, publishing a book for profit)
- Photos cannot be used to imply WSDOT is endorsing a product or service
- Photos cannot be altered

Use of WSDOT logo by others

Requests for use of the WSDOT logo, outside of usual WSDOT internal and external documents and communication products, are evaluated by the Headquarters Communications Office on a case by case basis to ensure it is an official business use and in line with WSDOT's mission.

What rules govern the use of the WSDOT logo?

- RCW 42.52.070 – Special Privileges – No state employee can use their position to secure a special privilege for themselves, or another person. That is, if you are willing to let one entity use the logo, you need to be willing to let other entities use the logo in the same/similar circumstances.
- RCW 42.52.160 – Use of Persons, Money, or Property for Private Gain – No state employee can use any person, money, or property under their official control or direction for the private benefit or gain of another. That is, the logo cannot be used to create a profit or benefit for another group.
- RCW 42.52.180 – Use of Public Resources for Political Campaigns – No state employee may use or authorize the use of facilities of an agency for the purpose of assisting a campaign for election of a person to an office or for the promotion of or opposition to a ballot proposition. That is, the logo should not be used to promote or oppose political campaigns.
- RCW 42.52.900 – Legislative Declaration – Advises against any actions which may have the perception of a conflict of interest or improper use. Even if there is no actual conflict of interest or personal gain, there may be the perception of a conflict, personal gain or private advantage from the viewpoint of the public. As a public agency, WSDOT is held to the highest standards of ethical behavior.