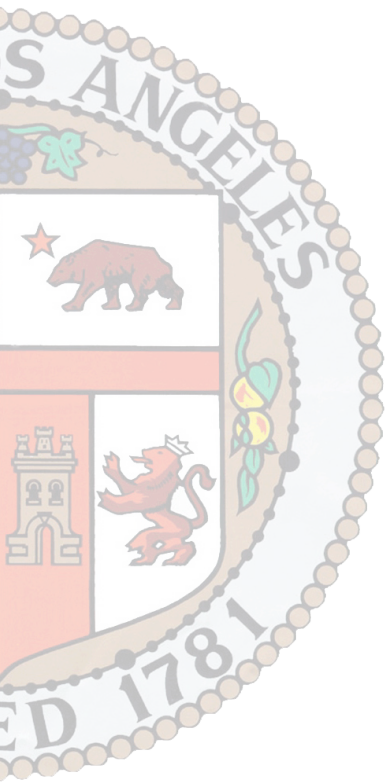




APRIL 2016



LADOT

STYLE GUIDE

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— INTRODUCTION

BENEFITS OF A CONSISTENT BRAND IMAGE & MESSAGE

These brand guidelines have been created to establish consistency and effectively support all communications with city officials and Angelenos, thereby increasing awareness and eliminating confusion. Proper usage of the logo and consistent messaging will strengthen credibility and establish uniformity for the Los Angeles Department of Transportation (LADOT).

On these pages, you will find guidelines for the approved usage of all core messaging and graphic elements as well as templates for key print and online materials. These guidelines and materials are meant to be used when marketing, labeling or describing any LADOT service, program, initiative, or division.

— MESSAGING

In order to maintain the clarity and strength of all messaging surrounding LADOT, key terms and descriptions must be used in a consistent manner. The messaging in this section can be used in any marketing, press or promotional pieces as needed to clearly communicate LADOT's role within the City of Los Angeles, its core values, vision, and mission.

VISION & MISSION

VISION

Los Angeles will have a transportation system that gives people choices to support a high quality of life and strong, healthy communities, as well as continued prosperity and resilience for the region.

MISSION

LADOT leads transportation planning, design, construction, maintenance, and operations in the City of Los Angeles. We work together and partner with other agencies to improve safe, accessible transportation services and infrastructure in the city and region.

CORE VALUES

PROFESSIONAL INTEGRITY, HONESTY, AND RESPECT

We serve the public. We tell the truth. Our focus is to do what is right, not necessarily what is expedient. We treat everyone with a high level of respect.

PROBLEM-SOLVING ATTITUDE

We are known for working closely with the public to clearly identify issues, opportunities, and solutions. We are highly resourceful and provide meaningful options to address problems. We have enthusiasm for our work and a high level of talent and knowledge that we share.

DELIVERY

We strive to deliver quality projects safely, on time, and on budget. We celebrate and communicate our successes. We act with a sense of purpose and dedication to the City and customers we serve.

ACCOUNTABILITY

We say what we mean, and we do what we say. Our employees are trustworthy, honest, professional, and fair. We are responsible stewards of public funds and resources.

APPROVED MESSAGING & TERMS

LOS ANGELES DEPARTMENT OF TRANSPORTATION

In order to maintain the clarity and strength of all messaging surrounding the Los Angeles Department of Transportation, key terms must be used in a consistent way.

In all cases, “Los Angeles Department of Transportation” should use initial capitalization. On first reference, the complete name should be used, followed by the acronym in parentheses (LADOT). The acronym can be used in subsequent references in the same document.

In official documents

Use: “Department of Transportation, City of Los Angeles.”

Do not use: “LA/DOT” or “LA DOT.”

REFERENCES TO OTHER CITY DEPARTMENTS

Other City departments should be identified with their full name on the first reference. You may use well-known acronyms on the second reference. Do not use simply “Department” to describe other City departments.

APPROVED MESSAGING & TERMS

TITLES

Use proper position titles for any person mentioned in your document. In complete sentences, titles are capitalized when they precede a person's name; they are lowercase when they come after the name. In phrases, all City titles are capitalized. The preference is for the title to precede name.

Examples

- General Manager Seleta Reynolds spoke in front of the City Council.
- Dan Mitchell, assistant general manager, said the hand-held devices would be released.
- Chief of Parking Enforcement Greg Savelli
- Shelly Del Rosario, personnel director, said the forms would be ready.

APPROVED MESSAGING & TERMS

STYLE FOR CITY NOUNS

The City has developed a particular style when it references its positions and agencies. Please follow the style of the nouns that appear below.

Examples of City Nouns

- Assistant General Manager
- ATSAC (Automated Surveillance and Control)
- Bike L.A. program
- Bureau Head
- City (in reference to the City of Los Angeles only; otherwise, lowercase)
- City Council
- City Council District Office
- Commuter Express services
- Councilwoman or Councilman (preferred); Councilmember
- DASH services
- Department (in reference to LADOT as a department only; otherwise, lowercase)
- General Manager
- LADOT District Office
- Mayor
- Vision Zero

APPROVED MESSAGING & TERMS

LADOT PREFERRED TERMS

Good infrastructure
Smart infrastructure
Organized streets
Safe streets

Comfortable streets
Livable streets
Mobility

ALTERNATIVE WORDS

Use these words

Collision/Crash
Congestion
Active Transportation
Giving people choices
Shared Mobility
Neighborhood
Improving visibility of pedestrians

Instead of these words

Accident
Traffic
Pedestrian Program, Bike Program, Transit
Multimodal
Carsharing, taxis, TNC, shared vans
Community
Shortening crossing distance (specifically for temporary bulb outs/curb extensions)
Bike Corral, Cyclestall
Road diet

Bicycle Corral
Pedestrian and bicycle safety enhancements/improvements/treatments or road reconfiguration/streetscape project/reclaiming space/better organized streets

BIKE STUDY RESULTS

Top Positive words for outreach use

Bike Path
Environment
Cost –effective
Getting around
Neighborhood
Practical
Combining resources/leveraging

Top Negative words to avoid

Exclusive
Inevitable
Preferential
Biker
Cyclist
Traffic

WHENEVER POSSIBLE – PERSONALIZE IT!

People who walk
People who ride

People who roll
People who drive

APPROVED MESSAGING & TERMS

ADA

All public-facing documents, for example community outreach meeting notifications, should include the following language:

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

Examples of People First Language

Use these words

People with disabilities

An individual or person with a disability

Access and functional need

Deaf, hard of hearing, hearing loss, sensory disability

Accessible communication, effective communication

She has a mobility disability

Instead of these words

The handicapped, the disabled, the impaired

Disabled person

Special needs, vulnerable

Deaf and dumb, the deaf, mute

Special communication

She's mobility impaired, wheelchair bound, physically challenged, crippled, an invalid, lame, differently-abled, bedridden, house-bound, a shut-in

This is a living document. If a term is obsolete, it will be removed. Please contact the Communications Office for the most up to date document.

PR BOILERPLATE

A standardized template should be used on printed publications that clearly identifies our organization, and mission. This template, or "boiler plate," should be placed on the last page of publications when you need to communicate what the department does in a consistent way.

BOILER PLATE

The Department of Transportation leads transportation planning, design, construction, maintenance and operations within the City of Los Angeles. We work together and partner with other agencies to improve safe, accessible transportation services and infrastructure in the city and region.

— LOGO GUIDELINES

LADOT LOGOS

SOLID LOGO

The LADOT logo family is made up of five different logo treatments: solid logo with and without the tagline, striped logo with and without the tagline, and a stripe version.

The blue solid logo should be used whenever possible. In cases where the blue solid logo cannot be used, use the black logo. For instance, when printing in black and white only, or the knockout (white) version, on a dark background as shown below.

Along with a color, grayscale and line art version, there are four knockout versions: solid logo with and without the tagline, striped logo (as seen on next page) with and without the tagline.

The solid logo should be used for online or print material, such as brochures and fact sheets.

The logo with tagline should not be used when using other program logos. The tagline can be used in materials not associated with key LADOT programs to allow clear messaging of that featured program. The tagline lends itself as a graphic element and provides a strong statement about LADOT.

▲ Logo

▲ Logo with tagline

▲ Logo color options

▲ Logo with tagline color options

LADOT LOGOS

STRIPED LOGO

The striped logo should be used on large-format materials including busses, banners, and building signage.



▲ Logo



▲ Logo with tagline



▲ Logo color options



▲ Logo with tagline color options

LADOT LOGO DO'S & DONT'S

The success of LADOT's branding relies on the clarity and consistency with which it is implemented. Distorting or changing established elements diminishes the logo's impact. The following are some examples of potential misuses that must be avoided in print or in video animation.

See pages 22-23 for proper logo usage.



▲ Logo with color change



▲ Logo with tagline shift



▲ Logo skewed



▲ Logo with tagline spaced out



▲ Logo altered



▲ Logo with tagline font change



▲ Logo with drop shadow



▲ Logo made into an outline

LADOT PROGRAM, INITIATIVE & DIVISION LOGOS

This page is a reference of all the approved program logos that are a part of the LADOT brand.



MyLADOT Service Request



SYSTEM TYPEFACE

Our official typeface is Calibri.

Use of a consistent typeface reinforces the LADOT identity and is the foundation for all communications. It is available in a variety of weights to express both contemporary and classical qualities.

BRAND TYPEFACE

LADOT uses all versions of Calibri. It is widely available in Word, PPT and Excel versions 2010 and later.

Calibri 60pt

Calibri 48pt

Calibri 36pt

Calibri 30pt

Calibri 24pt

Calibri 18pt

Calibri 14pt

Calibri 12pt

Calibri 11pt

Calibri 10pt

Calibri 9pt

Calibri 8pt

Calibri 7pt

Calibri 6pt

Calibri Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

Calibri Regular Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

Calibri Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

Calibri Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

SYSTEM TYPEFACE

For digital applications when Calibri is not available, LADOT's default font is Arial.

Arial 60pt

Arial 48pt

Arial 36pt

Arial 30pt

Arial 24pt

Arial 18pt

Arial 14pt

Arial 12pt

Arial 11pt

Arial 10pt

Arial 9pt

Arial 8pt

Arial 7pt

Arial 6pt

Arial Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

Arial Regular Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

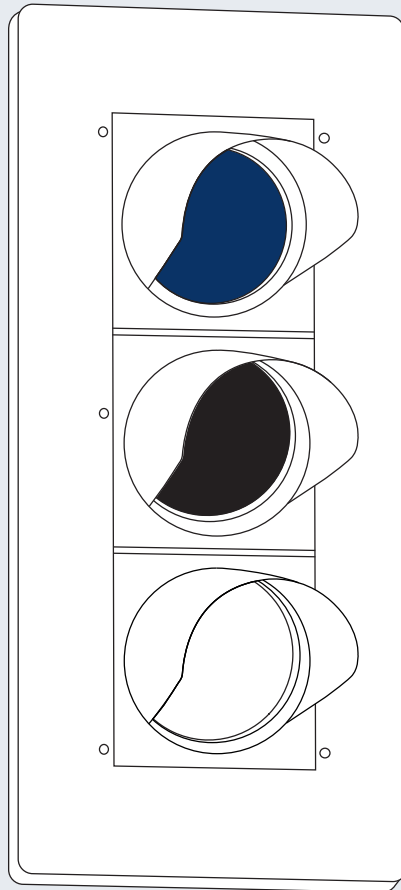
Arial Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

Arial Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$€&@?!/+(.,:;)

— BRAND COLORS

BRAND COLORS

Consistent use of color is one of the most effective ways to establish brand recognition. The swatches below are the accurate color values of the colors used in the LADOT logo and those associated with the goals set forth in the Strategic Plan (see following page).



LADOT BLUE

CMYK	C100 M86 Y29 K22
------	-------------------------

RGB	R 0 G46 B109
-----	---------------------

WEB	002E6D
-----	---------------

PANTONE	294
---------	------------

BLACK

CMYK	C0 M0 Y0 K100
------	----------------------

RGB	R0 G0 B0
-----	-----------------

WEB	231F20
-----	---------------

WHITE

CMYK	C0 M0 Y0 K 0
------	---------------------

RGB	R255 G255 B255
-----	-----------------------


WEB	FFFFFF
-----	---------------

BRAND COLORS

LADOT also uses colors established in the Great Streets Strategic Plan. In material that references the Great Streets Strategic Plan you may use the light blue swatch to the right. Messaging that aligns with the four pillars can utilize those individual colors associated with them.


Additional department colors for the Transit division, Bicycle and People Street programs as well as the Vision Zero initiative are referenced on the right. LA Express Park, Commuter Express and DASH colors are on the following page. You may use these colors with their corresponding communication materials.

GREAT STREETS




CMYK: 60 31 0 0
 RGB: 102 153 209
 WEB: 6699D1

SAFETY




CMYK: 5 76 77 0
 RGB: 230 98 71
 WEB: E46247

LIVABLE & SUSTAINABLE



CMYK: 46 1 98 0
 RGB: 151 199 63
 WEB: 97C73F

A WELL RUN CITY: 21ST CENTURY DEPARTMENT



CMYK: 1 48 77 0
 RGB: 244 152 79
 WEB: F4984F

A WELL RUN CITY: CUSTOMER SERVICE



CMYK: 33 78 32 3
 RGB: 171 86 122
 WEB: AB567A

TRANSIT




CMYK: 100 57 0 40
 RGB: 0 68 124
 WEB: 00447C



CMYK: 40 5 100 0
 RGB: 167 197 57
 WEB: A7C539


BICYCLE PROGRAM



CMYK: 100 100 100 100
 RGB: 0 0 0
 WEB: 000000




CMYK: 34 0 57 0
 RGB: 174 214 143
 WEB: AED68F




CMYK: 88 41 78 38
 RGB: 16 86 64
 WEB: 105640

VISION ZERO




CMYK: 0 93 76 0
 RGB: 239 55 66
 WEB: EF3742



CMYK: 100 100 100 100
 RGB: 0 0 0
 WEB: 000000

PEOPLE ST




CMYK: 100 62 7 0
 RGB: 0 100 168
 WEB: 0064A8

BRAND COLORS


LA EXPRESS PARK

 CMYK: 100 58 0 21
 RGB: 0 85 150
 WEB: 005596

 CMYK: 62 22 0 3
 RGB: 86 160 211
 WEB: 56A0D3

 CMYK: 100 57 0 40
 RGB: 0 68 124
 WEB: 00447C

 CMYK: 100 30 0 20
 RGB: 0 115 174
 WEB: 0073AE

 CMYK: 100 46 0 70
 RGB: 0 45 86
 WEB: 002D56


 CMYK: 30 0 8 0
 RGB: 174 224 232
 WEB: AEE0E8

 CMYK: 100 60 10 53
 RGB: 0 54 96
 WEB: 003660


▼ For the Westwood expansion, a few bright complementary colors were added to work as highlights to the blue palette used previously. This helped call attention to the new developments.


 CMYK: 0 32 95 0
 RGB: 253 181 37
 WEB: FDB525


 CMYK: 2 7 96 0
 RGB: 254 224 20
 WEB: FEE014

 CMYK: 3 73 97 0
 RGB: 235 105 40
 WEB: EB6928


COMMUTER EXPRESS


 CMYK: 100 57 0 40
 RGB: 0 68 124
 WEB: 00447C

 CMYK: 30 4 0 31
 RGB: 128 161 182
 WEB: 80A1B6

 CMYK: 15 2 0 15
 RGB: 184 203 217
 WEB: B8CBD9

DASH

 CMYK: 100 57 0 40
 RGB: 0 68 124
 WEB: 00447C

 CMYK: 0 100 30 61
 RGB: 120 0 50
 WEB: 780032


 CMYK: 0 0 0 30
 RGB: 188 190 192
 WEB: BCBECE

— LOGO IN USE

TEMPLATES – LETTERHEAD

The official letterhead of the Department of Transportation for the City of Los Angeles should be used for all official communications. Please note the LADOT logo is absent from the letterhead allowing the Los Angeles City Seal prominence. Though LADOT has a prominent and well-known logo, it is not appropriate to add the LADOT logo to this document.

CITY OF LOS ANGELES
CALIFORNIA



ERIC GARCETTI
MAYOR

Seleta J. Reynolds
GENERAL MANAGER

DEPARTMENT OF TRANSPORTATION
100 South Main Street, 10th Floor
Los Angeles, California 90012
(213) 972-8470
FAX (213) 972-8410

Date [data at top of page] [1 space follows]

Name [Honorable - all elected officials]
Title
Attention: [name], [title] [if required]
Company or City Office/Department
Address
[spell out city and state; no abbreviations] [1 space follows]

Subject: **[Bold]** [tabbed in 1"] [1 space follows]

Dear [salutation] [last name]:

[whole document format: 11 pt Calibri, 1" left/right/top margin and .5" bottom, left justified; 2 spaces after period punctuation] [1 space follows end of body]

Sincerely, [3 spaces follow]

Seleta J. Reynolds
General Manager [2 spaces follow]

Attachment [if required] [1 space follows]

c:

AN EQUAL EMPLOYMENT OPPORTUNITY – AFFIRMATIVE ACTION EMPLOYER

TEMPLATES – MEMORANDUM

The official memorandum template for the City of Los Angeles should be used for all official inter-departmental communications. Please note the LADOT logo is absent from the letterhead as this is a citywide document. Though LADOT has a prominent and well-known logo, it is not appropriate to add the LADOT logo to this document.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL MEMORANDUM

Date: [data at top of page] [1 space follows]

To: Name, Title [Honorable - all elected officials]
City Office/Department
Attention: [name], [title] [if required] [1 space follows]

From: Seleta J. Reynolds, General Manager
Department of Transportation [1 space follows]

Subject: **[ALL CAPS/BOLD]** [tabbed in 1"] [2 spaces follows]

[whole document format: 11 pt Calibri, 1" left/right/top margin and .5" bottom, left justified; 2 spaces after period punctuation] [3 spaces follows end of body]

[header: 2nd page; include Name on left, page no. centered, date on right]

SJR: [initials] [1 space follows]

Attachment [if required] [1 space follows]

c:

TEMPLATES – BUSINESS CARD

There are two business card designs available for LADOT employee use. An employee who is not assigned to a specific program or initiative should use the master business card design.

An employee who is assigned to a specific program or initiative may use the alternative business card design so their specific program or initiative logo can be placed where the Vision Zero logo is shown as an example.

Program Logos will be placed to fit the space where the Vision Zero Logo currently is placed.

Approved Program Logos

- Vision Zero
- People St
- LADOT Transit
- Taxicab
- Safe Routes to School
- LA Express Park
- Bike Program



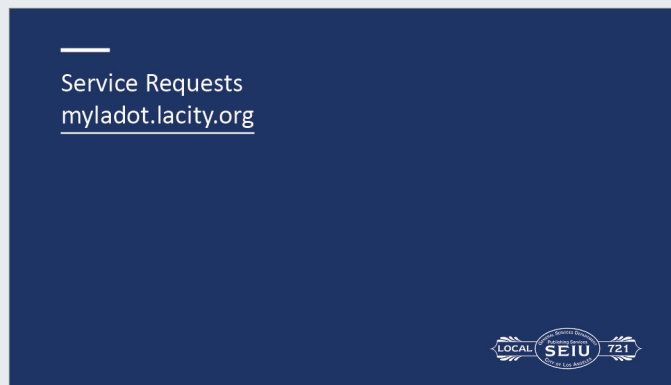
▲ Business Card Front, Master

- ◀ Name: Calibri Bold 9 pt
- ◀ Title: Calibri 9 pt with 9 pt leading
- ◀ Contact: Calibri 8 pt with 9 pt leading



▲ Business Card Front with Program Logos

- ◀ Fax optional
- ◀ Cell optional



▲ Business Card Back

- ◀ Union Logo

TEMPLATES – FACT SHEET

There are two styles of the Fact Sheet available for LADOT employee use. This page covers the standard use of the master template. Page 29 covers program- initiative- or division-specific Fact Sheets.

Design suggestions:

- For the Subject Line use Calibri Bold (font) at 12pt
- For the Main Headline use Calibri Bold (font) at 24pt
- For the Subhead Line use Calibri Bold (font) at 14pt
- For the Body Copy use Calibri Regular (font) at 10pt
- For the Caption use Calibri Regular (font) at 8pt
- As an option you can add a 0.125 inch wide color bar along the left side of an image. Please reference the brand colors on page 23.
- Graphic elements, visuals, rendition of before and after are encouraged. Please reference the Image Guidelines on section 8 for helpful tips.

FACT SHEET

Phase 2 Reconfiguration Protected Bicycle Lanes for Spring and Main Streets



▲ CicLAvia on Spring Street

Project Snapshot

Project Limits: Spring and Main Streets from 1st Street to 9th Street

Project Intent Upgrade the existing buffered bicycle lanes to protected bicycle lanes, reduce bus-bicycle conflicts, maximize full-time parking/loading, and incorporate associated pedestrian improvements

Anticipated Timeline

Early 2017 – initiate configuration changes with modifications to striping, signals, and signage

Fall 2017 – initiate improvements that may include more permanent concrete work and/or planted elements

DOWNTOWN LOS ANGELES

In partnership with Councilmember Jose Huizar’s DTLA Forward Initiative, this project will initiate Phase 2 of the overall Spring and Main Streets reconfiguration project. Phase 1 reconfiguration was completed in 2012, which brought the addition of buffered bicycle lanes and full-time parking/loading to the west side of Spring Street and the east side of Main Street through the repurposing of a travel lane. **This Phase 2 project will involve the conversion of the existing buffered bicycle lanes to protected bicycle lanes, with the objective of reducing bus-bicycle conflicts, maximizing full-time parking/loading, and incorporating associated pedestrian improvements.** No further reduction in travel lanes is anticipated as part of this project.

Spring and Main Streets are designated in the Mobility Plan 2035 as bicycle enhanced network streets (a designation that calls for a protected bicycle lane facility), and serve as the critical north/south spine for bicycle connectivity in Downtown Los Angeles (DTLA). Bike Share is also set to debut in DTLA in the summer of 2016. Although final locations of Bike Share kiosks are still to be determined, several will be located along both Spring and Main Streets.

What’s next? LADOT will initiate project development, design and engineering in April, 2016 to prepare for project implementation. Focused meetings and community outreach are tentatively slated to take place over the summer of 2016 to keep DTLA stakeholders informed along the way. Project implementation is anticipated to be initiated by the fall of 2016 and would include reorganizing the street with striping, signals, and signage and/or low-cost materials such as flexible delineators. Implementation of more permanent concrete work and/or planted elements as part of this project would follow in 2017.



Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773 [Twitter](#) [Instagram](#) [Facebook](#) [YouTube](#)



TEMPLATES – FACT SHEET

For Fact Sheets specific to a program or initiative the logo associated with the program or initiative can be placed in the location of the City Ride logo on this page.

Design suggestions please refer to page 29.

To change the program logo:

- Delete the City Ride logo.
- Insert the desired logo and resize it to fit the space.
- Then right click on the logo and select Format Picture.
- Then select the Layout tab.
- Under Wrapping Style, select Tight.
- Under Horizontal Alignment, select Right.
- You may now move the logo to the proper position under the blue bar.

FACT SHEET



Phase 2 Reconfiguration

Protected Bicycle Lanes for Spring and Main Streets



▲ CicLAvia on Spring Street

Project Snapshot

Project Limits: Spring and Main Streets from 1st Street to 9th Street

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Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773 [Twitter](#) [Instagram](#) [Facebook](#) [YouTube](#)



TEMPLATES – PRESS RELEASE

There are three styles of the Press Release Template available for LADOT employee use. This page covers the standard use of the master template. Page 31-32 covers program or initiative specific Fact Sheets.

Design suggestions:

- For the Contact Information below the LADOT logo use Calibri Regular (font) at 12pt
- For the Main Headline use Calibri Bold (font) at 24pt
- The rule that breaks the Headline from body copy is 0.5 pt rule in black
- For the Subhead Line use Calibri Bold (font) at 14pt
- For the Body Copy use Calibri Regular (font) at 10pt

PRESS RELEASE
1 of 2



FOR IMMEDIATE RELEASE
Media Inquiries Only
Communications Office
(213) 972-8406

Los Angeles Department Of Transportation Announces City Street Closures For Asics La Marathon

LOS ANGELES, CA (March 10, 2015)

—


The City of Los Angeles has finalized street closures, restricted parking, as well as security and public safety measures, to support the 30th annual Los Angeles Marathon.

The 26.2-mile ASICS LA Marathon will trek along a similar route to last year, going from downtown’s Dodger Stadium to the Pacific coast. Along the way, participants will again pass some of Los Angeles’ most famous landmarks and journey through diverse neighborhoods. The race begins on Sunday, March 15 at 6:50 a.m. for hand cycles, 6:55 a.m. for wheelchairs, 7:02 a.m. for elite women’s field, 7:10 a.m. for legacy runners and 7:25 a.m. for elite men and all other participants.

Various streets along the marathon route will be closed by 3:15 a.m. on March 15, then reopen as early as 10:15 a.m., depending on the location. Streets will reopen by region because of the size and complexity of the event route. Numerous agencies, including the California Department of Transportation and the City of Los Angeles Police and Fire departments were consulted in the planning process and agree that the finalized plan is the best way to accommodate all of the parties involved.

LADOT will begin to strictly enforce a restricted, no-parking policy for the marathon on the dates and times listed below. This will include the citing and impounding of vehicles parked on these temporarily restricted, no-parking streets. Vehicles will be towed to the Official Police Garage (OPG) servicing those respective areas, at the request of the Department of Transportation. Motorists are advised to call (213) 485-4184 and select option 2 or check the OPG website at www.opglaviic.com to locate and redeem vehicles.


The attached list details the street closures, and their approximate times, within the City of Los Angeles. Three other municipalities — West Hollywood, Beverly Hills and Santa Monica — will likely institute additional street closures. Detailed course maps and event information are available on the internet at www.lamarathon.com or trafficinfo.lacity.org. Additional questions can be posed to the ASICS LA Marathon office at (213) 542-3000. Media representatives can contact Kerry Hendry at kerry.hendry@ketchum.com



Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773





TEMPLATES – PRESS RELEASE

PRESS RELEASE

2 of 2



Area residents who use public transit may experience some delays. For more information call Metro at (323) GO METRO (466-3876) or visit the agency's trip planner web site at: www.metro.net.

The Department of Transportation leads transportation planning, design, construction, maintenance and operations within the City of Los Angeles. We work together and partner with other agencies to improve safe, accessible transportation services and infrastructure in the city and region.

-30-



Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773    



TEMPLATES – PRESS RELEASE

For Press Releases specific to a program or initiative the logo associated with the program or initiative can be placed in the location of the City Ride logo on this page.

Design suggestions please refer to page 32.

To change the program logo:

- Delete the City Ride logo.
- Insert the desired logo and resize it to fit the space.
- Then right click on the logo and select Format Picture.
- Then select the Layout tab.
- Under Wrapping Style, select Tight.
- Under Horizontal Alignment, select Right.
- You may now move the logo to the proper position under the blue bar.

PRESS RELEASE
1 of 2




FOR IMMEDIATE RELEASE
Media Inquiries Only
Communications Office
(213) 972-8406

Los Angeles Department Of Transportation Announces City Street Closures For Asics La Marathon

LOS ANGELES, CA (March 10, 2015)


The City of Los Angeles has finalized street closures, restricted parking, as well as security and public safety measures, to support the 30th annual Los Angeles Marathon.

The 26.2-mile ASICS LA Marathon will trek along a similar route to last year, going from downtown's Dodger Stadium to the Pacific coast. Along the way, participants will again pass some of Los Angeles' most famous landmarks and journey through diverse neighborhoods. The race begins on Sunday, March 15 at 6:50 a.m. for hand cycles, 6:55 a.m. for wheelchairs, 7:02 a.m. for elite women's field, 7:10 a.m. for legacy runners and 7:25 a.m. for elite men and all other participants.


Various streets along the marathon route will be closed by 3:15 a.m. on March 15, then reopen as early as 10:15 a.m., depending on the location. Streets will reopen by region because of the size and complexity of the event route. Numerous agencies, including the California Department of Transportation and the City of Los Angeles Police and Fire departments were consulted in the planning process and agree that the finalized plan is the best way to accommodate all of the parties involved.


LADOT will begin to strictly enforce a restricted, no-parking policy for the marathon on the dates and times listed below. This will include the citing and impounding of vehicles parked on these temporarily restricted, no-parking streets. Vehicles will be towed to the Official Police Garage (OPG) servicing those respective areas, at the request of the Department of Transportation. Motorists are advised to call (213) 485-4184 and select option 2 or check the OPG website at www.opglaviic.com to locate and redeem vehicles.

The attached list details the street closures, and their approximate times, within the City of Los Angeles. Three other municipalities — West Hollywood, Beverly Hills and Santa Monica — will likely institute additional street closures. Detailed course maps and event information are available on the internet at www.lamarathon.com or trafficinfo.lacity.org. Additional questions can be posed to the ASICS LA Marathon office at (213) 542-3000. Media representatives can contact Kerry Hendry at kerry.hendry@ketchum.com



Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773










TEMPLATES – PRESS RELEASE

Graphic elements, visuals, ►
rendition of before and
after are encouraged.
Please reference the
Image Guidelines on
section 8 for helpful tips.


PRESS RELEASE
2 of 2





Area residents who use public transit may experience some delays. For more information call Metro at (323) GO METRO (466-3876) or visit the agency's trip planner web site at: www.metro.net.


The Department of Transportation leads transportation planning, design, construction, maintenance and operations within the City of Los Angeles. We work together and partner with other agencies to improve safe, accessible transportation services and infrastructure in the city and region.

-30-



Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773



TEMPLATES – POWERPOINT

Please use the PowerPoint template provided for presentations made to the community and/or other Departments.

Things to remember:

- The template provides optional content examples. Please use your best judgement and modify the template as needed for the best display of your content. For example, if the white headline text is too light on the cover page, you may change the color to black. If you have more or less content, please feel free adjust text size.
- For presentations specific to a program or initiative the logo associated with the program or initiative can be placed in the location of the Vision Zero logo on this page.
- Use bullet points, which are short and to the point, to convey information on the PowerPoint.
- Use easy-to-understand language.
- Use pictures and graphs that illustrate and/or clarify your point.
- When presenting, do not “read” what is on the slide but elaborate on the information with presentation notes.



▲ Cover Page A

Headline: Calibri Bold 30 pt*
Subheadline: Calibri Regular 18 pt*

The photos used in the PPT template are shown as an example only and not meant for use on all presentations. Each presentation should use relevant photography that is specific to the subject of the content. The department maintains Flickr accounts as a resource if needed, please see page 55.

▲ Initiative / Program Logo

Optional Initiative or Program logo may be added to the center of the footer by adding to the master slides

To add a program or initiative logo to the center of the footer area, go to View in the main menu and select Slide Master. The new logo should be centered and be sized so the height of the logo is the same as the LADOT logo on each layout template page. Then close the Slide Master to begin creating your presentation.

*Suggested type style and size

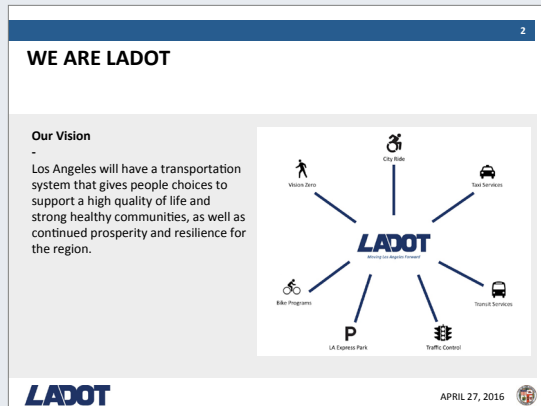
TEMPLATES – POWERPOINT



◀ **Cover Page B**
 Headline: Calibri Bold 30 pt*
 Subheadline: Calibri Regular 18 pt*



◀ **Section Divider Page**
 Section Title: Calibri Regular 18 pt
 Page Number: Calibri Regular 14 pt
 Headline: Calibri Bold 30 pt*
 Subheadline: Calibri Regular 18 pt*



◀ **We Are LADOT Page**

*Suggested type style and size

TEMPLATES – POWERPOINT

SECTION TITLE 2

HEADLINE GOES HERE
LINE TWO OF HEADLINE
 STREET DIVISION SUBHEAD OR DATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed finibus enim ligula, quis pulvinar mauris tempus a. Etiam lacinia odio nec imperdiet rhoncus. Praesent semper eros a nulla facilisis elementum. Vestibulum efficitur erat non risus volutpat vestibulum. Aliquam rhoncus varius.

LADOT MARCH 15, 2016

◀ **Content Page 1**

Section Title: Calibri Regular 18 pt
 Page Number: Calibri Regular 14 pt
 Headline: Calibri Bold 30 pt*
 Subheadline: Calibri Regular 18 pt*
 Body Copy: Calibri Regular 18 pt*

SECTION TITLE 2

HEADLINE GOES HERE
LINE TWO OF HEADLINE
 STREET DIVISION SUBHEAD OR DATE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed finibus enim ligula, quis pulvinar mauris tempus a.
- Etiam lacinia odio nec imperdiet rhoncus.
- Praesent semper eros a nulla facilisis elementum.
- Vestibulum efficitur erat non risus volutpat vestibulum.
- Aliquam rhoncus varius.

LADOT MARCH 15, 2016

◀ **Content Page 2**

Section Title: Calibri Regular 18 pt
 Page Number: Calibri Regular 14 pt
 Headline: Calibri Bold 30 pt*
 Subheadline: Calibri Regular 18 pt*
 Body Copy: Calibri Regular 18 pt*

SECTION TITLE 2

HEADLINE GOES HERE
LINE TWO OF HEADLINE
 STREET DIVISION SUBHEAD OR DATE

ATSAC
 -
 In the City of Los Angeles, the heavily congested AM and PM peak hour streets produce increased travel times, air pollution and fuel consumption. Cost-effective congestion relief strategies are needed that minimize the impact to the surrounding area.

Project Area:5.0 square miles
 Start of Construction:.....June 16,2008
 Construction Completion:.....August 5, 2009
 Contractor:.....Moore Electrical Contracting, Inc.
 Construction Cost:.....\$5,597,321
 No. of New Left Turn Arrows:.....7
 No. of New Traffic Monitoring Cameras:.....4

LADOT MARCH 15, 2016

◀ **Content Page 3**

Section Title: Calibri Regular 18 pt
 Page Number: Calibri Regular 14 pt
 Headline: Calibri Bold 30 pt*
 Subheadline: Calibri Regular 18 pt*
 Body Copy Headline: Calibri Bold 18 pt*
 Body Copy: Calibri Regular 18 pt*

*Suggested type style and size

TEMPLATES – POWERPOINT

SECTION TITLE 2

HEADLINE GOES HERE
LINE TWO OF HEADLINE
 STREET DIVISION SUBHEAD OR DATE

ATSAC
 -
 In the City of Los Angeles, the heavily congested AM and PM peak hour streets produce increased travel times, air pollution and fuel consumption.



ATSAC
 -
 In the City of Los Angeles, the heavily congested AM and PM peak hour streets produce increased travel times, air pollution and fuel consumption.



LADOT MARCH 15, 2016 

◀ **Content Page 4**

- Section Title: Calibri Regular 18 pt
- Page Number: Calibri Regular 14 pt
- Headline: Calibri Bold 30 pt*
- Subheadline: Calibri Regular 18 pt*
- Body Copy Headline: Calibri Bold 18 pt*
- Body Copy: Calibri Regular 18 pt*

*Suggested type style and size

TEMPLATES – EMAIL SIGNATURES

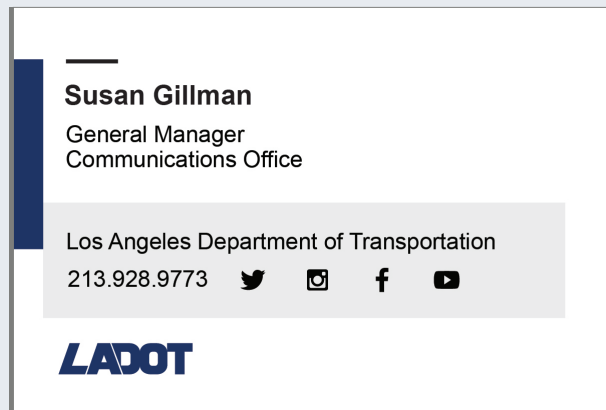
There are two email signatures available for LADOT employee use. An employee who is not assigned to a specific program or initiative should use the master email signature. An employee who is assigned to a specific program or initiative should use the alternative email signature so their specific program or initiative logo can be placed where the City Ride logo is shown as an example.

When programming the email signature, the logo should link to ladot.lacity.org/. The social media icons should link to the department's social media accounts.

Here we use Arial as the font as it is universally available on all computers.

Approved Program Logos

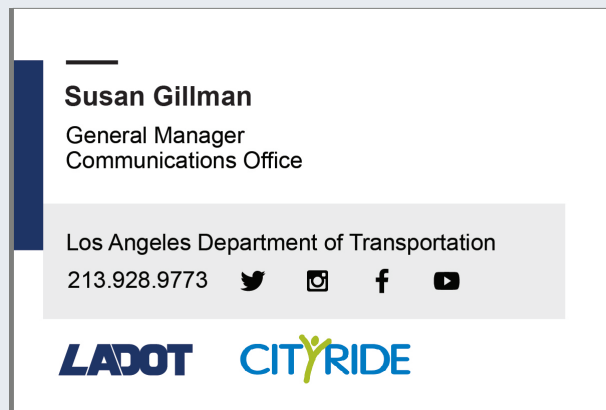
- Vision Zero
- People St
- LADOT Transit
- Taxicab
- Safe Routes to School
- LA Express Park
- Bike Program



▲ Master Email signature without program

- ◀ Name: Arial Bold 13 pt
- ◀ Title: Arial Regular 11 pt

- ◀ Phone Number: Arial Regular 11 pt
- ◀ Social Media Icons
- ◀ LADOT Logo



▲ Email signature with program

- ◀ Name: Arial Bold 13 pt
- ◀ Title: Arial Regular 11 pt

- ◀ Phone Number: Arial Regular 11 pt
- ◀ Social Media Icons
- ◀ LADOT Logo
- ◀ Initiative / Program Logo

TEMPLATES – WEEKLY BRIEF

This page covers the standard use of the master template for the Weekly Brief. Because this is a digital document it is advised that Calibri is not used. Here we use Arial as the font as it is universally available on all computers.


Design suggestions:

- For the Main Headline use Arial Bold (font) at 28pt
- For the Subhead Line use Arial Bold (font) at 16pt
- For the Body Copy use Arial Regular (font) at 14pt
- For the Caption use Calibri Regular (font) at 10pt
- As an option you can add a 10 pixel wide color bar along the left side of an image. Please reference the brand colors on page 23.

This message contains graphics. If you don't see them, [click here](#) to view our email in your browser.

WEEKLY BRIEF
LADOT


Leimert Park Village Plaza Ribbon Cutting Ceremony



Orem estemquamus doloressimus solum repro blat dolore aute voloreh endeste preprempore voluptat incilluptae eate prepernam qui a as quis illigni sciliquis ma sequo es illabor empore, sit, none pla vitem is expedic ipsape vidit ommosam re sit, nobis est, ut harumet est et apid unt.

Deles voluptis aut quo mod modis eiciati ute latur?Orem estemquamus dolor-essimus solum repro blat dolore aute voloreh endeste.

Cus, occusdandis delluptur audae nossi di nis mos eosto dolupta dition ear-cidel in rem sedicipid quos accum aut eosanto et facea et.



LADOT's Outstanding Performers

Orem estemquamus doloressimus solum repro blat dolore aute voloreh endeste preprempore voluptat incilluptae eate prepernam qui a as quis illigni sciliquis ma sequo es illabor empore, sit, none pla vitem is expedic ipsape vidit ommosam re

▲ Parking Officers Lewis and Palmer

Share: [t](#) [i](#) [f](#) [v](#)

Los Angeles Department of Transportation
100 S Main St, 10th Floor, Los Angeles, CA 90012
213.928.9773 [t](#) [i](#) [f](#) [v](#)

▲ LADOT WEEKLY BRIEF DECEMBER 17, 2015

WEBSITE BRAND HIERARCHY & BEST PRACTICES

The city of Los Angeles has mandated that all City websites contain a 311 bar at the very top of each page. In addition to this, LADOT requires that all LADOT sites add the LADOT logo to the top right. LADOT logo must link to LADOT website. Please reference the below example.

LADOT's official website, ladot.lacity.org, will place the LADOT logo in a more prominent position on the site and is excluded from this rule.

Programs that are inter-agency or City - i.e. Safe Routes To School and Vision Zero are required to use proper LADOT logo to be placed in a complimentary position among others.

RESOURCES FOR WEBSITE ADMINISTRATORS

ADA SITE SCANNING

Please send requests for ADA site scanning to lta.webservices@lacity.org

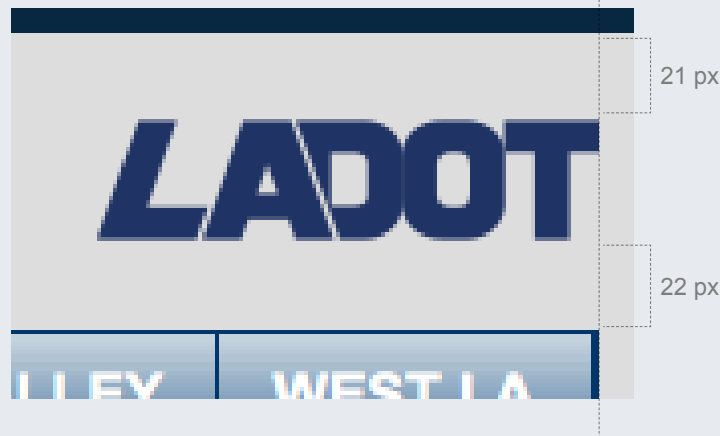
GLOBAL HEADER

For instructions on how to include the global nav bar on websites please visit <http://globalnav.lacity.org>

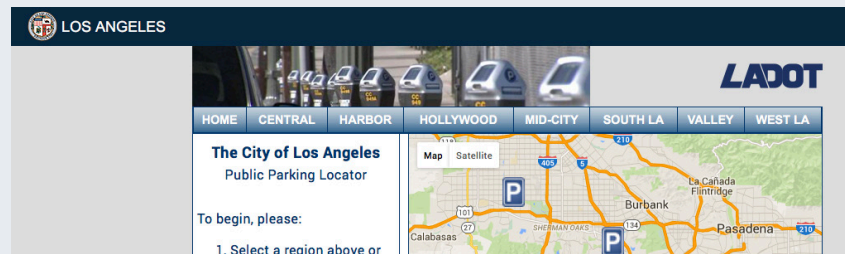
STYLE GUIDE

The City is in the middle of updating the style guide now but you can review our current guide here <http://contact.lacity.org/style/>

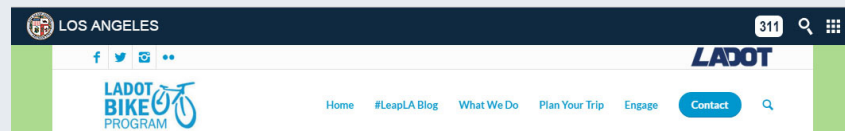
Logo right aligns to right edge of web site content ▼



▲ Logo Dimensions
125 px wide x 30 px tall



▲ Web Header



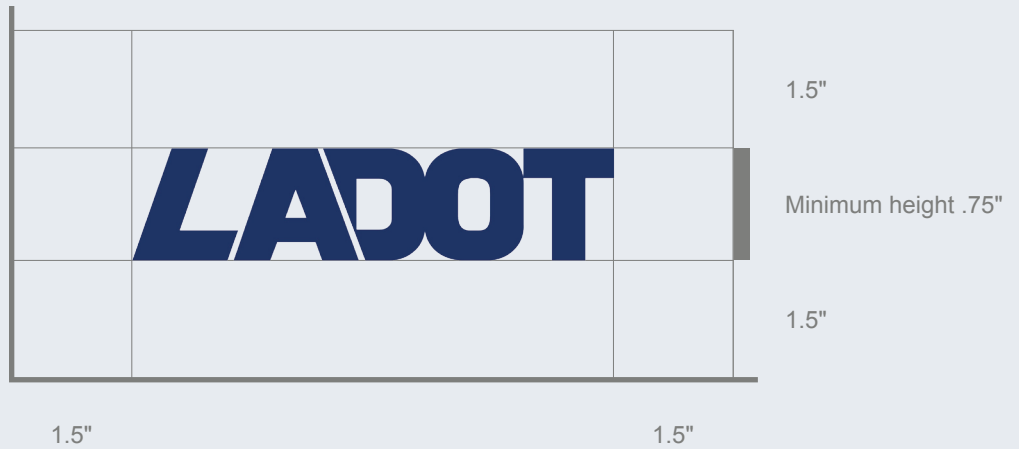
▲ Web Header

BRAND PRESENCE ON SIGNS

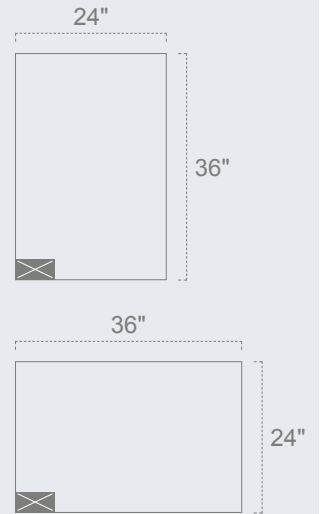
To maintain visual consistency on all LADOT branded materials, the size and clear space of the logo, should be consistent.

When creating signs for display or presentations have the logo align bottom/left as specified on this page.

Please note that these recommendations are minimum sizes for the LADOT brand. When appropriate, the brand may take a more prominent position.



▲ Bottom left corner



▲ Thumbnails of full layout

BRAND PRESENCE ON LARGE BANNERS

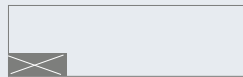
To maintain visual consistency on all LADOT branded materials, the size and clear space of the logo, should be consistent.

When creating signs for display or presentations have the logo align bottom/left as specified on this page.

Please note that these recommendations are minimum sizes for the LADOT brand. When appropriate, the brand may take a more prominent position.



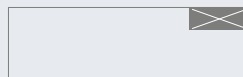
▲ Bottom left corner



▲ Thumbnails of full layout



▲ Top right corner



▲ Thumbnails of full layout

BRAND PRESENCE ON BROCHURES & FLYERS

To maintain visual consistency on all LADOT branded materials, the size and clear space of the logo, should be consistent.

When creating signs for display or presentations have the logo align bottom/left as specified on this page.

Please note that these recommendations are minimum sizes for the LADOT brand. When appropriate, the brand may take a more prominent position.



▲ Bottom left corner



▲ Top left corner



▲ Top right corner

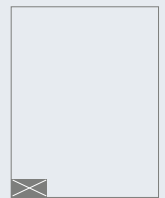


▲ Bottom right corner

at least .25"

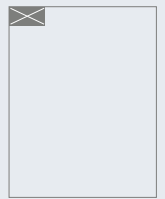
Minimum height .28"

.5"



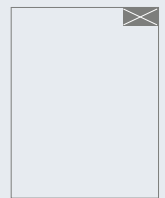
.5"

Minimum height .28"
at least .25"



.5"

Minimum height .28"
at least .25"



at least .25"

Minimum height .28"

.5"



▲ Thumbnails of full layout

SOCIAL MEDIA GUIDELINES

Great Streets for Los Angeles, LADOT's Strategic Plan, directs the Communication team to formalize a Social Media Plan and expand LADOT's Social Media presence, increase effectiveness of external communications, and expand our audience to increase communication to stakeholders. In that effort, we have developed a Social Media Policy for the Department.

SOCIAL MEDIA GUIDELINES

INTRODUCTION

- This policy governs the publication of and commentary on Social Media by employees of the Los Angeles Department of Transportation and its authorized contractors. For the purposes of this policy, Social Media means any facility for online publication and commentary, including without limitation blogs, Wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube, Instagram, and Pinterest, including future Social Media platforms.
- Before engaging in Social Media communications, employees must obtain the permission of the Communications Office. No employee is authorized to post information on social networking sites as a representative of the City, without the approval of the Communications Office or designee.
- All uses of Social Media must be in compliance with the City's Ethics Standards.
 - <http://ethics.lacity.org/>

PURPOSE

The purpose of this policy is to ensure that acceptable standards are adhered to for information decimated through Social Media Platforms. Designated representatives will be accountable for determining those individuals responsible for what information shall and shall not be placed on their respective Social Media Platforms.

OBJECTIVES

1. Establish practical, reasonable and enforceable guidelines by which our employees can conduct responsible, constructive Social Media engagement in both official and unofficial capacities.
2. Protect our Department and employees from violating rules, regulations or laws through the use of Social Media platforms.

GUIDING PRINCIPLES

These Guiding Principles are set to help LADOT employees and affiliates know what is appropriate to post onto Social Media when utilizing Social Media platforms that represent the Department.

PUBLIC INFORMATION

If you are authorized to be part of LADOT's Public Information or Social Media team you may talk about the Department's Vision and Mission, your Division, event or program and have a dialog with the community. It is never acceptable to publish confidential information.

PROTECT YOUR OWN PRIVACY

Privacy settings on Social Media platforms should be set to allow anyone to see profile information similar to what would be on the LADOT website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public or media to see. Before going live, please review your privacy settings with Technology Services to verify appropriate settings.

BE INFORMATIVE

Social Media is all about being visual and the ability to constantly connect. People enjoy photos, short anecdotal stories, and informative content. Posts must center on your work for the City, promote our work, and inform the public, about LADOT services.

BE RESPECTFUL

It is critical that you avoid using registered trademarks, patents, or copyrights, including LADOT's own copyrights and brands. The Communications Office can assist you with this.

GUIDING PRINCIPLES

BE PROACTIVE

If you see false, misrepresenting, or inaccurate content about LADOT in the media, please bring this matter to the Communications Office immediately. Do not respond without the approval of the Communications Office. Don't try to settle scores or goad competitors or others into inflammatory debates.

BE ACCOUNTABLE

If you make an error, be up front and honest about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), please let the communications director know so it can be addressed quickly.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know.

BE PROFESSIONAL

Quality matters. Use a spell-checker. The speed of being able to publish your thoughts is both a great feature and a great downfall of Social Media. The time to edit or reflect must be self-imposed. If in doubt over a post or if something does not feel right, either let it sit and look at it again before publishing it, or ask the Communications staff to look at it first.

BE HONEST & TRANSPARENT

Do not post anonymously, using pseudonyms or false screen names on any Social Media platforms. LADOT believes in transparency and honesty. Nothing gains you notice in Social Media more than honesty -or dishonesty. Do not say anything that is dishonest, untrue, or misleading.

BE A PROUD LADOT EMPLOYEE

We encourage you to help promote LADOT by sharing our official communication through your personal accounts.

However, you may not engage in any official capacity on your personal or non-identifiable Social Media accounts in matters related to the department.

CONTENT GUIDELINES

PUBLICATION OF OFFICIAL INFORMATION

All information distributed through Social Media platforms must be related to LADOT and must positively represent the Department, its employees, and affiliates.

PUBLICATION OF ACCURATE INFORMATION

LADOT Social Media platforms shall contain content that is accurate and relevant. To ensure this, effective content review processes shall be established by designated representatives for all content dissemination.

PROHIBITION OF CONFIDENTIAL INFORMATION

Private, confidential, or sensitive information shall not be posted on any LADOT Social Media platform. Guidelines for the protection of private confidential information can be found in the City of LA Privacy Policy (<http://disclaimer.lacity.org/privacy.htm>).

PROHIBITION OF CAMPAIGN INFORMATION

No LADOT Social Media platforms may be used for campaign related purposes. Campaign related purposes include but are not limited to, the following:

1. Statements in support or opposition to any candidate or ballot measures;
2. Requests for campaign funds or references to any solicitations of campaign funds;
3. References to the campaign schedule or activities of any candidate

PROHIBITION OF COMMERCE SOLICITATION

This includes but is not limited to advertising of any business or product for sale.

LANGUAGE, PHOTOS & VIDEO

LANGUAGE (applies to written, verbal, and visual content)

Language used should always be respectful and professional.

- Be neutral, do not state personal views

LANGUAGE USED TO POST ON SOCIAL MEDIA PLATFORMS

1. Cannot be Sarcastic, Threatening, or Intimidating
2. Cannot have punctuation or any symbols of any sort that create a face (i.e. ☹ or 😊) or emoji, etc.)
3. Cannot have capital letters that signify anger or emotional distress (i.e. HEY, WHY, etc.)
4. No Language that can be interpreted as offensive (i.e. political views, religious views, obscene or sexual content, etc.)
5. No Language that denigrates the military, law enforcement, fire rescue and support, government services, or public officials
6. No Language that can be interpreted as discriminative (i.e. denigrate specific group based on ethnicity, national origin, age, gender, sexual orientation, etc.)
7. No defamatory attacks of any kind

PHOTOS

1. Photos can only be used to show LADOT-related content
2. Inappropriate content is not allowed and will not be tolerated (i.e. nudity, violence, discriminatory, irrelevant images, etc.)
3. Photos should be of high quality (above 200 x 200 pixels)

VIDEO

1. Videos can only be used to show LADOT-related content
2. Videos must represent the CORE Values of LADOT
3. Videos should be of high quality (above 640 x 480 pixels)
4. Audio quality has to be clear and able to be understood without any background disruptive noises

SHARING

When sharing others' content on Social Media, confirm that it is in compliance with our Social Media guidelines.

When referencing LADOT on **Twitter** or **Facebook**, please use the following mention and hashtags:

@LADOTofficial

#LADOTofficial

You can also follow LADOT on

Twitter: @LADOTofficial

Facebook: @LADOTofficial

Instagram: @LADOTofficial

ENFORCEMENT

Policy violations will be subject to disciplinary action, up to and including termination for cause.

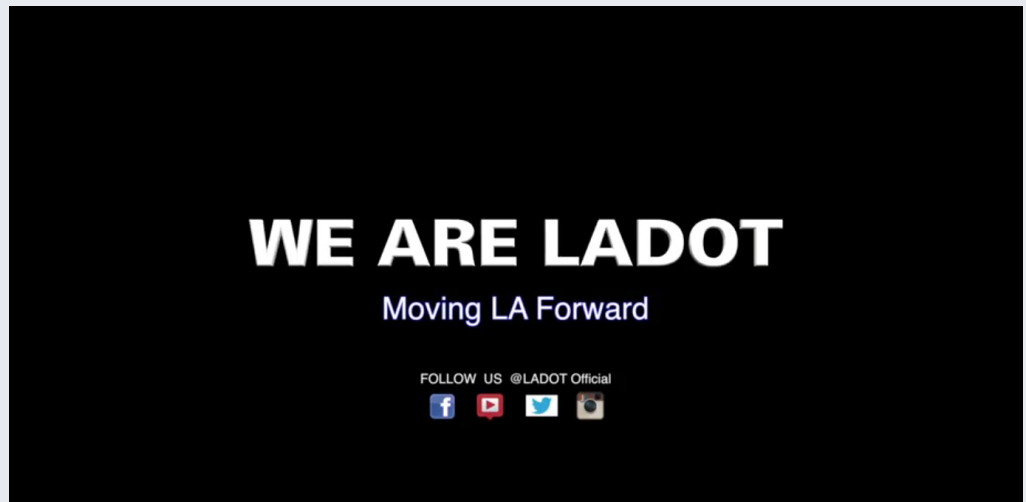
**Once the City of Los Angeles adopts a Social Media Policy, LADOT will reference it in its own policy.*

YOUTUBE

YOUTUBE VIDEO END CARD WITH TIME ON SCREEN & APPROVAL PROCESS

The LADOT logo should be placed, as a watermark, on the bottom right corner during the duration of the video except on the title screen or the end sequence where LADOT is already prominently placed.

The static card (right) should be used at the end of any video posted on YouTube. To allow viewers the time to read the card, allow a minimum of 8 seconds of time on this card before ending the video.



▲ Static end card



IMAGE GUIDELINES

IMAGE BEST PRACTICES

LADOT APPROVED PHOTOGRAPHY RESOURCES

LADOT

<https://www.flickr.com/photos/ladotofficial/>

PEOPLE ST

<https://www.flickr.com/photos/ladotpeoplest/>

LADOT BIKE PROGRAM

<https://www.flickr.com/photos/ladotbikeblog/>

PHOTOGRAPHIC CONTENT

Any photographs included in printed or electronic materials must be of professional quality. Pictures that represent the Department of Transportation should not be grainy; they should be clear, sharp images that are realistically colored. Please do not use excessively “artistic” photographs that exaggerate colors in graphics programs such as Adobe PhotoShop. Photographs representing the Department of Transportation should depict Department activities and its employees only. Do not use photographs of other City personnel or other City departments’ activities.

The only exception to this standard occurs when a presentations elements specifically outline a duty performed by another department. In this case, it is permissible to use photographs depicting the department in question, but credit must be properly given to the City department that supplies the photographs.

LADOT has compiled approved photography on Flickr. Please use this resource for printed or online content.

PHOTOGRAPH CREDIT

Any photograph used for Department of Transportation must carry a photo credit. The photo credit should be placed directly below the photograph, flushed to its right side.

If the photograph comes from the Department of Transportation, the photo credit should list the photographer’s first and last name as well as “LADOT.” If the photographer’s name is unknown, the photo credit should read, “Courtesy of LADOT.” Photo credits must appear in the italicized, size 10pt. Calibri font

Photographs from other City departments or outside agencies need to carry a photo credit as well. The photo credit should list the photographer’s first and last name as well as its originating agency. Full titles of City departments should be included (see examples on the next page.).

If the photographer’s name is unknown, the photo credit should read, “Courtesy of [Insert Agency]” Photo credits must appear in the italicized, size 10 pt. Calibri font.

IMAGE BEST PRACTICES

LADOT employees are expected to receive permission before photographs that originate from outside the Department of Transportation are used in publications.

Photographs should not be used from Internet sites without permission from the photographs' owners' as this violates copyright laws.

Examples of Photographer Credits

- Michael Dinh, LADOT
- Courtesy of LADOT
- Courtesy of LAPD
- Courtesy of the Los Angeles Department of Aging
- Courtesy of the City of Santa Monica
- Jane Doe, Los Angeles Department of Public Works

GRAPHIC DEPICTION OF INFORMATION BEST PRACTICES

GRAPHICS

Graphics – inclusive of charts, graphs and clip art – are encouraged in LADOT publications as they quickly convey ideas by converting complicated information into easily understood material.

If statistical data was required to produce a graphic, it is necessary to supply attribution to the source of the data. Unlike photo credits, data attribution should include the full name of the agency that supplied the information; no acronyms should be used.

Attribution should be located directly below the graphic, flushed to its right. The attribution font is in italics, size 10 pt. Calibri font.

Examples

- Data source: Los Angeles Department of Transportation
- Data source: Los Angeles Department of Water & Power

— ADA COMPLIANCE

ADA COMPLIANCE

RESOURCES FOR WEBSITE ADMINISTRATORS

ADA SITE SCANNING

Please send requests for ADA site scanning to lta.webservices@lacity.org

GLOBAL HEADER

For instructions on how to include the global nav bar on websites please visit <http://globalnav.lacity.org>

STYLE GUIDE

The City is in the middle of updating the style guide now but you can review our current guide here <http://contact.lacity.org/style/>

Accessibility of written or spoken communication for all Angelenos is a priority for LADOT.

All public-facing documents, for example community outreach meeting notifications, should include the following language:

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

Additionally, there are ADA best practices when creating web or printed material to make them more accessible, for instance an ADA-compliant PDF that is optimized for screen-readers. Please reference the City's ADA Guidance Policies and Procedures located in the Communications folder and feel free to contact the LADOT ADA office for more information.

WHERE TO FIND FILES

WHERE TO FIND FILES

You have access to all logos and templates within this document on LADOT's Intranet. Click on the link below and from the Communications Folder, which is a tab, select Style Guide.

<http://intranet.dot.ci.la.ca.us/Communications/SitePages/Home.aspx>

The screenshot shows the LADOT Intranet Communications page. At the top, there is a header with "Site Actions", "Browse", "Page", "Publish", and "Sign In". Below the header is a banner image featuring a blue LADOT car, a bus, and bicycles. A search bar is located on the right side of the banner. Below the banner is a navigation menu with tabs for "Home", "Budget", "Communications", "Complete Streets", "Contacts", "Emergency Preparedness", "Forms", "Human Resources", "Information Technology", and "Policy/Procedures". Under "Communications", there is a sub-menu with "Public Records", "Procurement/Contracts", "Risk Liability", "Support Services", "TimeKeeping", "Training", and "Work Place Safety". The main content area features a description of the LADOT Communications Office and a list of resources:

- Announcements
- Executive Memos
- Forms
- Newsletters
- Presentations
- Press Releases
- Publications/Promotional Material
- Style Guide
- Reports
- Videos

On the left side of the main content area, there is a sidebar with a list of navigation links, including "Forms", "Budget", "Communications", "Complete Streets", "Contacts", "Emergency Preparedness", "Human Resources", "Information Technology", "IT Library", "LADOT Locations", "LADOT Presentations", "LADOT Videos", "Public Records", "Policy Procedures", "Procurement Contracts", "Risk Liability", "Support Services", "Fleet/Fuel Cards", "TimeKeeping", "Training", and "Work Place Safety". At the bottom of the sidebar, there is a link for "All Site Content".

HOW TO SUBMIT A NEW PROGRAM OR INITIATIVE LOGO FOR APPROVAL

HOW TO SUBMIT A NEW PROGRAM OR INITIATIVE LOGO FOR APPROVAL

The Communications Office must be consulted during the development process of any new LADOT family logo (or redesign) and be the conduit to obtain final approval.

Guidance or questions on the style guide, may be referred to the Communications Office.

Contact: LADOT PIO