



LOGOTYPE/BRANDING USAGE & RULES

1. TDOT SmartWay is the official name for the Tennessee Department of Transportation's new intelligent transportation system (ITS). The acronym "ITS" is no longer to be used to refer to TDOT SmartWay.
2. Although the name is listed in the logotype in all lower-case letters, the official designation is: **TDOT SmartWay** with TDOT in all capital letters, and the "S" and "W" in SmartWay capitalized. There should be no space between the words "Smart" and "Way."
3. Do not refer to "SmartWay" without using the TDOT designation. In broadcast journalism, it is preferred to say "Tee-dot SmartWay" instead of "Tee Dee Oh Tee SmartWay."
4. There are two possible layouts and four ink variations for the TDOT SmartWay logotype. The "horizontal" layout can be seen at the top of this page. The "stacked" layout is the variant which will be used in highway signage for TDOT SmartWay, and can be seen at the end of this document. Either is acceptable for recreation in graphic representations of TDOT SmartWay in print, web or broadcast media.
5. The green and black rounded rectangular border around the "stacked" version of the logotype is optional, and may be cropped out if desired.
6. When possible, the logotype should be produced in four-color process, or, in broadcast and web media, in RGB. When ink colors are limited to spot colors, three inks are preferred to produce the logotype: Pantone 347, Pantone 349, and Pantone Black. When only two ink colors are available, the two-color version of the logotype uses Pantone 347 and Pantone Black.
7. If one-color is the only printing process available, the logo should run in black only. The logotype should never run in green only, nor should any other color be substituted.

8. For non-PMS/Pantone match colors, and applications such as vinyl, which cannot be reproduced with gradients, use the flat two-color version of the logotype if possible. Please note that the black drop-shadow in the two-color version of the logo does not appear in other versions.
9. The fonts in the TDOT SmartWay logotype are Adobe Futura Extrabold and Adobe Futura Light. Use these as you wish in auxiliary illustrations pertaining to TDOT SmartWay to coordinate your graphic elements with the TDOT Smartway logotype, however, *do not* reset the type for the TDOT SmartWay logotype, as it has been specifically arranged to work in proportion to the "button" element of the logotype. Do not attempt to rebuild the logotype or create the TDOT SmartWay signature with a word processing or graphics program. If you need a variation of the logotype that is not included on the CD in your media kit, please contact TDOT's public information officer at 615.741.2331.
10. Do not use the TDOT SmartWay logotype for any application that is not a function of TDOT, nor for any application of TDOT that is not specifically branded as a component of TDOT SmartWay.

