



**Montana Department of Transportation
Graphic Identity and Editorial Style Manual**

This publication describes the options available to you and gives guidelines for the ways you may use the logo, logotype, and complementary text. While the logo, and logotype are

key elements of the corporate identity, they do not exist in a vacuum. The typographic and visual environment that they will operate in is equally important in defining the identity.

logo



The MDT logotype is a unique typographic identifier for the agency. Although it is related to the Matrix typeface it should not be rendered by any other means. Always use the EPS or PDF drawing of the logotype or logo.

logo type face



logo



MDT Identity > Logotype

At its minimum size the MDT icon is 0.5" wide. For sizes smaller than 0.5", and for use in special situations—such as uniforms—a special version of the logo has been prepared.



width of icon
should be no
smaller than
1"



special version for
use in extremely
small sizes or
where simplification
requires

The logo, and logotype may be used in reverse. The preferred logo usage is the blue logo icon in blue with a white outline.



position logo one
half "MDT M" height
away from other
elements.



position logo one
half "MDT M"
width away from
other elements.

position logo one
half "MDT M"
width away from
other elements.

MDT colors are blue dark gray and orange. MDT blue is Pantone 2955 the gray is Pantone 445 and the orange is Pantone 166. Wherever possible the icon and logotype should be rendered in Pantone colors. Otherwise these identifiers should be reproduced in a CMYK mix, black or black screens. The preferred treatment of the logo is two colors, but one is acceptable.



Pantone 2955

C:100 M:77
Y:36 K:26

binhex: 003A69

R:0 G:58 B:105



Pantone 445

C:69 M:56
Y:53 K:31

binhex: 4B5457

R:75 G:84 B:87



Pantone 166

C:5 M:82
Y:100 K:1

binhex: E55302

R:229 G:83 B:2

acceptable color usage





DO NOT place dark logo on dark background.



DO NOT create white box around logo



DO NOT add drop shadow.



DO NOT distort or skew logo



DO NOT tilt logo

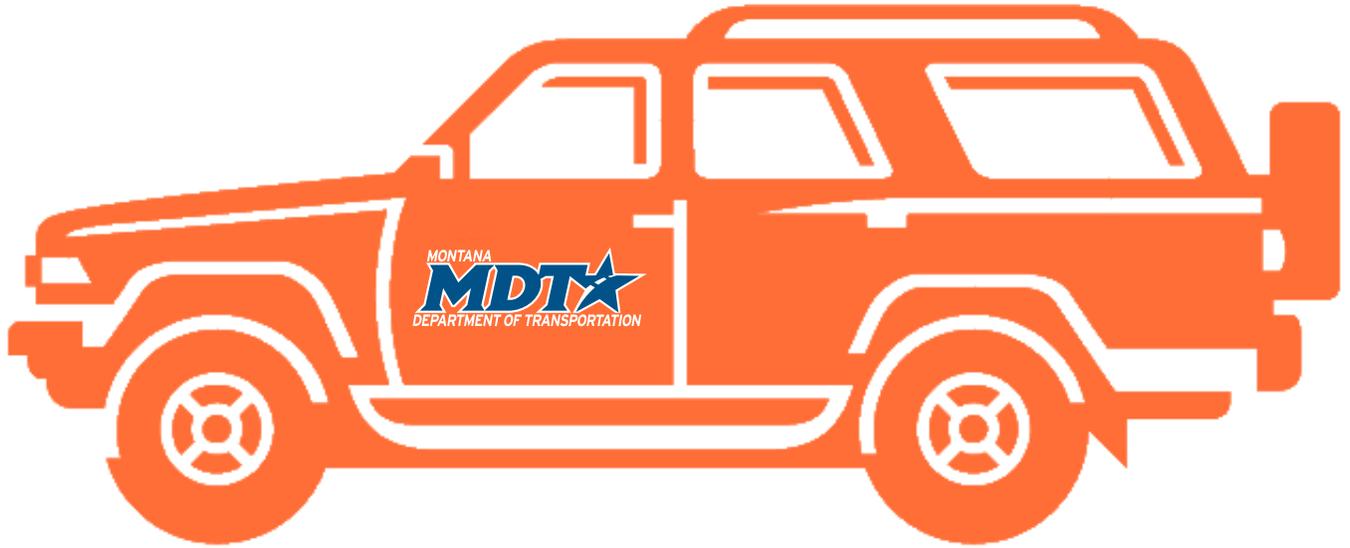


DO NOT scale or shift individual elements of the logo



DO NOT place image behind logo

MDT Identity > vehicle graphic placement



MDT Identity > window graphic placement



tall window



wide window