



**STYLE GUIDE**  
**2009**

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# 1.0 | INTRODUCTION

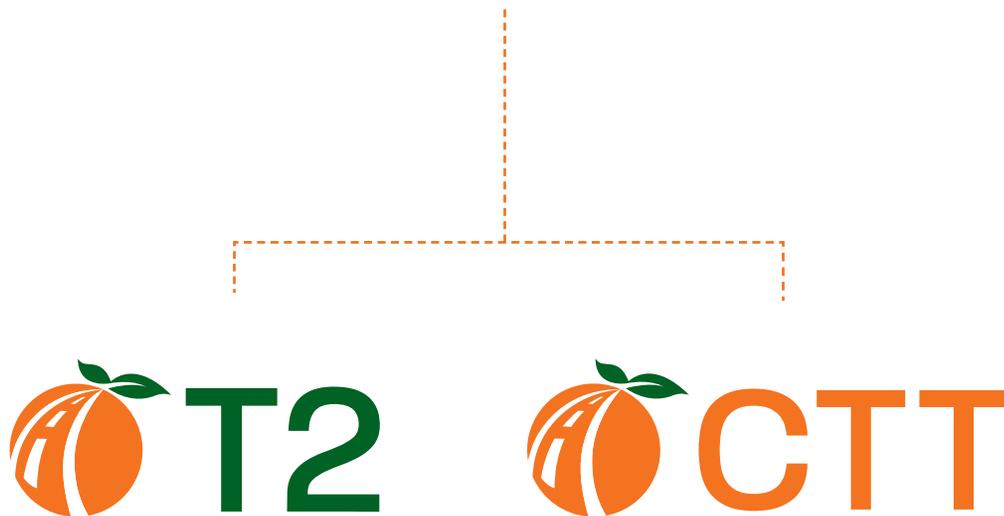


### THE NEW IDENTITY

The purpose of creating a new identity system for the Florida Transportation Technology Transfer Center is to establish a consistent visual platform to communicate its services to the transportation industry. A sophisticated and concise image is vital in communicating that the Florida Transportation Technology Transfer Center is a unified service provider that serves a wide spectrum of professions within the transportation industry. The proper, consistent use of this new identity will establish an industry icon of dependable service.

### THE STYLE GUIDE

The purpose of the style guide is to introduce the new identity and its functions. It will operate as a user's manual to ensure the proper use and preservation of this new identity platform. The following pages will introduce this platform, as well as the logo mark, its elements, and the methods for proper implementation. The style guide is a resource that can be used in-house and as an aid when working with out-of-house users to ensure consistent use across media platforms.



### A UNIFIED SERVICE PROVIDER

The new identity is founded upon a logo mark that uses separate components that work together as a whole. This system is a reflection of the Florida Transportation Technology Transfer Center's unified operation of two distinct entities, T2 and CTT. This allows the identity to be flexible for applications when the Center is represented as whole, or when its entities are functioning on their own. While there are technology transfer centers in every state, the new platform embraces elements of the State of Florida as well its services.

### THE LOGO SYSTEM

The logo system is comprised of different components. The pictorial mark of the orange is the unifying image of the Center as a whole, representing its services and location. The orange mark is also the unifying component when separating the typographic elements. For applications where either T2 or CTT stand alone, the unified logo can be separated into components, aligned to the right side of the Orange Mark.

# THE MARK

As the graphical representation of the T2/CTT, our logo helps position the T2/CTT as a leader in transportation resources. The simplicity in design and color makes the T2/CTT logo memorable and versatile. It was designed to work in a wide range of media, primarily in print and on the web.



*The T2/CTT logo is composed of three main elements: the Acronym, the Tag, and the Orange Mark. Working together, these elements create the T2/CTT identity. Please refer to the following pages for specific guidelines on various acceptable configurations of the logo.*

### THE ACRONYM

The Acronym refers to both the T2 and CTT abbreviations. It appears in the designated typeface, Paralucent Bold. This typeface was chosen because of its strength and readability. The structure of the letter forms are a reflection of our stability and reliability. It should never appear in any other typeface or with any other text element. Pay particular attention to the colors of “T2” and “CTT,” which appear in green and orange, respectively, in the preferred logo usage.

### THE TAG

The Tag is the expansion of the acronym, “T2.” It appears in the designated typeface, Din Medium. It should never appear in any other typeface. It appears in green in the preferred logo usage.

### THE ORANGE MARK

The Orange Mark is an orange fruit with two green leaves and a road down the middle. It represents T2/CTT’s influence across the state of Florida in transportation safety and resources.



### PRIMARY LOGO

This is the preferred configuration of the T2/CTT logo. It has been designed to maximize the impact of the Word Mark and Orange Mark in a unified shape. The colors and relative proportions of the Acronym, Tag, and Orange Mark should be preserved, as well as their relationship to each other. Use this configuration when referring to both institutions.



*In order to develop a versatile yet consistent representation of the T2/CTT identity, these secondary logos have been developed for specific uses for the T2 and CTT offices. By keeping the same colors and typefaces, these logos retain a unified identity.*

### **THE T2 MARK**

The T2 Mark is used solely for T2 operations. In this mark, the orange is moved to the left side of the Acronym to create balance and uniformity within the secondary logos. It appears in the same proportions as the joined T2/CTT Mark. Never use this mark to represent both institutions.

### **THE CTT MARK**

The CTT mark is used solely for CTT operations. It appears in the same proportions and colors as the joined T2/CTT Mark. Never use this mark to represent both institutions.

### **ORANGE MARK**

If horizontal space is severely limited, it is acceptable to use the Orange Mark by itself, preserving the same proportions, colors, and relationship. It can be used in place of any of the logos.

# USAGE

It is important to display the T2/CTT logo consistently in every medium. The primary logo configuration should be used whenever it is possible. However, sometimes, available space and considerations of audience may dictate different configurations of the main logo. These versions of the logo were developed to provide versatile yet consistent means of representation. This gives freedom to use the iconography of the orange mark alone if necessary or desired. The usage must comply with the general guidelines of the identity. The following pages describe the preferred logo variations and other acceptable variations.



These are the preferred configurations of the T2/CTT logo and the separated T2 and CTT logos. They have been designed to emphasize the T2/CTT Orange Mark and Word Mark in a unified shape. The colors and relative proportions of the Orange Mark and Word Mark should be preserved, as well as their relationship to each other. Use these configurations whenever possible.





Florida Transportation Technology Transfer Center

For any material requiring only black ink, these logos may be used. These logos are 100% black on a white background.





T2 CTT  
Florida Transportation Technology Transfer Center



T2



CTT

The logos are 100% white on a colored background. The road reverses out to the color of the background. Refer to color palette for acceptable color usage.



T2 Orange Mark CTT  
Florida Transportation Technology Transfer Center



Orange Mark T2



Orange Mark CTT

The logos combine a full color Orange Mark and a 100% white Word Mark on a colored background. A thin white stroke is placed around the orange. The road does not reverse out to the color of the background.

## PRIMARY LOGO

Clear space is  $.5x$  when  $x$  is the height of the logo.

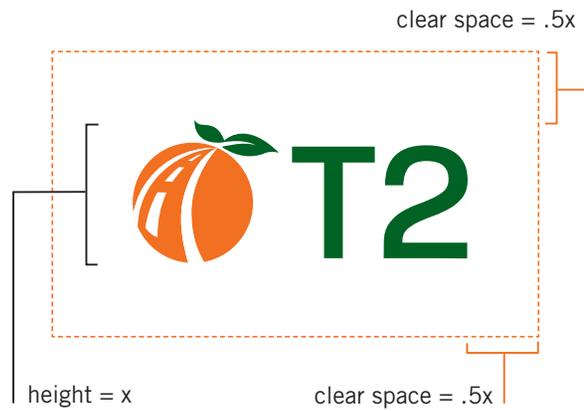


The area that surrounds the logo is called the clear space. This area should always be free of any additional graphic elements to avoid visual clutter and distraction from the brand identity. The T2/CTT logo must always be surrounded by a clear space at least half the height of the logo. For example, if the height of the logo is two inches, there should be at least one inch of clear space on all sides of the logo. The clear space does not vary when used in conjunction with other logos. To achieve maximum impact in every graphic environment, the minimum clear space must be maintained.

When using the T2/CTT wordmark in conjunction with the official University of Florida logo or wordmark, please refer to the UF Signature System website for uses and rules at the following link: <http://identity.ufl.edu/signatureSystem/>

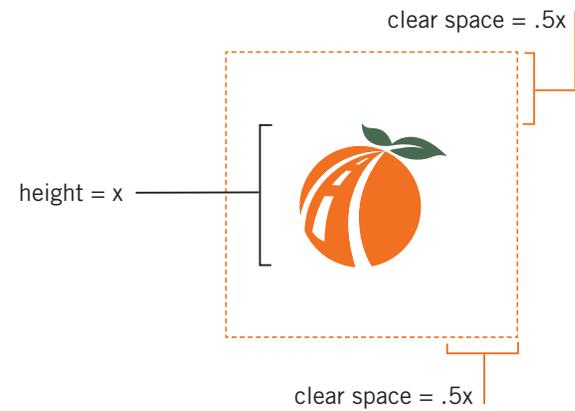
## T2 AND CTT LOGOS

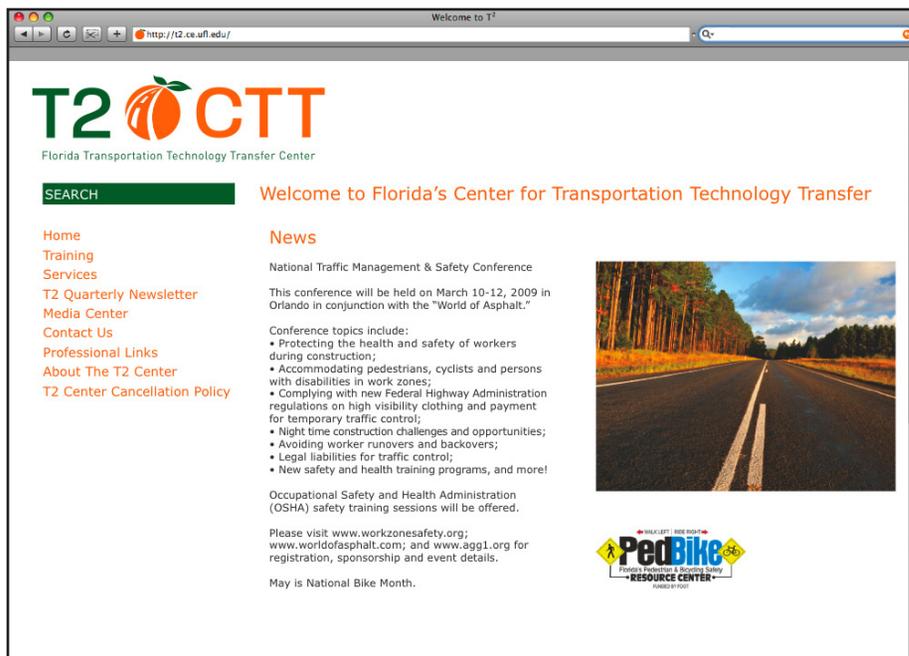
Clear space is  $.5x$  when  $x$  is the height of the logo.



## ORANGE MARK LOGO

Clear space is  $.5x$  when  $x$  is the height of the logo.





The RGB values for all specified colors should be used in any online application of the T2/CTT logo and sub logos, or the color palettes. The RGB values for the colors used in the logos can be found in the color section of style guide.

# MINIMUM SIZE



Height no less than .6 inches



Height no less than .3 inches



Height no less than .3 inches



Height no less than .3 inches



Height no less than .3 inches



Dingbat height is .12 inches

To protect the integrity, legibility and impact of the T2/CTT logo and secondary logos, they must never be reproduced in sizes smaller than those shown on this page. For print applications of the primary logo, do not use the logo smaller than .6 inches in height. If the height of the logo is less than .6 inches in height, remove the Tag. When used as a Dingbat, the height is always .12 inches and the road is removed. For usage of the secondary logos refer to the chart on the left. Any further reduction would impair the legibility of the logo.

## VIOLATIONS



DO NOT change the colors of the logo.



DO NOT flip elements of the logo.



DO NOT fill the logo with gradation.



DO NOT change the size relationship of the logo.



DO NOT alter the space relationship of elements in the logo.

It is critical that T2/CTT logo consistently appears as specified in this style guide. Overlooking these guidelines will negate our efforts to create a common look and feel in all of our communications. Following are some examples of common logo violations. Please review the examples and make every effort to adhere to the Style Guide specifications. To avoid any potential misrepresentation, always use the electronic files distributed with this guide.



DO NOT change the typeface of the Word Mark.

DO NOT stretch, distort, skew, or rotate the logo.

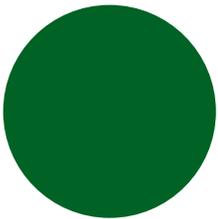
DO NOT encase the logo without the minimum clear space.

DO NOT embellish the logo with art elements.

DO NOT make patterns with the logo.

4.0

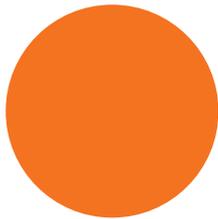
**COLOR**



C-80  
M-0  
Y-100  
K-56

R-0  
G-99  
B-37

PMS-  
357 U



C-0  
M-68  
Y-100  
K-0

R-243  
G-115  
B-33

PMS-  
1665 U

To maintain consistent use of the T2/CTT, we have established guidelines regarding color values. On the following pages, we have provided examples of the required color values when printing any configuration of the T2/CTT logo. Be sure when using the logo on-screen to use the RGB values. Ideally, spot color printing (Pantone) should be used as often as possible since only these inks can reproduce the full brightness of the color palette. Four-color process (CMYK) printing may be used when spot color reproduction is not available.

## 4.2

## SECONDARY PALETTE



C-0  
M-0  
Y-0  
K-100

R-0  
G-0  
B-0

PMS-  
BLACK U



C-0  
M-2  
Y-0  
K-60

R-128  
G-127  
B-131

PMS-  
COOL  
GRAY 10 U



C-0  
M-0  
Y-0  
K-29

R-190  
G-192  
B-194

PMS-  
COOL  
GRAY 5 U



C-0  
M-9  
Y-80  
K-0

R-255  
G-225  
B-79

PMS-  
115 U



C-0  
M-52  
Y-100  
K-62

R-121  
G-68  
B-0

PMS-  
469 U

An important part of the T2/CTT identity is color. Color is an integral part of our visual image, and the consistent use of our color palette helps push the identity of T2/CTT. This color palette has been created to establish a common look and feel in all of our communications. This palette is designated for usage with the primary logo and the secondary logos.

# TYPOGRAPHY

Typography is a major contributor to maintaining the T2/CTT image. Based on readability and versatility for design, we have chosen a set of attractive typefaces that work well together.

### Verdana - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;\_'"\*!()?)/\$

### Verdana - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,:;\_'"\*!()?)/\$**

### Trade Gothic - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;\_'"\*!()?)/\$

### TRADE GOTHIC - BOLD CONDENSED NO. 20

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,:;\_'"\*!()?)/\$**

Verdana and Trade Gothic are our primary typefaces. Trade Gothic Medium are the preferred typefaces for body copy for any printed piece. Trade Gothic Bold Condensed No. 20 is our secondary typeface for emphasized text such as headings and sub-headings. When Trade Gothic cannot be used, for example on the web, Verdana should be used. Please select from the following typefaces to maintain consistency throughout the various applications of the logo and to contribute to the recognizability of the brand.

6.0

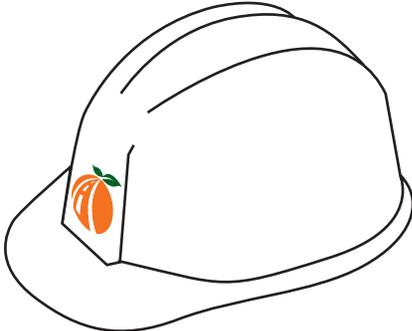
## COLLATERAL

It is important that when T2/CTT collateral is produced, that it maintains consistent usage in any variation of the logo, across all collateral.



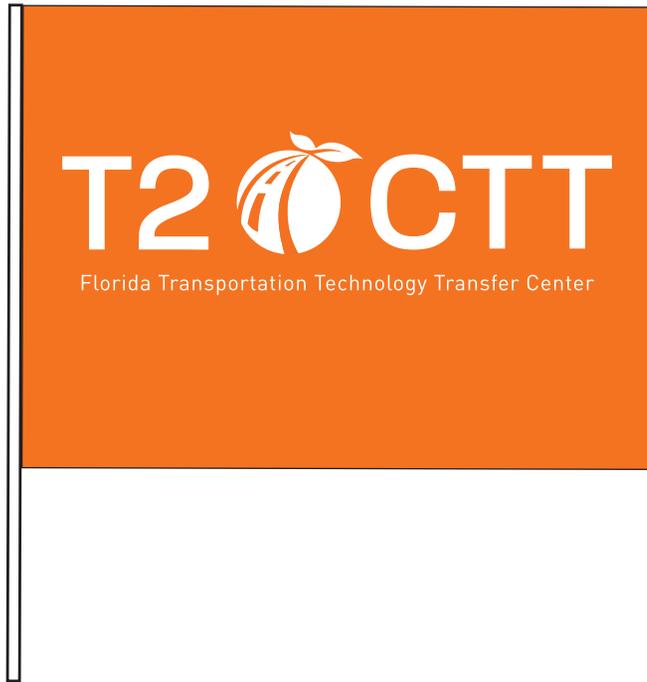
Whenever possible the T2/CTT logo should always be in the upper left corner of all written communication. It should be used in conjunction with the specified typeface, Trade Gothic Medium.

## BUSINESS SYSTEM & MAILING LABEL



**VEHICLES**

**UNIFORMS**



**FLAG**



**CD-ROM**

## TEN TIPS FOR TIRE LIFE

1. Under-inflation costs money.
2. Explosion is possible.
3. Expect tires to lose air.
4. Consider the temperature outside.
5. Know the proper pressure.
6. Calibrate gauges monthly.
7. Check pressure every season or before use.
8. "Read" tires regularly.
9. Rotate tire position for longer life.
10. Repair correctly.



POWERPOINT SLIDE



E-MAIL SIGNATURE