

511 Logo Visual Branding Manual

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PART 1 - Background

In March 1999, the U.S. Department of Transportation petitioned the Federal Communications Commission (FCC) to designate an exclusive N11 national traveler information access phone number. The petition was supported by a number of transportation agencies, transit operators, metropolitan planning organizations, and local agencies seeking this designation. The FCC granted the 511 designation in July 2000.

The American Association of State Highway and Transportation Officials (AASHTO), in cooperation with the U.S. DOT, American Public Transportation Association and Intelligent Transportation Society of America, is leading a public-private effort to deploy 511 systems nationwide. The 511 Deployment Coalition, which is comprised of representatives from numerous public agencies, industry groups and associations, and private companies from around the country, is helping facilitate this national effort. Their goal is to secure the timely, nationwide establishment of 511 travel information services that are sustainable and provide value to users.

Part of this effort was the creation of a national 511 logo. The logo is available to state and local agencies desiring to use the national 511 identity to support travel information in their jurisdictions.

PART 2 – Purpose and Use of the 511 Logo/Trademark

The 511 logo, which is a federally-registered trademark owned by AASHTO, is a valuable asset that symbolizes the quality and consistency of the nation’s 511 travel information technology, services and products.

Use of the logo by 511 deployers is entirely voluntary, but encouraged by AASHTO and the national 511 Marketing and Outreach Committee. Widespread use of the logo, across jurisdictional boundaries and throughout the nation, enables travelers to quickly identify the commonalities associated with the service. It also extends the reach and enhances the results of the marketing and promotional efforts initiated by individual deployers.

For deployers wishing to use the 511 logo there is some flexibility provided which allows for use of customized taglines. (See “PART 7- Tagline” of this manual for more information.)

PART 3 - Purpose of the Manual

The purpose of this *511 Logo Visual Branding Manual* is to facilitate consistent and proper use of AASHTO’s registered 511 logo/trademark. Such use protects the integrity of the registered mark, and provides strong brand identity and continuity throughout the United States where the logo is used.

This manual was designed to assist developers interested in using the AASHTO 511 logo by providing easy-to-follow instructions regarding proper use of the mark in varying situations, illustrations and examples, and ready-to-use high resolution, downloadable images.

PART 4 - To Whom this Manual Applies

The provisions outlined in this manual apply to AASHTO employees, its members, affiliate members, consultants and vendors, other 511 deployers, and third parties licensed by AASHTO to use the registered 511 trademark for commercial or noncommercial use.

If you are a third party licensed to use the 511 trademark, your license agreement may contain special usage provisions different from those set forth in this manual. If so, the special provisions supercede this manual.

If you are licensed to use the logo, but have not been provided special provisions on use, those outlined in this manual apply.

PART 5 - Ownership of the 511 Mark and Permission to Use

On Oct. 22, 2003, AASHTO filed a trademark application with the U.S. Patent and Trademark Office for registration of the national 511 logo or “mark” (serial number 76557980). A “Notice of Allowance” to use the mark was issued by the U.S. Patent and Trademark Office on Sept. 14, 2004.

In its application, AASHTO made no claim to the exclusive right to use “511” apart from the mark.

Permission to use the registered 511 mark is granted to AASHTO employees, its members, affiliate members, consultants, and vendors, and other 511 deployers. Third-party use of the logo for commercial or noncommercial use must be granted by AASHTO in the form of a license agreement or written permission. The process for obtaining permission to use the mark is outlined in "PART 17-Licensing" of this manual.

PART 6 - Logo Elements



The logo is comprised of four unique elements that, when used in combination, create the registered mark. These elements should never be used separately.

1. Numbers (511)
2. Phone cord/double, dashed gradient lines (These lines evoke transportation and transit.)
3. Phone (The telephone is a universal, easily recognized symbol that sends the message that 511 is a telephone-based service.)
4. Federal trademark ® registration symbol



Optional element---tagline

- o The 511 logo was designed and is registered as a stand-alone image, but may be used in conjunction with an appropriate transportation-related tagline. See "PART 7 - Tagline" of this manual for more information about exercising this option.

PART 7 - Tagline

The 511 logo may be used in conjunction with a tagline, customized to describe the services provided by the deployer's 511 system. The tagline must clearly communicate a travel information message and be designed in Franklin Gothic Demi Italic typeface. A downloadable True Type font is available under "PART 11- Typeface." The tagline should be centered below the logo. Here are some examples of acceptable transportation-related taglines.



PART 8 - Clear Space

The 511 logo should not touch another logo or design element or occupy the same space. As a general guide, a minimum amount of clear space should surround the logo, which is equal to approximately one half the height of the number "5" in "511," regardless of the physical size of the image when reproduced.

INSERT ILLUSTRATION

PART 9 - Using the 511 Logo with Other Logos

The 511 logo may be used in conjunction with other logos, as long as adequate clear space is maintained between them. The following are some design "rules of thumb" or tips to consider with developing promotional materials using multiple logos.

- A parent or dominant logo is normally larger in size than the subordinate logo. For instance, a transportation department's logo would be larger than a program or office logo. (Depending on what other logos are being used, the 511 logo may or may not be the parent logo. It may also be considered an equally weighted logo. This must be determined on a case-by-case basis.)
- A parent or dominant logo is normally positioned above or to the left of the subordinate logo.
- Logos of equal merit or contribution are generally sized equally and positioned side-by-side so that one does not appear to be of greater importance or significance.

PART 10 - Logo Size

The 511 logo may be enlarged or reduced, retaining its exact proportions. The logo should be reduced to a size no smaller than what will print clearly, cleanly and legibly. For enlargements, especially for billboards, displays and road signs, use the highest resolution digital image possible so that the image does not become distorted or fragmented.

PART 11 - Typeface

The 511 mark and associated taglines use the Franklin Gothic Demi Italic typeface. Do not attempt to recreate or redraw the official registered 511 mark, which is available

within this online document for downloading. If you want to add a tagline to the logo, be sure to create it in the prescribed typeface and in the same color as the logo.

(PROVIDE DOWNLOADABLE TRUE TYPE FONT)

PART 12 - Color Palette

Color is an important element in establishing the brand identity. Consistent color usage across all media is integral to the integrity of the 511 brand. Below are approved color formula variations for several print and digital formats. No other color specifications should be used.

The logo may be printed or displayed in blue, grayscale or negative/reverse. For all full-color applications, one of the blue-colored versions of the logo should be used. In situations where color is limited, use the black and white and grayscale version of the logo.

Color Type and Application	Code
<p>Pantone: Pantone is a professional color matching system developed to ensure better standards of color reproduction. This table provides the equivalent color match.</p>	<p>PMS#293 - blue</p>
<p>CMYK: The CMYK color system is used for four-color process printing. The C, M, Y, and K are the percent values for the cyan, magenta, yellow, and black values of the color. The CMYK system is not used in HTML or style sheets.</p>	<p>C 94% M 59% Y 3% K 0%</p>
<p>RGB: RGB was the first system devised to specify Web colors and is universally recognized by Web browsers as a means to specify colors. The term RGB means Red, Green and Blue.</p>	<p>R 0; G 81; B 186</p>
<p>HEX-hexadecimal color code: When you're adding a color to your Web page with HTML, sometimes you can just type in the name of the color. But more often than not, you'll need to use what's called the hex code, which is something that the browser will be able to understand. A six-digit hexadecimal representation starts with # and is followed by three pairs of hexadecimal digits, each pair defining the red, green, and blue values</p>	<p>#0051BA</p>

<p>Grayscale (for black-and-white printing only)</p>	<p>The grayscale version of the 511 logo is for use when publishing in black and white only, such as in newspapers, ads and flyers. The screen percentages are built into the downloadable images. The grayscale version can be printed only on white backgrounds.</p>
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PART 13 - Unacceptable Applications/Uses

The following list identifies those applications or uses of the logo that are considered **unacceptable** by the mark's owner.

- Overlaying text or images on top of the 511 logo
- Removing elements of the logo (the logo should always appear in its entirety)
- Using unapproved colors or producing the logo and tagline in two different colors (On materials such as mugs, shirts and other promotional merchandise, the logo may be blind embossed or debossed, embroidered on fabric, or etched into glass, plastic or metal)
- Screened back or used as a watermark (An exception is granted for use during television broadcasts or video productions.)
- Reproduced from unauthorized reproductions, redrawn, reproportioned, or modified in any way
- Changing proportions of elements or the logo in its entirety
- Changing the logo's orientation so that it appears vertically or at an angle
- Using a different typeface for the logo or tagline
- Placing the logo on a watermark, strong pattern or complex shapes. (Exception provided when the logo is used as an overlay on television broadcasts, videos or on a Web site with a prescribed page background setting.)
- Altering the shape of the logo by stretching or skewing
- Allowing the 511 logo to share space with or touch another logo (See the PART 8- Clear space)
- Adding elements to the logo
- Cropping the logo
- Applying special effects to the logo (i.e. outline or line drawing, Italicize, drop shadow, raised letters, creating a three-dimensional version, animating, etc.)
- Using the logo as a bullet point, other form of punctuation or as a border

- Using it as an element in a title, headline, phrase or sentence (The logo is a stand-alone identifier. In these instances, plain type should be used. When the 511 program name appears in type or body text, a ® symbol is not necessary, as long as the 511 logo appears somewhere within the publication. A superscript ® should be used in the first mention in copy of the printed material, in instances where the logo does not appear elsewhere in the publication.)
- Altering the spatial relationships between elements

PART 14 - Image Library

File formats

The 511 logo is available for both Macintosh and PC platforms and in formats suitable for print, broadcast and digital applications. Downloadable versions are offered in BMP, EPS, GIF, JPG, and TIF file formats. To assist designers in making modifications to the taglines associated with certain logos, the image library also offers an Adobe Illustrator® file. No alterations should be made to the logo itself when making modifications.

Downloadable images

 <p>1 Full-color positive logo BMP, EPS, GIF, JPG, and TIF formats</p>	 <p>2 Black and white and grayscale positive logo BMP, EPS, GIF, JPG, and TIF formats</p>
 <p>3 Full-color positive logo and "Travel Info" tagline Illustrator, BMP, EPS, GIF, JPG, and TIF formats</p>	 <p>4 Black and white and grayscale positive logo and "Travel Info" tagline Illustrator, BMP, EPS, GIF, JPG, and TIF formats</p>



Traffic and Transit Info

5 Full-color positive logo and "Traffic and Transit Info" tagline
Illustrator, BMP, EPS, GIF, JPG, and TIF formats



Traffic and Transit Info

6 Black and white and grayscale positive logo and "Traffic and Transit Info" tagline
Illustrator, BMP, EPS, GIF, JPG, and TIF formats



Traffic, Transit and Ferry Info

7 Full-color positive logo and "Traffic, Transit and Ferry Info" tagline
Illustrator, BMP, EPS, GIF, JPG, and TIF formats



Traffic, Transit and Ferry Info

8 Black and white and grayscale positive logo and "Traffic, Transit and Ferry Info" tagline
Illustrator, BMP, EPS, GIF, JPG, and TIF formats



Kentucky Travel Info

9 Full-color positive logo with "State Name Travel Info" tagline
(Logo shown for illustrative purposes only. A downloadable Adobe Illustrator file is provided, allowing for modification of tagline to appropriate state name.)



Kentucky Travel Info

10 Black and white and grayscale positive logo and "State name Travel Info" tagline
(Logo shown for illustrative purposes only. A downloadable Adobe Illustrator file is provided, allowing for modification of tagline to appropriate state name.)



11 Full-color negative/reversed logo with blue background; solid colors, no gradation of white in phone cord
BMP, EPS, GIF, JPG, and TIF formats



12 Black and white negative/reversed logo; solid colors, no gradation of white color in phone cord
BMP, EPS, GIF, JPG, and TIF formats



13 Full-color negative/reversed logo with “Travel Info” tagline and blue background; solid colors, no gradation of white in phone cord
[Illustrator, BMP, EPS, GIF, JPG, and TIF formats](#)



14 Black and white negative/reversed logo with “Travel Info” tagline; solid colors, no gradation of white color in phone cord
[Illustrator, BMP, EPS, GIF, JPG, and TIF formats](#)



15 Full-color negative/reversed logo with “Traffic and Transit Info” tagline and blue background; solid colors, no gradation of white in phone cord
[Illustrator, BMP, EPS, GIF, JPG, and TIF formats](#)



16 Black and white negative/reversed logo with “Traffic and Transit Info” tagline; solid colors, no gradation of white in phone cord
[Illustrator, BMP, EPS, GIF, JPG, and TIF formats](#)



17 Full-color negative/reversed logo with “Traffic and Travel Info” tagline and blue background; solid colors, no gradation of white in phone cord
[Illustrator, BMP, EPS, GIF, JPG, and TIF formats](#)



18 Black and white negative/reversed logo with “Traffic and Travel Info” tagline; solid colors, no gradation of white in phone cord
[Illustrator, BMP, EPS, GIF, JPG, and TIF formats](#)



19 Full-color negative/reversed logo with "Traffic, Transit and Ferry Info" tagline and blue background; solid colors, no gradation of white in phone cord
 Illustrator, BMP, EPS, GIF, JPG, and TIF formats



20 Black and white negative/reversed logo with "Traffic, Transit and Ferry Info" tagline; solid colors, no gradation of white in phone cord
 Illustrator, BMP, EPS, GIF, JPG, and TIF formats



21 Full-color negative/reversed logo with "State name Travel Info" tagline and blue background; solid colors, no gradation of white in phone cord
 (Logo shown for illustrative purposes only. A downloadable Adobe Illustrator file is provided, allowing for modification of tagline to appropriate state name.)



22 Black and white negative/reversed logo with "State name Travel Info" tagline; solid colors, no gradation of white in phone cord
 (Logo shown for illustrative purposes only. A downloadable Adobe Illustrator file is provided, allowing for modification of tagline to appropriate state name.)



23 Full-color positive logo, without the gradient phone cord
 BMP, EPS, GIF, JPG, and TIF formats
 (This is a variation of design 1 and is available for use with applications that must use solid colors rather than a gradation, such as sign manufacturing. The solid design may also work best with applications that require long-distance viewing such as signs and billboards. It may also work well in those special situations where the image must be placed on top of video or television broadcast and the image with the gradation would bleed or disappear into the background. A tagline may be added.)



24 Black and white positive logo, without the gradient phone cord
 BMP, EPS, GIF, JPG, and TIF formats
 (This is a variation of design 2 and is available for use with applications that must use solid colors rather than a gradation, such as sign manufacturing. The solid design may also work best with applications that require long-distance viewing such as signs and billboards. It may also work well in those special situations where the image must be placed on top of video or television broadcast and the image with the gradation would bleed or disappear into the background. A tagline may be added.)

PART 15 – Traffic Control Device (road sign)

This section describes the special provisions applicable to use of the AASHTO 511 logo on official traffic control devices (road signs) installed on any street, highway, or bicycle trail open to the public.

AASHTO supports the national standards established in the Manual on Uniform Traffic Control Devices (MUTCD). The standards, guidance, options, and support material described in the MUTCD provide the transportation professional with the information needed to make appropriate decisions regarding the use of traffic control devices on streets and highways.

The most current version of the MUTCD is available on the Federal Highway Administration's Web site - <http://mutcd.fhwa.dot.gov/>. The MUTCD Millennium Edition is still in effect in states that have not yet adopted the 2003 edition of the MUTCD. (The electronic version posted on the MUTCD Web site is the official FHWA publication. FHWA is not printing copies of the MUTCD because of the prohibitive costs involved.)

In accordance with Chapter 23 of the Code of Federal Regulations, states or other federal agencies that have their own MUTCDs or Supplements must revise them to be in substantial conformance with changes to the MUTCD within two years of issuance of the changes. Unless a particular device is no longer serviceable, non-compliant devices on existing highways and bikeways shall be brought into compliance with the current edition of the MUTCD as part of the systematic upgrading of substandard traffic control devices (and installation of new required traffic control devices) required pursuant to the Highway Safety Program, 23 U.S.C. § 402(a).

In cases involving federal-aid projects for new highway or bikeway construction or reconstruction, the traffic control devices installed (temporary or permanent) shall be in conformance with the most recent edition of the MUTCD before that highway is opened or re-opened to the public for unrestricted travel.

Effective Sept. 14, 2004, (date in which the U.S. Patent and Trademark authorized use of AASHTO's registered 511 trademark), all newly manufactured and posted signs bearing AASHTO's 511 logo shall be in compliance with the provisions of this manual.

Provisions relating to the 511 sign are found within "CHAPTER 2D. GUIDE SIGNS—CONVENTIONAL ROADS, General Information Signs."

According to the MUTCD, A TRAVEL INFO CALL 511 (D12-5) sign may be installed if a 511 travel information services telephone number is available to road users for obtaining traffic, public transportation, weather, construction, or road condition information.

The logo of the transportation agency, travel information service or program that is providing the travel information may be incorporated within the D12-5 sign either above or below the TRAVEL INFO CALL 511 legend.

The logo of a commercial entity shall not be incorporated within the TRAVEL INFO CALL 511 sign. The TRAVEL INFO CALL 511 sign shall have a white legend and border on a blue background.

If the logo of the transportation agency or the travel information service or program is used, the logo's maximum height should not exceed two times the letter height used in the legend of the sign.

Materials

Signage materials must comply with ASTM Standard D4956-01a, Standard Specification for Retroreflective Sheeting for Traffic Control. Copies of this standard may be obtained by contacting ASTM at ASTM International, 100 Barr Harbor Drive, PO Box C700, West Conshohocken, PA 19428-2959 or through the ASTM website (www.astm.org). The color of the material is "blue."

Gradient logo

The 511 logo is designed with a gradation of color in the phone cord element. Not all sign manufacturing processes allow for the use of gradient artwork. In these instances, an exception is granted which allows the logo to be printed in a solid color, rather than with a gradation of color in the phone cord element.

MUTCD Standard Road Sign



Sample Deployer Road Signs Using the MUTCD Standard



(Option 1: blue logo, within white box)
Photo courtesy Iowa DOT



(Option 2: reverse white logo, on blue sign background)
Photo courtesy Kansas DOT

Note: The sign sample on the left was posted prior to the registration of the mark and does not include the registration symbol. Signs manufactured after Sept. 14, 2004, should use the logo that includes the registration mark.

PART 16 - Grandfathering Clause

Numerous road signs and promotional materials were produced prior to registration of the 511 mark and do not contain the registration symbol; or were created in a manner that is inconsistent with the provisions of this manual. Any such item is subject to the "grandfathering clause," which permits all non-compliant materials and devices to be used until they are no longer serviceable or the supply is exhausted. Upgraded or new materials should be brought into compliance with the provisions outlined in this manual.

PART 17 - Licensing

Individuals, businesses or organizations that are not an AASHTO member, affiliate member, employee, vendor or contractor, or a 511 deployer, may request permission to use AASHTO's 511 logo for either commercial or non-commercial purposes. Due to the costs associated with review of the request and preparation of a license agreement, royalty fees for use of the logo may apply. To seek permission contact:

Communications Director
American Association of State Highway and Transportation Officials
444 North Capitol St. NW, Suite 249
Washington, D.C. 20001
Phone: 202-624-3698
Fax: 202-624-5806

The 511 Deployment Coalition has made the AASHTO-registered national 511 logo available to Lands' End for use by 511 deployers. Ask for Logo #0443752K.

Contact information:

Lands' End, Inc.
Lands' End Lane
Dodgeville, WI 53595
Phone: 800-963-4816
Fax: 800-332-0103
Web site/online orders: www.Landsend.com

PART 18 - Requesting a Usage Variance

This manual outlines the basic provisions applicable to all persons and organizations using AASHTO's 511 logo. Any variance to these provisions must be approved by AASHTO. To request a variance contact:

Communications Director
American Association of State Highway and Transportation Officials
444 North Capitol St. NW, Suite 249
Washington, D.C. 20001
Phone: 202-624-3698
Fax: 202-624-5806

PART 19 – Contacting AASHTO

For questions regarding the content of this manual and 511 logo in general contact:

Communications Director
American Association of State Highway and Transportation Officials
444 North Capitol Street, N.W. Suite 249
Washington D.C. 20001
Phone: 202-624-5800
Fax: 202-624-5806
Web site: www.transportation.org