

2026

DISTRICT DEPARTMENT OF TRANSPORTATION

STYLE GUIDE

The DDOT brand identity is made up of a series of simple but important graphic elements. The following guidelines have been created to provide greater consistency for DDOT and its programs throughout all visual communication channels.

the ddot brand

The District Department of Transportation brand is more than just a logo. It's the visual vocabulary we use to communicate our mission and values on a daily basis. We should be careful to apply the various components of the DDOT brand in a consistent fashion in order to maintain a coherent and effective visual tone.

The DDOT logo is the principal symbol of our organization. It is composed of two elements: the DDOT mark and the District Department of Transportation title. These two elements should always be used in the approved manner demonstrated in this guide. The proportion of the elements, their shape, and visual attributes should always remain unchanged.



District Department of Transportation

logo options

To make the use of the DDOT logo as flexible as possible, two options are available for logo application. Try the primary usage option whenever possible. For occasions when horizontal space is at a premium, the secondary usage option is acceptable as well.

See page nine for guidelines on logo usage with tagline.



District Department of Transportation

Primary Usage



Secondary Usage

logo applications

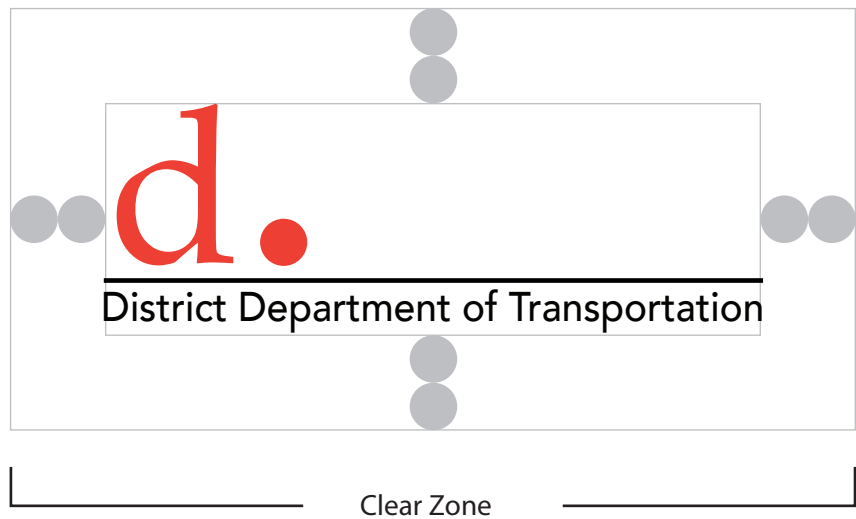
The DDOT logo should be represented clearly and effectively. To avoid cluttering, a “clear zone” should be maintained. This area is the equivalent of the width of the DDOT “dot” multiplied by two. (see below right)

Special care should be taken to avoid placing the DDOT logo over distracting backgrounds or color fields

that would clash visually with the DDOT logo colors. Ideally it should be placed over a neutral white background.

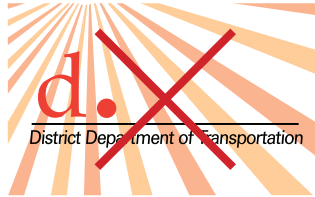
To ensure legibility, the minimum size for any application of the DDOT logo should be determined by its height, which must be a minimum of 0.5 inches.

Exceptions to this guideline are needed for business cards, lapel pins, and other small-space applications.



incorrect logo usage

The DDOT logo should not be manipulated or altered in any way. The integrity of its components and the spacial relationship between them should never be modified



colors

Bold and distinctive, the DDOT color scheme helps define DDOT as a dynamic and progressive organization. Consistent use of these colors creates a repeated visual impression that the public will recognize and associate with DDOT.

PMS 032 Red is DDOT's primary color and should be featured prominently in both internal and external communication pieces. Both secondary colors should be used with discretion in order to avoid detracting from our primary brand color.

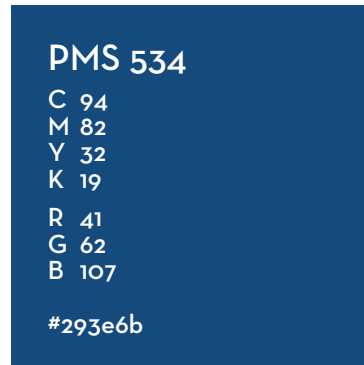
White space and uncluttered background also play an integral role in defining the visual cues for the DDOT brand.

DDOT's color are specified according to the Pantone Color Matching System. Based on that standard, four-color (CMYK), RGB, and Hexadecimal equivalents were developed for print, electronic displays, and web applications respectively.

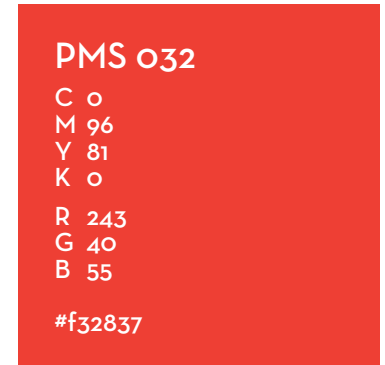
Both solid and gradient applications of these colors may be used as backgrounds for white text. However, gradients must maintain adequate contrast with the white text to ensure legibility.

Placing the DDOT logo on a colored background is not recommended. Instead, use the white version of the DDOT logo.

DDOT Blue

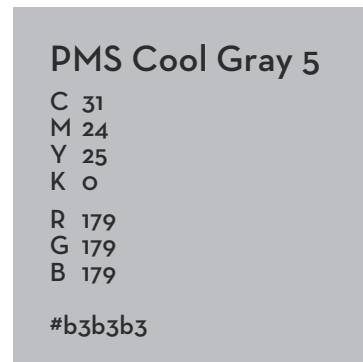


DDOT Red



Primary Colors

DDOT Gray



Secondary Color

typography

The font Avenir was chosen as the official DDOT

typeface for its simplicity, clarity, and approachable character. Its multiple weights and styles provide the flexibility necessary for the most applications.

If Avenir is unavailable, Calibri is an acceptable alternative. However, Avenir should be used whenever possible as it is DDOT's primary typeface.

Choosing the right typeface to convey DDOT's message ensuring an effective written communication with our audience. The application of the typeface is also crucial.

- Use letter forms as originally designed, i.e., don't condense, extend, skew, or otherwise manipulate.
- Limit the number of variations of the chosen type families within a publication to avoid confusion. Three to four should be adequate.
- Maintaining high contrast between font color and background color will improve legibility.
- Titles in DDOT publications and printed pieces should appear in lowercase in order to emphasize DDOT's friendliness and modern character.

It will also be helpful to consult the attached text style guide to maintain a consistent written style in all DDOT communications.

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tagline and Bottom branding bar

The DDOT bar and “d. delivers” tagline are secondary branding elements that embody DDOT’s active and energetic role in the community.

Careful attention should be paid to the spatial relationship between the DDOT bar and the other design elements, as the swoosh is meant to be an accent or contrast in the design but not the sole center of interest.

The curvature of the DDOT swoosh should be adaptable and is meant to evolve with the brand over time. The suggested usage for the swoosh is for it to include any or all of DDOT’s official colors.

The DDOT tagline should be maintained in the spatial relationship shown. It should also be used mostly with DDOT’s approved secondary logo in order to avoid a “lock up” that is too cluttered and information-heavy. It is appropriate to include the reference to “district department of transportation” along with the tagline.

Bottom Branding Bar with logos



Bottom Branding Bar without logos



Bottom Branding Bar placement on posters and covers



Example of Usage

photographic content

The use of relevant images that “tell the story” greatly enhances DDOT’s communication efforts.

Attention should be paid to the quality of images and how they reproduce. It’s also very important make sure that DDOT owns the rights to the images that are used or, if provided by a third party, a credit acknowledgement should be included. Clip art should be avoided.

At DDOT it is important that images show the diverse populations that comprise DDOT’s jurisdiction. Photographs should not be so crowded or overwhelming that the impact is lost. Obviously images should be relevant to DDOT’s mission and goals. While some use of iconic Washington, DC, sites is inevitable, images that convey a sense of community and the work of DDOT in real-life settings is encouraged.



text style guide

The DDOT text style guide is based on the popular AP Stylebook. We have compiled a list of common terms along with their proper usage within our organization. For additional information, please refer to your most recent copy of the AP Stylebook.

WORD USAGE

A or An – Use “an” in place of “a” when it precedes a vowel sound, not just a vowel.

About, Average – When you use average, don’t use about.

Above/Below; Over/Under – Use above and below to refer to numerical or quantitative amounts, including age. Over and under refer to differences in position—do not use these terms when referring to numerical or quantitative amounts. (See also: fewer, less.)

Affect, Effect – Affect is a verb meaning to influence. Effect usually is a noun meaning a result or an accomplishment. Effect also can be a verb meaning to accomplish.

Alternate, Alternative – Alternate (as an adjective) traditionally means going back and forth between two things, as in alternate Mondays (i.e., every other Monday). Alternative means other and should be used only in cases where there are two options.

Although, While – Only use while when referring to time.

Among, Between – Use among when referring to a group larger than two and between when referring to a group of two.

As, Like – See like, about

As Well As – Use “as well as” to emphasize something in addition to something else, but not as a substitute for “and.”

Assure, Ensure, Insure – Use ensure in most cases. Insure generally refers to guaranteeing life or property against risk. Assure connotes putting a person’s mind at ease. Ensure means to make sure, as in “Ensure that this is done by Monday.”

Average, About – See about, average

Because, Since – Use since only when referring to time.

Below/Under – See above, over/below, under

Beside, Besides – Beside means next to; besides means in addition to.

Between – See among, between

Between, From – To – When describing a period of time, do not use the word “between.” State the range as “from X to X.”

Biennial, Biannual – Biennial means every two years; biannual means twice a year.

Bimonthly, Semimonthly, Biweekly – Bimonthly means every two months; semimonthly and biweekly mean twice a month.

Compare To, Compare With – Use “compare to” to point out similarities among different things; use “compare with” to point out differences between similar things.

Complement, Compliment, Complimentary – Complement means to complete, fill up, match, or balance; compliment means to praise. Complimentary means free.

Compose, Comprise – Brace yourself: Compose means to create or put together; comprise means to contain, to include all, to embrace. Comprise traditionally means comprehend or contain, not constitute; it is best used in the active voice, followed by a direct object. Compose is commonly used in the passive voice. A zoo comprises animals—it’s not comprised of them (though it is composed of them).

text style guide

(continued)

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Continual, Continuous – Continual means happening over and over again; continuous means happening constantly without stopping. If you are continually on the Internet, it means you keep going on; if you're continuously on the Internet, it means you haven't gone off at all.

Currently – This word may be used for emphasis or contrast, but it's almost never necessary. When in doubt, ask yourself if your meaning is just as clear without it; if it is, delete it.

Definite, Definitive – Definite means precise; definitive means conclusive, authoritative.

Defuse, Diffuse – Defuse means to remove a fuse or make harmless; diffuse means to disperse widely.

Disperse, Disburse – Disperse means to break up, scatter, or dispel; disburse means to pay out or spend.

Each – Each is a singular noun and requires a singular verb. Not: Each of the chapters have a title. Try: Each of the chapters has a title; or each chapter has a title.

Effect – See affect, effect

E.G., I.E. – The abbreviation e.g. means for example; i.e. means that is. They are not interchangeable and should always be followed by a comma. Note: Do not use e.g. with etc.

Ensure – See assure, ensure, insure

Entitled, Titled – Entitled is a right to do or have something. Do not confuse it with titled, which refers to the name of something.

Every – "Every" requires a singular verb and singular pronouns. Not: Every one of the amendments have been passed, but: Every one of the amendments has been passed; or, Every amendment has passed.

Every Day, Everyday – Everyday is an adjective and means normal, occurring every day, not out of the ordinary. In other cases, use the two words.

Farther, Further – Farther refers to a physical distance. Further refers to an extension of time or degree.

Fewer, Less – Fewer is used for individual items that can be counted. Less is used for quantity. Less means "not as much"; fewer means "not as many."

Fortuitous, Fortunate – Fortuitous means happening by chance—and not necessarily a lucky chance. Don't use it interchangeably with fortunate.

Including – Precede clauses that start with "including" with a comma when the clause is nonrestrictive. Do not include the comma if the clause is restrictive.

Infer, Imply – Infer means surmise or conclude; imply means to suggest. A speaker implies something by hinting at it; a listener infers something from what he or she hears.

Insure – See assure, ensure, insure

Lay, Lie – Lay demands a direct object; lie never takes a direct object. However, just to keep things interesting, lay is the past tense of lie.

Less – See fewer, less

Like, As – Use "like" as a preposition to compare nouns. Avoid using "like" as a conjunction. There should be no verb in the phrase right after like. Even in phrases such as "it looks like it's going to rain" try to use "as if."

Like, Such As – Use "such as," not "like," to specify an example of a group of things. Like indicates that a thing has similar qualities but is not the same.

text style guide

(continued)

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Listing - Don't use listing as a noun where list will do. A phone book is a list of names, each of which is a listing.

Nor, Or - Although there are other possibilities, it is always correct to use nor after the word neither.

Only - Make sure to position this word in its proper place in the sentence. Misplacement of only can change the meaning of a sentence.

Over - See above/below, over/under

Previous - This word is overused and often redundant, as in "our previous discussion." Earlier may be more to the point.

Prior - "Before" is less stilted than and preferable to "prior." However, "prior to" may be is appropriate when the notion of requirement is involved.

So - Avoid using "so" as an intensifier, as in "it's so hot," unless there is a clause beginning with "that" (e.g., "It's so hot that the sidewalk is melting.")

In addition, do not use "so" as a conjunction; it requires "and" at the beginning of a clause.

That, Which - "That" defines; "which" describes. Use "that" to introduce clauses that are restrictive or essential—clauses containing information that is necessary to understand the main idea of the sentence. Commas never precede or follow such clauses.

Use "which" to introduce clauses that are nonrestrictive or nonessential—clauses containing information that is not necessary to understand the main idea of the sentence. Commas always precede or follow such clauses.

Titled - See entitled, titled

Under - See above/below, over/under

Unique - Unique means one of a kind. There are no degrees of uniqueness: something is unique or it is not. If you want to use a word that admits degrees, use special or unusual.

Utilize, Use - Use is almost always better.

Which - See that, which

STYLE

Abbreviations - Postal abbreviations for states (e.g., AK, WI) and the District of Columbia (DC) require no periods. The abbreviation for the United States, however, requires periods. Spell it out when using it as a noun, but abbreviate it as an adjective (e.g., U.S. Congress, U.S. population).

Age - Always use numerals for ages. Hyphenate age as an adjective only.

Capitalization - Refer to the style guides for capitalization questions. A few common issues include:

Seasons - Not capitalized.

State - Only if the word "state" is used as a proper noun with the name of a state.

Titles - Capitalize a person's title only when it appears before his or her name.

Degrees - Academic degrees should use capitalization and apostrophes as follows:

Use abbreviations - B.A., M.A., Ph.D.—only immediately after a full name.

text style guide

(continued)

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Hyphenation – Prefixes such as anti, multi, neo, non, post, pre, pro, and sub are simply merged with the suffix. Two words modifying a third (e.g., first class seat) no longer have to be hyphenated, but do remain separate.

Never hyphenate words that end in “-ly.”

Hyphens are still acceptable following “self” and “well” and preceding “based.” They also should be used when your meaning could be misinterpreted without one.

Numbers – Traditionally, the numbers one through nine are spelled out; use numerals for numbers 10 and up. However, numbers one through nine appear as numerals when they are used with percentages (e.g., 5 percent), preceding million and billion (e.g., 2 million), and representing ages (e.g., 9-year-old girl).

Never start a sentence with a numeral. You may spell out the number, but a better option is to rephrase the sentence without the number as the first word.

Numbers in the thousands are represented as numerals.

Numbers in the millions and higher are written as a combination of numerals and words.

Never separate the number from the descriptor.

Paragraphs – A paragraph can be as short as a sentence or as long as it has to be (but preferably not more than about eight lines). However, each paragraph should contain only one developed idea. It should begin with a topic or “charge” sentence that introduces the idea, followed by sentences that amplify, clarify, or explore it. When you change topics, start a new paragraph.

Percentages – Always write out the word percent; never use the symbol. The number is always in numeral form.

Do not hyphenate a number with percent (e.g., a 10 percent increase).

Regions – Capitalize names of established regions (e.g., the Midwest, the Middle East, the South, the North) but not directions (e.g., east, west) when they are merely descriptive (e.g., north Texas, the southern coast).

URLS – When making a reference in the body of the document to a URL that doubles as the title of a website, such as “Monster.com,” do not include the prefix “www” or “https://” If the document will be used electronically and a hyperlink requires a prefix, simply insert the appropriate hyperlink without including it in the visible text.

However, for contact lists and references at the end of a document, always include the appropriate prefix even if on some computers it is not required. Double-check the prefix to be sure it is accurate; some URLs include “https://” without “www.”

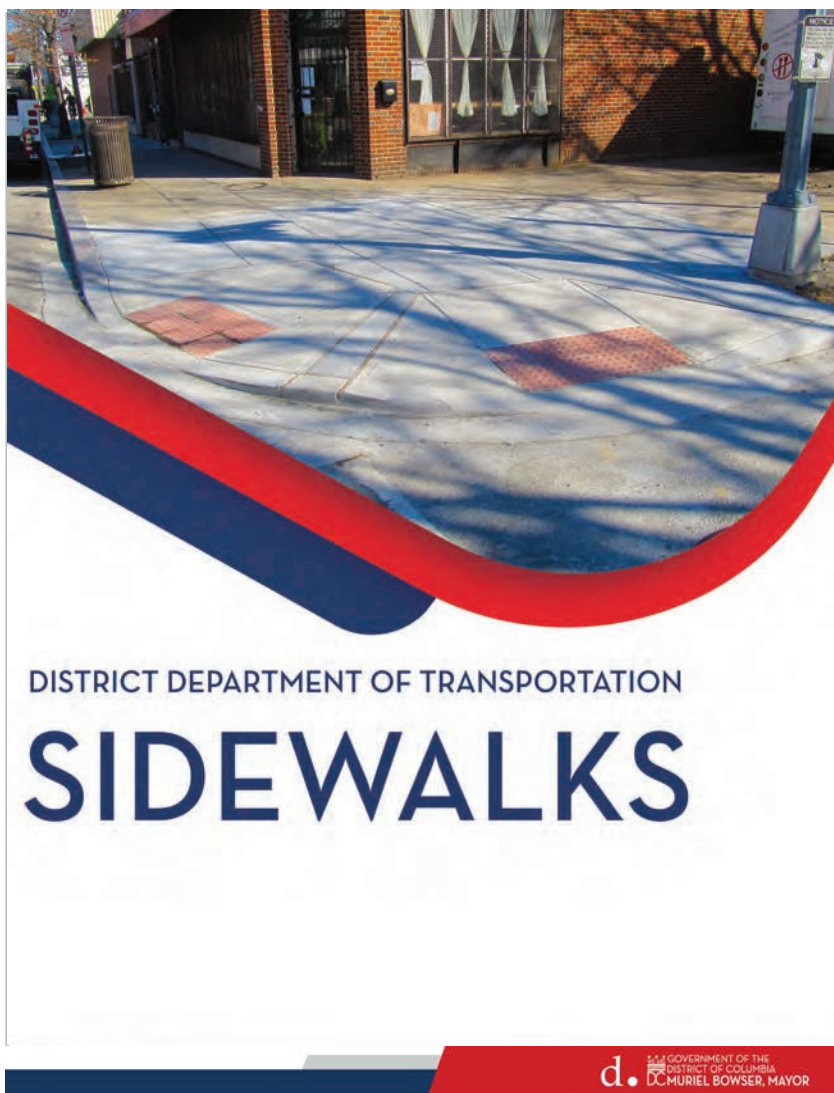
reports/ studies

All title pages of DDOT-created reports contain the DDOT logo placed in the upper right corner. The DDOT brand swoop appears at the bottom of the page.

All text that appears on report covers is right justified and aligns with the right edge of the DDOT logo. The report title is set in DDOT brand red using Avenir. A subtitle, if used, is set in DDOT brand gray and is positioned directly beneath the title. Any narrative used to describe the contents of the report is placed approximately [insert measure] below the title.

Two-sided fact sheets use the same design on front and back. The DDOT logo appears in the upper right corner in a white swoop, and a narrow swoop appears at the bottom. Fronts of fact sheets may include small photographs below the swoop; fact sheet backs contain DDOT contact information and address.

Titles and subtitles of fact sheets are both right justified and follow color and size conventions of report covers. The text itself and any headlines that appear on the second side are left justified.



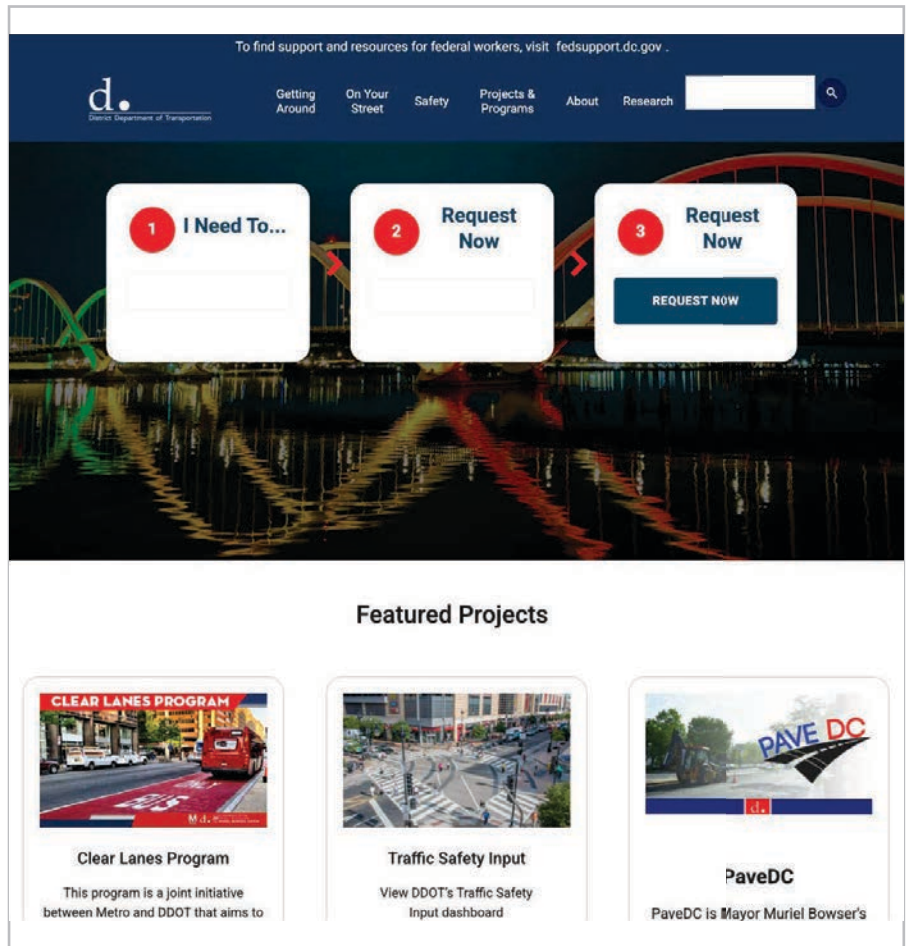
ddot websites

Updating current DDOT websites: Use the primary usage version of the DDOT logo in the upper right corner above the navigation bar on all pages to maintain a consistent visual brand. If additional logos are used on secondary pages, place them parallel with and to the left of the DDOT logo. The DDOT swoosh footer should appear at the bottom of all web pages as well.

Creating new DDOT websites: Use the primary usage version of the DDOT logo in the upper right corner above the navigation bar. Use the DDOT swoosh footer on all web pages, and if additional logos are used on secondary pages, place them parallel with and to the left of the DDOT logo. Colors, typography, photographic content and text style should be reflective of the parameters outlined on pages 7, 8, 9, and 11-14. Websites should have a clean simple look as demonstrated by the visual examples included in the pages of these branding guidelines.

third party websites

On third party web pages, the primary DDOT logo should be placed in the upper right corner. If the organization to which the web page belongs places its logo in the upper right corner, the DDOT logo should be placed immediately to its left.



brochure

exterior

All brochure front covers contain the DDOT logo and tagline and one dominant photograph that helps convey the brochure's general message. Titles are set on the vertical atop the photo. Brochure back covers contain the DDOT logo, the DC logo (flag), and any required contact information.

interior

Brochure interiors should have a clean, simple look. Images or photographs should never compete for attention or detract from the brochure's message.

Open Container of Alcohol / Public Consumption of Marijuana

You can be charged with DRINKING alcohol on public property or in POSSESSION of an OPEN container with an alcoholic beverage or drinking in a vehicle on a public roadway.

You can also be charged with public consumption of marijuana if you are smoking or otherwise consuming marijuana in a vehicle or on any public space.

Consider the Following:

You may "feel fine" to drive, but why face the many penalties and risk to yourself and others? Consider the many alternatives:

- Have a designated driver or call a friend who has not been drinking or using drugs.
- Use taxi or rideshare service.
- Use the free SoberRide® Program during major holidays — SoberRide.com.
- Stay at home or overnight at a hotel.

Ignition Interlock Device

An ignition interlock device (IID) is a breath alcohol analyzer connected to the vehicle's ignition system to ensure the driver is not drinking and driving. DC license holders and persons who moved to the District and were recently convicted of an alcohol-related offense will be required to enroll into the DC DMV Ignition Interlock Program. More information: <https://dmv.dc.gov/service/ignition-interlock-device-program>

Participating in the IID program requires an application, obtaining high-risk insurance, enrolling in an approved substance-abuse treatment program, paying the established fees (\$50 enrollment fee and all cost associated with the installation and monthly maintenance) and meeting eligibility criteria as required by DC DMV.

A DC DMV-approved service provider must install the IID device.

Impaired Driving Crashes Are 100% Preventable



ALCOHOL AND DRUG IMPAIRED DRIVING LAW WASHINGTON, DC

DRIVING IMPAIRED IS NOT WORTH THE RISK

DRIVING WHILE IMPAIRED BY ANY SUBSTANCE CAN BE DEADLY.

KEEP WASHINGTON, D.C. SAFE. DON'T DRIVE IMPAIRED



exhibit displays

All displays contain the DDOT logo and tagline and the red brand bar. Choose photography that is eye-catching and consistent with your message. If your message requires the use of more than one photo, choose one to dominate. Limit the use of text on the display itself.



Public Service Week May 5-9, 2025
2025

Mon 5/5 DC Credit Union (Lobby Vendor) 250 M Street, SE

Mission Square (Lobby Vendor) – 250 M Street, SE
Management Tour – 60 Florida Ave. NE and 1403 W St. NE

Tue 5/6

Wed 5/7 BRI (Lobby Vendor) – 250 M Street, SE
HR & Social Committee collaboration (scavenger hunt)
UnitedHealth Care, Education Table

AFLAC (Lobby Vendor) – 250 M Street, SE
Management Tour – 414 Farragut and 1735 15th St. NE

Public Service Career Journey – Pathway to Success
(Highlighting Career Paths of Public Servants at DDOT)
250 M Street SE
DDOT bike tour!

Thu 5/8

Fri 5/9 Standard Insurance (Lobby Vendor)
250 M Street, SE

Daily raffle giveaways **Additional Events**

d. GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

powerpoint presentations

A template for use when creating DDOT PowerPoint presentations is available for download. It offers a variety of layouts that will accommodate different types of content while maintaining a consistent DDOT brand resemblance.

A judicious use of photography and charts (as appropriate) will both engage your audience and help convey your message.

