

Our Voice

The goal for our marketing and public relations approach should be conversational and customer-friendly, using plain language commonly understood by our customers and stakeholders.

- In all public relations documents:
- We are positive and professional
- We use active voice
- We write clearly and concisely
- We write with the intended audience in mind, minimizing the use of acronyms, jargon, etc.
- The correct brand names are: “South Dakota Department of Transportation” and “SDDOT”
- We write visually! Since today’s consumer is a “scanner”; we write in a style that accommodates that behavior. We get to the point quickly and make it easy for readers to pick out key pieces of information.

SDDOT’s mission, vision, and core values guide our messaging. Even more importantly, our end users’ wants and needs guide our messaging.

Our Logos

The SDDOT Logo



The Wordmark



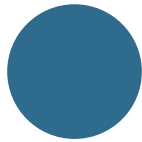
The Icon



Color Palette



**Spearfish
Formation
Red**
Hex: #751113



**Missouri
River
Blue**
Hex: #2E6B8D



**South Dakota
Sunflower
Yellow**
Hex: #FDBA17



**Rolling
Prairie
Green**
Hex: #869838



**Winter
Storm
Gray**
Hex: #6D6F72



**Midnight
Blue**
Hex: #0E354B

Primary Colors

Secondary Colors
(Should be used as accent colors only)

Main Typefaces

Arial Bold (For Headings and Subheadings)
Arial (For all body copy)

Calibri Bold (For Headings and Subheadings)
Calibri (For all body copy)