

REPORT STANDARDS

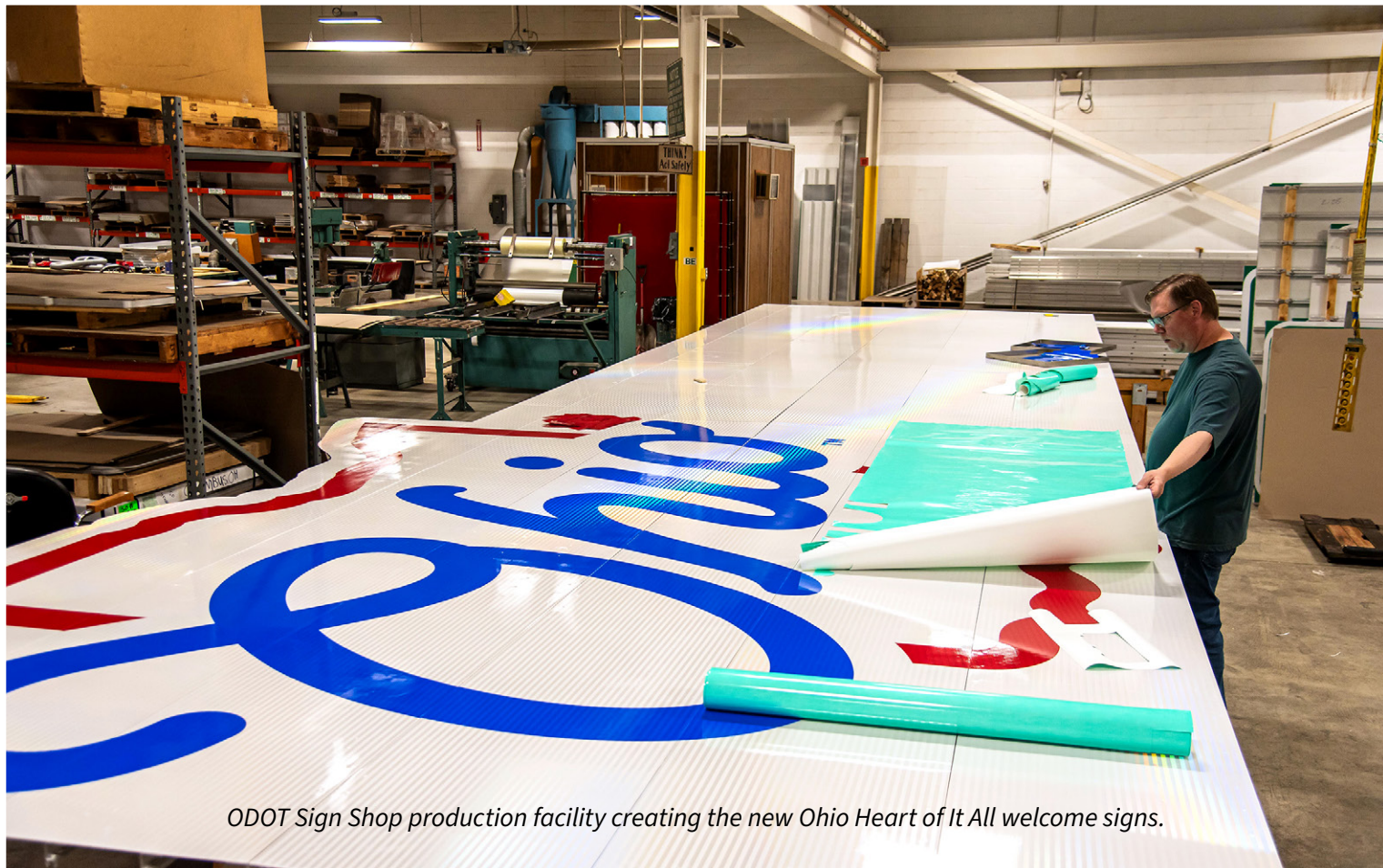
Guidance for creating consistent and accessible electronic documents
and printed publications by and for the Ohio Department of Transportation



Appendix to the Ohio, The Heart of It All
& ODOT At-A-Glance Brand Guides



**Department of
Transportation**



ODOT Sign Shop production facility creating the new Ohio Heart of It All welcome signs.

ENSURING PROFESSIONALISM & COMPLIANCE

The Ohio Department of Transportation's vision is a world-class transportation system that improves the lives of all Ohioans. This appendix to the Ohio, The Heart of It All and ODOT At-A-Glance Brand Guides supports that goal by providing clarity and direction to consultants, contractors and in-house developers of electronic and printed reports, documentation, and other material produced on behalf of, or for use by, the department.

These *Report Standards* ensure that materials from all sources remain professional, accessible, and consistent with the ODOT brand. While existing guidelines cover many items such as logos, typog-



raphy, and color, this supplement focuses on specific requirements for partners, stake-

holders, and employees. Following these standards ensures all ODOT content reflects our brand and meets or exceeds modern accessibility requirements.

To meet the needs and expectations of our increasingly digital audience, ODOT emphasizes a website content-first approach where the optimal and primary means of document and report delivery is through native and compliant HTML web pages and/or data dashboards. This web-first



delivery method may be supplemented through judicious use of accessible PDFs or other source documents.

State government web content is not only guided by agency-specific best practices but also mandated at a federal level through the Title II of the Americans with Disabilities Act. Title II imposes similar and more updated requirements for accessibility to those prescribed under Section 508 of the Rehabilitation Act. At a state level,

DAS Policy IT-09, further clarifies accessibility requirements.

All governing documents require state agencies, including ODOT, to comply with Web Content Accessibility Guidelines (WCAG) 2.1, Level AA. This obligation for compliance includes any and all documents or content produced by or for the department for materials that are current or actively supported as of or after April 24, 2026.

ODOT’s Brand site, at ***transportation.ohio.gov/brand***, includes access to the state and ODOT guides, as well as ODOT’s Digital Accessibility Guidance and helpful supporting samples and templates.

ODOT HISTORY & BRAND OVERVIEW

With early beginnings as an advisory commission in the late 19th century, the Ohio Department of Transportation has evolved into one of the premier state transportation departments in the nation. Although our responsibilities have vastly grown, the same core mission “to investigate and build a safe, continuous and connected state transportation system,” lives on today.

From plowing snow in the winter, to replacing culverts and bridges, to advancing large-scale complex construction projects, ODOT’s

State snow plows preparing for winter at the Medina County Garage in 1968



brand is one of the most highly visible and impactful state agencies. But we are more than just the vital work we do. We are 5,000 unique, smart and passionate people, working together, improving the quality of life and economy for those who live, work and visit in Ohio.

ODOT’s brand is an extension of all that we are: our long history, visibility, and culture. And if our people are our most valuable asset, then our brand is our most visible one.

These brand guidelines and accessibility standards help us deliver on our guiding principle to “communicate simply and clearly with employees, partners, and communities.”

ODOT'S VOICE

Our tone of voice is warm, thoughtful and intelligent. We speak to our partners like friends in simple, direct and natural terms. Never boastful or full of jargon, we engage people in conversations and communicate the benefits of our products and services. There is a positive, forward-looking energy to what we do. We are all about listening, innovating and delivering ingenious solutions that benefit everyone. Our goal in communicating is to recognize and reflect on our people and their interactions with the public and our partners to clearly tell ODOT's story.



ODOT's headquarters was rededicated in 2021 to honor Jerry Wray, the agency's only two-time director.

THE HISTORY OF OUR LOGO

Shortly after the Ohio Department of Highways was rechristened the Ohio Department of Transportation in 1972, a contest was held to develop a new logo, or emblem for ODOT. The selected design was submitted by Randy Witherspoon of the Public Information staff at ODOT's Central Office in Columbus.



ODOT officials were looking for a symbol showing mobility without confinement or limitation. They felt an abstract creation would be best, so the emblem would fit future transportation concepts, as well as concepts which were current in 1972.

The symbol started out blue and white, and over time, other colors were tried, including red, until the familiar road sign green became the final, lasting color. Recent adjustments to the value used help us continue to connect with that tradition while assuring greater visual contrast and digital compatibility.

Some people describe the center of the emblem as a wing. Others call it a zephyr, which is really a soft, gentle breeze. No matter what you call the symbol, it depicts forward movement, and that is what the Ohio Department of Transportation attempts to do: move forward to meet the needs of the citizens of Ohio.

ODOT AT-A-GLANCE BRAND GUIDE HIGHLIGHTS

This brief overview highlights key considerations for use of logos, colors, and typefaces in ODOT documents. Feel free to reach out to the ODOT Division of Communications with any questions or concerns.

ODOT'S LOGO USAGE

The Zephyr-Ohio

Required clearspace is indicated by light blue lines

HORIZONTAL



VERTICAL



The Zephyr-Ohio with URL



The ODOT Seal



*The Seal is the most formal of ODOT's logo assets. It consists of The Zephyr surrounded by the text "State of Ohio Department of Transportation." **The use of The Seal should always be preapproved by the Director and the Division of Communications.***

Restrictions... Do Not:

Change the logo's orientation or composure. The Zephyr always points to the right, and is always presented to the left of the piping separator and the Ohio, The Heart of It All mark.

- Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects, drop shadows and gradients.
- Scale the logo disproportionately.
- Use anything other than approved high-resolution full color, all white or all black logo files available for download directly from ODOT.
- Change the logo's colors (see the color palette for specific values for various usages).
- Use the ODOT Zephyr as part of a sentence, phrase, or headline.
- Do not place the logo on backgrounds that limit legibility of the logo.
- Tie in any business, division, district or office names, product names, slogans, tag lines or other phrases with the ODOT Zephyr or Zephyr-Ohio logos without prior approval.



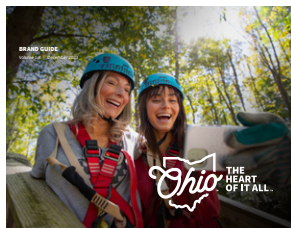
ODOT BUSINESS UNITS & PROGRAMS

The Zephyr-Ohio logo is the basis for all ODOT district, division, office, and program representations to exemplify the unity of us all working together for the state of Ohio and as One ODOT.

Contact the Division of Communications for assistance with the creation of official business unit logos.

No other business unit logos will be supported.

MULTI-AGENCY PARTNERING



As stated in the state brand guide: “the **Ohio, The Heart of it All** brand is designed to offer flexibility with consistency, uniting all state agencies and programs.” Please consult that

reference for multi-agency examples. When ODOT partners with other Ohio agencies, adhering to use of the statewide standards are to be followed. **The Zephyr-Ohio logo IS NOT to be used in multi-agency situations.**

Sample A: ODOT Business Unit and ODOT Program examples.



Sample B: Brand Logo + Multi-Agency examples, including ODOT.



Restrictions... Do Not:



ODOT'S COLOR PALETTE

Our palette builds off of the state burgee flag-inspired Ohio, The Heart of it All color set, while adding our distinct zephyr green and barrel orange hues to help us boldly convey our transportation-centered focus.

Primary Colors



Buckeye Blue

HEX #0E3F75
sRGB 14, 63, 117
CMYK C 100, 74, 0, 45
CMYK U 100, 68, 0, 21



Cardinal Red

HEX #C12637
sRGB 193, 38, 55
CMYK C 0, 100, 76, 13
CMYK U 0, 100, 66, 11



Zephyr Green

HEX #00855B
sRGB 0, 133, 91
CMYK C 87, 24, 79, 9
CMYK U 93, 10, 90, 8



White

HEX #FFFFFF
sRGB 255, 255, 255
CMYK C 0, 0, 0, 0
CMYK U 0, 0, 0, 0



Black

HEX #000000
sRGB 0, 0, 0
CMYK C 40, 40, 40, 100
CMYK U 0, 0, 0, 100

Secondary Colors



Tech Blue

HEX #0098D3
sRGB 0, 152, 211
CMYK C 91, 17, 0, 0
CMYK U 85, 21, 0, 0



Barrel Orange

HEX #C54C20
sRGB 197, 76, 32
CMYK C 17, 83, 100, 6
CMYK U 11, 78, 95, 4



Circleville Orange

HEX #EBA70E
sRGB 235, 167, 14
CMYK C 0, 32, 100, 0
CMYK U 0, 36, 100, 0



Quarry Blue

HEX #69C2C6
sRGB 105, 194, 198
CMYK C 60, 0, 16, 0
CMYK U 61, 0, 13, 0



Pawpaw Green

HEX #BBD36F
sRGB 187, 211, 111
CMYK C 29, 0, 64, 0
CMYK U 30, 0, 65, 0



Solar Yellow

HEX #F3DF89
sRGB 243, 223, 137
CMYK C 0, 4, 48, 0
CMYK U 0, 3, 51, 0



Monumental Gray

HEX #B0B3AF
sRGB 176, 179, 175
CMYK C 28, 21, 18, 1
CMYK U 28, 21, 18, 4



Earth Brown

HEX #8A5E32
sRGB 138, 94, 50
CMYK C 7, 53, 89, 42
CMYK U 14, 42, 81, 28

The colors, typography, and styles used on ODOT's Website(s) are slightly more limited and controlled at the state-wide level through the Innovate Ohio Platform's Ohio Design System. Visit ux.ohio.gov or contact the Division of Communications for additional details and specifications regarding website style details.

TYPOGRAPHY

Primary Style

Source® Sans 3

Source® Sans 3 is the primary typeface for state brand. It should be used for all headline and sub-head styles, and smaller sections of body copy.

Secondary Style

Source® Serif 4

Source® Serif 4 is the secondary typeface for the brand. Use should be minimal as a complement to Source® Sans 3. It's recommended for use as body text in at least 12 points size for longer format content such as documents and letters.

Source® Sans 3 and Source® Serif 4 are open source typefaces available on Google Fonts.

Licensed versions of Source® Sans Pro & Source® Serif Pro may also be used in place of the open source versions.

Source® Sans 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Source® Serif 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SPECIAL CONSIDERATION: when downloading files from Google Fonts, be sure to install the “static” fonts (e.g. Light, Regular, Bold, etc.) rather than the “variable” fonts as these are not fully supported by all applications. Discretionary and sparing use of all font weights and style variations are permitted.

COVER PAGES & REPORT GUIDELINES

Templates and sample files are available on the ODOT Brand site at: transportation.ohio.gov/brand

All of ODOT's publicly available documents must meet ADA WCAG 2.1 AA standards. This includes the consistent use of a logical hierarchical organizational style structure with a clear reading order (e.g. H1, H2, H3, Body Text, etc.); plain language; sufficient color contrast for all text and images; descriptive alt text for images; and accessible tables to ensure all content is navigable and understandable.

Document review using native program accessibility checker tools is advised during document creation and final documents

must pass a thorough accessibility review.

Additionally, cover pages, body headers, and footers should adhere to the following standards (see Samples):

- Include ODOT's Zephyr-Ohio Logo in the lower right corner of the cover page.
- The preparing consultant/subconsultant or local public agencies' logo(s) can be used in the upper part of the cover page, but other logos should not exceed the height or width (proportionately) of ODOT's Zephyr-Ohio Logo.

Sample C: Color Report Cover



- The cover page should include photographs and may use Ohio, The Heart of It All Tech Lines. If pictures are used, they must be associated with or reflective of the project or study area (do not use generic stock photos or clip art).

- The cover page should contain the project or study name, county, route, section, PID, and contract agreement number (if applicable, i.e. for Geotechnical, Structures technical reports and documents, etc.).
- For environmental specific reports and other documents

required by the PDP, the NEPA Assignment Language must appear at the bottom of the cover page (See Sample C).

- The headers in the body of the document should include the document's title and/or be contextual and reflective of the section (if applicable).

- The footers in the body of the document should include judicious use of page numbers and an optional ODOT Zephyr-Ohio logo.
- The consultant's logo or name should not appear in the header or footer in the body of the document.

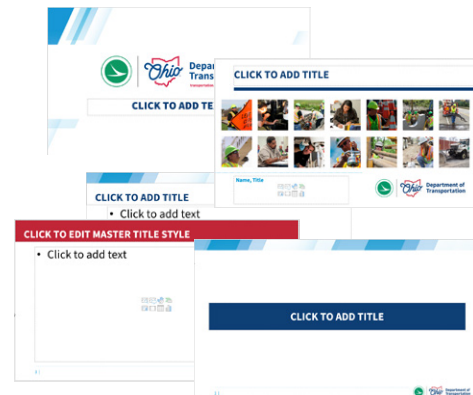


Sample D: Multi-Page Layout

PRESENTATIONS

An ODOT Branded PowerPoint template file is available for use upon request to brand@dot.ohio.gov that includes various Ohio, Heart of It All/ODOT Zephyr-Ohio themed layouts.

Please remember: Presentation files are subject to the same ADA compliance rules if and when they are shared publicly! Adherence to the same content rules regarding logical and hierarchical structure, alt-tags for images, and compliant tables apply.



Sample E: Presentation Layout Examples



**Department of
Transportation**

transportation.ohio.gov

For more information or questions, contact:

ODOT Division of Communications | 1980 W. Broad Street | Columbus, OH 43223 | 614.466.7170 | transportation.ohio.gov/brand

last updated 3.16.2026