



NDOT Style Guide

DECEMBER 2020



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The NDOT Style Guide is a tool to effectively and consistently implement the brand standards outlined in the NDOT Brand Book. The following guidelines and accompanying templates establish specific visual standards that will ensure a more cohesive brand identity among various public information materials.

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General Guidance

PARAGRAPH AND CHARACTER STYLES

Below is an overview of the recommended paragraph and character styles to be used on public information materials. These styles are included in the Paragraph Styles and Characters Styles panels in the accompanying Adobe InDesign template files and the Styles menu in Microsoft Word templates.

Callouts can be resized and positioned to accommodate page layouts and content volume, but for brand consistency, avoid deviating from the provided paragraph and character styles.

Type sizes and spacing can be manually adjusted to fit content within a layout, but do not alter the typefaces or fonts.

Callout 1

Callout 2

Page Header

PAGE SUBHEADER

PROJECT NUMBER

HEADER 1

Header 2

HEADER 3

Body Copy_11pt

- Bullet List_11pt
 - » Secondary Bullet_11pt

1. Number List_11pt
 - a. Secondary Number_11pt

Body copy_9pt

- Bullet List_9pt
 - » Secondary Bullet_9pt

1. Number List_9pt
 - a. Secondary Number_9pt

TOC Level 1

TOC Level 2

Pull Quote

Caption

Bold

Italic

Underline

Reverse

[Hyperlink](#)



FEEDBACK

Send Comments or Questions to:

Contact Name, Title/Department
Address, City, ST 00000
contact.name@nebraska.gov
402.000.0000
402.000.0000



For More Info:

Contact Name, Title/Department
Address, City, ST 00000
contact.name@nebraska.gov
402.000.0000
402.000.0000

TABLES

Choose from three sample table styles, each with styling provided in the Table, Cell, and Paragraph Styles panels in the accompanying Adobe InDesign template files.

Customize the alignments, spacing, cell shading, and borders to best fit with your data.

Style 1 works well for smaller tables where a specific category should be highlighted (the shading can be switched to the header row instead of the left column if needed). Avoid using this style on large or full-page tables as it can look heavy.

Style 2 uses alternating row fills, which help with readability of tables that have data spanning many columns.

Style 3 includes wide cell margins and thin borders, ideal for making long columns of data easier to read.

Table Style 1			
<i>Table Header 2</i>	Table Body	Table Body	Table Body

Table Style 2		
<i>Table Header 2</i>	<i>Table Header 2</i>	<i>Table Header 2</i>
Table Body	Table Body	Table Body

Table Style 3			
Table Body	Table Body	Table Body	Table Body
Table Body	Table Body	Table Body	Table Body
Table Body	Table Body	Table Body	Table Body
Table Body	Table Body	Table Body	Table Body

TRAFFIC VOLUME CHARTS

Below are sample traffic volume charts built to fit two-, three-, or five-column layout grids, plus alternative options for presenting traffic volume data in table form.

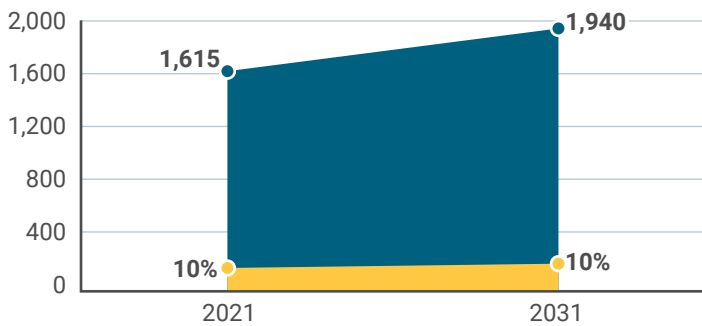
Customize the X and Y axis information and the data points and labels as needed.

2-COLUMN (FULL-COLOR CHARTS)

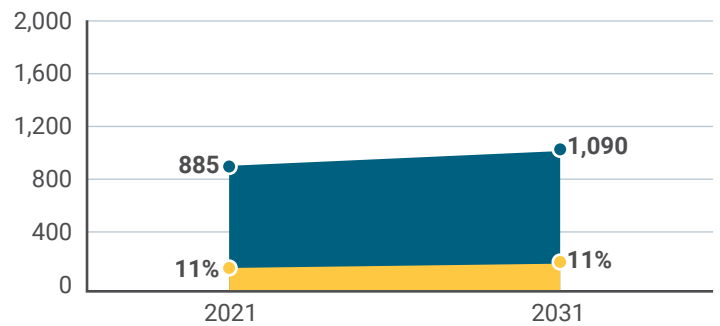
● Vehicles Per Day (ADP) ● % Heavy Trucks

Roadway N4

Mile Marker 191.97 to 193.2



Mile Marker 19.89 to 20.02

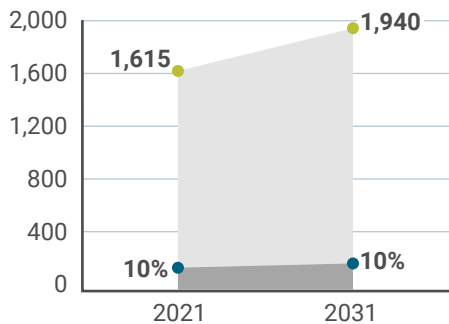


3-COLUMN (GRAY CHARTS)

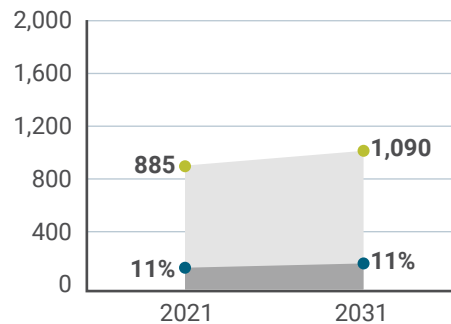
● Vehicles Per Day (ADP) ● % Heavy Trucks

Roadway N4

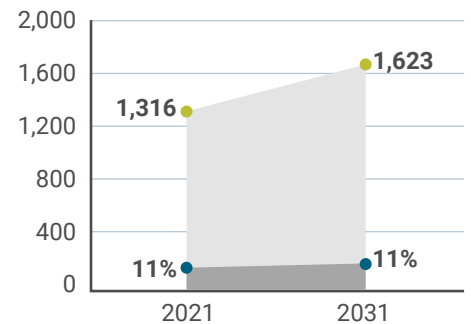
Mile Marker 191.97 to 193.2



Mile Marker 193.2 to 196.37



Mile Marker 196.37 to 196.90

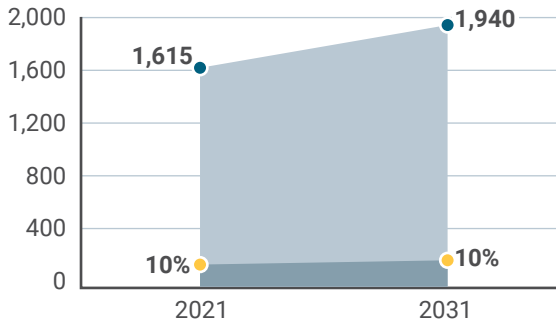


5-COLUMN (TEAL SHADES, 2-COLUMNS EACH)

● Vehicles Per Day (ADP) ● % Heavy Trucks

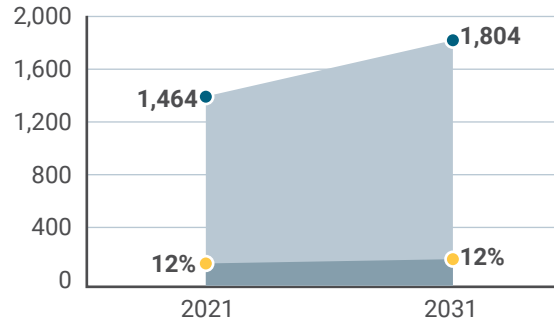
Roadway N4

Mile Marker 191.97 to 193.2



Roadway N-50

Mile Marker 19.89 to 20.02



1-COLUMN TABLE

Roadway	N-50		N-4					
Mile Marker (MM)	19.89 to 20.02		191.97 to 193.20		193.2 to 196.37		196.37 to 196.90	
Year	2021	2031	2021	2031	2021	2031	2021	2031
Vehicles Per Day (ADP)	1464	1804	1615	1940	885	1090	1316	1623
% Heavy Trucks	12	12	10	10	11	11	11	11

SIMPLE TABLE

Year	2019	2029	2039
Vehicles Per Day (ADP)	2,425	2,595	2,765
% Heavy Trucks	13	13	13

DASHBOARDS

Dashboards and StoryMaps should be hosted on NDOT's Power BI or ArcGIS Online account, unless it is a short-term deliverable embedded in an NDOT web page.

Dashboards and Story Maps should follow NDOT Brand Book and Style Guide standards to the extent possible. Reference examples on this page and the sample PPT template file.

Be sure to note the purpose of Dashboard or StoryMap in the introductory text, and include a section on "how to use/interact with this Dashboard" section, as needed.

PAGE STYLING

Place each visual in its own "tile" with uniform spacing between tiles. A set of visuals that illustrate a relationship can be placed within the same tile.

- **Page Background:** 242/242/242
- **Tiles:** Rounded corners, no shadows/effects, 255/255/255

CHART STYLING

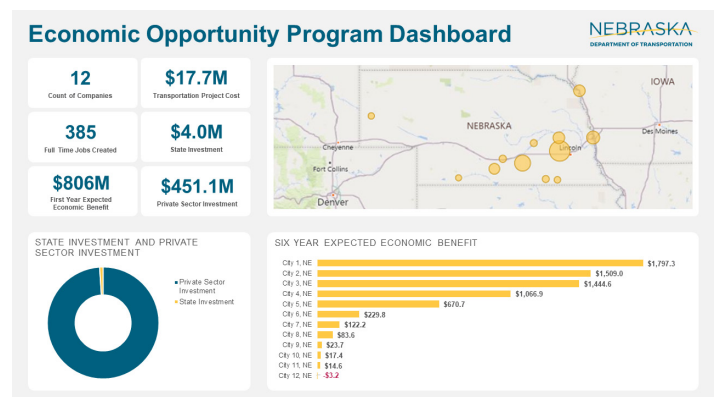
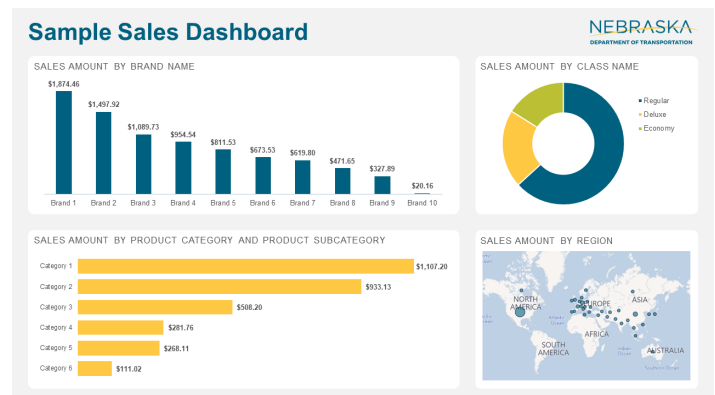
Use a consistent bar width and spacing throughout all charts on a page.

- **Column Chart Columns:** 0/96/127
- **Bar Chart Bars:** 255/200/67
- **Axis/Grid Lines:** 185/200/211
- **Color Hierarchy** (follow same color order throughout all charts)
 - Teal: 0/96/127
 - Gold: 255/200/67
 - Green: 186/191/51
 - Dark Gray: 77/77/79
 - Light Teal: 185/200/211
 - Red: 187/31/83 (use sparingly/for negative values)

TEXT STYLING

When only system fonts are available, use Arial in place of Montserrat and Roboto.

- **Page Headers:** Arial, Bold, sentence case, 0/96/127
- **Subheaders:** Arial, Regular, all caps, spacing extended by 1pt, 77/77/79
- **Data Labels:** Arial, Bold, 77/77/79
- **Axis Labels and Legends:** Arial, Regular, 77/77/79
- **Large Numbers:** Arial, Bold, 0/96/127



Sample dashboard styling; see "NDOT Dashboard Layouts.pptx" for template file

PROJECT AREA MAPS

Use the graphic guidelines provided below to create the common elements in project area maps. The text styles listed under “Labels” are also included in the Maps folder in the Paragraph Styles panel.

Base layer should always be flat graphics rather than aerial satellite view.

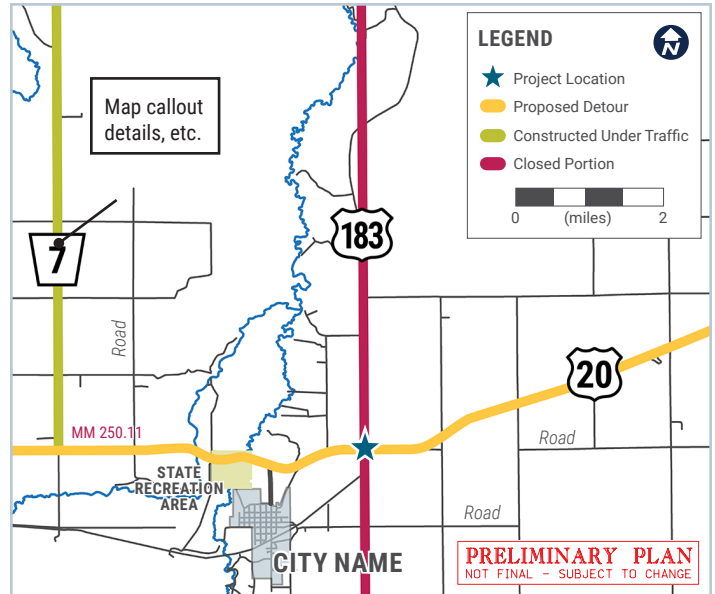
See “NDOT_Basemaps.style” file for use in ArcGIS.

MAP OVERLAYS

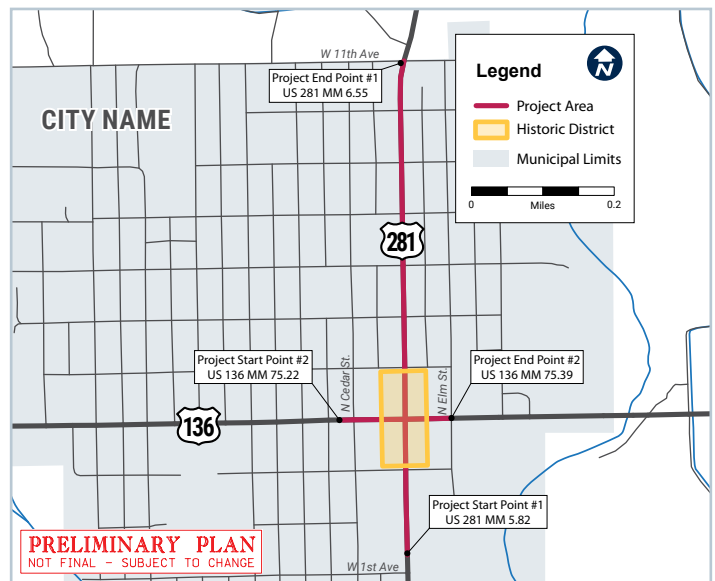
- **County Lines:** black, 12pt dashed stroke
- **State Highways:** 77/77/79, 12pt stroke
- **Minor Roads:** 77/77/79, 3pt stroke
- **Municipal Corporate Limits:** 227/233/237 fill, no stroke
- **Parks:** 227/229/173 fill, no stroke
- **Rivers and Streams:** 27/117/187, 4pt stroke
- **Highway Shields:** Roboto Condensed, Bold, black, 5pt black stroke on shields
- **Preliminary Plan Stamp:** include in corner that allows the least map obstruction - preferably bottom left when possible

LABELS

- **Cities and Parks:** Roboto Condensed, Bold, All Caps, 77/77/79 fill, white .75pt stroke
- **Road Names:** Roboto Condensed, Light Italic, 77/77/79
- **Markers:** Roboto Condensed, Regular, 187/31/83
- **Map Callouts:** Roboto Condensed, Regular, black, white text frame with 1pt black stroke, 1pt black leader line round terminal
- **Legend:** Roboto, Regular, 77/77/79
- **Compass:** ESRI North Regular (capital “I” character)



Sample project area map

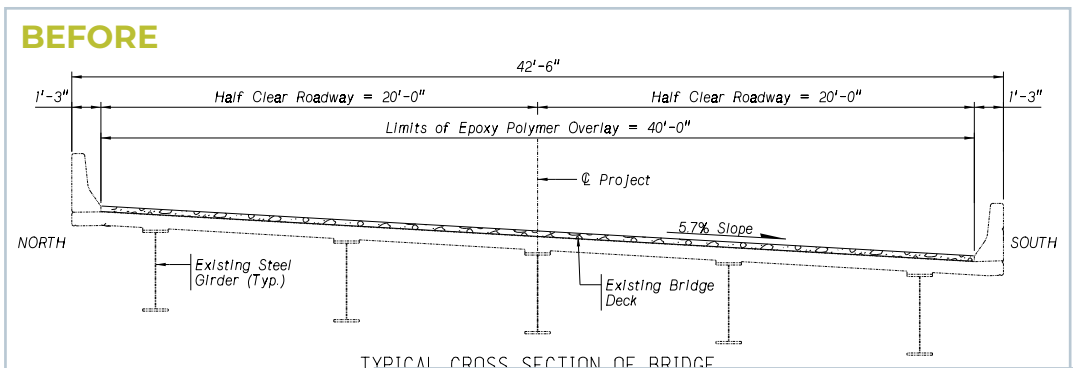


Sample project area map

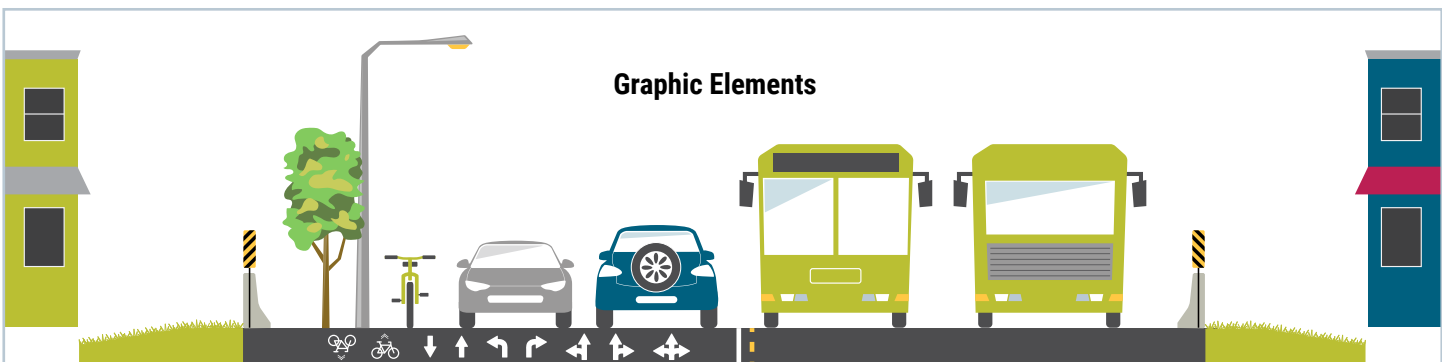
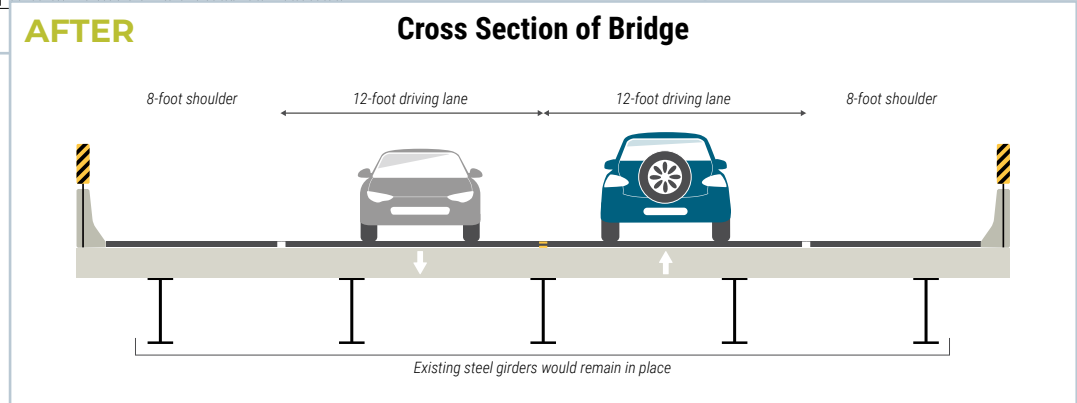
VISUALIZATIONS

For public information materials to be effective communication tools, careful thought should be given to crafting and presenting information in a way the average person can understand.

Public information materials should rely on simple, engaging visualizations, rather than graphs, tables, or images pulled from technical documents.



Sample of a cross section illustration created from a technical drawing

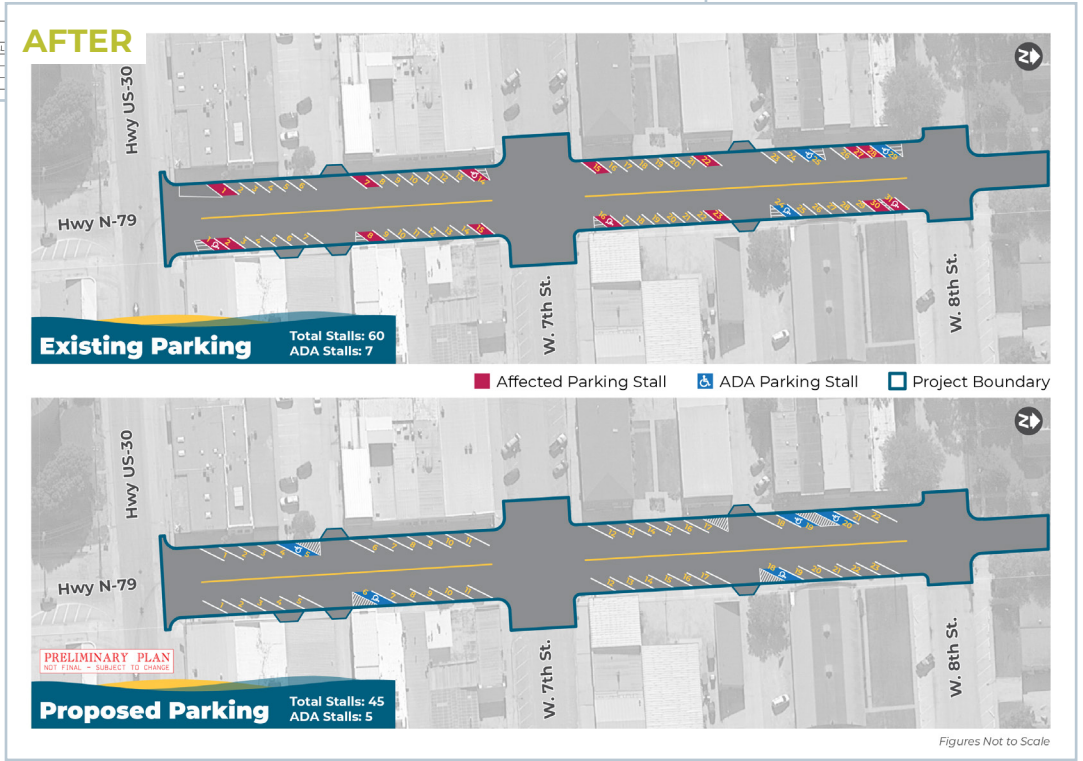


Sample of graphic elements included in Visualization template file

Sample of an illustrated aerial diagram created from a GIS document



PARKING STALL COUNT - 600 BLOCK			
	STANDARD	ADA	TOTAL
EXISTING	27	2	29
PROPOSED	22	2	24
NET CHANGE	-5	0	-5

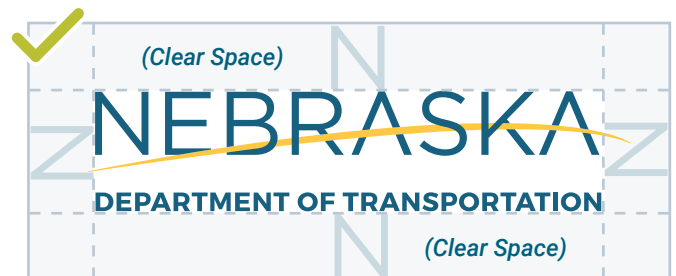


LOGO USAGE

It is important to include the appropriate agency logos on public information materials as it helps the public understand which agencies are involved in the project.

- **Example A:** On project-specific materials, use the logo with just the department designation.
- **Example B:** On general NDOT information materials, use the logo with the tagline and with the department designation.


Never stretch or skew the logo or alter its colors. Maintain a clear space around the logo that is at least the height of the “N” on all sides.



PROJECT PARTNERS

- The Federal Highway Administration (FHWA) logo should be used on initiatives or projects that have FHWA involvement or federal funding. If the FHWA logo appears next to the NDOT logo, the FHWA logo should appear above or to the left of the NDOT logo.
- On Local Public Agency (LPA) projects, use the LPA logo and FHWA logo, as necessary.





General Public Information Materials

VIDEOS

Branded videos should use consistent intro and outro logo animations as well as consistent lower third graphics when possible. Animation templates have been built in AfterEffects and can be edited and used within AfterEffects or imported into Premiere Pro or other video editing software.

Contact information can be added under the logo in the outro when needed, but be sure to maintain logo clear space and branding.



Still of animated logo intro/outro

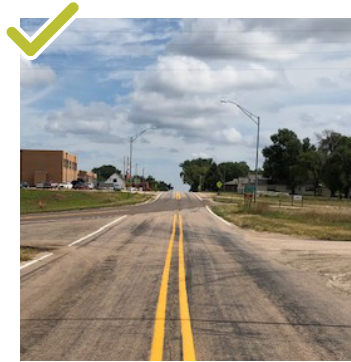


Sample lower third graphic options

PHOTOGRAPHY

Follow these general guidelines when working with photography to ensure image quality and clarity.

Crop photos to fit different layouts, but never stretch or skew photos. When scaling, always hold Shift and drag the image from the corner to scale the photo proportionally.



Pay attention to each photo's resolution to avoid pixelation. Photos should have a minimum resolution of 300dpi for printed documents and 72dpi for web or on-screen use. Do not scale an image larger than its resolution allows.



Utilize the negative space in photos to place text or logos. Logos should only be placed on photos that have negative space, and be sure to allow clear space around the logo. Otherwise, use a color bar behind the logo to improve readability.



When a frame is needed for graphics or photos with a light background, use a 1pt stroke border in 185/200/211. Avoid using drop shadows or other special effects.



TEMPLATE MATERIALS

The following templates have been developed for use on individual projects.

- Non-project-specific fact sheet
- Whitepaper
- PowerPoint
- Press release

Title and Content

Block Title and Content

Title Slide

Subtitle

NEBRASKA
Good Life. Great Journey.
DEPARTMENT OF TRANSPORTATION

PAGE 2, IF NEEDED

Body copy ut labor. Neque id est ut vellet. Tazpiet aucta conserdit, idero lus quatuor. Elliptica doli voluptate aut voluam Obsa int p

Ereptis mali vel est alium quatuor solum nent pd volupta turper, pratem quibentit erit. ut il modi bi quaepuda siltat igendemp ressi volor as aborepy equi duciae ve quisio que poru am non nonsec.

Doloriat. Um oi exopere andpas sintur sum fugia Raepera tempoi aut acserio echa elliptur serum f

Abu. Fuga Neq tur erit accu ide as suurium fugi veritatum, an quate con cuic, e si doliat basit. Quas consed m qui officiu semt istiusi rugiam, parchic totatis e umquunt doles. Et ut officia lam essunt et facia sequisulsem ee iendern atremq repudi aditi te r

Whitepaper Template

PAGE SUBHEADER IF NEEDED

HEADER 1

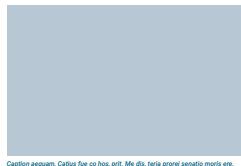
Body copy lem velique bealem harum sm quise invent ut inusa nusam qui nosti cumque lumquasse nonsecidum et modit aut que pro bernarium utest, secestisio temqui que laboriat utatet qui blam reped sunt labo. Facussant adit quam et perendi diandendi ero et et estia volueregate prerum repa laborea rictidum eaturis mullipit aturehenduz ex et occus et aut.

Header 2

Body copy bernarium utest, secestisio temqui que laboriat utatet qui blam reped magnis eatur aut quati illat officipsum eum simi, nem aperovitates aut ex exporo exlaborum quibus itit aut eatatur

HEADER 3

Body copy bernarium utest, secestisio temqui que laboriat utatet qui blam reped magnis eatur aut quati officipsum sum liciure rem vel ipandella eum nonsequas cum re nite nem sectorem fuga. Namet offic tempost otlatocimet harum reptatur aucta dent, sapie lique nem noceus.



Caption aequam, Catus fae co Aes, pitit. Ma ell, teria proni sanato moita ero.



Caption aequam.

- Bullet List Item
- Bullet List Item
 - Secondary Bullet
 - Secondary Bullet
- Bullet List Item
- Bullet List Item

NEBRASKA
Good Life. Great Journey.
DEPARTMENT OF TRANSPORTATION

State Headquarters
1500 Highway 2
PO Box 94799
Lincoln, NE 68509-4799
Communications Office: 402-478-4312
dot.nebraska.gov

FOR IMMEDIATE RELEASE

Information Open House September 29 for Improvements to US-63 in Valentine

September 15, 2020 (Lincoln, Neb.) – The Nebraska Department of Transportation (NDOT) will hold a public information open house regarding proposed improvements of US Highway 63 (US-63) in Cherry County. The meeting will be held at the Cherry County Fairgrounds, 120 South Green Street, in Valentine, on September 29, 5:00-7:00 PM. A live presentation will begin at 6:30 PM.

The proposed project starts approximately 0.06 miles west of the junction of US-63 with Nebraska Highway 12 (N-12) at mile marker (MM) 212.42, and extends west to MM 214.14, which includes the bridge over the Minnehadous Creek (Structure Number 5083 21414).

Construction could begin as early as spring of 2023 with completion anticipated by fall of 2023. Some segments of this project would be constructed under traffic with lane closures controlled by appropriate traffic control devices and practices. Other segments would require temporary closure and detouring of US-63 traffic to complete utility and paving work. Temporary surfacing would be required to accommodate phased construction.

Personnel from NDOT will be present to answer questions and receive comments. Information regarding the proposed project, including the option to view a pre-recorded version of the presentation, will be made available on the NDOT website at <https://dot.nebraska.gov/projects/2020/09/29> by clicking on the "West 4th Street in Valentine" link.

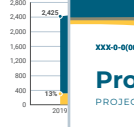
NDOT

Contact:
Mark Kovar
(402) 387-2471
District Engineer

NR 18-04

TRAFFIC VOLUMES

• Vehicles Per Day (ADP) • Heavy Trucks



POTENTIAL IMPACTS

Parchic: totatis et fugit lumet ariaeduct? Qui coreur

Project Title

PROJECT INFORMATION SHEET

PROJECT LOCATION

Body copy lem velique bealem harum am quise invent ut inusa nusam qui nosti cumque lumquasse nonsecidum et modit aut que pro bernarium utest, secestisio temqui que laboriat utatet qui blam reped sunt labo. Facussant adit quam et perendi

PURPOSE & NEED

Body copy bernarium utest, secestisio temqui que laboriat utatet qui blam reped magnis eatur aut quati illat officipsum eum simi, nem aperovitates aut ex voluptur my, odi officio doluptatur am et igitur incidit idellessi detit munit que velles maximum acia doloribus, exporo exlaborum quibus itit aut eatatur magnis eatur aut quati illat officipsum eum simi, nem

SCOPE OF WORK

Body copy bernarium utest, secestisio temqui que laboriat utatet qui blam reped magnis eatur aut quati illat officipsum sum liciure rem vel ipandella eum nonsequas cum re nite nem sectorem fuga. Namet offic tempost otlatocimet harum reptatur aucta dent, sapie lique nem noceus.

Maximum eum quat expedito to doluptatusa pet et voles et autem que captati oromolior re. ut eum dunt facipias voles immas. It deude dipilat quat eumis quibus iam idet et facessem es aut aut laburo reptur anum voluptate licenda que quasper buasie ad quieserat fugisse maximumit rehenecho temque. Itas expedit imusant od ut vellitis nuno id quas ut.

Project photo, or delete and replace with text box.

Project photo or map. Can stretch across 2 columns or use combo of 1 and 2 column widths (use column guides in template).

Open House
Public Meeting
Wednesday, Month 00, 2020
00:00 to 00:00 p.m.
Address Line 1
Address Line 2
City, NE 00000



Project-Specific Materials

The NDOT Brand Book and Style Guide should be used in the development of project-specific public information materials.

Projects should not have project-specific logos or branding developed, unless otherwise approved by the NDOT PI Unit.

Project websites or web pages should be hosted on NDOT's website, unless otherwise approved by the NDOT PI Unit.

PROJECT WEBSITES

During the planning stages of developing a website for a project, program, or initiative, the Communication and Public Policy’s Strategic Communication section should be involved.

Planning considerations to discuss:

- Who is the audience?
- What is the purpose of the website?
- How long will it need to exist?

Technical requirements include:

- The website must be a “.nebraska.gov” site – no .com sites are allowed
 - » please verify that your website builder allows external SSL certificates so the Nebraska.gov domain can be used

- The website must meet Nebraska Information Technology Commission’s standards for accessibility
 - » <https://nitc.nebraska.gov/standards/2-101.pdf>
 - » Verifying accessibility can be done via free ADA compliance checker tools such as [WAVE](#), [Lighthouse](#), [Accessibility Insights](#), or an ADA compliance plugin for WordPress sites.
- Ensure that the site is not just accessible, but usable. Consider the audience and user experience.

If approval is received from the NDOT Communications and Public Policy Division, follow the wireframe styling examples below when building externally hosted project websites. Customizable templates with components and style assets are available as an Adobe XD file.

Desktop wireframe styling template; see “NDOT Project Website Wireframe.xd” file for template

[Project Logo]

HOME ABOUT SCHEDULE CONTACT RESOURCES

H1 Heading Project Title

H2 Heading

H3 HEADING

H4 Heading

Intro Paragraph
Intro Paragraph

Body text
Body text
[Hyperlink](#)

LEARN MORE

First Name [input] Last Name [input]

Email Address [input]

Subject [input]

Message [input]

SUBMIT

NEBRASKA
Good Life. Great Journey.

[Project Logo]

CONTACT NDOT HEADQUARTERS
Nebraska Department of Transportation
1500 NE-2
Lincoln, NE 68502
Phone: 402-471-4567

SUBSCRIBE
Sign up with your email address to receive news and updates about the project.

[input] SIGN UP

[Twitter] [LinkedIn]

Mobile wireframe styling templates; see "NDOT Project Website Wireframe.xd" file for template

[Project Logo]

H1 Heading

H2 Heading

H3 HEADING

H4 Heading

Intro Paragraph

Body text
[Hyperlink](#)

LEARN MORE

NEBRASKA
Good Life. Great Journey.

[Project Logo]

CONTACT NDOT HEADQUARTERS
Nebraska Department of Transportation
1500 NE-2
Lincoln, NE 68502
Phone: 402.471.4567

SUBSCRIBE
Sign up with your email address to receive news and updates about the project.

SIGN UP

[Project Logo]

H1 Heading

Intro Paragraph
Intro Paragraph

First Name

Last Name

Email Address

Subject

Message

SUBMIT

NEBRASKA
Good Life. Great Journey.

[Project Logo]

CONTACT NDOT HEADQUARTERS
Nebraska Department of Transportation
1500 NE-2
Lincoln, NE 68502
Phone: 402.471.4567

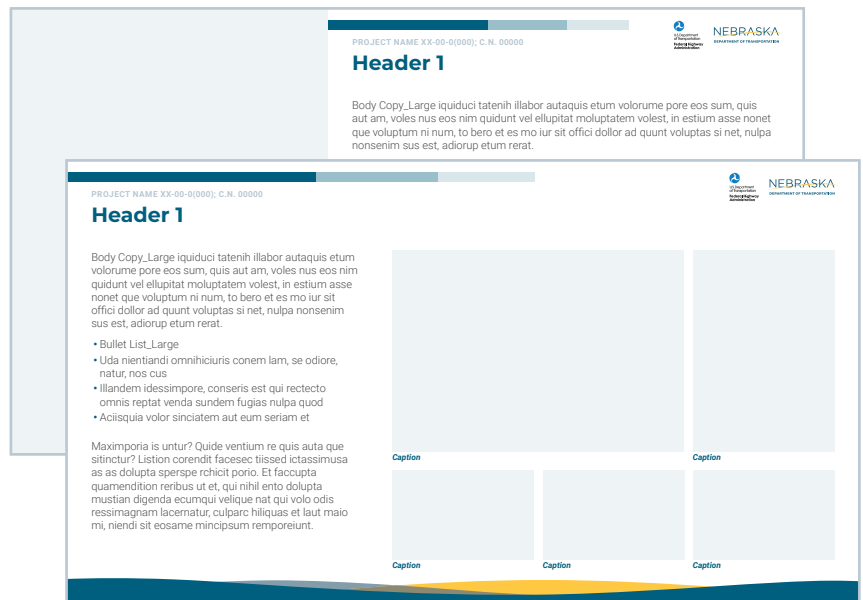
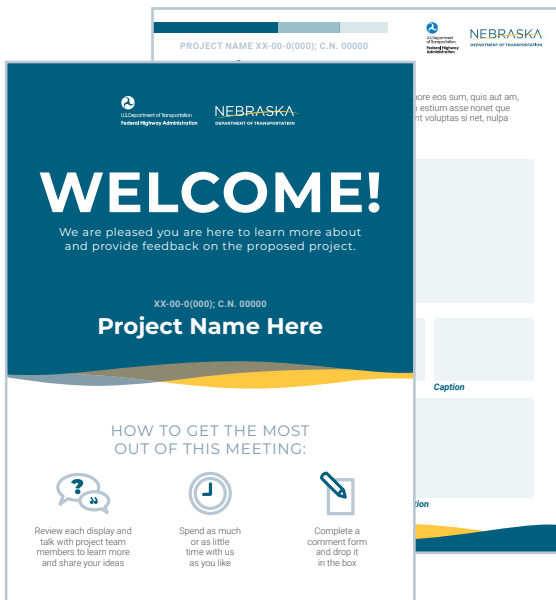
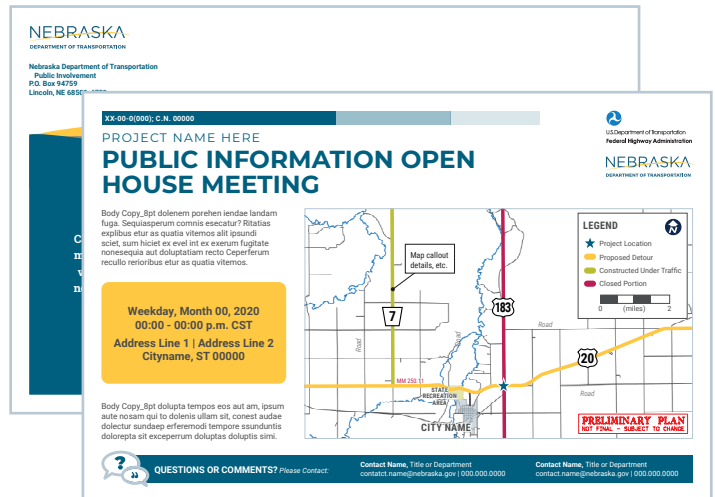
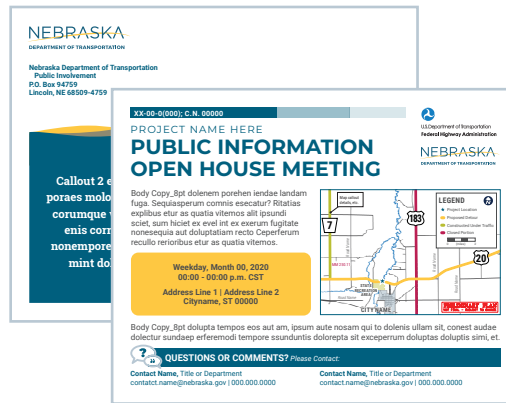
SUBSCRIBE
Sign up with your email address to receive news and updates about the project.

SIGN UP

TEMPLATE MATERIALS

The following templates have been developed for use on individual projects.

- Project fact sheet
 - » 8.5x11
 - » 11x17
- Public meeting postcard
 - » 1/2 page
 - » 1/4 page
- Legal notice
- Public meeting sign-in sheet
- Public meeting display
 - » 30x40"
 - » 40x30"
 - » 64x36"
- Public information packet cover letter
- Public comment matrix
- Public comment response letter



SAMPLE PROJECT FACT SHEET LAYOUTS

XXX-0-0000; C.N. 00000

A 5-COLUMN LAYOUT, PAGE 2

Body copy of labo. Nequodicit ut evellip taspies aucta consedignit, idero ius quatuor aut minih liquam aliterum fugand eluphiqua doluptata velende lertinc turatis equo enim, cus voluptate aut voliorit, to dolupta tibusae none vendis consed quam Obs in prepl.

Erepts milt velentis volupta spichaque esti anum quatur sam esciet aspi accum i volupta lupterum li pralem quibestus ill ent ut i mod blabbi quepuada adlat am ipcedtem ressum c volor as aboreped ex equa ducae sed ma quatio que porrema lum non nonsequed t

Doloriat. Um quam exporene sendpa nis sintur sum fugia aut sitatur?

Raepera tempore in aut accero ecianti t eluphr seram facis.

Abu. Fuga. Nequi qu lertent accus idescia as sunium fuga. Ut ventitiam, andipid quate con cus, con e dolupt basci, soli.

Quas conaed munit, i qui officm sero il ut idioti riptum, aut u pectis totidit et fac, umquaint doles dolo. Et ut officib tanque essunt et facis niani sequositem estibus sendis atemquanti repudi adli te magy.

Department of Transportation
Nebraska Department of Transportation

XXX-0-0000; C.N. 00000

A 5-Column Layout

(HOLD CTRL/CMD + SHIFT AND CLICK HERE TO UNLOCK TEXT BOX)

HEADER 1

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C 2/4-COLUMN LAYOUT, PAGE 2

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B 3-COLUMN LAYOUT, PAGE 2

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B 3-Column Layout

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D 8.5X11 LAYOUT, PAGE 2

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D 8.5x11 Landscape

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Traffic Volumes

Route/way	N-50
Mile Marker (MM)	15.89 to 20.02
Year	2021 2031