

MVD Authorized Third-Party Providers Logo Usage and Guidelines



ADOT MVD Authorized Provider Logo

The ADOT Motor Vehicle Division Authorized Provider logo will be used per the graphic standards outlined in this document. This logo is to be used only by authorized third-party providers of the Arizona Department of Transportation Motor Vehicle Division.

This logo can be displayed on printed or digital collateral, interior and exterior signage, and can appear in either black, white or the full-color version shown below.



Logo Usage and Restrictions

The logo should never be altered or displayed in any way other than as outlined within this guide.

You may scale the logo to fit your needs (to a minimum size of one inch wide). Use a vector file format if enlarging (.eps or .ai) to retain quality. Contact ADOT Graphics at graphics@azdot.gov if a different format or size of the logo is needed.

Do not use the logo in a sentence, headline or as part of a phrase. Instead, use the words "ADOT MVD Authorized Provider" in the same font as the other words in the sentence, headline or phrase.

Do not give the logo any kind of additional graphic effects such as embossing, outlining or shadowing.

Do not manipulate or distort the logo in any manner.



Spacing

To maintain its visual integrity, the logo should never appear crowded by text, titles, photographs or other symbols. The logo makes a greater impact when a common clear space is maintained around it.

Always keep at least the center width of the "O" distance around the logo. You will need to adjust this space as you increase/decrease the logo size.



Color Logo

The color values for the ADOT MVD Authorized Provider logo are as follows:

FORMAT	BLUE	ORANGE	YELLOW	RED
CMYK	100/92/30/23	14/76/100/2	2/12/100/0	17/100/85/8
RGB	1/39/104	206/91/24	254/215/0	190/10/49

BLUE



ORANGE



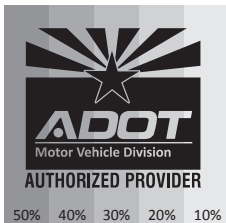
YELLOW



RED



The color version should only be presented in the official blue, orange, yellow and red combination.

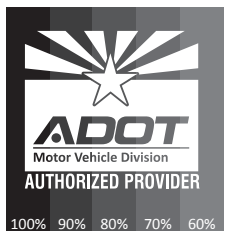


Contrast values for black logo

Black and White Logos

If the logo is presented in black and white, it should be 100 percent black or zero percent black (white).

The black logo should be used over colors with contrast value up to 50 percent. The white logo should be used when the background is darker than 50 percent in density.



Contrast values for white reverse logo