MVD ATP Color Logo

The authorized third party logo uses the colors Open Skies Turquoise and Sunrise Copper. (Color spaces can vary and produce differing results, but here is a general guideline for the logo colors):

Color	Open Skies Turquoise	Sunrise Copper
PMS	7716 C	4013 C
CMYK	76 21 46 1	16 67 100 3
RGB	54 153 146	204 108 32
Web/HTML	# 369992	#CC6C20

The color version of the logo should only be presented in the official open skies turquoise and sunrise copper combination.

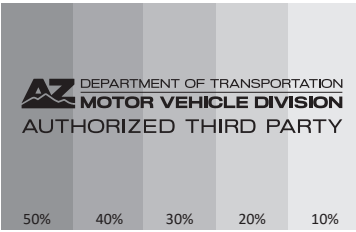The logo can also be used as 100% full black (#000000) or 100% full white (#FFFFFF).

MVD ATP Signage Graphic

The signage graphic is not a logo. It is a graphic using the MVD ATP logo in conjuction with the Arizona flag graphic in accordance with the logo standards. It can have the black box around it as shown, but it is not required.
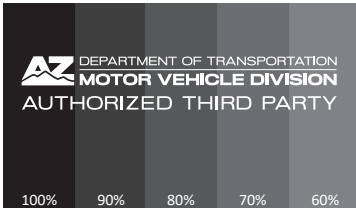
Color	Blue	Copper	Red	Yellow
PMS	280 C	159 C	200 C	Yellow 012 C
CMYK	100 62 0 59	0 55 89 19	0 95 75 25	0 15 100 0
RGB	0 40 104	206 92 23	191 10 48	254 215 0
Web/HTML	# 002868	#CE5C17	BF0A30	FED700

The color version should only be presented in the official colors listed above, with the MVD ATP logo at 100% full black (#000000).

Contrast values for black logo

Black and White Logos

If the logo is presented in black and white, it should be 100% full black (#000000) or 100% full white (#FFFFFF).

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

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.

ADOT MVD Authorized Provider Signage Graphic

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

This graphic 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.

Logo and Signage Graphic Usage and Restrictions

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

You may scale the logo and the signage graphic 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 or the signage graphic within a sentence, headline or as part of a phrase. Instead, use the words "ADOT MVD authorized third party" in the same font as the other words in the sentence, headline or phrase.

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

Do not manipulate or distort the logo or the signage graphic any manner. Ensure it maintains the correct size ratio.

Spacing

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

Always keep at least the height of the words "AUTHORIZED THIRD PARTY" distance around the logo. You will need to adjust this space as you increase or decrease the logo size.