

## 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

<b>Arial Bold (For Headings)</b> <i>Arial (For all body copy)</i>	<b>Calibri Bold (For Headings)</b> <i>Calibri (For all body copy)</i>	<b>Aptos Bold (For Headings)</b> <i>Aptos (For all body copy)</i>
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