SCDOT

South Carolina Department of Transportation

Branding & Style Guide

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Mission and Vision

Mission:

The South Carolina Department of Transportation connects communities and drives our economy through the systematic planning, construction, maintenance and operation of the state highway system and the statewide intermodal transportation and freight system.

Vision:

SCDOT is systematically investing in a world-class road and bridge network to support the movement of freight and people across South Carolina to keep South Carolina's economy growing. We are promoting the continued prosperity of South Carolina's urban areas to ensure consistent mobility across these economic hubs through multiple modes of transportation. At the same time, we are better connecting rural South Carolina to the global economy by improving access to rural communities for job opportunities and economic development. SCDOT works closely with our local, state and federal partners to leverage all opportunities and modes of transportation to support South Carolina's continued prosperity.

Values and Goals

Values:

We are OneSCDOT. We recognize the importance of all SCDOT divisions, units and offices functioning as one team to advance critical transportation priorities in service to the people of South Carolina. We are committed to excellence in all that we do – we are entrusted to be responsible stewards of public funds and to faithfully serve all people. We hold ourselves accountable and continuously seek opportunities to improve. We recognize that the work we do makes a difference in our communities around the state – we drive the economy and ensure people have access to prosperity.

Goals:

Goal 1 - Improve safety for everyone on our roadways using a data driven approach to identify high-risk areas and implement engineering improvements.

Goal 2 - Maintain and preserve our existing transportation infrastructure.

Goal 3 - Improve the efficiency and reliability of our road and bridge network by strategically planning for improvements across critical corridors and consistently delivering projects on time and within budget.

Goal 4 - Provide a safe and productive work environment for SCDOT employees.

Goal 5 - Earn public trust through transparency, improved communications and audit compliance.
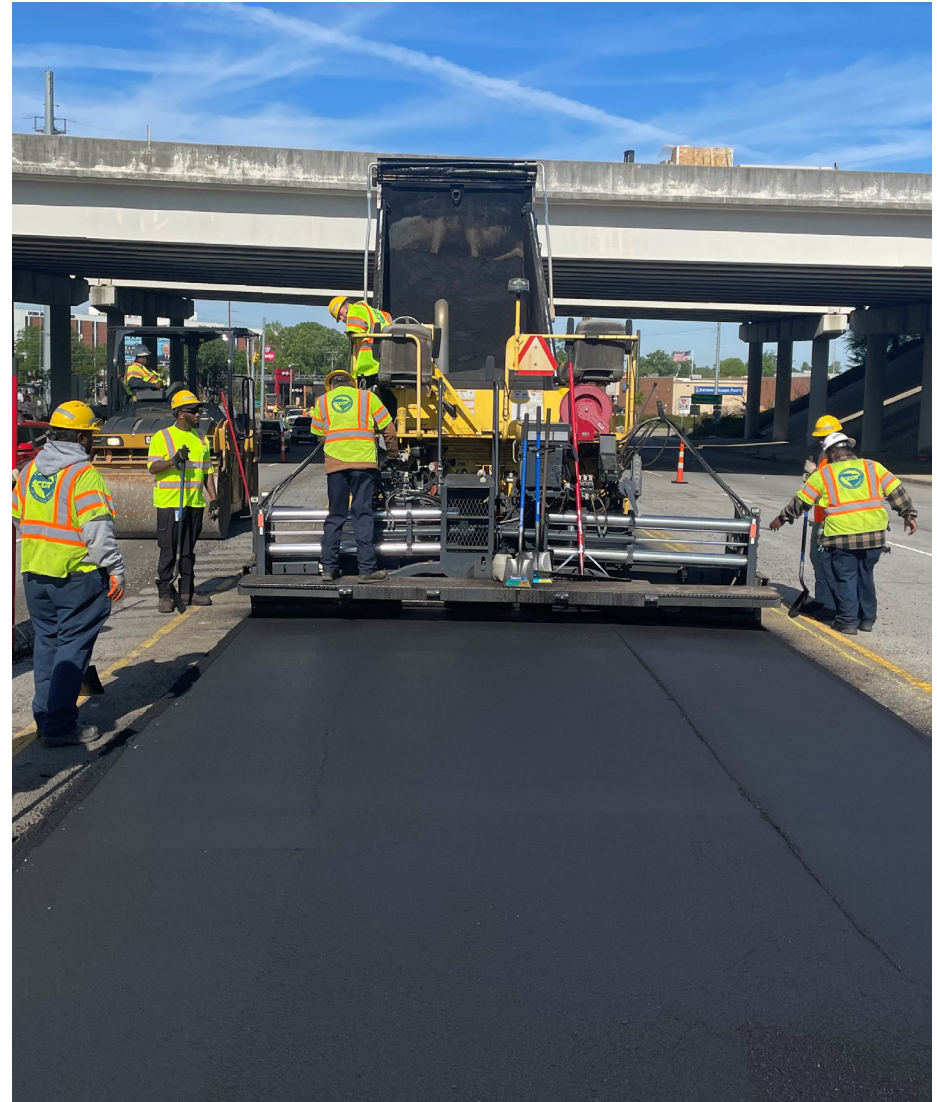
Purpose

At the South Carolina Department of Transportation, we are committed to delivering economic prosperity and a better quality of life to all South Carolinians through strategic investment and improvement in our road and bridge network. The work we do impacts millions of people and we take that responsibility seriously. Our brand is an extension of all that we are and a consistent look and feel of all branded communications is critical to building and maintaining our agency's reputation.

These guidelines were designed to be a foundation for our brand identity and a tool for both internal and external practitioners to clearly and consistently communicate our message. This is a living document – the guidance included here will be reviewed and updated regularly.

This brand toolkit includes templates for basic branded materials you may need. If you need a unique item, it is important that you work with the Office of Public Engagement to develop other brand assets or external publications. The Office of Public Engagement also works closely with the Information Technology Unit to develop and approve content for the website.

If you have any questions or would like assistance developing materials on behalf of SCDOT, be in touch with our Public Engagement Office at media@scdot.org.

Voice and Style

As the agency responsible for the State of South Carolina's transportation network, SCDOT shares information with the public about planning, designing, building and maintaining roads and bridges.

Communication should demonstrate the agency's commitment to serving the State of South Carolina and reflect its priorities of safety and mobility. Communication should confidently demonstrate the professional authority of the agency while doing so in a friendly, pleasant, and helpful tone.

Plain language should be used in communication to a general audience. Engineering terms and technical jargon should be avoided. When an acronym is used, the full title should be provided on the first reference.

Agency Name
First reference: Use "South Carolina Department of Transportation" or "SCDOT."
Additional references: Use "SCDOT" or "the agency" or "the department" to add variety.
Abbreviation: "SCDOT."

Notes:

- It is unnecessary to use "the" before "SCDOT."

- It is unnecessary to explain the agency's acronym in parentheticals, i.e. "South Carolina Department of Transportation (SCDOT)."

- In headlines: Use "SCDOT," with the understanding that additional context may be needed for out-of-state audiences.

- References to "the agency" "the department" "agency" or "department" should be lowercased.

Trademark and Standards

The following names and logos have been registered with the United States Patents and Trademark Office as official trademarks of the South Carolina Department of Transportation. The original sealed copies of the trademark registrations are held by SCDOT's Office of Chief Counsel.

- South Carolina Department of Transportation
- SCDOT
- SCDOT (logo) (see attached)

The purpose of registering these trademarks is to prevent unauthorized uses, build a brand name and make it easier to take action against those who steal or misuse the SCDOT's name or logo.

The SCDOT logo is protected by the trademark general protection afforded by its official registration. Further restrictions on its use are found in the SCDOT internet disclaimer located at: https://www.scdot.org/disclaimer.aspx, and are listed below.

Copyright and Trademarks
SCDOT owns its website located at www.scdot.org and owns, has license, or otherwise has the right to use all the trademarks, proprietary information, service marks, wallpaper, artwork, images, graphics, music, text, software, and other copyrighted material and content on this site. You may not modify, publish, transmit, display, participate in the transfer or sale, create derivative works or in any way exploit, any of the content, in whole or in part, without the express written permission of SCDOT. If permission for copying, redistribution, transmission or publication of copyrighted material is granted, no changes in or deletions of the material shall be made and such permission does not convey or imply ownership rights to the copyrighted material.

The SCDOT logo cannot be used as an endorsement of any event or product, i.e. used on websites for 5K events or used on asphalt product webpages. The implication is that the SCDOT is endorsing the event or product which would be inappropriate use for commercial purposes. The only time it can be used is for SCDOT events or sponsored events, and SCDOT products.

- The Trademark symbol should not be used with the SCDOT logo.

Logo Guidelines

SCDOT's logo is an easily recognizable representation of our agency. Using our logo properly and consistently is vital to creating a strong brand presence. SCDOT's logo should be used only for official business of the agency, and should only be used in the formats listed.
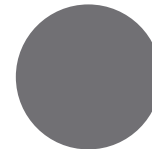
SCDOT's logo should be used whenever possible and works best on a white or light gray background identified in the style guide's neutral palette. Never alter or change the logo in any way.

South Carolina Department of Transportation
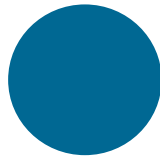
SCDOT Blue
Pantone 308
RGB HEX #00688f
R-0 G-96 B-126
C-100 M-5 Y-0 K-47

Dark Gray
Pantone Cool Gray 11
RGB HEX #717073
R-113 G-113 B-116
C-0 M-2 Y-0 K-68

Logo Guidelines

Three variants of the official SCDOT logo exist to accommodate all possible uses and layouts. No other variants can be used.

1. When a logo is required, the first choice should be logo 1.

2. The logo without agency name, should be used in instances where the space is too long and narrow to allow for use of the main logo with full legibility.

If the logo used is less than 4 inches in diameter and the full name line becomes too small to be legible, logo 2 can be used to allow for better legibility.

3. Where vertical space is limited, logo 3 with stacked company title horizontal may be used. This logo is most often used on official stationery.

Logo 1

South Carolina Department of Transportation

Logo 2

Logo 3

South Carolina
Department of Transportation

Logo Guidelines

When circumstances call for a one color version of our logo, only use solid blue version, black or white version of our logo (see page 6 for specific color blue). The white logo should be used on dark backgrounds and the blue and black logos on white or light backgrounds.

No gray scale logo should be used at any time.

BRANDING & STYLE GUIDE

Incorrect Logo Usage

The SCDOT logo should never be altered in shape, proportion or color.

Never change the tagline

Never skew or stretch the logo

Never squeeze the logo

Never change the colors

Never stroke the logo

Never change the transparency

BRANDING & STYLE GUIDE

Logo Usage

Clear-space Requirements

Always allow a space of at least .25 inch all around the square on which it sits. For example, when using on letterhead and envelopes.

.25"

.25"

Logo Usage

Use Over Photography

The SCDOT logo is designed to be used in all relevant business applications. When used correctly, it should stand out on the layout and should not be by overshadowed or obscured by other elements on the page.

Our logo CAN be used over a photo background when:

1. The area of the photo directly behind the logo serves as a solid background without intricate details or textures that might obscure any part of the logo.

2. The background photo is light enough for colors and outlines of the logo to be clearly visible.

Our logo CANNOT be used over a photo background if:

1. The area of the photo directly behind the logo has a busy pattern full of textures.

2. The area of the photo directly behind the logo is too dark for the logo to be clearly visible.

When circumstances call for a one color version of our logo, only use the SCDOT blue version, black, or white of our logo (see page 6 for specific color blue). The white logo should be used on dark backgrounds and the blue and black logos on white or light backgrounds.

SCDOT - DOT

At the heart of our logo is a powerful visual element we call the DOT. The icon was created to visually demonstrate our core values:

In one simple visual, this icon represents the very best of SCDOT. The horizontal lines represent the roads, rail lines and airport runways leading to the state of South Carolina, ready to be traveled upon that stretches to infinity inside of a circle that represents a completed project.

At its most literal, the DOT icon inside of the "O" represents the fact that our job at SCDOT is never complete - a roadway stretching into the distance, extending farther than the eye can see, reflecting infinity.

However, in the abstract, the icon also represents other modes of transportation: a bridge crossing a wide waterway, a rail line, an airport runway. When the entirety of what the icon represents is considered, it means nothing less than the sum total of the elements that form a connected transportation network, making it the perfect standalone icon to represent moving South Carolina forward.

No gray scale DOT should be used at any time.

BRANDING & STYLE GUIDE

Division and Office Names

An expanded logo may be used that features the name of internal units. Do NOT deviate from this standard or alter it in any way as outlined in the incorrect usage section. To download a unit logo, click here http://iwww.dot.state.sc.us/SCDOTBranding/branding.aspx#division-logos.

Horizontal Unit Logos

The horizontal unit logo includes the DOT mark with the name of the office, unit or center to the right of the mark with the South Carolina Department of Transportation below.

PUBLIC ENGAGEMENT
South Carolina Department of Transportation

Centered Unit Logos

The centered unit logo includes the name of the office, unit or center typeset below the South Carolina Department of Transportation.

SCDOT
South Carolina Department of Transportation
**Office of Public Engagement**

# Existing Agency Brands

# Existing Agency Brands
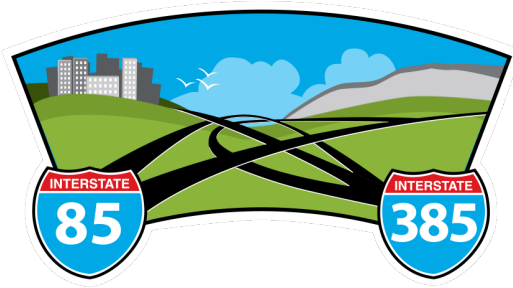
Primary Colors

Two of the primary colors are found in our logo. Use these colors along with Safety Yellow as a guide when designing graphics. Use the given PMS number, hex codes, RGB values, and CMYK numbers listed. Never rely on a software such as color picker to determine colors. These primary colors should be used 60% of the time.
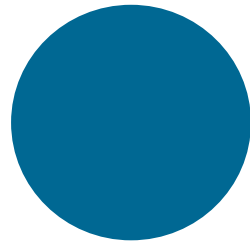
SCDOT BLUE
Pantone 308
RGB HEX #00688f
R-0 G-96 B-126
C-100 M-5 Y-0 K-47
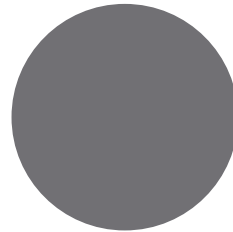
Dark Gray
Pantone Cool Gray 11
RGB HEX #717073
R-113 G-113 B-116
C-0 M-2 Y-0 K-68
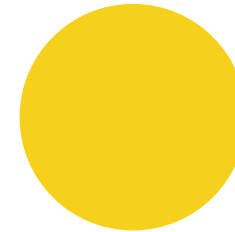
Safety Yellow
Pantone 116
RGB HEX #f6d218
R-246 G-210 B-24
C-0 M-16 Y-100 K-0

Secondary Colors

These secondary colors have been carefully chosen to harmonize with SCDOT Blue. Some are used around our state on existing signage. They should be used sparingly as accent colors or for color coding purposes such as diagrams, charts, layouts, etc.
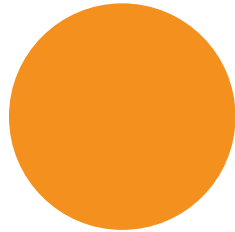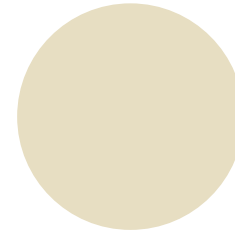
Caution Orange
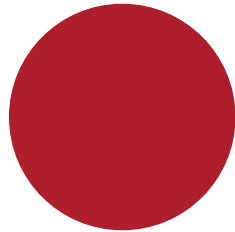Pantone 152
RGB HEX #f3901d
R-243 G-144 B-29
C-0 M-51 Y-100 K-1
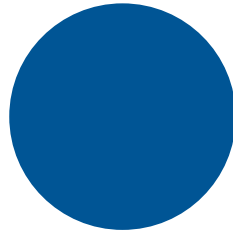
Welcome Blue
Pantone 294
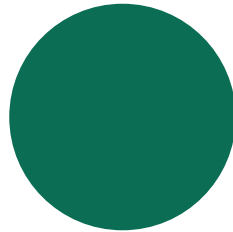RGB HEX #005596
R-0 G-85 B-150
C-100 M-58 Y-0 K-21
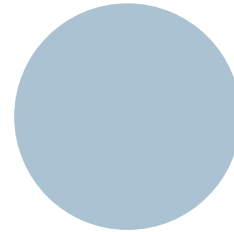
Cool Blue
RGB HEX #aac2d2
R-169 G-194 B-211
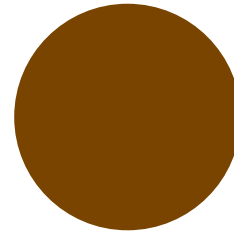C-33 M-15,Y-11, K-0

Beige
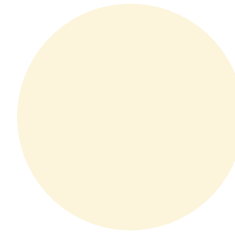RGB HEX #e7dec2
R-232 G-223 B-194
C-9 M-9,Y-25, K-0

Warning Red
Pantone 187
RGB HEX #c41230
R-196 G-18 B-48
C-0 M-100 Y-79 K-20

Advisory Green
Pantone 342
RGB HEX #006F51
R-0 G-111 B-81
C-100 M-0 Y-71 K-43

Historical Brown
Pantone 469
RGB HEX #794400
R-121 G-68 B-0
C-0 M-52 Y-100 K-62

Off White
RGB HEX #fcf5dc
R-252 G-244 B-219
C-1 M-2 Y-15 K-0

Tint Colors

Using the tint percentages of Pantone 308 adds to the range of colors acceptable when designing graphics.
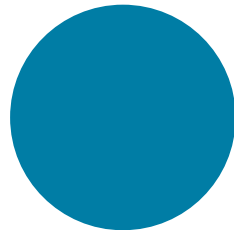
Pantone 308

80% Tint
RGB HEX #007eab
R-0 G-126 B-166
C-86 M-41 Y-21 K-1

Pantone 308

50% Tint
RGB HEX #59a4c5
R-89 G-164 B-197
C-64 M-21 Y-13 K-0
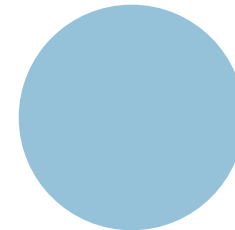
Pantone 308

30% Tint
RGB HEX #96c3db
R-150 G-195 B-219
C-40 M-11 Y-7 K-0

Grayscale

Dark Gray, Medium Gray and Light Gray are used as neutral palette of colors and are complementary to the blue of the logo.
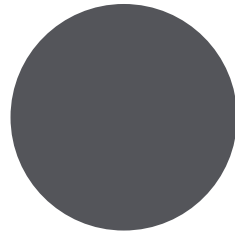
Dark Gray
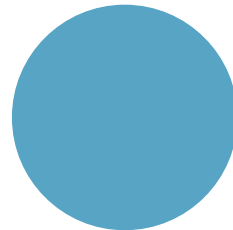Pantone Cool Gray 11
RGB HEX = 717073
R-113 G-113 B-116
C-0 M-2 Y- 0 K-68
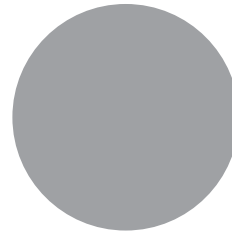
Medium Gray
Pantone 423
RGB HEX = 9FA1A4
R-159 G-161 B-164
C-0 M-0 Y- 0 K-44

Light Gray
Pantone 428
RGB HEX = CFD4D8
R-207 G-212 B-216
C -2 M-0 Y- 0 K-18

Typography and Fonts

Two typefaces are used in order to bring forth our corporate brand identity, Arial and Euro Sans.

Arial is well-loved classic. The Italic versions can be used in call-outs. The narrow versions can be used in smaller applications like captions and disclaimers. While we strongly encourage the use of this font, an acceptable alternative is Century Gothic when Arial is not available.

Arial Font Family

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
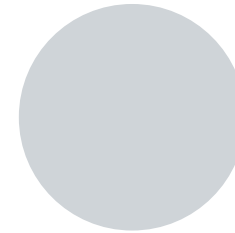
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Century Gothic Font Family

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography and Fonts

The secondary typeface chosen to complement Arial in SCDOT materials is Expo Sans. This clean sans serif font should be used for body copy and to vary subheads and call-outs. The condensed versions can be used in smaller applications such as captions and disclaimers.

Expo Sans Font Family

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ExtraLight Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ExtraLight Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ExtraLight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Photography and Video

Photography and video used on SCDOT materials should always feel authentic and candid while reinforcing the agency's mission to connect people across our state and advance economic prosperity for all South Carolinians. The imagery we use in our materials should represent diversity in people, places and modes of transportation.

Safety is our number one priority. Stop your vehicle off the roadway in a safe location, wear the proper safety equipment, and stay alert for moving traffic and equipment. Never take a safety risk to capture a photo or video.

Do:
- Use photos from SCDOT projects in South Carolina
- Use the highest resolution available on your camera
- Use action shots – include people, assets and equipment that demonstrate work happening
- Look for good lighting – the subject should be well lit and in focus
- Move closer to the subject instead of using zoom when possible and safe
- Look at the background to frame the images – avoid elements that are busy or distracting
- Check images after you take them to make sure you have captured the best possible representation of SCDOT at work
- Use full color photos and videos instead of black and white or other tints when possible
- When using multiple pictures in a layout, separate them with white space

Do not:
- Use unauthorized or copyrighted images
- Shoot photos and videos from inside the vehicle – especially if you're driving

  Remember, what you shoot is public and can always be shared with the public.

Photography and Video

All internal photos can be accessed using our SCDOT shared drive. The Office of Public Engagement also has access to several stock photo platforms. Photos and other visual assets can be requested by sending an email to media@scdot.org.
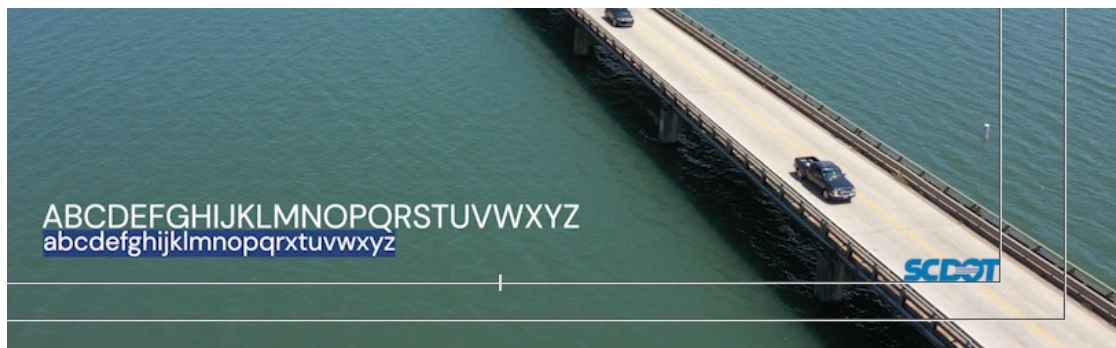
Videos
SCDOT encourages the use of high quality videos. Video content should first and foremost represent the agency and all of the employees – the use of individual interviews and animated characters should be considered thoughtfully.

All videos should be reviewed by the Office of Public Engagement prior to release.

Guidelines
- Videos should be a 16x9 aspect ratio.
- Use a tripod or gimbal to ensure footage is stable
- Fonts and colors should be consistent with the Brand Standards and Identity
- Music is encouraged but it should not overpower the person speaking

Use the current intro, outro, video watermark and lower third – examples below. For more detailed information, reach out to the Office of Public Engagement at media@scdot.org.

Photography and Video

Video Stories – SCDOT Logo Placement

- Place the logo on the timeline and extend throughout the full duration of the video (this can be done by dragging and dropping from folder or importing files)

- Under the Effects Control tab, Click the drop down arrow Motion and on the Position line (colored blue) type 1650 x 950

- Under the Scale below Positions type in 30

- (Note – the SCDOT logo can also be placed on the left bottom corner if needed)

Icons

The use icons can enhance your message and break up large areas of copy. Iconography allows us to communicate information in a succinct and compelling way. Icons also help people remember information by associating a visual with the information they are reading.

In terms of colors, icons should always be black within a circle comprised of one of our brand colors. You must use only the icons and colors within this document. Any other icon or use not included here must be provided or approved by SCDOT's Office of Public Engagement before the production of any materials.

Roads	Work Zone	Structures	People	Weather	Vehicles	Examples

BRANDING & STYLE GUIDE
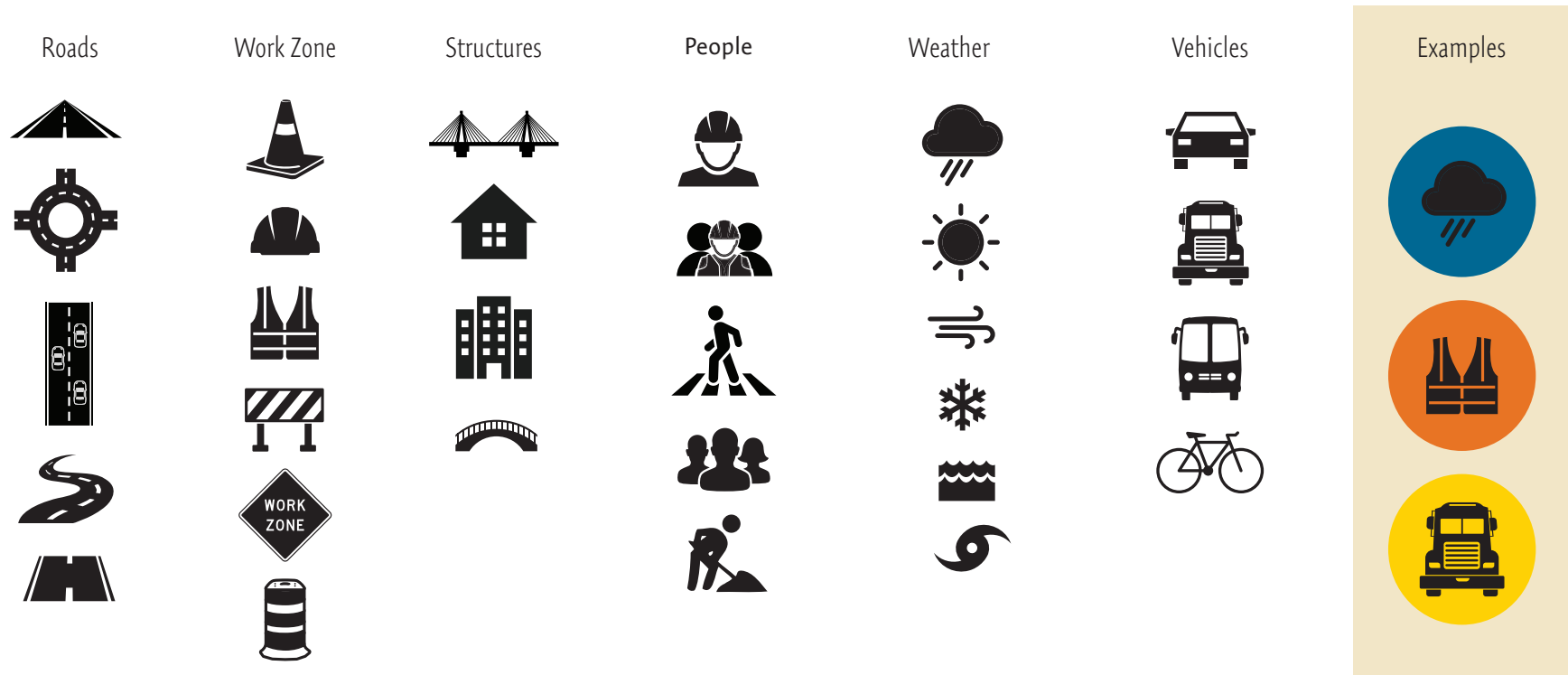
Infographics and Charts

Infographics are an excellent way to communicate information quickly and clearly. They can be used to explain complex processes, data visualization, or compare and contrast different options. Use the icons and color palettes listed in this style guide when developing an infographic.

Icons can break up large areas of copy and data giving materials a dynamic flair. Employees can select from a library of approved icons to represent many of the department's assets, groups, and actions. Do not use generic clip art, icons not listed in the style guide, or use icons as logos. If you need one developed, fill out this form. Vector files are available upon request.
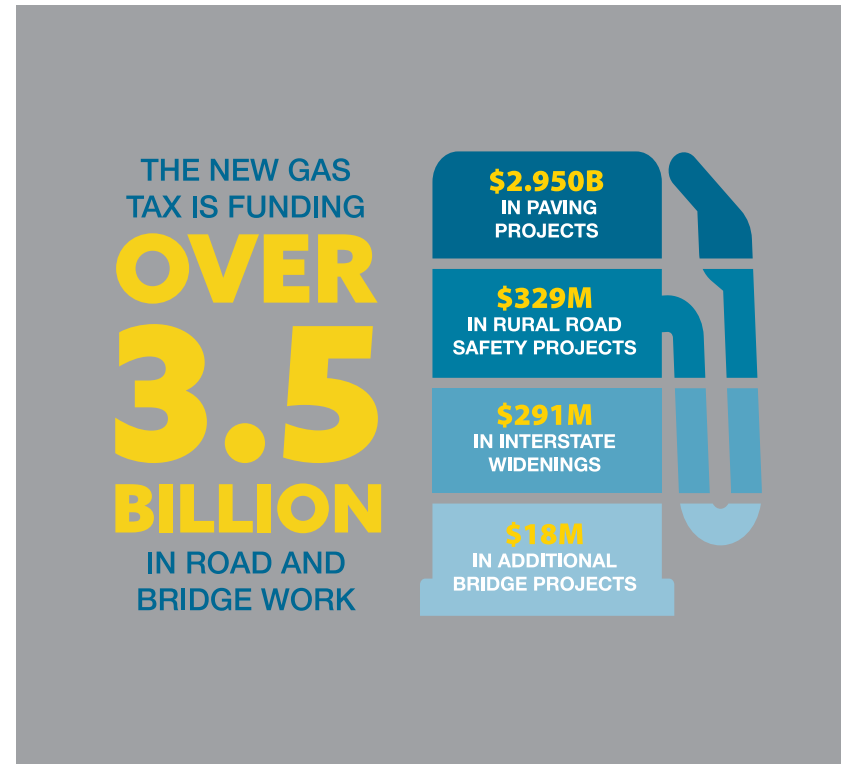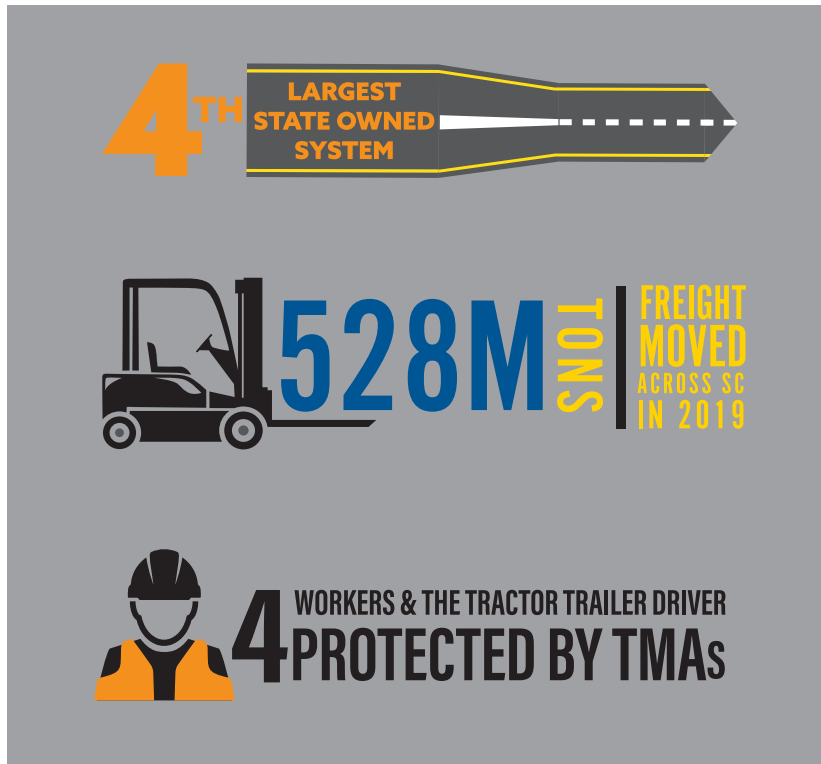
Social Media and the SCDOT Brand

Social media is not a substitute for SCDOT's comprehensive approach to communications and public outreach. Rather, social media is one tool that SCDOT uses to support communication strategies and share information with the public.

This section addresses how social media sites relate to the SCDOT brand identity. Contact the Office of Public Engagement for social media site administration guidelines.

Information, images and videos posted on SCDOT social media sites should reflect the agency's priorities of safety and mobility.

All content shared on SCDOT's social media sites, as well as SCDOT's project-specific social media sites, should reflect SCDOT brand guidelines established by the agency.

Content Review and Approval

The Director of Public Engagement, or designee, is responsible for the review and approval of all information posted on SCDOT social media sites or consultant-managed social media sites. For project-specific social media sites, a SCDOT Project Manager should also review and approve content.
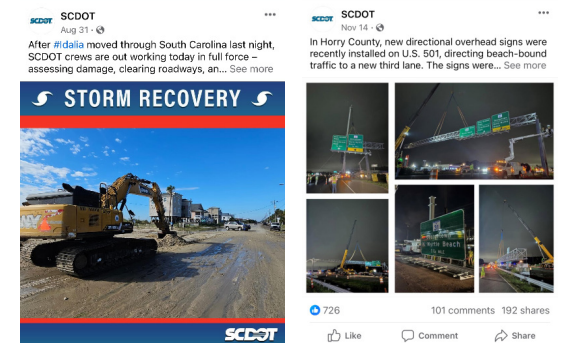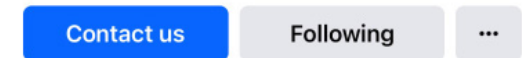
Social Media and the SCDOT Brand

Content Considerations

- SCDOT's employees are the agency's most valuable asset and we are proud of employee accomplishments and contributions. However, in most cases, employees should not be the focus of social media posts, so as to prevent negative comments directed at the employee instead of the agency. Exceptions may include content focusing on working at SCDOT and is typically limited to LinkedIn.

- SCDOT does not observe religious, cultural, or family holidays on social media. An exception may be made for Veterans Day, as it is appropriate for SCDOT to recognize the military service of our employees.

- Social Media Observances

  ‣ Posts promoting official safety observances, such as Work Zone Safety Awareness Week and Pedestrian Safety Week, are encouraged.

  ‣ Posts promoting profession-related observations such as National Engineers Week or Customer Service Week may be appropriate. Images of SCDOT employees should be limited, and carefully considered.

  ‣ Unless there is a truly compelling reason to do so, SCDOT does not post about observances such as National Pizza Day.

  ‣ Some social media observances may lend themselves to appropriate posts, especially observances related to engineering, construction, the environment, public service, travel and transit, etc. However, the origin and purpose of the observance should be considered. Many such observances were created by advocacy organizations that may, or may not, share SCDOT's priorities.

- Emergency Response: During times of inclement weather or other emergency situations, social media content should be focused on the emergency with rare exceptions. When the Governor has declared a state of emergency, social media content will be reviewed through the established State Emergency Operations Center chain of command.

Social Media and the SCDOT Brand

SCDOT Social Media Sites
- Facebook – https://www.facebook.com/SCDOT
- LinkedIn – https://www.linkedin.com/company/sc-department-of-transportation
- Nextdoor – https://nextdoor.com/agency-detail/sc/columbia/state-of-south-carolina-1/
- X (previously Twitter) – https://twitter.com/SCDOTPress
- YouTube – http://www.youtube.com/@SCDOTconnectoronline

The SCDOT Office of Traffic Engineering administers four regional sites on X (previously Twitter). These sites automatically share traffic information generated by the SC 511 system, and that information is also visible on sc511.org. The accounts are:
- https://twitter.com/SCDOTLowCountry
- https://twitter.com/SCDOTMidlands
- https://twitter.com/SCDOTPeeDee
- https://twitter.com/SCDOTPiedmont

The SC TIM (Traffic Incident Management) Network also has Facebook and Twitter sites:
- https://twitter.com/SCTIMNetwork
- https://www.facebook.com/SCTIMNetwork

Press Releases

The Office of Public Engagement distributes all media notices. Public Engagement is responsible for maintaining current media lists and those lists are segmented by media market and region of the state. With an exception for emergencies, requests for media notices should be emailed to media@scdot. org at least one week in advance of the requested distribution date. It is critical that you provide accurate and detailed information.

It is important that upcoming project milestones, traffic changes, new projects and other newsworthy items are communicated to the Office of Public Engagement in advance to allow for proper media notice and coordination.

Unless there are extenuating circumstances, we do not provide press notices about routine lane closures that are not anticipated to impact traffic. SCDOT does issue media notices with project updates, traffic pattern changes, and any closure of a road or bridge that will impact traffic. If you are unsure about whether or not a press notice is needed, be in touch with the Office of Public Engagement.

SCDOT
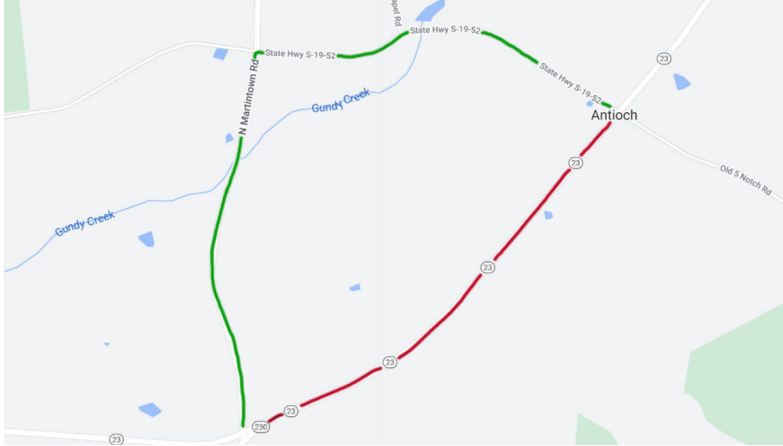South Carolina
Department of Transportation

Office of Public Engagement
(803) 737-1270 | media@scdot.org

SCDOT to temporarily close S.C. 23 in Edgefield County for maintenance

Edgefield, S.C. (November 7, 2023) - On Thursday, November 9, SCDOT will close S.C. 23 near the intersection of Red Hill Road and North Martintown Road to complete pipe repairs.

SCDOT expects repairs to be completed later this year. Access to local properties will be maintained during the closure.

Detour Information
Drivers traveling south on S.C. 23 can turn right onto Red Hill Road and continue toward North Martintown Road. Drivers traveling North on S.C. 23 can turn left onto North Martintown Road and continue toward Red Hill Road.

About SCDOT
The South Carolina Department of Transportation (SCDOT) is the state agency with oversight of South Carolina's network of highways and bridges, including responsibilities such as planning, design, construction, financing, and roadway safety. To ensure the nation's fourth-largest highway system is prepared to serve the needs of South Carolina's growing economy and population, SCDOT has developed a Strategic 10-Year Plan that addresses improvements to the state's highway and bridge systems. Learn more at scdot.org.

-END-

Public Involvement Meetings and Announcements

As a community focused agency, SCDOT is committed to having open and transparent decision-making processes that foster trust and include robust public involvement. This section is particularly focused on the branded elements of the public involvement process – the full SCDOT public involvement policy is available on our website at scdot.org.

The Office of Public Engagement coordinates public involvement activities on behalf of the agency. All public involvement materials should be reviewed by the Office of Public Engagement.

The use of surveys and other online tools are encouraged. It is important that project managers track and archive all materials, including comments and responses.

Public meetings should look and feel consistent. Table coverings, comment boxes, and other visual elements at the meeting should represent SCDOT.

All displays and materials should use the SCDOT logo watermark. All materials, including project fact sheets and other printed items, should conform to the Brand Standards and Identity guidelines.

For assistance with any public involvement efforts, reach out to the Office of Public Engagement at media@scdot.org.

Presentations

Presentations are ideal to share messages and information to large groups. Consider these tips when developing your presentation:

1. Know your audience and customize content that will be easy to understand.

2. Less is more. Keep written content to a minimum when possible and use icons or photography to tell your story.

3. Keep the colors, design, and layout of content and graphics simple and legible.

4. Avoid using jarring slide effects and transitions.

5. Do not alter the template or change the size of the presentation slides.

US 276 at US 25 in Greenville County

BRANDING & STYLE GUIDE

Presentations

Presentations

BRANDING & STYLE GUIDE
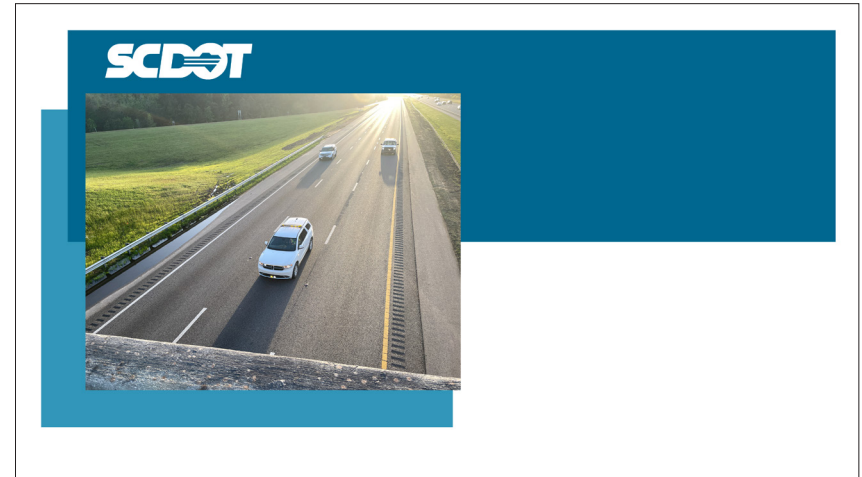
Business Cards

SCDOT business cards use the stacked two line SCDOT logo in blue and should be printed by a professional commercial printer.

Business cards, letterhead, envelopes, and other office supplies feature only the SCDOT logo and the address of the office using the materials. No other logos should appear on office stationery.

Safe Zone 3.25" x 1.75"

Name Here
Title
Office

SCDOT

**South Carolina
Department of Transportation**

P.O. Box 191 Park Street
Columbia, SC 29202-0191
Office: (803) 123-4567   Cell: (803) 321-7654
Email: Name@scdot.org

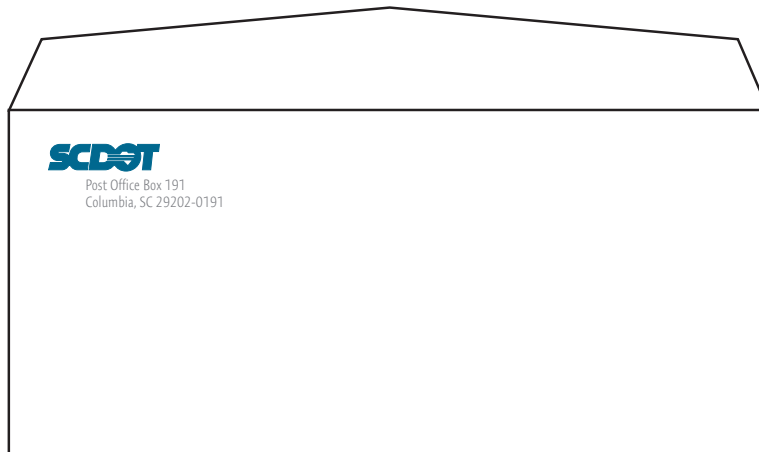Cut Line /Final Size 3.5" x 2"

Bleed 3.75" x 2.25"

Official Letterhead

Stationery designs are standardized for the entire organization. When filling letterhead with content, please follow info to the right of this page for fonts, placement of text and clear space guidelines.

Downloadable templates with instructions for individual offices can be found on the SCDOT intranet here: http://iwww.dot.state.sc.us/SCDOTBranding/branding/letterhead-templates.aspx

Suggested font: Arial, 11 pt.

.5 inch

.5 inch

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1 inch

SCDOT
South Carolina
Department of Transportation

Date

Address
City, State, Zip Code

Salutation,

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Best Regurads,

Sender's Full Name
Signature

Sender's Title, Office or Department

Post Office Box 191
955 Park Street
Columbia, SC 29202-0191

www.scdot.org
An Equal Opportunity
Affirmative Action Employer
855-GO-SCDOT (855-467-2368)

SCDOT
Post Office Box 191
Columbia, SC 29202-0191

Official Memorandum

Memorandums may be used for correspondence within and between state agencies and the FHWA.

Interoffice memorandums may be used for correspondence within the Department.

Suggested font: Arial, 11pt.

.5 inch   .5 inch

.5 inch

SCDOT
South Carolina
Department of Transportation

Office or Department Name
Office Phone Number| Office Fax Number

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MEMORANDUM

To: All SCDOT Employees

From: Full Name, Sender's Title *Signature*

RE:

Date:

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Office contact information

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Post Office Box 191
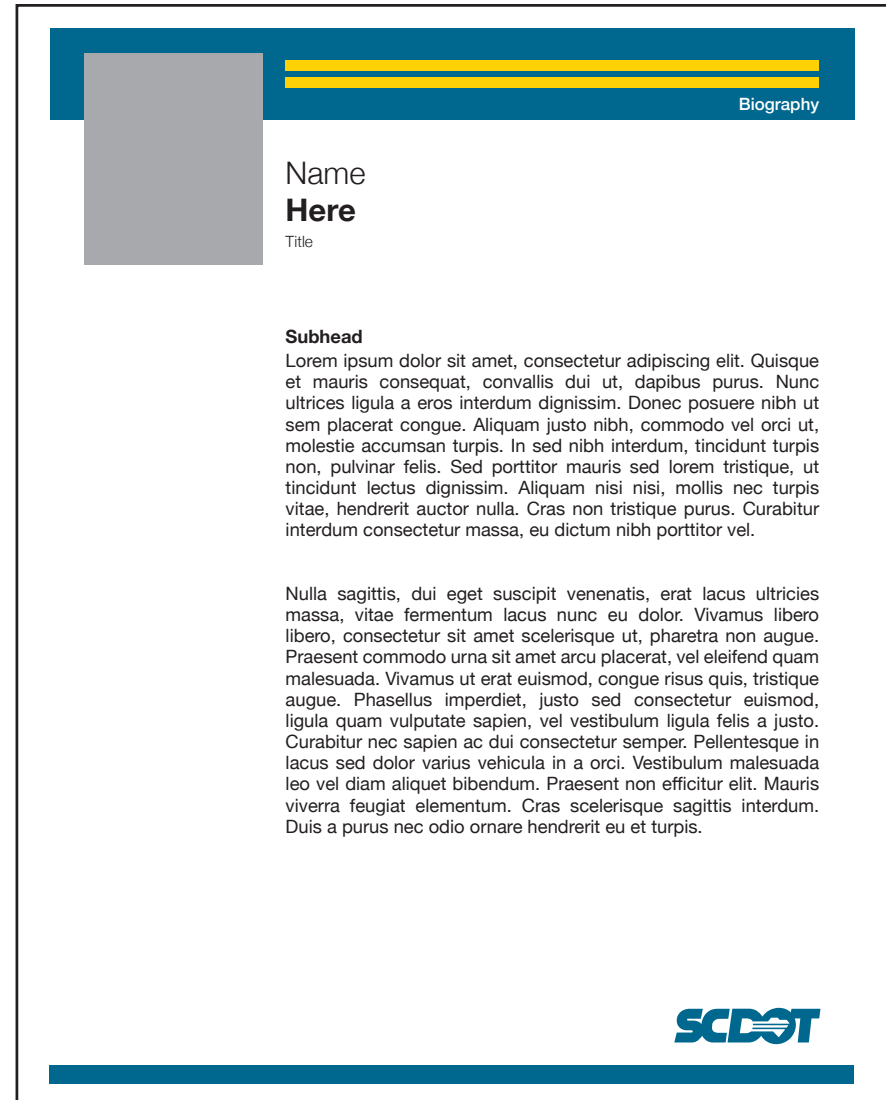955 Park Street
Columbia, SC 29202-0191

www.scdot.org
An Equal Opportunity
Affirmative Action Employer
855-GO-SCDOT (855-467-2368)

.5 inch

1 inch   1 inch

Biography Sheet

Biography sheets are used in advance of public presentations. SCDOT employees who regularly give presentations on behalf of the agency are encouraged to use this sheet and keep it regularly updated.

Suggested font: Arial, 11 pt.

Biography

Name
Here
Title

Subhead
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et mauris consequat, convallis dui ut, dapibus purus. Nunc ultrices ligula a eros interdum dignissim. Donec posuere nibh ut sem placerat congue. Aliquam justo nibh, commodo vel orci ut, molestie accumsan turpis. In sed nibh interdum, tincidunt turpis non, pulvinar felis. Sed porttitor mauris sed lorem tristique, ut tincidunt lectus dignissim. Aliquam nisi nisi, mollis nec turpis vitae, hendrerit auctor nulla. Cras non tristique purus. Curabitur interdum consectetur massa, eu dictum nibh porttitor vel.

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SCDOT

Project One Pager and Fact Sheets

These templates are established to provide guidance on formatting project information.

Virtual Meeting Backgrounds

Customize your background in virtual meetings with one of our pre-designed templates. These backgrounds are a great way to represent the agency while also minimizing distractions.

BRANDING & STYLE GUIDE

Virtual Meeting Backgrounds

Email Signatures

All SCDOT employees must follow the signature standard shown below in their email signatures. DO NOT alter the signature in any way or add quotes, slogans, logos, or images. Do not use an email wallpaper or change the background. In Outlook these are called themes or stationery.

Jane Doe
Employee Official Title

P 803-123-4567   F 803-123-4567   E Name@scdot.org

South Carolina Department of Transportation
955 Park Street, P.O. Box 191, Columbia, SC 29202-0191

Name Here
Employee Official Title

P 803-123-4567   F 803-123-4567   E Name@scdot.org

South Carolina Department of Transportation
955 Park Street, P.O. Box 191, Columbia, SC 29202-0191

Name Here
Employee Official Title

P 803-123-4567   F 803-123-4567   E Name@scdot.org

South Carolina Department of Transportation
955 Park Street, P.O. Box 191, Columbia, SC 29202-0191

Patricia Langland
Assistant District Traffic Engineer

P 803-123-4567   F 803-123-4567   E Name@scdot.org

South Carolina Department of Transportation, District 1
1400 Shop Road, Columbia, SC 29201-4844

Thank you!

The Office of Public Engagement is available to support SCDOT with all of our agency's design and style needs.

Please contact us for assistance.
803-737-1270
media@scdot.org