

CDOT Brand/Logo Guidelines

The Main CDOT Logo

The main CDOT logo consists of the Colorado “C” emblem, the CDOT emblem, the Colorado logotype and department name text treatment in a horizontal format.



Other Formats

The horizontal logo shown above is preferred. When space is limited, these alternate formats may be used—emblems only logo or vertical logo.



Minimum Size

The Colorado “C” and CDOT emblems must be at least 1/4” high.



Clear Zone

Logo should have a clear zone around it at least as large as the height and width of the “O” in Colorado. Leaving more space than the minimum is preferred.



Reverse Applications

When using the logo on dark backgrounds, use the “reverse” version with white outlines around the emblems and white text.



Non-Color Applications

In uses where color is not an option, all black, all white and grayscale versions are available.



Logo Files

CDOT's main logo files can be downloaded from the [Hub Communications Team page](#). If you need other colors or file formats, contact the Visual Communications Team for assistance.

Brand Colors

CDOT's main brand colors are from the CDOT emblem and the Colorado "C" emblem. A secondary accent palette will be coming soon that will include more color options from the overall Colorado brand palette.

CDOT Emblem Colors



Dark Blue
rgb 0/25/112
cmyk 100/94/23/22
hex #001970
pms 2748c



Orange
cmyk 0/50/100/10
rgb 229/114/0
hex #e57200
pms 152c

Colorado "C" Colors



Red
rgb 195/0/47
cmyk 16/100/87/6
hex #c3002f
pms 200c



Yellow
cmyk 0/16/100/0
rgb 255/209/0
hex #ffd100
pms 109c



Green
cmyk 84/38/88/34
rgb 36/93/56
hex #245d39
pms 7483c



Light Blue
cmyk 83/54/35/12
rgb 53/100/126
hex #35647e
pms 7699c



Purple
cmyk 56/84/39/24
rgb 109/58/93
hex #6d3a5d
pms 5125c



Light Green:
cmyk 54/33/96/12
rgb 122/133/59
hex #7a8536
pms 7491c

Accessibility and Color Usage

When using color, it is imperative that color combinations provide adequate contrast for accessibility. For example, although our orange is one of the main CDOT brand colors, due to a lower contrast ratio, it is best to use it for headings or supporting elements (i.e. borders, decorative elements, icons).

Orange Heading Color Usage

The Office of Communications recommends using at least an 18 point font size when using the CDOT orange (both for orange text on a white background, or white text on a CDOT orange background). Do not use the CDOT orange for body text.

Tip: Use the [Web AIM color checker](#) to ensure that your color combinations meet WCAG Level AA compliance.

Brand Typography

Trebuchet MS

Trebuchet MS is the primary typeface of the CDOT brand. Trebuchet MS is included on Macintosh and Windows operating systems. It is also usable for the web and is a standard font in Google software.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Slab 500

Museo Slab 500 is the secondary typeface of the CDOT brand. Use it for headings, subheadings, captions, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz