



Brand Parameter Guidelines

May 2003

Introduction

When a great logo is used inconsistently or incorrectly it does less for a campaign than a weak logo used uniformly. In Summer 2000, the Texas Department of Transportation (TxDOT) adopted a new logo for its "Don't Mess with Texas" litter-prevention campaign. These brand identity parameters have been developed to ensure this new logo is used effectively and consistently by TxDOT, Keep Texas Beautiful affiliates, Don't Mess with Texas Partners, and other interested parties who have received permission to use the mark.

Trademark

The new Don't Mess with Texas logo is registered with the U.S. Patent & Trademark Office and must always include the Registration mark (®). Anyone interested in using the logo must first request permission from TxDOT by contacting Information Specialist Brenda Flores-Dollar at bfdolla@dot.state.tx.us or by calling 512/486-5904. The logo and the phrase "Don't Mess with Texas" may not be used without the expressed consent of TxDOT.

The logo's type treatment or wording may not be altered or adapted to represent any entity other than the TxDOT litter-prevention campaign. For example, "Don't Mess with New York" or "Don't Fuss with Texas" are not acceptable.

Campaign Mission

The mission of the Don't Mess with Texas campaign is "to reduce litter on TxDOT rights-of-way and facilities by 5 percent each year with the ultimate objective to eliminate litter." All use of the new logo should be geared toward this litter-prevention mission. The Don't Mess with Texas logo is not to be used to promote tourism, schools or other unrelated causes.

Target Demographic

One reason the Don't Mess with Texas campaign has been so successful over the years is its marketing approach. From 1986 to 1998, the campaign was aimed at the state's worst litterers — 18- to 34-year-old males. New research revealed that today's litterers are males and females under age 24 (Survey of Texans' Littering Attitudes & Behaviors, NuStats International/ Tuerff-Davis EnviroMedia Inc., 1998). Today's litterers are single, eat fast food regularly and frequent the club scene. The new logo was designed with this younger target demographic in mind.



Brand Parameter Guidelines (cont.)

How is the New Logo Different?

The revised logo incorporates the familiar stacked version of the original Don't Mess with Texas logo with the Cheltenham Bold Condensed font. However, the word "mess" has been tipped to emphasize the litter-prevention message. The star icon with the road has been added to reflect the campaign's mission to reduce litter on TxDOT rights-of-way. The red orb gives the logo a refreshed new look. The red and blue colors are a nod to the flag of the Lone Star State and the Texas pride this campaign has inspired since 1986.

Logo Configurations

The official Don't Mess with Texas logo is shown at right in both color and black-and-white versions. Only these official configurations should be used.

Official Don't Mess with Texas Colors

When using the color version, consistency is essential. These colors are important to the campaign's identity and should not be compromised for any reason.

Line screen is 150 lines per inch.

Original Logo

The original logo is no longer valid and should not be used at any time. Please replace or delete all versions of the original logo in any existing materials.

New Logo



B/W Logo



PANTONE® 185

C: 0 M: 91
Y: 76 K: 0

R: 252 G: 25 B: 33



PANTONE® Reflex Blue

C: 100 M: 72
Y: 0 K: 6

R: 13 G: 43 B: 136

Original Logo





Brand Parameter Guidelines (cont.)

Unacceptable Graphic Treatments

The new Don't Mess with Texas logo must always be reproduced exactly as it appears in the examples provided in the "Logo Configurations" section on page 2. Following are some examples of ways the Don't Mess with Texas logo **cannot** be represented:

1. To maintain readability, the logo should not be used smaller than 1.25" wide.
2. Each element of the logo—the icon, text and red orb—may not be used to represent the Don't Mess with Texas brand independently of each other.
3. When used in color, the color specifications of the logo should never be changed.
4. The logo should be used only in 100 percent black.
5. The logo should never be re-created, especially using other typefaces.
6. Elements of the logo must not be scaled independently, and also the logo as a whole should not be scaled vertically or horizontally.

1.



2.



3.



4.



5.



6.





Brand Parameter Guidelines (cont.)

Don't Mess with Texas Program logos

To promote Don't Mess with Texas programs, a family of program logos has been created. These are used to represent the Don't Mess with Texas ROAD TOUR, GROUND SUPPORT, PARTNERS and CAMPUS CLEANUP. Each program logo may only be developed for the litter-prevention campaign with permission of TxDOT. **Do not replace the program names with any other copy.**

To the right and on the next page are the only approved program logos and the approved corresponding program color assignment. The Don't Mess with Texas portion of the program logo adheres to the brand parameters as outlined in the previous pages and is supplemented by an additional type element identifying the program. Each program name will appear in one consistent font, and will be displayed in a separate additional color.

When used in black and white, the Don't Mess with Texas logo prints in all 100% black, and the program name prints with a heavy black outline only.

The Road Tour

The Road Tour logo should be used on all promotional advertising and materials related to the Don't Mess with Texas Road Tour. The Road Tour kicks off in the spring and extends throughout the summer to bring fun and litter education to teens and young adults.

Ground Support

The Don't Mess with Texas Ground Support consists of 18- to-24-year-olds who assist with the Road Tour and DMWT special programs as well as provide insight into their peers and their culture. The Ground Support represents a diverse cross-section of young people from areas across Texas. They provide responses and perform activities relating to litter prevention, media habits, trends, etc.

Road Tour



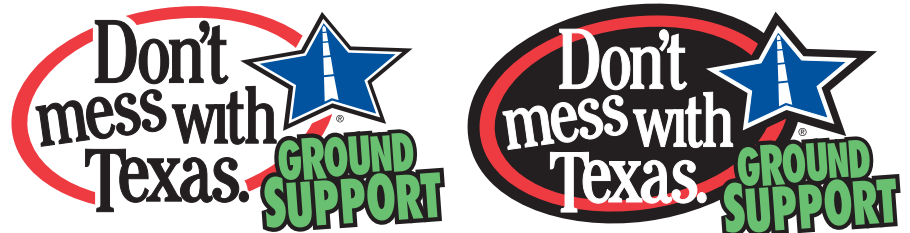
PANTONE® 123

C: 0 M: 30
Y: 94 K: 0

R: 255 G: 179 B: 16



Ground Support



PANTONE® 360

C: 60 M: 0
Y: 75 K: 10

R: 102 G: 187 B: 73





Brand Parameter Guidelines (cont.)

Partners

The Partner logo is used to recognize corporations, organizations or groups that have joined with Don't Mess with Texas to support litter prevention. Partnerships may take the form of sponsoring the Road Tour, displaying the DMWT logo at their place of business, creating a litter-prevention event or donating advertising or promotional space and resources, for example.

Campus Cleanup

Campus Cleanup is an annual event to encourage college students to take an active role in combatting litter where they live. Campus Cleanup heightens awareness about litter issues and encourages positive litter prevention habits on college campuses by educating the student population and engaging students in litter-prevention behavior.

Partner



PANTONE® 603

C: 0 M: 7
Y: 64 K: 10

R: 230 G: 214 B: 80



Campus Cleanup



PANTONE® 2567

C: 38 M: 43
Y: 0 K: 0

R: 157 G: 126 B: 187

