Marketing & Public Affairs Logo Style Guide

OTS Standard Logo

Vertical/Square Lock-Up

Default option that should be used for digital and print materials with white background.

Horizontal Lock-Up

Secondary option that should be used on white background when space does not allow for vertical/square logo.

*All logos are **available for download** on the OTS website:
https://www.ots.ca.gov/media-and-research/campaigns/new-logo/

OTS Logo: Color Background

Vertical/Square Lock-Up

Default option for use on color background to maintain sufficient contrast.

Secondary Vertical/Square Lock-Up

Secondary option for use on color background when black logo does not allow for sufficient visibility.

Text (including images of text) should have a contrast ratio of at least **4.5:1 for "regular" sized text (12-14 pt font) and **3:1** for "large" text (18-24 pt font).**

Free Color Contrast Analyser available for download: https://developer.paciellogroup.com/resources/contrastanalyser/

Go Safely, California Logo

Horizontal Red and Green Lock-Up

Default option when using on digital and print materials with white background.

Horizontal Green and Yellow Lock-Up

Secondary option on digital and print materials when using on color background.

Horizontal White Lock-Up

For use only when background color is too light to maintain sufficient contrast with green and yellow lock-up. **Note: Only OTS standard logo is required on educational materials.**

Micro Campaign Logos

Logos by default should be used on white backgrounds.

Contact the OTS PIO at pio@ots.ca.gov for guidance on format-appropriate logos (e.g. color backgrounds or where there is visibility issue with application).

Distracted Driving

Scooter Safety

Drug-Impaired Driving

DUI Alcohol

Pedestrian Safety

Motorcycle Safety

Drowsy Driving

Seat Belt/Car Seat Safety

Speeding

School Bus Safety

Large Truck Safety