CSA Branding Guidelines

Compliance ★ Safety ★ Accountability

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Introduction

The purpose of these guidelines is to help unify the CSA brand and to provide direction for moving it forward. For branding to be effective, audiences must share a clear idea of what CSA stands for, requiring that outreach and communications are presented in a distinct and consistent manner.

The brand emanates from a shared understanding of the challenges facing the agency and the application of that brand to a suite of useful tools, materials, and information. Particularly in a large, Federal agency, development of brand standards and the publication of guidelines is essential to preserve and enhance the dissemination of core messages.

The CSA logo is the graphic representation of the Federal Motor Carrier Safety Administration's (FMCSA) new safety enforcement and compliance program, which is called Compliance, Safety, Accountability (CSA). This document defines the core elements of the CSA brand and provides guidance for how to use these elements appropriately.

CSA is FMCSA's new enforcement and compliance program initiative to improve large truck and bus safety and ultimately reduce commercial motor vehicle-related crashes, injuries, and fatalities. The CSA logo visually represents how FMCSA is moving forward. The four slanted, overlapping rings and three horizontal lines depict movement and progress. The identifiable letters "CSA" are to the right of the four rings and are also slanted and overlapping. Below this graphic is a three-word tagline that defines C-S-A; separated by two stars, it reads "Compliance, Safety, Accountability." These three words epitomize the agency's mission.

CSA Branding Guidelines

About Branding

What Is Branding?

A brand is the **intangible set of values and ideas** that accompanies the
new program.

Strong brands are **simple, distinctive** and elicit a common, universal response.

Branding is important because it **simplifies decision-making**.

It is the result of repeated perceptions and, if these are consistently positive,
it is easier to support a brand.

FMCSA Branding Objectives

Brand Mission: FMCSA is the key agency dedicated to reducing crashes, injuries, and fatalities involving commercial trucks and buses.

Brand Strategy: To communicate with commercial truck and bus carriers and drivers, educate them about FMCSA's next-generation safety enforcement program, and persuade them to take action to address key safety issues.

CSA Branding Guidelines

Branding Identity

Logo Signature

The CSA signature is the key visual element in the CSA brand, representing the message and values inherent within the brand ideology. The signature works at its strongest when the wordmark and tagline function as a whole.

For use on a **white background**

The blue logo with red "S" works best when branding materials are FMCSA-dominant, using the red, white, and blue palette.

The blue logo with gold "S" is preferable with CSA branding materials that use the blue, gold, and white palette.

Logos for use on **colored backgrounds**

Wordmark

The CSA wordmark was created with Gotham Bold. The relationship between the rings and characters is crucial in the brand implementation of CSA. Do not alter the proportions, placement, spacing, or sizing. The wordmark was created to exist by itself as an alternate logo branding option, ideally used as a graphic element to convey a strong visual presence.

Tagline

The CSA tagline can be used by itself in situations where FMCSA is the focus in conjunction with the CSA brand. It can also act as a supporting element in situations where the entire logo cannot fit in a given space, but ONLY if the wordmark is visible within that document or application. DO NOT use the tagline in the same situation or visual area with the logo signature.

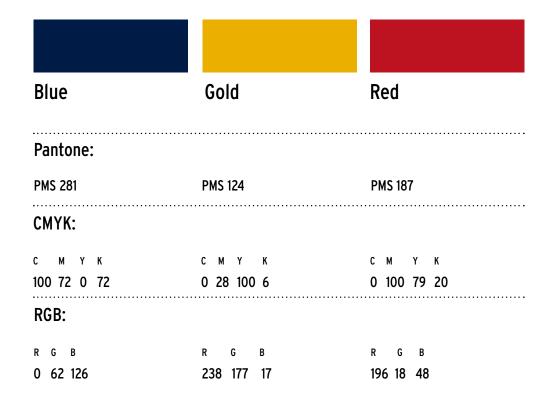# Compliance ★ Safety ★ Accountability

Clear Space

Clear space rules have been established to make sure that other graphic elements do not interfere with the brand elements visually. The minimum required clear space is defined below by the established "X" measurement, based on the height of the letters "CSA" in the wordmark portion of the logo. As the logo is reduced, the clear space maintains a proportional relationship to the size of the logo.

X "x" height equal to the height of the letters "CSA"

Color System

Blue, Gold, and Red are the main colors for the CSA logo signature elements. The blue borrows from the official DOT blue, and the gold and red tie in traditional road sign colors. **The three colors should never be used at the same time**, only in the combination of either blue and gold **or** blue and red. Red and gold should not be used together.

Blue	Gold	Red

Pantone:

PMS 281	PMS 124	PMS 187

CMYK:

C M Y K	C M Y K	C M Y K
100 72 0 72	0 28 100 6	0 100 79 20

RGB:

R G B	R G B	R G B
0 62 126	238 177 17	196 18 48

Background Control

There are times when the logo must be placed on a colored background. As part of the overall brand implementation, the CSA logo signature can be placed on blue and gold background colors that are part of the CSA color palette. This will help to maintain a consistent brand message. The CSA red should only be used as an accent color and **not** as a background for the logo.

Correct Use

Blue or gold are the recommended background colors (aside from white). The full white logo can be used on either background. The full blue logo can be used on the gold background, at the discretion of the designer.

Incorrect Use

Though the **full colored** logos (blue/yellow and blue/red combinations) may appear visible on a large range of colored backgrounds, refrain from using them in this way because they are intended to work on a white background only.

Logo Misuse

The relationship among the elements that compose the CSA logo signature is vital to the strength of the brand and a consistent message. Do not attempt to re-create, restructure, redesign, or rearrange these elements. Always use the approved logo elements and always follow the rules when implementing them.

1 Do not distort or stretch.

2 Do not rearrange.

3 Do not place over busy images.

4 Do not add drop shadows or halos.

5 Do not use tints or introduce transparency.

6 Do not use the logo in a pattern.

Primary Typefaces

These typefaces are recommended to be used for CSA-branded materials: Gotham (used in the logo), and Interstate (used for text). For web content, common system fonts such as Arial, Helvetica or a standard San Serif are acceptable substitutions to ensure cross-browser compatibility.

Gotham Bold Italic

CSA

Compliance ★ Safety ★ Accountability

Gotham Bold

Primary Typefaces

Gotham

This typeface is used in the logo and tagline portions of the logo signature. This typeface should not be used outside of the logo itself.

ABC

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrst uvwxyz1234567890!@#$%^ &()+*

ABC

Gotham Bold

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrst uvwxyz1234567890!@#$%^ &*()+

Primary Typefaces

Interstate

This typeface is not used in the CSA logo signature. However, this typeface should be used as the main text for CSA-related materials outside of the logo, such as ads, collateral, and Web headlines, as it is a complementary typeface to Gotham.

ABC

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrst uvwxyz1234567890!@#$%^ &*()+

CSA Branding Guidelines

Examples of Branding Use

FMCSA Users

FMCSA users are ONLY those individuals employed by FMCSA. All other individuals or organizations should refer to the next section for examples of appropriate use of CSA branding by non-FMCSA users.

The CSA logo should always be used in tandem with the USDOT/FMCSA logo. The preferred treatment is to use the CSA logo at top/left and the USDOT/FMCSA logo at bottom/left. The designer may use discretion in placing the two logos if the preferred method is unreasonable; however, both logos must be present in the document.

Non-FMCSA Users

Non-FMCSA users are any individuals or organizations not employed or part of FMCSA. Only use the CSA logo signature or branding as specified below. If you are unsure of any of these guidelines and would like clarification about how to use CSA branding appropriately, please contact us at **http://csa.fmcsa.dot.gov/CSA_Feedback.aspx**.

How to Use the CSA Logo

Appropriate use of the CSA logo by non-FMCSA users is encouraged in order to further inform the public, truck and bus carriers and drivers, and related industry stakeholders about CSA. Here are the key points to remember when using the CSA logo:

Do not use the logo to indicate endorsement.

The CSA logo cannot be used to indicate an endorsement of another initiative, brand, product, service, or company without written consent from FMCSA.

Include the disclaimer.

The CSA logo that includes the disclaimer statement should be used by non-FMCSA users (see below).

Refer to FMCSA as the owner of CSA.

Reference or acknowledgement should be given to FMCSA as the owner and author of CSA.

Sample CSA logo with disclaimer statement:

Compliance ★ Safety ★ Accountability

The use of this logo does not indicate endorsement by the Federal Motor Carrier Safety Administration.

Resources

File Formats

Download this guidance as well as high- and low-resolution file formats of the CSA logo at **http://csa.fmcsa.dot.gov/stay_connected.aspx**

The following table presents file format recommendations for various purposes.

Destination	Software	File Type
Laser Printers PowerPoint Screen Use	Microsoft Office, (Word, PowerPoint, Excel, Publisher)	PNG or JPG
Offset Litho Large Output	Adobe Creative Suite, Quark Xpress	EPS

Additional Questions?

http://csa.fmcsa.dot.gov/CSA_Feedback.aspx