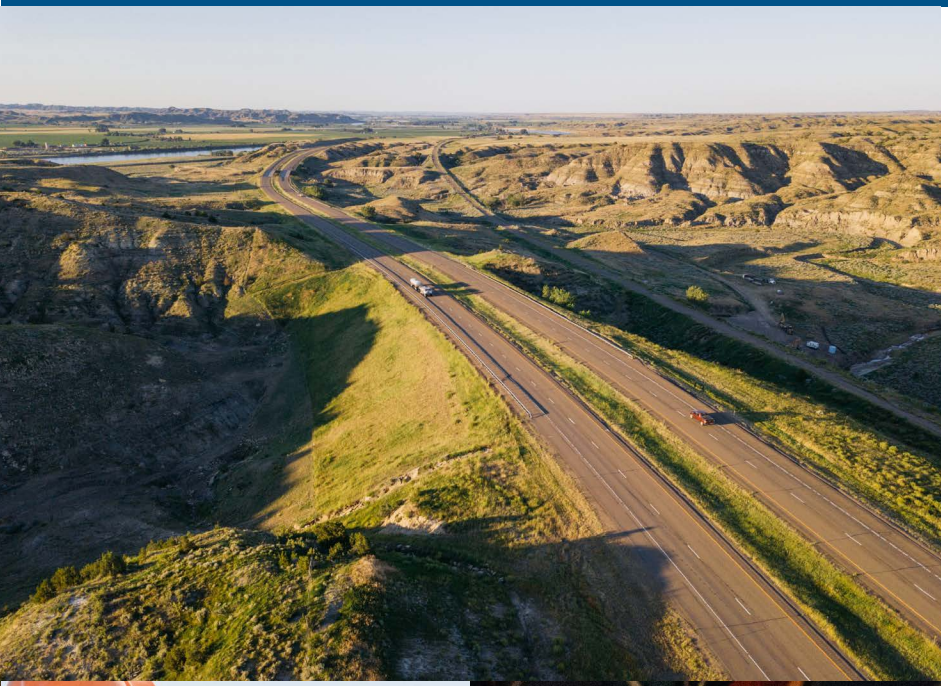
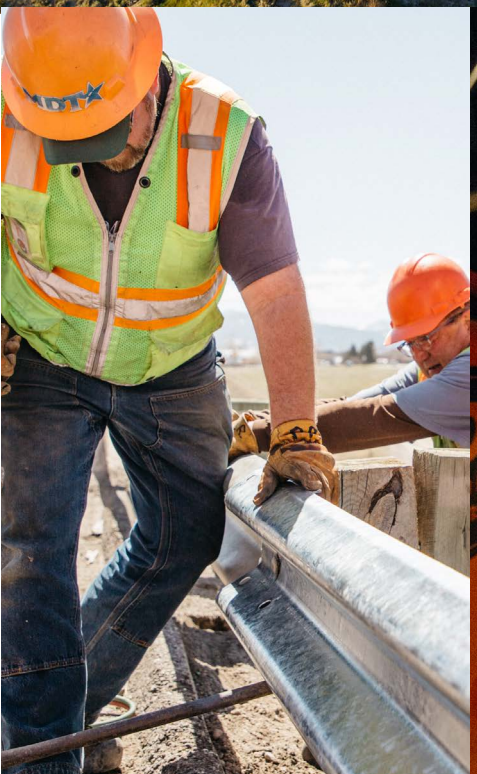
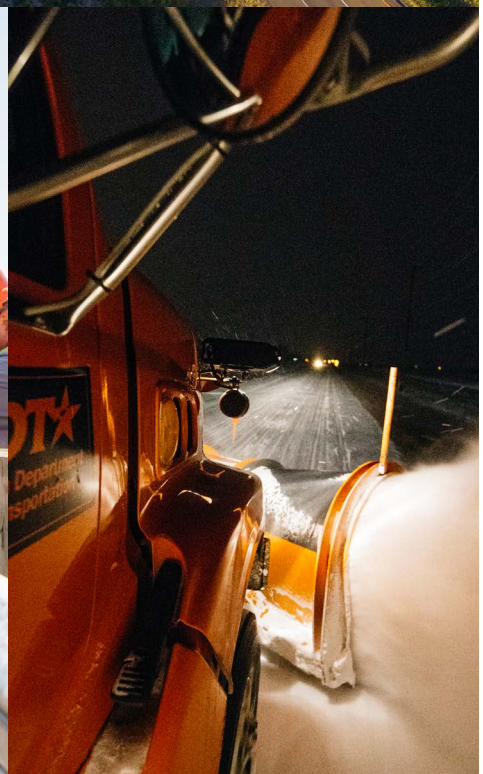






MDT Brand Book

May 2026

MONTANA
Department of Transportation

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Questions about Branding?
Email MDT Communications staff:
mdtcommteam@mt.gov



Introduction

The Montana Department of Transportation (MDT) is more than pavement and bridges. We are a workforce of over 2,000 people across Montana working hard so that services can be accessed, goods can be delivered where they are needed, and residents and visitors can arrive at their destinations safely.

MDT is about people, mission, and values. We know a well-planned and functioning transportation system contributes to the quality of life of Montana residents and the economies of our communities.

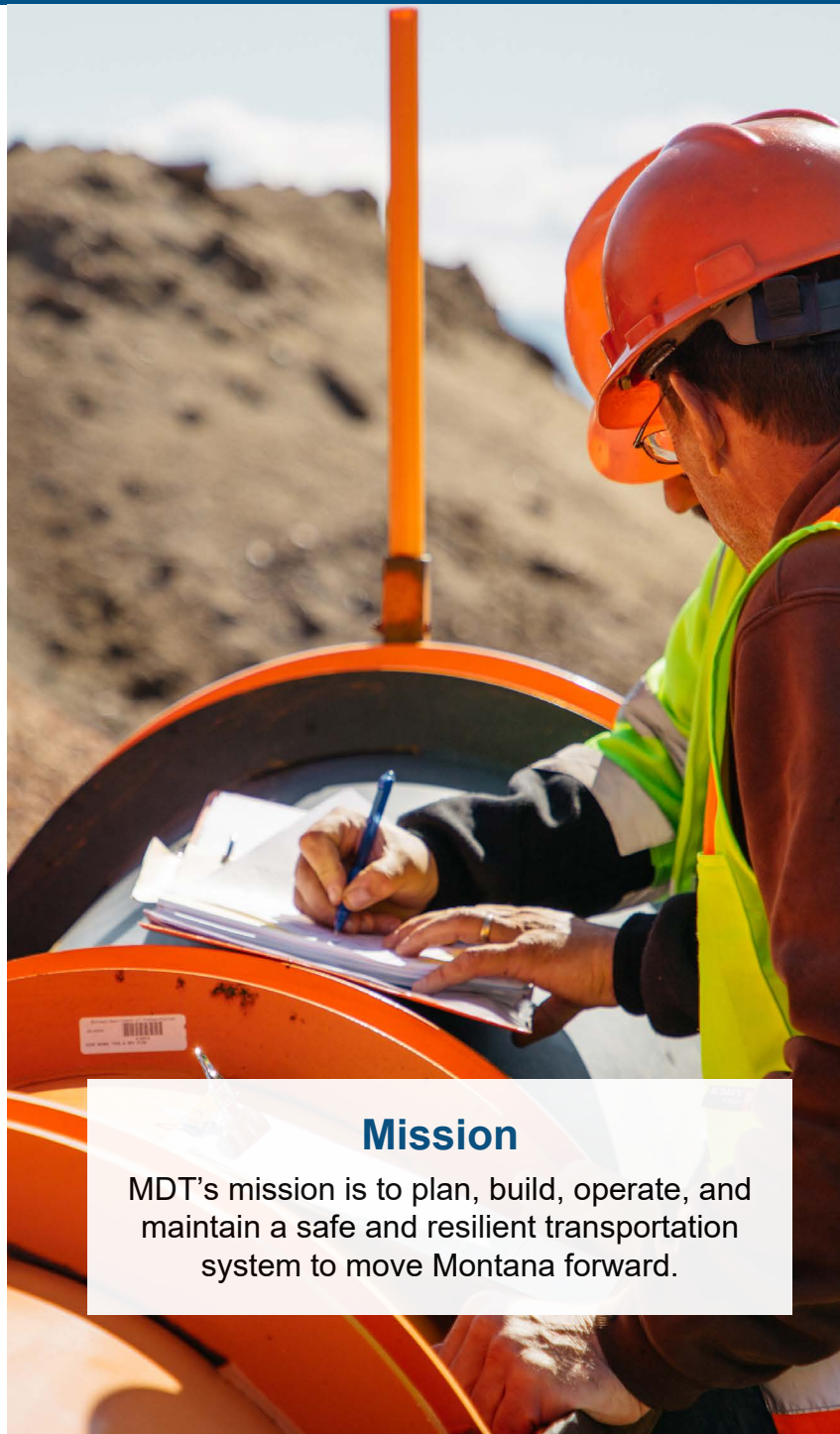
The MDT brand is one of our most valuable assets. Our brand is more than colors and logos. Our brand is what we do and how we do it. Our brand is our promise and our reputation.

> **The MDT Promise:** *We strive for excellence, clear and consistent service, and accountability.*
>
> **The MDT Reputation:** *MDT delivers quality service and solutions that meet the transportation needs of Montana residents, communities, local governments, and visitors.*

A strong brand allows people to know what to expect from MDT. It helps build trust with the public and increases awareness and understanding of MDT's policies and actions.

Through consistent use of visual design – logos, colors, fonts – and key messages, we build familiarity. This helps people quickly identify MDT people, projects, and services.

The MDT Brand Book provides guidance for MDT's brand identity including logos, color palette, fonts, voice, and imagery. MDT staff and those doing work on behalf of MDT should use this book to ensure we are reinforcing MDT's identity, and in turn building the MDT brand. The power of the MDT brand allows each of us to leverage the Department's reputation and relationships as we continue to deliver transportation solutions for Montana.



Mission

MDT's mission is to plan, build, operate, and maintain a safe and resilient transportation system to move Montana forward.

Core Values - The Heart of Our Brand



Branding in Action

We know we are part of something big, something that is essential to Montana. Our brand is our work. Our brand is what we do.

- We ensure a seamless connection between taxpayer investment and service delivery.
- We plan long-range for Montana's transportation future.
- We design and build a safe and resilient transportation system.
- We maintain and protect the infrastructure, equipment, facilities, and information travelers depend on.
- We invest in modern technology solutions.
- We protect and promote aviation for Montana.
- We provide a one-stop-resource for the trucking industry to keep goods moving safely.
- We develop trust and rapport between each other, local and tribal governments, and the public.
- We look to the future as we create, innovate, and thrive at work and away.



Using the MDT Brand Book

While our brand is our promise and our reputation, brand identity and brand voice provide the public with the ability to quickly recognize who we are. This recognition and familiarity help them know what they can expect from us and builds on our reputation.

The MDT Brand Book provides a style guide for MDT's brand identity including logos, color palette, fonts, voice, and imagery.

This guidance should be used for internal and external communications. Everything produced by MDT staff or on behalf of MDT must align with the MDT Brand Book. This includes but is not limited to webpages, social media, advertising, direct mail, flyers, brochures, posters, billboards, banners, displays, report covers, newsletters, and videos.

Materials intended for communicating with the public (external) must be reviewed by Communications staff prior to being released to the public. This guidance aligns with MDT's external communications policy, POL 1-01-002.

Submit materials for review and approval through the Communications and Branding Intranet page. PowerPoint, letterhead, and other branded templates are available online, and no review is required for materials developed using these templates. Studies, reports, and presentations do not need review but must still adhere to the MDT brand.

Exceptions to the guidance in the MDT Brand Book, while rare, will be considered by Communications staff.

MDT Communications staff are available to assist in developing materials and helping you understand how to apply the MDT Brand Book to your work.

For those working on behalf of MDT that do not have access to MDT internal resources, contact MDT Communications staff.



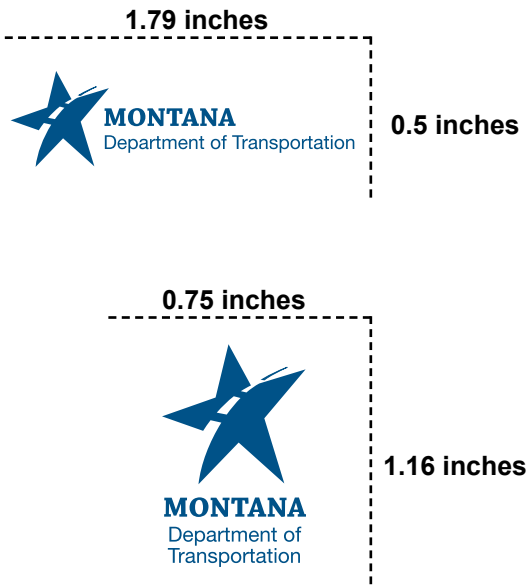
Official Department Logos

An MDT logo should be used, with limited exceptions, on all external communications and products. The following provides guidance on when to use each logo and the minimum size limits. The minimum sizes are shown to scale for reference, and logos should never be sized smaller than these limits to ensure clarity in the final product.

Preferred - MDT Name Logo
The MDT Name Logo (standard or stacked) should be used in all external, public-facing communication.

This logo should never be sized smaller than the following limits to ensure clarity in the final product.

Minimum size limit:





Alternate - MDT Block Logo
The MDT Block Logo should be used only when the MDT Name Logo would be too small for quick recognition at a distance (name badges, equipment decals).



Internal - MDT Star Logo
The MDT Star Logo is intended for internal use. Use on external materials only when it is impossible to fit the MDT Name Logo or MDT Block Logo and “Montana Department of Transportation” is clearly listed in the content or context of the item.



Internal - MDT Star
The MDT Star is for internal use only, except as a bullet in a bulleted list.



Color Logos

Blue Logos
Blue logos are preferred and should be used on documents printed in color.



Black & White Logos
Black logos should be used for black and white documents. White logos should be used on dark or black backgrounds.









Downloading Logo Files

All Department logos are available for MDT staff to download on the Intranet. If you need assistance determining the appropriate file format or appropriate application of the logo, contact Communications staff. For those working in partnership with or on behalf of MDT, contact the Communications staff to request logo files.

Improper Logo Use

The MDT logo must not be altered in any way other than size. Some examples of ways the logo might be altered and are never acceptable include:

Changing the Color or the Logo Itself
Logo color should remain the same as the file provided.



Poor Resolution
Copy and pasting a logo image from MDT's website, social media, email signature, letterhead, etc. or taking a "screenshot" image reduces the quality and appearance of the logo and is not acceptable.



Sizing Smaller Than Allowed Limits
Logos are to follow the approved minimum dimensions. Logos that are sized too small don't comply with MDT and Americans with Disabilities Act (ADA) requirements and are unacceptable logo use.



Stretching or Altering Aspect Ratio



Cropping Elements



Placing on a Background That Renders the Logo Difficult to Identify



Sizing Smaller Than Consultant/Contractor Logos on Page/Item

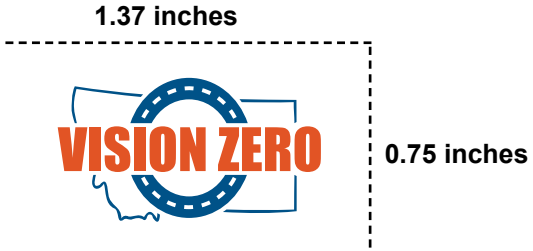
Other Department Logos

Vision Zero Logo

This logo represents MDT's goal of Vision Zero - zero deaths and zero serious injuries on Montana roadways. It represents MDT's commitment to safety and should be used as appropriate for safety related projects and subject matter on external and internal projects and publications. It may also be used by external safety partners across Montana. Black and white versions of the Vision Zero Logo are available, and usage follows the same principals set forth for MDT logos.



Minimum size limit:



Project Logos

Some construction and other projects may benefit from having a project-specific logo. Consult with Communications staff prior to developing a logo. Consider the following:

- What outcome will a project-specific logo help achieve?
- Is this a multi-season project?
- Will this project create a substantial impact on the public?
- Are there other projects that could be confused with this project?
- Is the project unique to MDT or the area in such a way that we want to draw special attention to it?

All project logos are subject to review and approval by Communications staff and the project team. All logos must align with MDT's brand. Clear and simple is preferred to elaborate design. Standardized project logos are available for highway projects.





Fonts

MDT uses specific fonts to help build brand identity. Some projects may require exceptions and will be considered by the Communications staff on a case-by-case basis.

Amasis MT Pro
for Headings or Emphasis

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial
for General Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Chaparral Pro and Helvetica Neue are no longer preferred fonts and materials that used these fonts should be replaced through attrition.

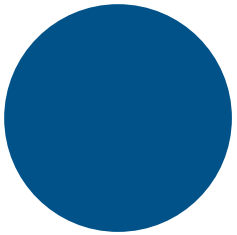
ADA Compliance and Accessibility

Font size should never be smaller than 8 point to comply with Americans with Disabilities Act (ADA) requirements and MDT standards. Font and color combinations should meet ADA visual standards. Contrast between text color and its background color is important for legibility. For printed documents, several factors can impact the contrast, including the color and type of paper and the printing ink/printing process.

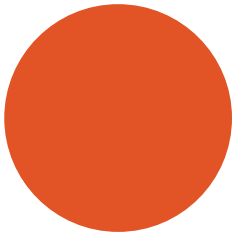
Black text on a white background provides the best contrast, but it is often visually necessary for the project or publication to include fonts and font backgrounds that are colors within MDT's color palette. Specific color combinations to avoid include red-green, green-yellow, and blue-yellow. Additionally, avoid excessive switching from dark font on light background to light font on dark background on the same page.

Color Palette

Primary Colors



CMYK 100 45 0 37
RGB 0 82 136
Hex #005288



CMYK 5 82 100 1
RGB 226 84 37
Hex #e25425

These colors are preferred colors. Use of other colors may be considered on a case-by-case basis and must be approved by the Communications staff.

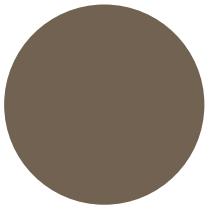
It is recommended that CMYK be used whenever possible for print items to achieve the closest color match in the final product. RGB and Hex colors should be used when designing for screen and online graphics.

Use discretion when choosing color. Colors are known to express different reactions and should be used with that in mind. Communications staff is available to help in determining color choice.

At least one MDT primary color must be used with supporting colors. Black and white may also be used as supporting colors in multi-color graphics and documents.

Supporting Colors

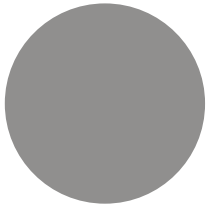
CMYK 3 3 13 0
RGB 245 240 222
Hex #f5f0de



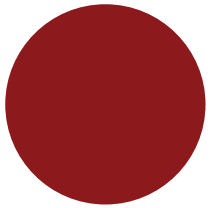
CMYK 50 53 64 25
RGB 114 98 83
Hex #726253



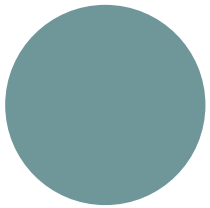
CMYK 3 27 96 0
RGB 245 188 36
Hex #f5bc24



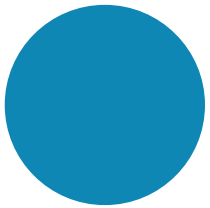
CMYK 46 38 39 3
RGB 143 143 142
Hex #8f8f8e



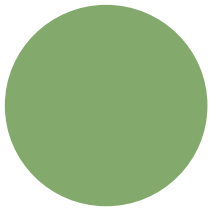
CMYK 28 100 99 30
RGB 140 25 28
Hex #8c191c



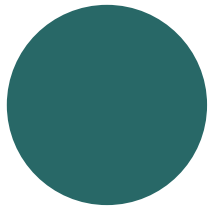
CMYK 56 24 33 9
RGB 111 151 153
Hex #6f9799



CMYK 83 36 15 0
RGB 15 135 180
Hex #0f87b4



CMYK 53 18 72 1
RGB 131 169 108
Hex #83a96c



CMYK 84 42 55 21
RGB 40 104 103
Hex #286867

Voice

How we speak and write shows that we are trustworthy and doing good work for Montana. It is the MDT voice.

Our voice is clear, concise, and consistent.

When speaking and writing on behalf of MDT do so with:

- Authenticity – by communicating genuinely, and openly.
- Logic – by conveying clear, well-reasoned information.
- Empathy – by demonstrating consideration and understanding of others' perspectives.

Using this voice we are:

- Building trust
- Increasing awareness and understanding of MDT's actions and practices
- Sparking engagement
- Encouraging meaningful, two-way communication
- Ensuring information is timely, accurate, relevant, and useful

Key Messages

Key messages are often developed to support ongoing initiatives and priorities. These messages are posted on the Communications and Branding Intranet page and should be used as appropriate.



Photos & Videos

Our people and the work that we do is our brand. At every opportunity, we want to highlight our staff and the important things we are achieving and doing for Montana residents and visitors. Photos and videos convey this. Whenever possible, include MDT employees or partners in photos and videos.

We don't need to show spectacular scenery or wildlife like a tourism ad. Step back to capture more of the landscape or skyline or zoom in to show the details of the activity.

Our goal is to bring the viewer into the action -- help them see, feel, and understand the work we are doing and how we are improving transportation. A picture is worth a thousand words – let your photo tell a good story.

As always, safety is our top priority. Make sure anyone in your camera's frame is wearing the required personal protective equipment (PPE) when warranted like hardhats and safety vests.



Accessing the Image Repository

MDT has a repository of approved images that showcase us working throughout our various divisions, on projects, and around the state.

MDT employees can access our image repository via the Intranet.

Contractors/consultants and other parties can request images by emailing the Communications staff and letting them know how the image will be used. A photo credit is required when MDT images are used for purposes outside of MDT business: Photo courtesy Montana Department of Transportation.

Adding Images to the Repository

To add photos to the repository, email the Communications staff. Keep in mind that the required PPE and appropriate safety procedures must be evident when appropriate. For questions about PPE or safety procedures, contact the MDT Occupational Health & Safety Manager.

Stock Images

MDT subscribes to a service for stock photography, illustrations, and vector graphics. Contact the MDT Web Administrators to learn how to access MDT's subscriptions.



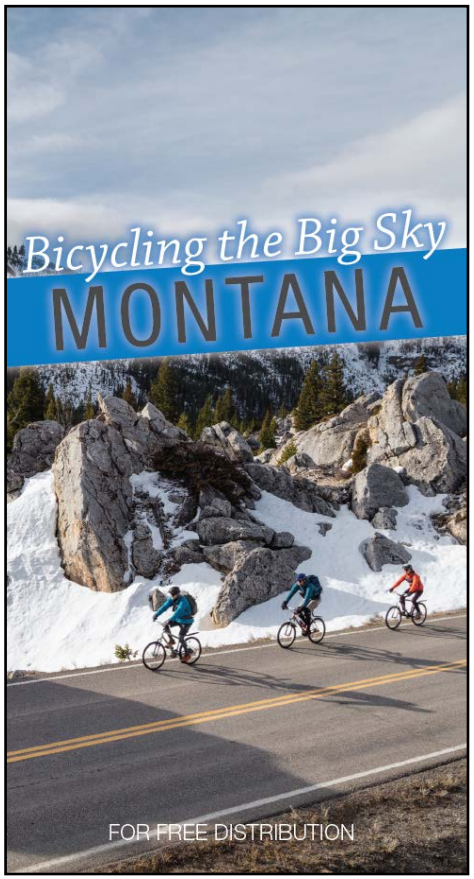
External Photos

Any image used by MDT from external sources must be credited to the owner of the image. This does not include MDT-owned images and those purchased through the image subscription service. Copyright free images do not need to be credited when attribution is requested but not required.

Title
If an image has an original title, include it.

Author/Owner
Credit the owner of the image rights. If this information is not available, provide a link to the publication or website where it was sourced.

Permission
Always request written permission for use of the image from the owner or source. If permission is requested and not granted, do not use the image.



About This Map

This information is to be used in conjunction with the Official Montana highway map. To request a Vacation Packet visit: visitmt.com/guidebookorder.html

To request a copy of this bike map visit: mdt.mt.gov/travinfo/bikeped

This map illustrates traffic volume for general reference only. These are an estimated average along the noted roadway segment. Construction detours and other events may affect traffic volumes.

There are two numbers for each road segment. The larger (red) number is the average July daily traffic volume for all classes of vehicles on that roadway segment. The smaller (black) number is the average July daily commercial truck volume on that roadway segment.

The shoulder width indicated is the width of the pavement outside the fog line. This width may contain a rumble strip. Divided highway rumble strips are typically installed on the median side (left shoulder) of the roadway and on the outside (right shoulder).

Many bridges in Montana have minimal shoulder width.

Prevailing winds for Montana are generally west to east and can be 30-50 miles per hour in the plains region.

For current road conditions and construction, dial 511 in Montana, or 1-800-226-7623 out of state.

Cover Photo Credit: NPS / Jacob W. Frank

Example: 2022 Bike Map cover panel and the photo credit on separate panel of the bike map.

Photo Releases

When a photo or video taken in a public forum includes individuals who do not work for MDT, it is a courtesy to confirm these individuals agree to its use.

When the individuals are minors, we must have written consent from a parent or guardian to use the photo or video.

The release form is available on the Communications and Branding Intranet site.



MDT uses social media to build the MDT brand and achieve the following:

- Increase awareness of MDT's mission, goals, and accomplishments
- Support MDT business needs
- Promote MDT services and products
- Promote best practices and share recommendations
- Share MDT success stories and partnerships
- Promote working at MDT and recruit for openings
- Enhance employee communications and customer engagement



Our Channels

MDT has a presence on the following social channels:

Facebook: facebook.com/montanadot
A little bit of everything is successful on Facebook. Examples of content: employee images, news releases, construction updates, safety messaging, humor.

Instagram: instagram.com/mtdot/
Instagram's focus is quality photos and videos. MDT posts only photos and videos to this channel -- no other graphics or text-heavy imagery. Examples of content: RWIS camera images, employees working, scenic shots, historical photos.

YouTube: youtube.com/montanadot
YouTube is MDT's video repository. Examples of content: public meeting recordings, Beartooth Highway video blogs, traffic safety messages.

LinkedIn: linkedin.com/company/montana-department-of-transportation
LinkedIn is a business-oriented social networking site. Examples of content: job postings, business success stories, professional information, industry-specific article sharing.

Nextdoor
Nextdoor is a platform that organizes content based on a user's home location and is highly collaborative. We can target granularly by county and even more so by neighborhood. Examples of content: road construction impacts, public comment opportunities, job postings.

Content

MDT's Communications staff welcomes content ideas. We are always looking for things that are interesting or imperative for the public to know. Examples of content ideas: staff awards, photos of MDT on the job. Contact the Communications staff to draft and post on MDT channels.

Best Practices

We keep our target audience in mind when posting to social media. Each channel applies to certain demographics. The Communication staff will help determine the appropriate channels for specific content.

In general, shorter posts grab attention better than long ones when competing for scroll time. Here are general guidelines for each channel:

Accessibility

Add alternative text (alt text) to all social media images. Alt text describes the image so that screen readers can read a description of the photo. Alt text should be clear and concise. Alt text is not required for decorative images. Caption text should be on all videos with spoken words.

Location

We reach a wide range of people with varying knowledge of local geography. When referencing location, include more than just mile markers, highways, or exit numbers. It is helpful to include nearby cities or points of reference/landmarks. Some platforms allow us to geotag posts to reach a particular location.

Images and Videos

Include images or videos with each post whenever possible. Imagery of the condition/event being described is preferable.

- Avoid images that share personally identifiable information. For example, blur out license plates.
- Review all images with an eye for safety. Appropriate PPE and safety procedures should be evident.
- Make sure everyone in the photo is agreeable to it being shared online.
- If minors are involved, get a signed photo release. Refer to page 18 for more information.

Hashtags

Use hashtags in moderation and keep them specific. Broad hashtags like #Emergency are not useful to find information. #BeartoothHighway or #VisionZeroMT are examples of useful hashtags.

Emojis

Emojis should be used in moderation. For accessibility, think about where they are placed and how they may be read by a screen reader. Emojis are best placed at the very end of the post copy.

Graphics

Communications staff can assist in creating graphics.

Post Parameters

Facebook

- Post length: Text should be succinct and draw interest. Communications staff will assist in crafting an attention-grabbing post.
- Frequency: 1 to 3 times per day.
- When a post exceeds 80 characters, link to the MDT website for more information.
- Graphic posts must include an MDT logo and construction contract logo when applicable.

Instagram

- Post length: Text should be succinct and draw interest. Communications staff will assist in crafting an attention-grabbing post.
- Frequency: 3 to 5 times per week.
- Post photos and videos. Avoid text-heavy and illustrated imagery.
- Limit hashtags to 3 to 5 per post.
- Links can only be posted on Instagram stories, which disappear after 24 hours.

LinkedIn

- Post length: Text should be succinct and draw interest. Communications staff will assist in crafting an attention-grabbing post.
- Frequency: 1 to 2 times per day.
- Information shared should be targeted at a professional-based demographic.

YouTube

- MDT primarily uses YouTube for video storage.
- Include video title and a short description with context to the video and/or a link to the MDT website for more information.
- Videos can be set as Public (visible to anyone) or Unlisted (visible only to those with the direct link to the video).
- It is recommended videos are organized as Playlists with groupings of similar content.

Nextdoor

- Post length: no recommendation from Nextdoor.
- Frequency: 3 to 4 times per week.
- Emergency Alerts can be issued when life or property is in danger. This sends a high-priority push notification and email to all devices attached to the geographic area.

Sponsored Ads

MDT places paid ads on various social channels to promote current job openings, safety messages, and events. Paid ads can be targeted to demographics, geographic locations, and interests.

Contractors/consultants who wish to sponsor ads as MDT must work with the MDT contract manager/term assignment manager who will coordinate with Communications staff for access and the current process.

Comment & Message Responses

Social media is a two-way engagement tool, so it's important we actively monitor and respond when appropriate. A maximum of 24 hours is the recommended response time across most platforms. Direct messages and public comments are monitored during business hours and forwarded to subject matter experts for information to respond.

Comments received via the MDT website, mail, or email should be responded to within 1 week if it's deemed a response is appropriate. Avoid using canned responses. Tailor the response to the question asked even if the question has been answered previously.

When responding set a positive tone like, "Thank you for your message." Use the MDT Voice (page 14).

We do not engage with hateful or derogatory comments and messages.



Interacting with MDT Social Media from Personal Accounts

The power of social media comes when posts are shared widely. We encourage employees to share MDT's posts. By doing so, we reach a larger audience.

While MDT's employees each have a wealth of information and experience, we ask that individuals do not answer questions or comments directly on behalf of the Department. Communications staff will consult the appropriate staff to ensure each question and comment is addressed accurately.

If you believe that there is an error on an MDT post, please contact the Communications staff directly rather than posting a comment to correct the information.

All information related to the Department is posted as "MDT."

Having Communications staff respond ensures a coordinated, accurate message. Responses to comments from your personal social accounts may be construed as MDT's official position, may contradict other information posted by MDT, and/or make you a target for negative comments, questions, etc.



Writing Style

MDT follows the Associated Press (AP) Stylebook with some exceptions. Access the resource at apstylebook.com/mdt-library.

MDT Preferences

The following are commonly used MDT preferences and AP exceptions:

- Use “to” for times (6 to 8 p.m.).
- Use “through” for durations (Monday through Friday).
- Do not use periods in headings/subheadings.
- Do not use superscript.
- Spell out street names when the full address including zip code is not used.
- Use “MT” only when accompanied by the postal code (Helena, MT 59601).
- Format phone numbers with hyphens (XXX-XXX-XXXX).
- Use abbreviations/acronyms in parathesis after the full word has been used/defined for the first time (Montana Department of Transportation (MDT)).
- Round distance to the nearest whole mile when exact distance is not necessary.
- Round dollars to the nearest thousand when the exact amount is not necessary.
- Include dashes with interstate abbreviations (I-90).
- Do not use dashes in highway names:
  - U.S. Highway 191 (US 191)
  - Secondary Highway 206 (S 206)
  - Montana Highway 83 (MT 83)
- Use an Oxford comma except in news releases.
- Use a.m. or p.m. with a space after the number.
  Spell out one through nine and first though ninth. Use numerals for units of measurement such as miles or hours.
- Use numerals for 10 and above.

Punctuation

- Use one space after the period at the end of sentences and one space after colons.
- Place commas, question marks, and periods inside quotations marks; colons and semi colons outside quotation marks.
- Use a dash (—), not a hyphen (-) to punctuate an abrupt change in thought or an emphatic pause in a sentence.

Web Addresses

For MDT web addresses it is not necessary to include “https://www” For other web addresses, the link operates without it.

Project Information

When relaying preconstruction, construction, and maintenance information, use the following guidance.

- Contractor names and logos must be included in project information per an agreement with the Montana Contractors Association (MCA).
- Write clearly and aim for 8th grade reading level when appropriate.
- Use active voice and avoid passive voice.

Words and Phrases

- “enhance safety features” not “improve safety” or “increase safety”
- “crash” not “accident”
- “expect delays” language should only be included when a pilot car, flaggers, or signals will be used or when traffic is reduced to one lane of travel

Writing Style (cont'd)

Dates

When a schedule is subject to change, avoid using specific dates. Include information such as:

- weather and other unforeseen factors permitting
- schedule is dependent on completion of design, availability of funding, and other factors

Text Messaging

MDT uses text messaging as an option to provide project updates to interested parties.

- Limit messages to 160 characters or less including any links and spaces.
- Use shortened words, abbreviations, and links when necessary to meet the character count.
- Include traffic control and travel delay information.



News Releases

MDT's News Release template is available on the MDT Intranet. Communications staff will assist MDT staff with writing, distributing, and posting news releases.

- Recipients should be blind copied (BCC) in distribution emails.
- All news releases should be posted to MDT's online newsroom within one business day of being issued.

Open House/Public Meetings

Holding open house/public meetings is a valuable component of public involvement for projects.

Notices for open house/public meetings should be posted to the MDT online newsroom and the State e-calendar a minimum of 10 business days prior to the meeting.

For ADA requirements related to announcing public meetings/open houses/hearings, see the ADA Information on page 29.

For information regarding accessible facilities, contact MDT's External ADA Coordinator.



Project and Study Webpages

Project webpages on the MDT website are an excellent way to have all materials in one location for the public to access.

MDT project webpages are designed to work cohesively with the website.

Examples of project webpages can be found on the Active Projects webpage.

MDT project/contract managers should request project webpages through their established process. Other MDT employees can submit a Web Request via the Service Desk to have new pages created.

All MDT projects and programs webpages should be hosted on mdt.mt.gov. If there is a compelling business need for the site to be hosted elsewhere, exceptions may be considered by Communications staff and Information Services Division (ISD).

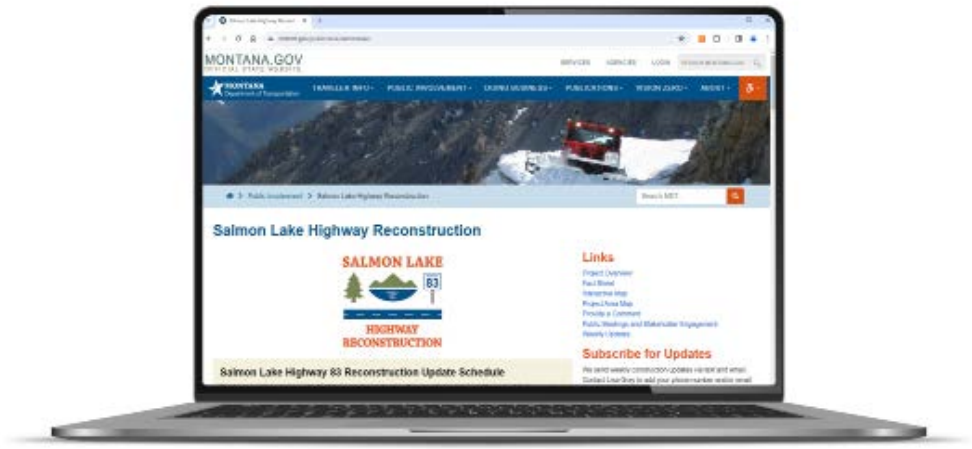




Photo Credit: Lisa Gray, HDR

External Newsletters

Publishing a Newsletter

Approval from the Communications staff is needed before an external newsletter can be established.

Frequency

Quarterly is preferred over monthly.

Length

4-page maximum is recommended.

Distribution

Newsletters should be distributed electronically, unless a physical copy is specifically requested by the recipient. The benefits of an e-newsletter include faster delivery, easily shareable, viewable on multiple devices, and print and postage savings.



Accessibility

In accordance with ADA, all MDT programs, services, and activities must be accessible to and usable by individuals with disabilities. Printed materials and public notices must provide individuals with information to obtain alternative accessible formats or reasonable accommodations to participate.

The following accessibility statements must be used as appropriate. If an accommodation is requested, the document owner or event organizer can work with the MDT External ADA Coordinator to provide information in an accessible format or accommodation to participate.

Printed materials made available to the public:
To request an alternative accessible format of this document, please contact MDT's ADA Coordinator at 406-444-5416, Montana Relay Service at 711, or by email at mdtaccessibilityrequest@mt.gov.

For meetings/hearings/open houses:
Any person with a disability needing a reasonable accommodation to participate in this activity or an alternative accessible format of this notice should contact {insert name of event organizer}, {insert phone number} or MDT's ADA Coordinator at {insert name}, {insert phone number} or Montana Relay Service at 711. Requests for an accommodation to participate should be made by {insert date that is at least 5 business days prior to the event}. MDT will attempt to honor requests made after this date.

Training event announcements
Contact {insert name}, MDT ADA Coordinator, at {insert phone number}, or Montana Relay Service at 711 or {email} by {insert date} if you are a person with a disability and require a reasonable accommodation or auxiliary aid or service to participate in this event.



ADA Statement Placement

Single or Two-Sided Publication (poster, flyer, rack card, postcard, bookmark, etc.): The ADA disclaimer should be in a minimum of 8-point font printed above the cost disclaimer on the back of the publication.

Multi-Page Publication (report, brochure, booklet, etc.): The ADA disclaimer should be printed in a minimum of 8-point font; preferably located on the inside of the back cover page.

Accessible Documents

Section 508 of the Rehabilitation Act requires information and communication technology to be accessible for people with disabilities. State statute (MCA 18-5-601-605) specifically addresses full participation for individuals who are blind or visually impaired. For more information, refer to Help Guides on the MDT Intranet.

Cost Disclosure

By state statute (MCA 18-7-306) printed material made available to the public, with some exceptions, must disclose the per copy cost to produce and distribute the material. While not required for documents that are solely distributed electronically, including the disclosure on all public-facing documents can save time and comply with state statute if the document is printed in the future. Even if a document is printed by staff on an MDT printer, a cost disclosure is still required before it can be distributed.

This cost disclosure must be printed in the same size font as the text of the document and must be set in a box composed of a 1-point rule.

A disclosure must contain one of the following statements on the exterior cover of the publication (or backside of a single or two-sided publication) with required information inserted:

{insert quantity} copies of this public document were published at an estimated cost of $*{insert cost}* per copy, for a total cost of $*{insert cost},* which includes $*{insert cost}* for printing and $*{insert cost}* for distribution.

If the cost of the publication cannot be reasonably estimated at the time of publication use the following statement:

This document is printed at state expense. Information on the cost of producing this publication may be obtained by contacting the Department of Administration.

Contacts

Communications Staff
MDT Office of Civil Rights
MDT External ADA Coordinator
MDT Web Administrators

Links

Branding and Communications

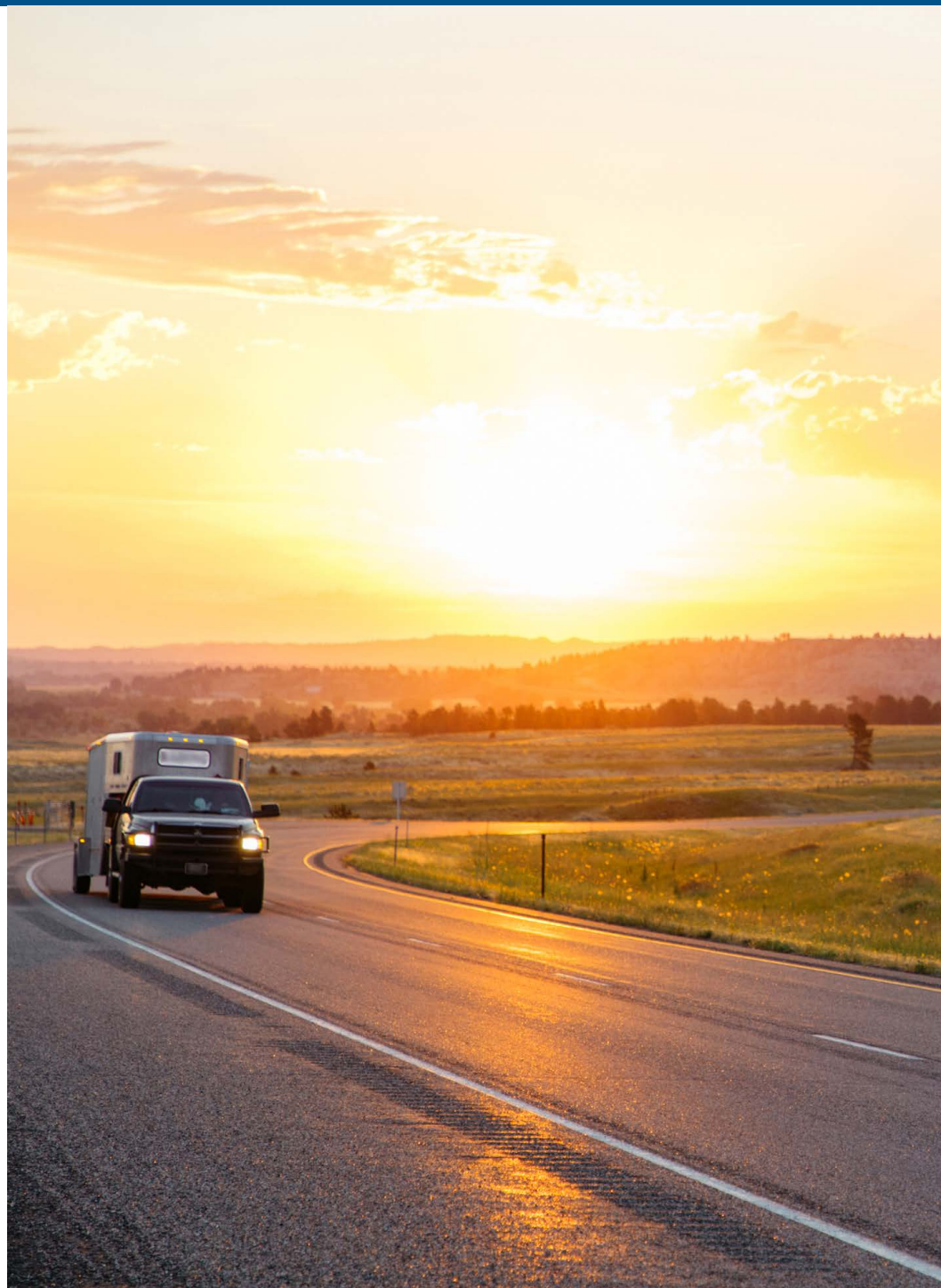
Media Release & Consent Agreement

Engineering Project Communication Process

State e-calendar

Associated Press (AP) Stylebook

ADA Help Guides/Accessibility



Revision History

Version	Effective Date	Author	Summary of Notable Revisions
1	July 28, 2025	Communications Staff	Replaces MDT Communications Guidelines ADA Statement Cost Disclosure
2	May 11, 2026	Communications Staff	ADA Statement

To request an alternative accessible format of this document, please contact MDT's ADA Coordinator at 406-444-5416, Montana Relay Service at 711, or by email at mdtaccessibilityrequest@mt.gov.

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