Department of Transportation
Office of the Secretary
Washington, D.C.

ORDER

DOT 1360.1A

7-31-72

SUBJECT: IDENTIFICATION OF PRINTED AND TYPED MATERIALS AND VISUAL AIDS

1. PURPOSE. This order prescribes standards for identifying all material developed within the Department of Transportation (DOT) for dissemination or display to, or use by, the public or Departmental elements.

2. CANCELLATION. DOT 1360.1, IDENTIFICATION OF PRINTED MATERIALS AND VISUAL AIDS, of 2-5-71.

3. BACKGROUND. As stated in the Declaration of Purpose of the Department of Transportation Act, the Congress found it necessary to establish a Department of Transportation to assure the coordinated, effective administration of the transportation programs of the Federal Government. In the interest of Departmental unity and to indicate that Departmental programs or activities affecting the public or Departmental elements are coordinated, all material required for such programs or activities should be identified as Departmental items.

4. STANDARDS.

   a. The name of the Department shall appear on all printed and typed items and visual aids (including charts and other graphic materials, motion pictures, exhibits and preliminary drafts) which are disseminated or displayed to, or used by, the public or Departmental elements. The name of the originating or sponsoring element shall also appear, and the names of lower organizations (to the office level) may appear if appropriate.

   b. The name of the Department shall be more prominently displayed than that of other Departmental elements. Generally, this shall

DISTRIBUTION: All Secretarial Offices
All Operating Administrations
National Transportation Safety Board

OPI: Office of Management Systems

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be achieved through the use of larger or bolder type or by relative position -- this is not meant to restrict artistic license.

c. Within OST, the name "Office of the Secretary" shall always be more prominently displayed than the name of the subordinate offices.

d. The Departmental seal or insignia, as appropriate, may be used instead of the Department's name, provided that it is prominently displayed and that no other seal or insignia is used on the item.

5. ACTION. Existing items shall not be reproduced solely to comply with the provisions of this order. However, when they must be changed or reproduced for other reasons, the provisions of this order apply.

FOR THE SECRETARY OF TRANSPORTATION:

William S. Heffelfinger
Assistant Secretary
Administration