



## Florida Department of Transportation

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ANANTH PRASAD, P.E.  
SECRETARY

### ENGINEERING AND OPERATIONS MEMORANDUM 13-02

**DATE:** June 18, 2013

**FROM:** Brian Blanchard, P.E., Assistant Secretary for Engineering and Operations 

**TO:** Duane Brautigam, Jim Spalla, Mark Wilson, David Sadler, Tim Lattner, Tim Ruelke, Darryll Ockstader, John Lanham, Trey Tillander, Juan Flores, Bob Romig, District Secretaries, District Directors

**COPIES:** Tom Byron, Lora Hollingsworth, Brian Peters, Richard Biter, Michael Shepard

**SUBJECT:** BUSINESS LOGOS ON FDOT DOCUMENTS

#### BACKGROUND

In order to provide a uniform approach in the placement of business logos on or within documents developed for FDOT, consultant business logos are no longer permitted on plans, documents, reports, presentations, etc. This will provide more consistency, predictability and repeatability to the way Department documents are developed and processed across the state.

#### REQUIREMENTS and IMPLEMENTATION

Effective immediately consultant business logos will not be allowed on any material produced for or on behalf of the Department. The Districts are expected to ensure this policy is followed through communication with consultants performing work and through Quality Assurance processes.

If you have any questions, do not hesitate to contact Tom Byron, Chief Engineer, by phone at (850) 414-5240, or by email at [tom.byron@dot.state.fl.us](mailto:tom.byron@dot.state.fl.us).

ms/BB

## **ENGINEERING and OPERATIONS MEMORANDUM 13-02**

### **Clarification**

We have received several requests for clarification related to the attached E & O Memo. Please see the guidance provided below:

- Business Logos are no longer permitted on plans, documents, letters, reports, presentations and project deliverables. This is applicable where FDOT has contracted or paid a consultant to produce and/or represent the Department in any way.
  
- The memo does NOT apply to materials prepared by consultants to market their firm and/or compete for Department projects, such as letters of interest, technical proposals, presentations, etc. Also, it does NOT apply to working correspondence such as letters, emails and memos from a Consultant, CEI and/or Contractor.
  
- The memo is applicable to Design Build Projects. The Design Build technical proposals are allowed to have logos because they are marketing the Department, but the final Design Build plans, reports, etc., should NOT include logos.
  
- The Department is expecting company names to still be included on plans, documents, reports, project deliverables, etc. as required in the signing and sealing process for the EOR, or other Professionals signing and sealing documents for the Department. The font for the company name should be black, standard size text and consistent with the EOR's name.
  
- Implementation is effective immediately, but not to the extent where additional cost would be incurred. For example, there is not an expectation to update plans nearing submittal.

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