

Branding & Acknowledgement Guidelines

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Overview

This document provides a description of mandatory acknowledgements and branding requirements for all TIDC-funded research and related products. The purpose of the branding guidelines is to ensure a consistent and lasting message of TIDC's commitment to quality and reliable research. This will help contribute to the pursuit of continued support from state DOT's, industry partners, and other potential collaborations.

Mandatory Acknowledgment of Federal Funding

All products, regardless of the medium or publication outlet, must contain an acknowledgement of TIDC and its funding agency. Researchers who give TIDC-related interviews, release TIDC-related publications, or TIDC-related presentations must also include or relay orally one of the following statements, depending on the medium type.

Media Type	Required Language
Printed materials (i.e. journal publications, conference papers and presentations, websites, books, brochures/pamphlets, fact sheets, etc.)	Funding for this research is provided by the Transportation Infrastructure Durability Center at the University of Maine under grant 69A3551847101 from the U.S. Department of Transportation's University Transportation Centers Program.
Media Interviews (i.e. newspaper, television, radio, magazines, etc.)	<i>Oral acknowledgement:</i> Funding for this project is provided by the Transportation Infrastructure Durability Center at UMaine, the 2018 Region 1 US DOT UTC.
Patent Applications	This invention was made with government support under 69A3551847101 awarded by The United States Department of Transportation. The government has certain rights in the invention.
Final Research Reports	DISCLAIMER The contents of this report reflect the views of the authors, who are responsible for the facts and the accuracy of the information presented herein. This document is disseminated in the interest of information exchange. The report is funded, partially or entirely, by a grant from the U.S. Department of Transportation's University Transportation Centers Program. However, the U.S. Government assumes no liability for the contents or use thereof.

TIDC recommends you include acknowledgements for university, state DOTs, and/or industry partners in publications and presentations, as well.

Branding

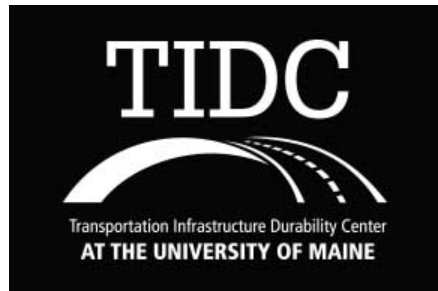
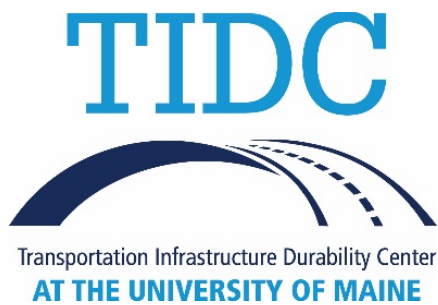
Mandatory Logo Inclusion

All products, regardless of the medium or publication outlet, must prominently include the TIDC logo in its original, high quality form. In the rare event that a logo cannot be included, such as in an academic journal article, the written mandatory acknowledgement must still be included.

The logo may not be altered in any way without written permission from the Communications, Education, Outreach, and Reporting Manager. Prohibited alterations include modifying aspect ratios of the logo, removing the University of Maine, or modifying primary colors.

High-resolution vector versions of the logo are available from the Communications, Education, Outreach, and Reporting Manager.

Approved TIDC logos in original form:

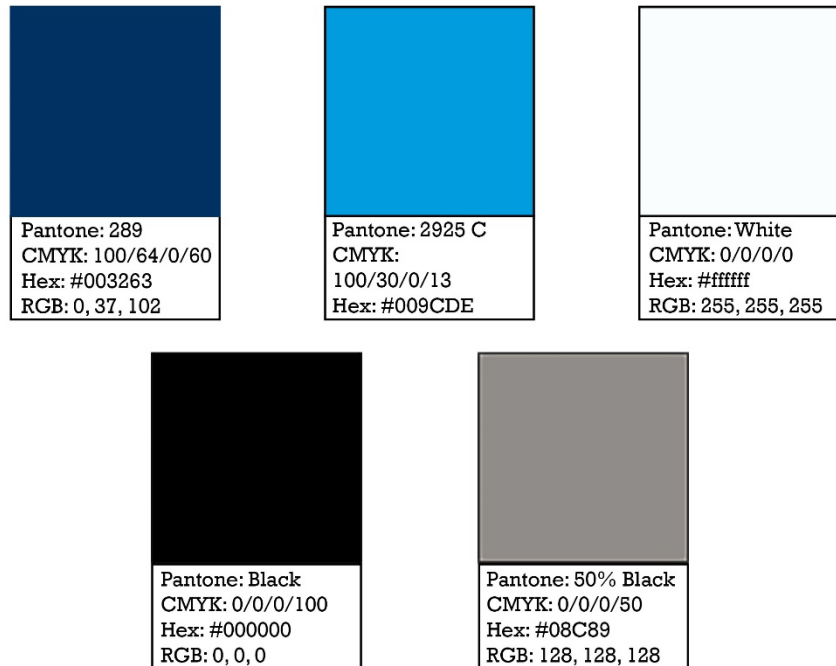


Unacceptable logo use:



Official Colors:

The following are official colors associated with the TIDC brand. Whenever possible, these colors should be used to enhance consistency of TIDC and TIDC-related products.



Templates and Brand Compliance

Researchers may wish to request templates for PowerPoint presentations, posters, and other collateral. Please contact TIDC Communications, Education, Outreach, and Reporting Manager for more details.

Descriptive Text

Please use the following text when asked to provide a short statement about TIDC:

The Transportation Infrastructure Durability Center (TIDC) is the 2018 U.S. DOT Region 1 (New England) University Transportation Center (UTC) located at the University of Maine Advanced Structures and Composites Center. TIDC's research focuses on efforts to improve the durability and extend the life of transportation infrastructure in New England and beyond through an integrated collaboration of universities, state DOTs, and industry. The TIDC is comprised of six New England universities, the University of Maine (lead), the University of Connecticut, the University of Massachusetts Lowell, the University of Rhode Island, the University of Vermont, and Western New England University.