

Nevada Department of Motor Vehicles Rebrand Toolkit

Table of Contents

New Branding	03
New Logo	05
New Website	12
Contact Information	17

New 01 Branding



About the New Brand

WHY THE REBRAND?

The goal behind the rebrand for the Nevada Department of Motor Vehicles is to bring improved ease and accessibility to all Nevadans in need of service. The rebrand simultaneously seeks to improve public perception of the DMV by adapting to customer needs and expanding awareness of available services.

TIMING & LAUNCH

Launching the rebrand over the course of 2021-22 ensures that it accompanies the improved services and technology at the DMV. As it evolves to meet changing needs and growing reliance on digital services, so too will its outward appearance and user experience.

New Identity

02



Our New Logo

The updated design pays homage to our legacy while turning toward the future, simplifying its previous design and changing the road to face the other direction in order to evoke a sense of forward momentum. A lighter gradient follows this pull of progress, and— combined with a bolder and more condensed font— gives the new logo a modern and dynamic feel.



Logo Variations

[CLICK HERE TO DOWNLOAD](#)



Primary Tagline



Secondary Tagline



Spanish Tagline



URL



No Tagline

Logo Spacing

To ensure its visibility, the logo should be kept clear of competing text, images and graphics. The logo should be surrounded on all sides by an adequate amount of clear space equal in size to the width of the shape of Nevada within the DMV mark. Where possible, allow even more space around the logo.



Logo Colors

The logo can be set in the primary color option utilizing the blue gradient, black, and white. Color variations are shown to the right. Ensure there is sufficient contrast with the background when using the logo.



Logo Misuse

When using the logo, it should not be altered in any way that negatively affects the consistency of the brand. Some examples of misuse are listed to the right. Presenting the logo in the correct way ensures that the DMV brand appears professional, consistent, and detail-oriented.



Do not stretch



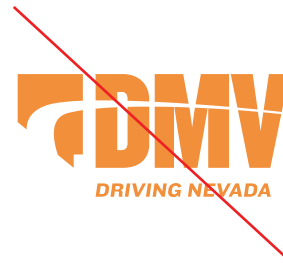
Do not add effects



Do not add or remove logo elements



Do not alter logo proportions











Do not alter logo colors outside of guidelines



Do not outline the logo

Color Palette

The color palette establishes a modern and friendly aesthetic which expresses value with the DMV NV brand. It utilizes blues as the primary color palette and a variety of bright colors for the secondary color palette. Having a well-balanced color palette offers opportunity to create a unique and professional feel, while maintaining a welcoming face.

Primary		PANTONE : 2985 CP CMYK : C-60 M-0 Y-2 K-0 RGB : R-33 G-212 B-253 Web : # 21D4FD
		PANTONE : 7460 CP CMYK : C-75 M-22 Y-4 K-0 RGB : R-28 G-158 B-209 Web : # 1C9ED1
		PANTONE : 7693 CP CMYK : C-100 M-78 Y-35 K-23 RGB : R-0 G-62 B-103 Web : # 003E67
		PANTONE : Black 6 CP CMYK : C-76 M-69 Y-64 K-87 RGB : R-0 G-0 B-6 Web : # 000006
Secondary		PANTONE : 138 CP CMYK : C-2 M-52 Y-87 K-0 RGB : R-241 G-143 B-58 Web : # F18F3A
		PANTONE : 123 CP CMYK : C-0 M-20 Y-83 K-0 RGB : R-255 G-204 B-70 Web : # FFCC46
		PANTONE : 7672 CP CMYK : C-89 M-86 Y-13 K-2 RGB : R-66 G-67 B-137 Web : # 424389
		PANTONE : 360 CP CMYK : C-52 M-0 Y-66 K-0 RGB : R-128 G-199 B-129 Web : # 80C781

New 03 Website



About the New Website

WHY THE NEW SITE?

The goal behind the new website isn't just to reflect the new warm and friendly look of the rebrand, but also to give Nevadans a more approachable and fulfilling experience when interacting with the site—it's easier than ever to find what you're looking for and be on your way with optimized user experience and a completely refreshed interface.

See our new look for yourself at [DMV.NV.GOV](https://dmv.nv.gov)

Key Differentiators



1 Clear & Approachable Navigation

2 Friendly & Informative Illustrations

3 Refined Color Palette for Enhanced User Experience

4 Data & Strategy-Driven Website Map

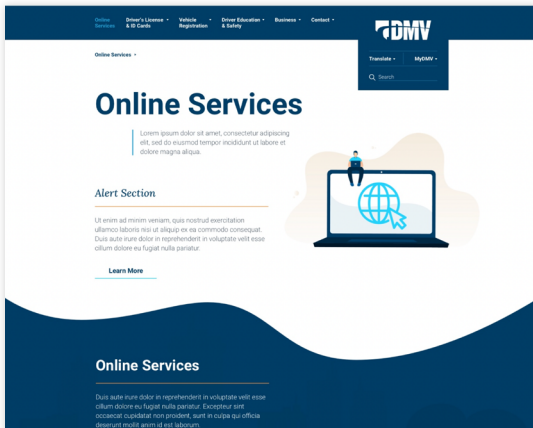
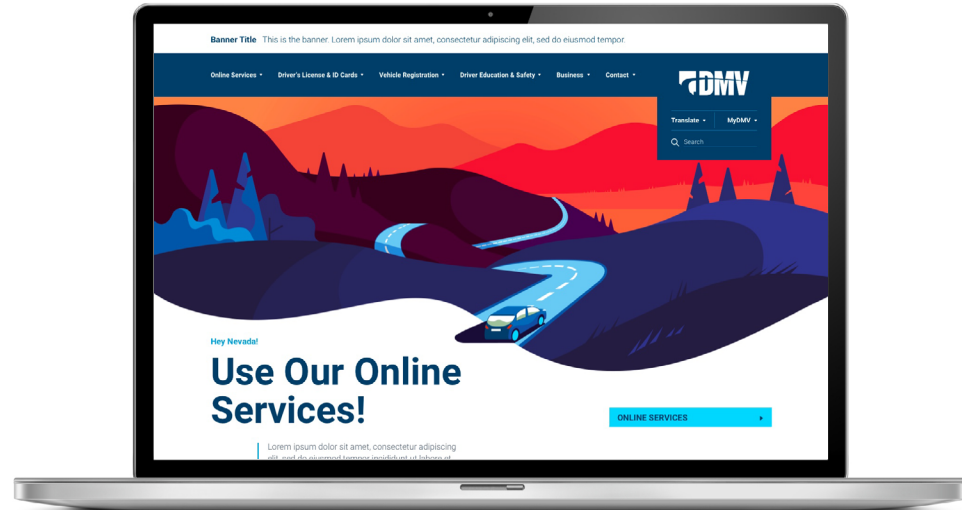
5 Structured & Consistent Typography Styles, Establishing Defined Sections

Site Map

The new site map is an integral part of the strategy behind the new website, and we've worked hard to build the internal structure in a way that organizes our services in a sensible and user-friendly fashion.

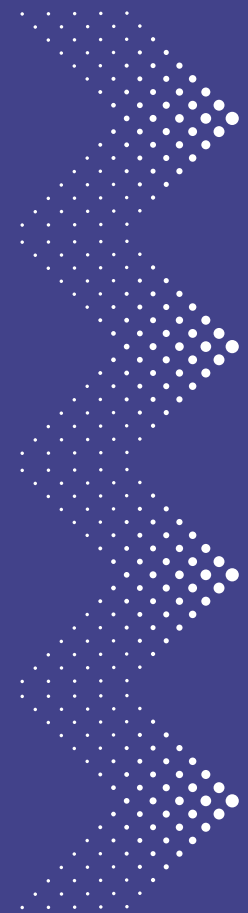


Key Page Designs



Contact Information

04



Contact

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DMV.NV.GOV