

# FDOT PRESS RELEASE STYLE GUIDE

To ensure consistency across media, we've developed press releases and media advisories for each district. Please ensure your releases and advisories match the style guide below. If you have any questions, please feel free to reach out to CO.

Release and Contact info: Arial 11pt **Bold** and Regular.

**Headline: Arial 14pt Bold.**

*Subheading: Arial 12pt Italic.*

Body Text: Arial 12pt – various font styles.



# Florida Department of Transportation

RON DESANTIS  
GOVERNOR

605 Suwannee Street  
Tallahassee, FL 32399-0450

KEVIN J. THIBAUT, P.E.  
SECRETARY

Make sure your district's address is in the header above ^

For Immediate Release

Contact: Your Name

Font Size 11

Date XX, 2020

(XXX) XXX-XXXX | [Your.Name@dot.state.fl.us](mailto:Your.Name@dot.state.fl.us)

**A Concise Captivating Headline Font Size 14 (try to keep under 10 words)**

Optional Subhead Font Size 12

All font on page should be consistent throughout (Arial)

Body Text: Font size 12

**UPPERCASE YOUR CITY, Fla.** – Most important information goes here.

Paragraph 2: "Quote, if used, goes here."

Paragraph 3: Body, information here. All press releases should be only one page. If we need to go over one page, we'll deal with it but let's try to keep it short.

Paragraph 4 (If needed): Please make sure your release/advisories are answering the 5Ws of journalism: Who, What, Where, When and Why.

Closing paragraph: with social media contact information here. E.g. follow up on Twitter [@MyFDOT](https://twitter.com/MyFDOT) for updates on the road closure.

**Reminder: When including links in your release please remove the http://. This allows for less characters and a cleaner look to your release. E.g.**

<https://www.fdot.gov/agencyresources/contactus.shtm> vs [www.fdot.gov/agencyresources/contactus.shtm](http://www.fdot.gov/agencyresources/contactus.shtm)

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Please ensure your district's footer is below.

*Improve Safety, Enhance Mobility, Inspire Innovation*  
[www.fdot.gov](http://www.fdot.gov) | Twitter: [@MyFDOT](https://twitter.com/MyFDOT) | Facebook: [@FLDOT](https://www.facebook.com/FLDOT)

The Florida Department of Transportation's mission is to provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of the state's environment and communities. The department is committed to building a transportation system that not only fits the current needs of Florida's residents and visitors, but also enhances mobility throughout the state to accommodate its consistent and rapid growth. The unique nature of the Sunshine State and its year-round warm climate provides numerous opportunities to achieve the department's mission through multiple transportation modes including highways/streets, air, rail, sea, spaceports, transit, and the ever-expanding deployment of bicycle & pedestrian facilities.