

===== PRESIDENT JOE BIDEN =====

BUILDING A BETTER AMERICA

===== BUILD.GOV =====

THE BIPARTISAN INFRASTRUCTURE LAW

Project Funding Source Sign Assembly

BUILDING A BETTER AMERICA SIGNAGE GUIDELINES

Guidelines for Logo Applications

The purpose of this document is to provide general guidelines for signs displayed at project sites for projects funded under the Bipartisan Infrastructure Law, also known as the Infrastructure Investment and Jobs Act.

The first part of this document pertains to signs for projects funded under the Bipartisan Infrastructure Law that are not installed in the highway right-of-way. For highway signage guidance that is MUTCD compliant please see pages 10 and 11.

For all other signs please start here.

This document provides information about the Building A Better American logo mark as well as how logos, marks and seals of state, cities and counties can be incorporated into signage. Logos of contractors are not permitted on the signage. When logos are included in signage, the placement should conform to the brand guideline.




Variations and Usage

There is one approved mark associated with the Building A Better America logo. To preserve the integrity of the Building A Better America logo mark, make sure to apply them correctly. Altering, distorting, or recreating the 'marks' in any way weakens the power of the image and what it represents.

Layout and design of signs and communication materials will vary, so care must be taken when applying the logo mark.



The colors, graphics and fonts used should conform to graphic standards.

COLOR		CMYK	RGB	HEX P	MS
	Blue	83,48,0,48	22 / 68 / 132	#164484	PMS7687C
	Red	0,100,81,0	255/0/49	#FF0031	PMS185C
	White	2,2,0, 3	242 /244/248	#F2F4F8	Bright White

Logos

PROJECT FUNDED BY

The Bipartisan Infrastructure Law

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The Bipartisan Infrastructure Law



**U.S. Department
of Transportation**

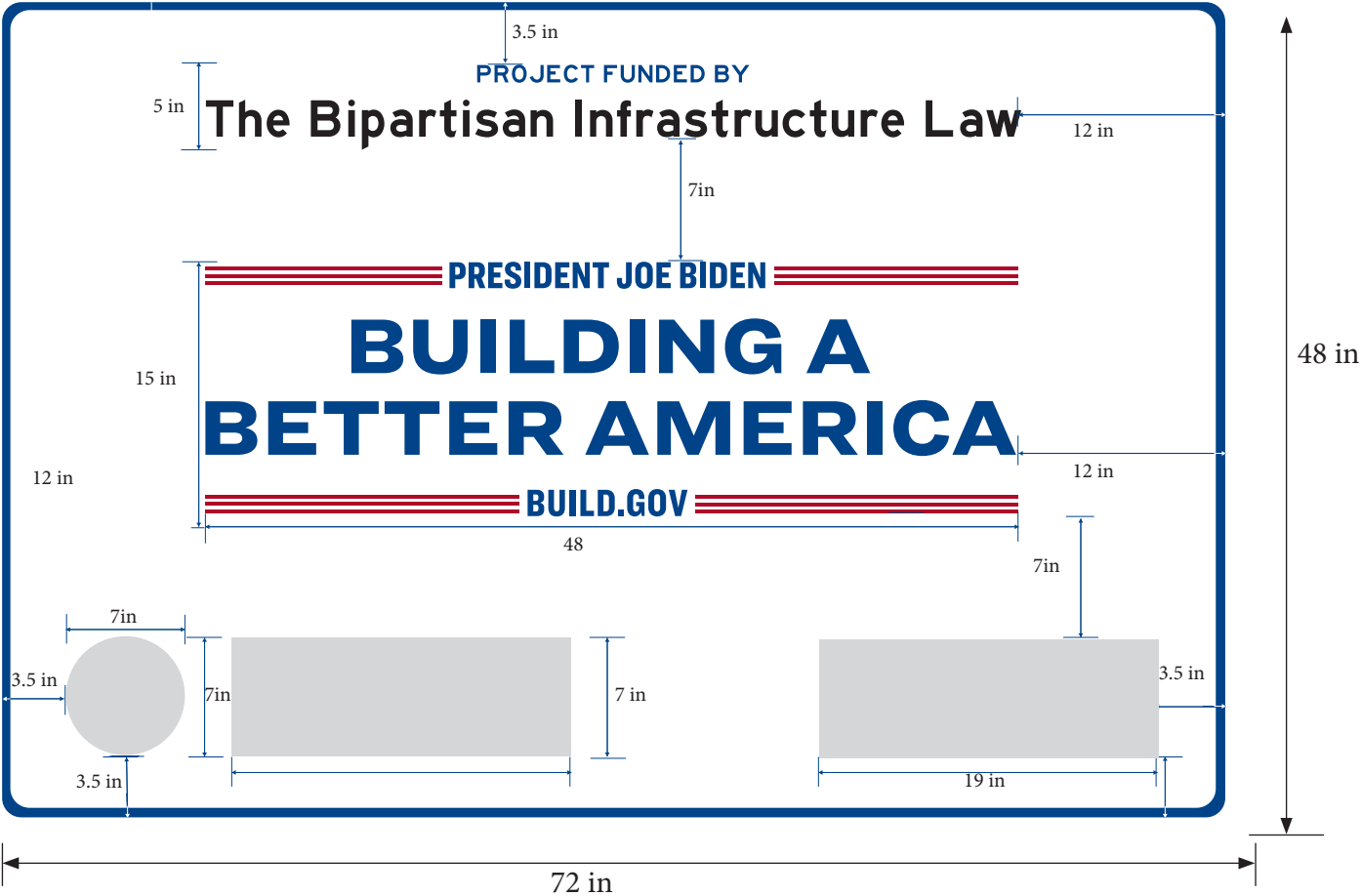
FTA



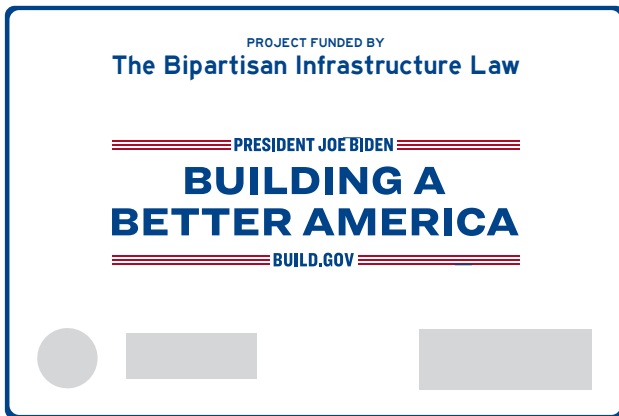
**U.S. Department
of Transportation**

FTA

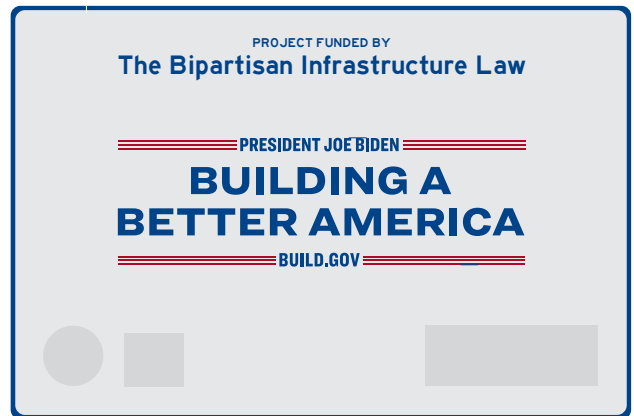
Building A Better America General Guidelines for Logo Applications



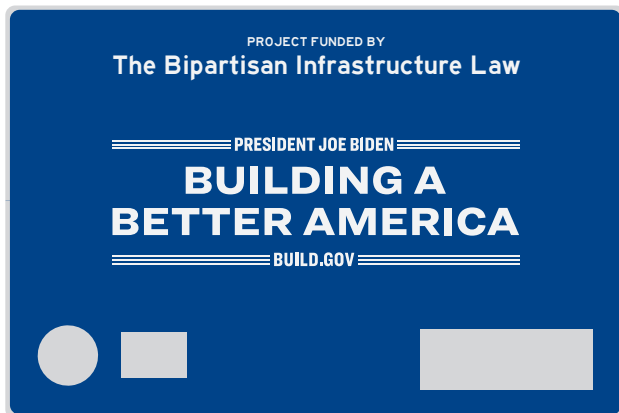
Sign Colors



White

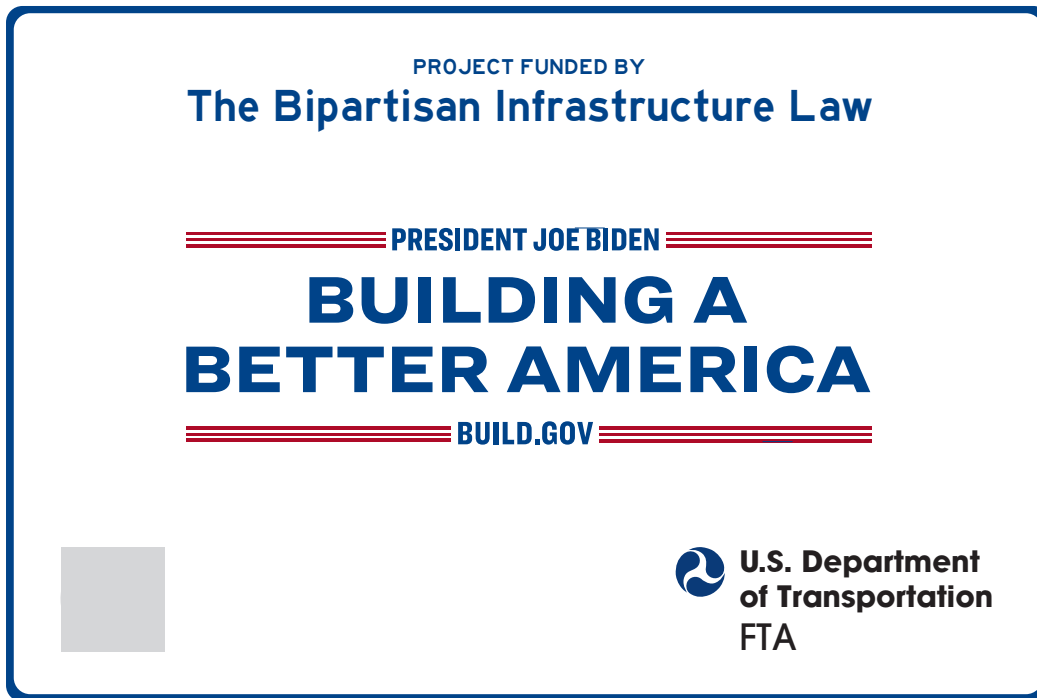


Gray

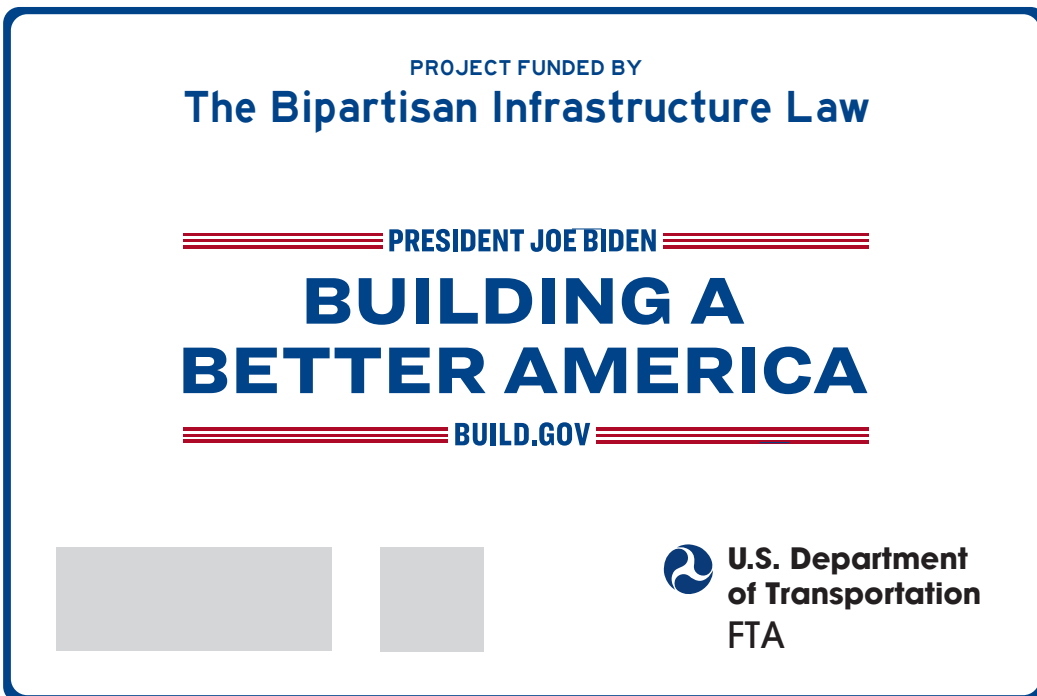


Blue

State, City and County Logo Variations

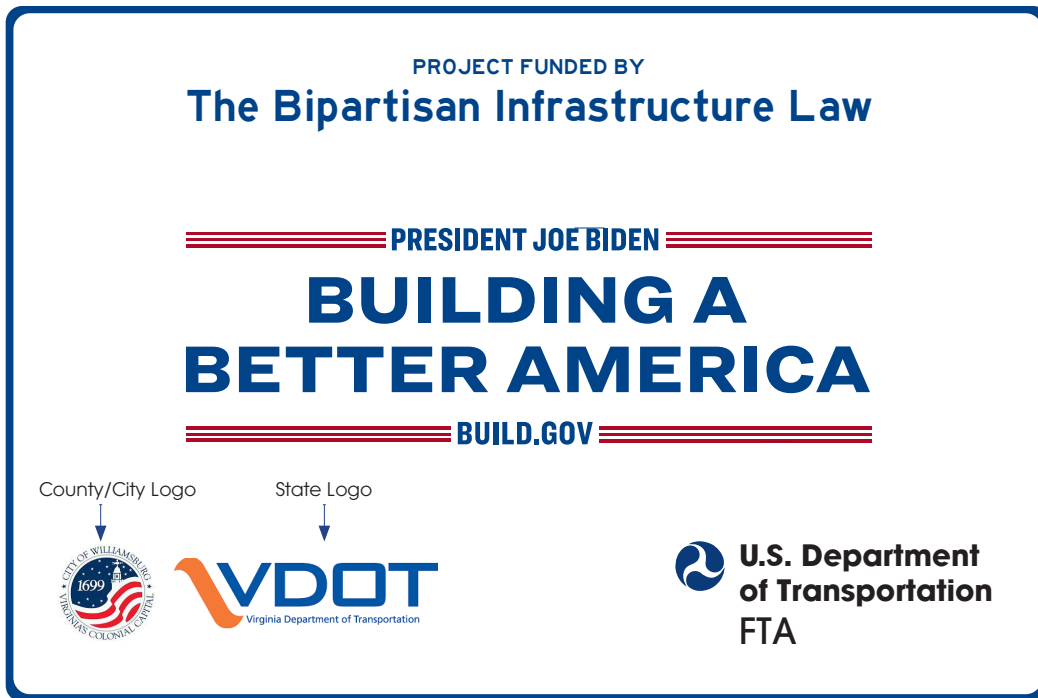


Square State Logo: 7X7 inches

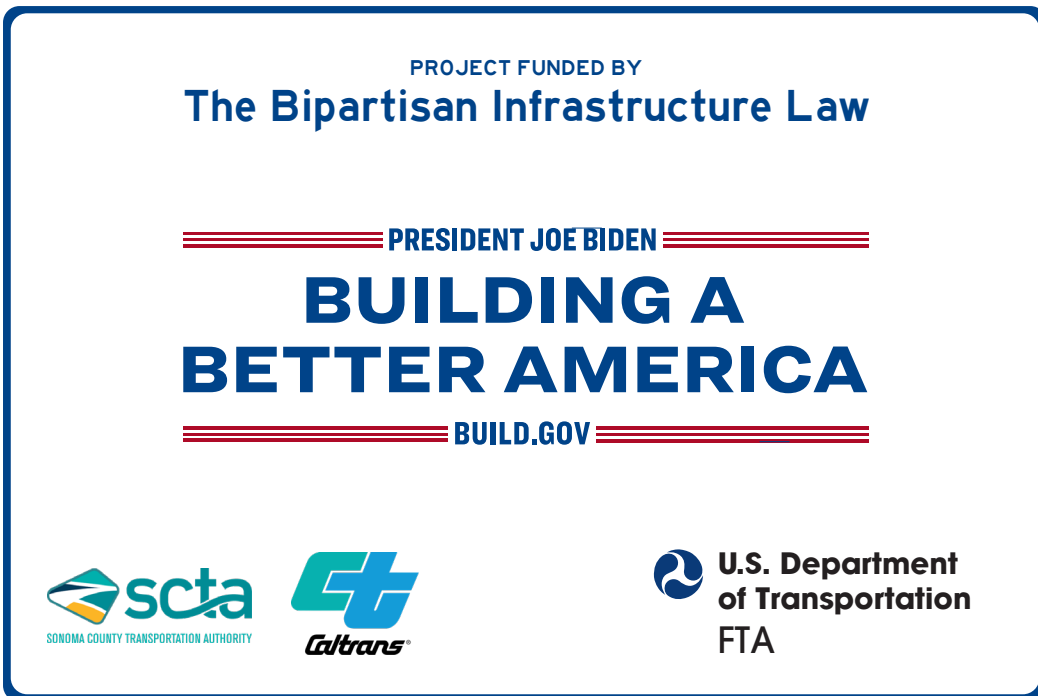


Rectangle State Logo: not to exceed 19 x 7 inches

3 Logos Samples

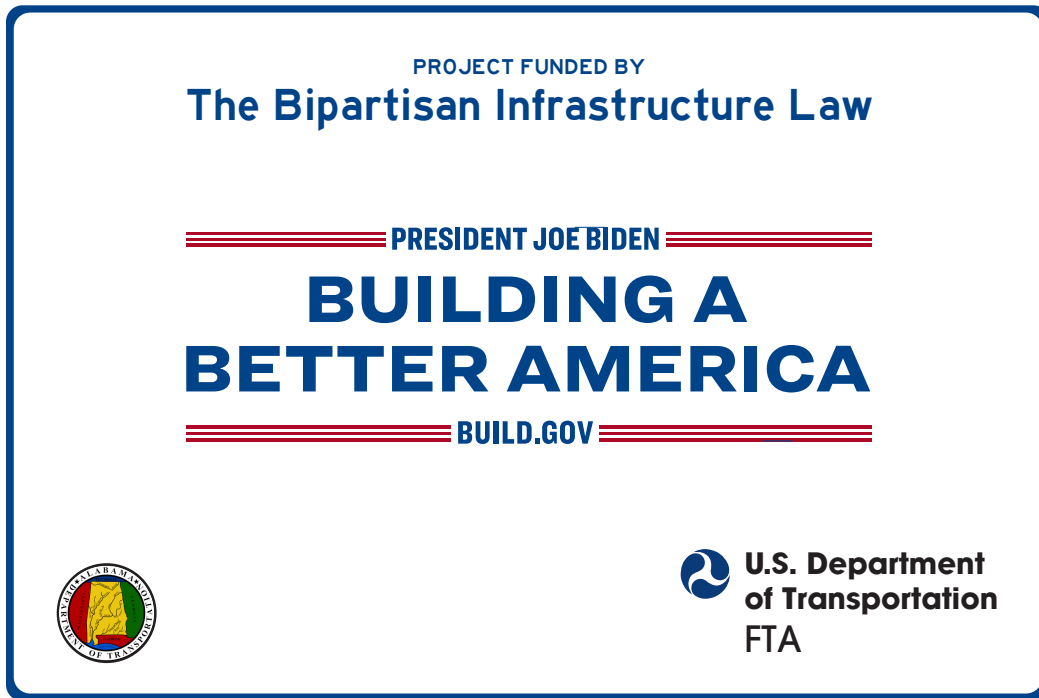


City Circle Logo 7 X 7 Inches. State Rectangle Logo should not exceed 19x7 inches

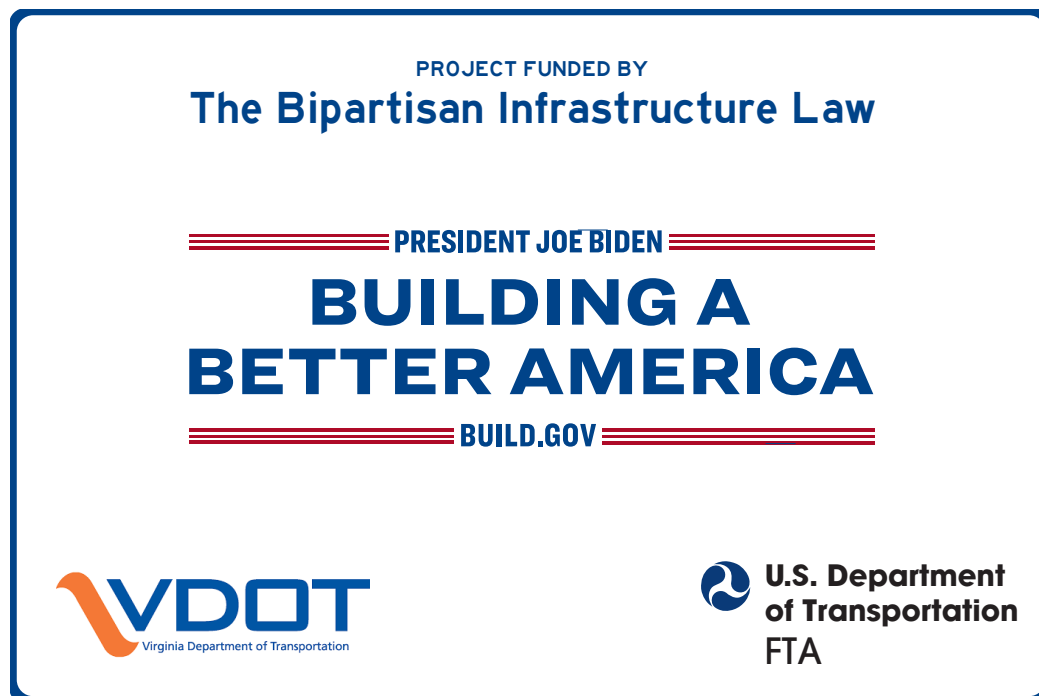


Rectangle State Logo: not to exceed 19 x 7 inches

2 Logos Samples



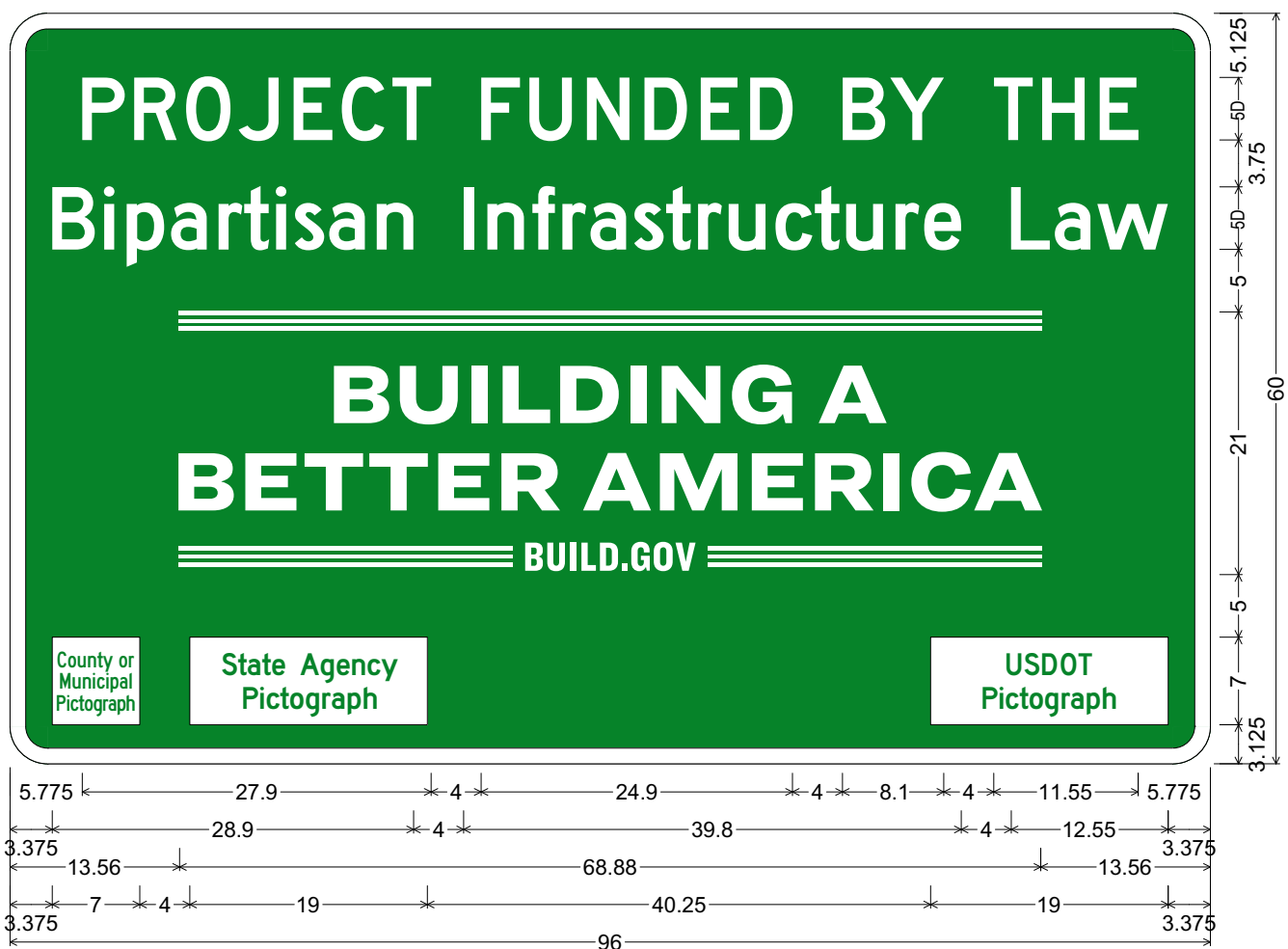
Circle State Logo: 7 x 7 inches



Circle State Logo: 7 x 7 inches

RULES FOR HIGHWAY RIGHT OF WAY SIGNAGE

Highway Right of Way Signage 8 Feet



Highway Right of Way Signage 6 Feet

