

FHWA Guidelines for Using the America's Byways Logo

As part of a brand development and building strategy, based on research and byway community input, the National Scenic Byways Program has developed a new America's Byways logo. Leveraging the power of the "America's Byways" brand includes maintaining its identity through such details as logo usage, color and typeface. All applications of the logo must follow the guidelines below to help ensure a strong, recognizable America's Byways brand.

FHWA has applied for trademark protection of the America's Byways logo. FHWA is also advancing an America's Byways logo as a marker sign for approval and inclusion in the Manual for Uniform Traffic Devices (MUTCD).

How should the logo be used?

The "America's Byways" logo is intended for use in any medium (signs, brochures, video, books, maps, place mats, etc.) on the following:

- Byways designated by the Secretary of Transportation;
- All byways producing publications, videos or other mediums;
- the National Scenic Byways Program;
- the National Scenic Byways Resource Center; and
- other uses with permission of FHWA

FHWA requires use of the logo in publications, videos and other mediums produced with scenic byway program funds.

Guidelines for use:

Note: Please share these guidelines with byways, state program officials, and particularly with graphic designers and production staff developing products where logo placement is required.

- To help reinforce awareness of the America's Byways brand, the preferred position is the America's Byways type centered and underneath the icon on one line.

Note: The position of the words, however, may be changed to meet various applications and design. For example, "America's Byways" may appear to the right side of the mark or stacked underneath the mark. If the words appear underneath, as proposed, the type should be centered under the logo. If additional placement or alternative designs are considered for various applications, please review the design with FHWA prior to production.

- ❑ The icon and the type treatment ("America's Byways") must always be used together as one logo.
- ❑ It is acceptable to reproduce the logo in one color when the project is not reproduced in full color process, such as newsletters. Any color is acceptable.
- ❑ For a full color process, the following PMS color chart numbers must be used:
PMS Colors: 540 (Blue for the flag/road) 194 (Red for the type)
- ❑ The type treatment (words) should always be used with the following font:
Type treatment font: Copperplate 33 BC
- ❑ The proportion of the type and the mark must remain consistent to the logo provided by FHWA. The overall size may vary, but not the proportions.
- ❑ The logo should not be reduced to the size that it becomes illegible. A good rule of thumb is to keep it around 1/2 inch high.
- ❑ There should be enough white space around the logo to equal 1/2 of the width of the logo on each side.
- ❑ Image elements will have to be "knocked out" from behind the star and line segments of the logo, if the logo is superimposed over a photograph or similar image.

If you have any questions regarding the above guidelines or need electronic artwork, please contact Sharon Hurt Davidson (1-800-429-9297, ext.4 or shurt@byways.org). Electronic versions of the logo and guidelines will be available in the byway community - marketing section of www.byways.org.