



## Variations and Usage

There is one approved mark associated with the Investing In America logo. To preserve the integrity of the Investing In 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.

## Primary Logo Mark

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# INVESTING IN AMERICA

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## Colors

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

COLOR	CMYK	RGB	HEX	PMS
 <b>Blue</b>	83, 48, 0, 48	22 / 68 / 132	#164484	PMS 7687 C
 <b>Red</b>	0, 100, 81, 0	255 / 0 / 49	#FF0031	PMS 185 C
 <b>White</b>	2, 2, 0, 3	242 / 244 / 248	#F2F4F8	Bright White

Logos



White background: logo in red and blue

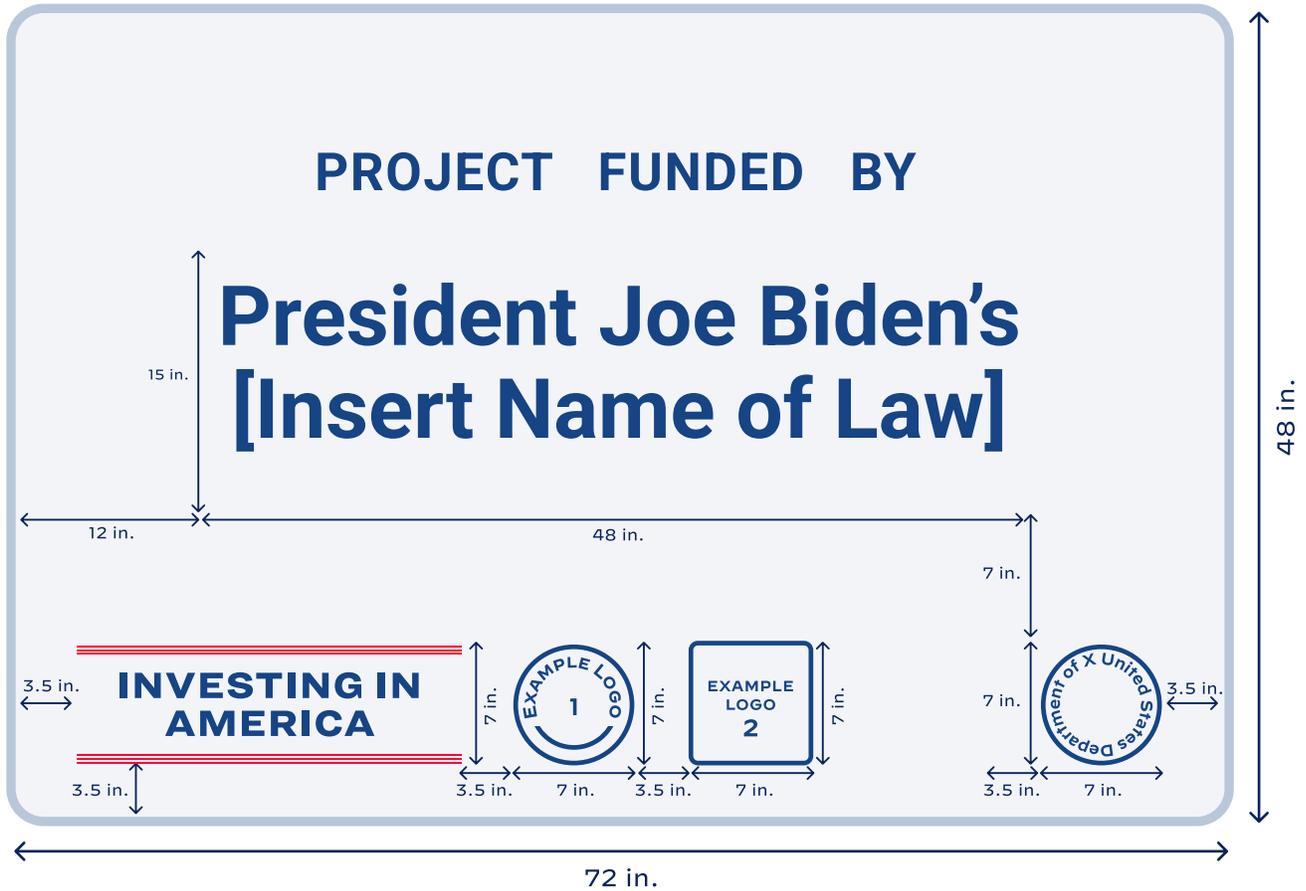


Gray background: logo in red and blue



Blue background: logo in all white

# Investing In America General Guidelines for Logo Applications



## Sign Colors

### 4. The American Rescue Plan



White



Gray



Blue



Red Border

## State, City, and County Logo Variations

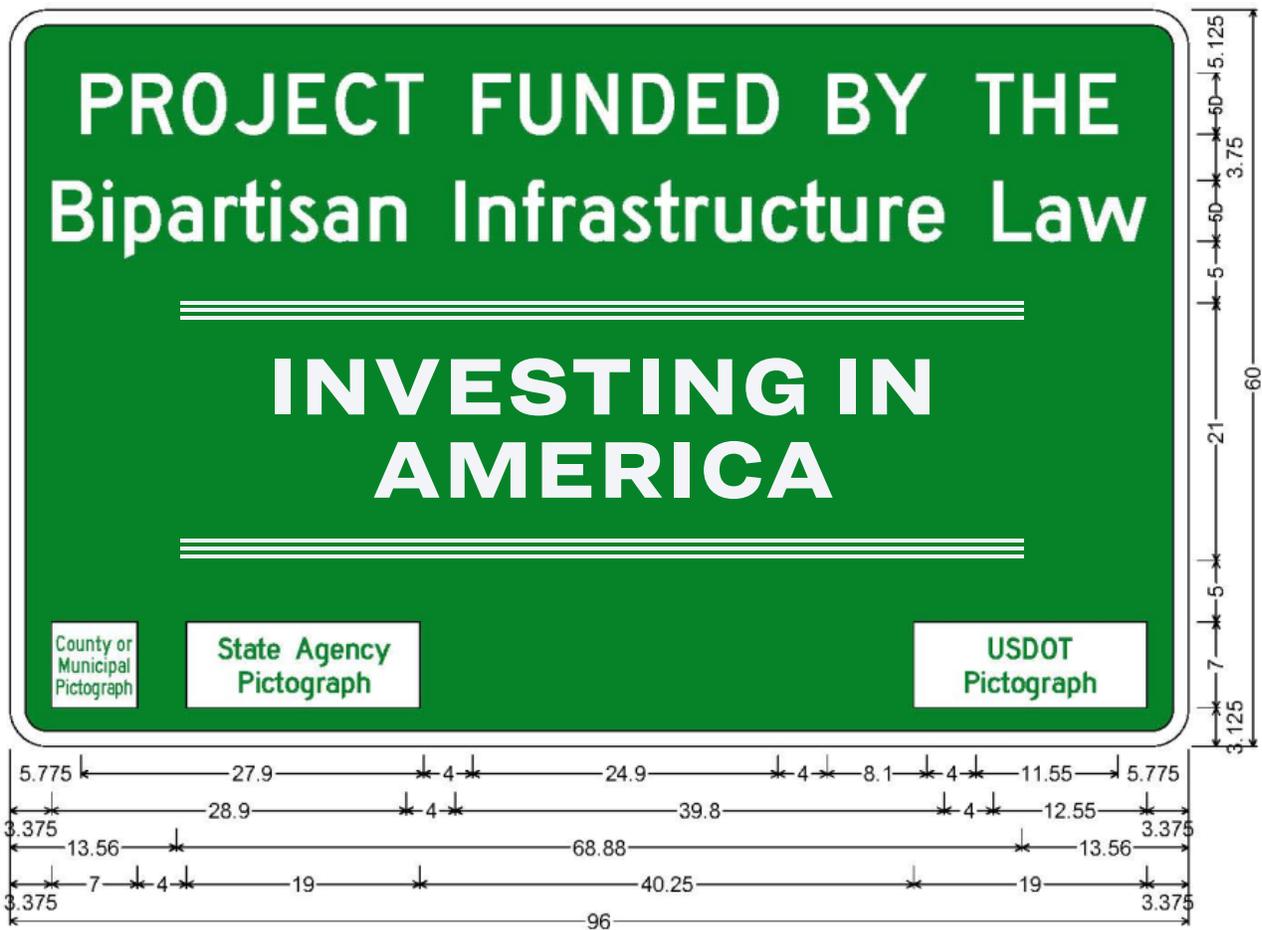


Square or Circular State Logo: 7x7 in.



Rectangular or Oval State Logo: **not** to exceed 17.5 x 7 in.

## Rules for Highway Right of Way Signage 8 Feet



## Rules for Highway Right of Way Signage 6 Feet

