

## TYPOGRAPHY

### HEADLINE

*250*  
*YEARS*

**ES FACE REGULAR ITALIC**  
SIZE : LEADING RATIO – 1 : 1.1  
TRACKING: 0

**TYPE FOUNDRY: EXTRASET**  
EXTRASET.CH/TYPEFACES/FACE

### BODY COPY

250 YEARS

250 YEARS

250 YEARS

**GOTHAM BOOK, MEDIUM, BOLD**  
SIZE : LEADING RATIO – 1 : 1.4  
TRACKING: 50

**TYPE FOUNDRY: HOEFLER & CO**  
TYPOGRAPHY.COM/FONTS/GOTHAM/

## KEYLINES

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MEDIUM WEIGHT KEYLINE FOR FRAME

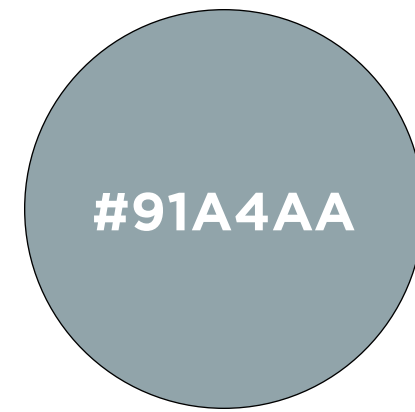


DOTTED KEYLINE ABOVE BODY COPY

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THIN KEYLINE FOR SIMPLE SEPARATION

## COLORS



STEEL BLUE



TRUE BLUE



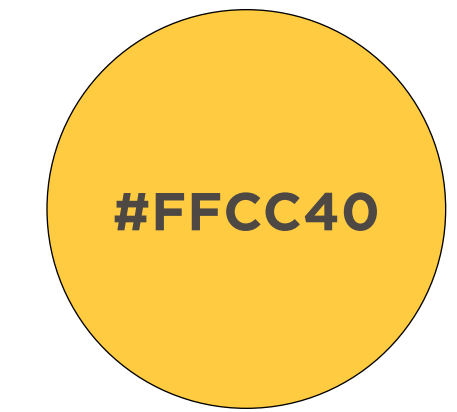
STRONG BLUE



GREY



VIBRANT BLUE



YELLOW



MAROON



RED



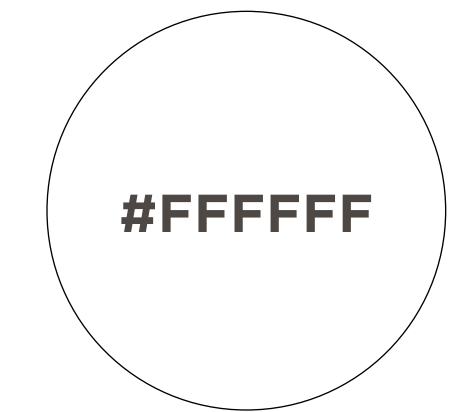
BRIGHT RED



KHAKI



LIGHT KHAKI



WHITE

## IMAGERY



HISTORICAL DOCUMENT



HISTORICAL PORTRAITURE



SUBJECT PAINTINGS



CONTEMPORARY PHOTOGRAPHY

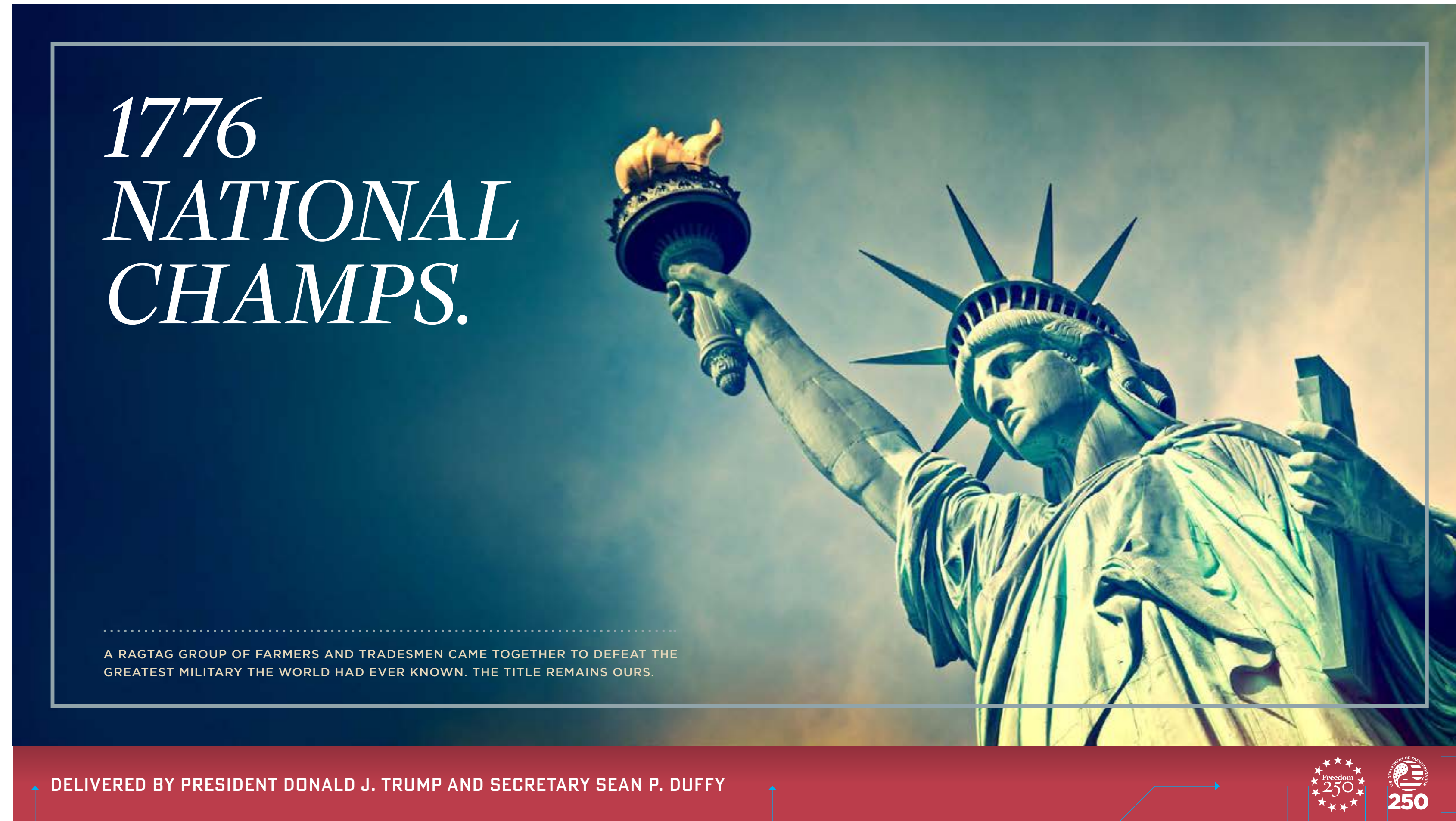


UNIQUE PERSPECTIVE

## BRANDING STRIP

### CO-BRANDING

You are authorized to add your company's brand logo to an Asset. The inclusion of your brand logo is restricted to the red branding strip at the bottom of each Asset. Your brand logo must appear immediately to the left of the Freedom 250 and the USDOT logos already appearing in the branding strip. Your logo must be solid white in color. You may not remove any logos or text from the branding strip. Your brand logo must be no larger than the logos already included and it may not obscure, interfere with, or overlap the existing logos or the text already included in the branding strip.



DO NOT ALTER ANY ELEMENTS (COPY, COLOR, SIZE OR LOGOS) OF THE BRANDING STRIP

CO-BRANDED LOGO MUST BE REVERSED OUT OF RED FIELD AND BE WHITE IN COLOR

CO-BRANDED LOGO SHOULD BE PLACED TO THE LEFT OF THE OTHER LOGOS

SPACE BETWEEN LOGOS SHOULD BE EQUIVALENT

CO-BRANDED LOGO MUST NOT EXCEED OTHER LOGO HEIGHTS