



250

SIGNAGE STYLE GUIDE

**DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY**



FREEDOM 250 SIGNAGE

ABOUT

In support of the observance and commemoration of **Freedom 250**, the Federal Highway Administration (FHWA) is granting 1) an alternative use of the right-of-way (ROW) approval, and 2) a short-term fair market value (FMV) exception, for the temporary use of areas in highway ROW to install signs and flags regarding the “Freedom 250” celebration.

PURPOSE

To support the national Freedom 250 celebration, FHWA is allowing the temporary installation of approved commemorative signs and flags (on bridges) within highway ROW to honor America’s 250th anniversary of Independence in 2026.

INTENDED AUDIENCE

- State and Local Agencies
- Vendors
- Stakeholders

These signs are authorized for use on Federal, State and locally owned roadways in accordance with guidelines and agreements.

WHAT THIS MEANS FOR STATE DOTs

FHWA is granting

- Temporary ROW Approval
State Departments of Transportation (DOTs) may temporarily install approved Freedom 250 signs and bridge flags in eligible roadway areas.
- Temporary FMV Exception
DOTs are not required to charge FMV for approved Freedom 250 signage or flag uses during the authorized period.

FREEDOM 250 SIGNAGE

KEY REQUIREMENTS

Safety First

- Ensure signs and flags do not interfere with the safe flow of traffic
- Protect both drivers and roadside workers
- Avoid creating visual distractions or hazards

Maintain Visibility

1. Signs and flags must not block, compete with, or interfere with traffic control devices
2. Appropriate separation from traffic control devices (e.g. traffic signals and signs) must be maintained

Follow Approved Design Standards

1. All signs and flags must follow official Freedom 250 design guidelines
2. Only approved logos, layouts, colors, and branding elements may be used

Maintain Inventory

- Agencies should maintain an inventory of installed Freedom 250 signs and flags for tracking and removal purposes.

RESTRICTIONS

Not Traffic Control Devices

- Freedom 250 signs are considered commemorative signage, not traffic control devices.

Temporary Use Only

- This approval is limited in duration and does not create a permanent precedent for future non-highway signage in ROW.

No Interference with Traffic Safety

Signs and flags must not:

- obstruct roadway visibility,
- block official traffic control signs or signals,
- create confusion for drivers, or
- reduce roadway safety.

EXPIRATION DATE

December 31, 2027

- All Freedom 250 signs and flags installed under this temporary approval must be removed no later than December 31, 2027.

Important Note

- This guidance is intended solely for the Freedom 250 commemoration and applies only to approved temporary signage associated with the national observance.

FREEDOM 250 SIGNAGE

ASSET DOWNLOAD INSTRUCTIONS

To ensure consistency across all Freedom 250 signage, vendors and stakeholders must use only the approved production files provided by the Department of Transportation.

Downloading Approved Assets

State DOTs must ensure that signs and flags are consistent with the “Freedom 250” design guidelines, which are available at the Department of Transportation’s Freedom 250 webpage at www.transportation.gov/fhwa-freedom-250.

The Asset Package Includes:

- Adobe Illustrator Vector Files
- Production-Ready PDFs,
- Official Logos and Marks,
- Typography and Font Files,
- Measurement and Layout Templates, and
- Memorandum.

FABRICATION STANDARDS

To ensure durability and consistency, all signs should be fabricated using highway-grade (e.g. 0.80 aluminum, 1/4” pvc, 1/4” Dibond or 1/8” Dibond) and reflective materials suitable for permanent outdoor roadside use.

Signs should be weather resistant, fade resistant, and designed to withstand sun, rain, wind, and changing temperatures.

A protective finish should be applied to help prevent scratching and wear over time. Larger signs or installations in high-wind areas may require thicker materials for added stability.

It is recommended that an agency follow its typical highway signing practices regarding manufacture and sign support details and mounting of flags on bridge structures.

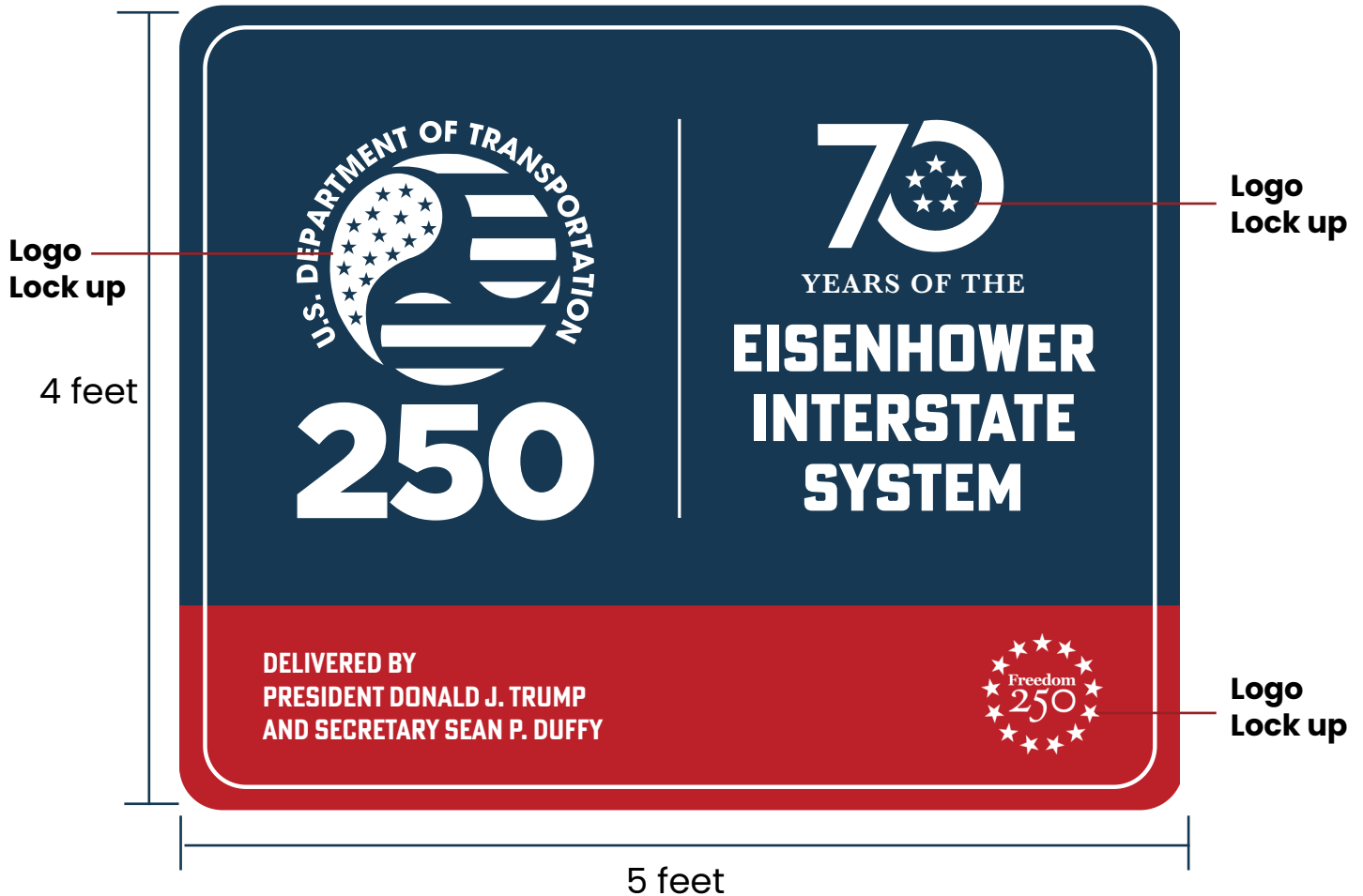
FREEDOM 250 FLAGS

State and local agencies may determine the appropriate flag sizes for each bridge or fence location where flags will be displayed, provided that the artwork proportions are maintained in accordance with the Key Requirements and Restrictions outlined in the Style Guide.

The Freedom 250 flag has been released into the public domain under a Creative Commons license. As a result, anyone in the United States may manufacture the flag without paying royalties. Agencies are free to work with the vendor of their choice. Freedom 250 logo files are provided in the Asset Package on the Freedom 250 webpage.

SPECIFICATIONS

EVERY SIGN FOLLOWS THE SAME ARCHITECTURAL SYSTEM



The "Delivered By" language and the Freedom 250 mark must remain unchanged and in place and may not be removed, altered, obscured, repositioned, or otherwise modified in any manner.

COLORS



PANTONE 534 C
RGB: 31, 57, 82
Hex #1f3952
CMYK: 92, 74, 44, 11



PANTONE 7620 C
RGB: 188, 42, 41
Hex #bc2a29
CMYK: 18, 100, 100, 11

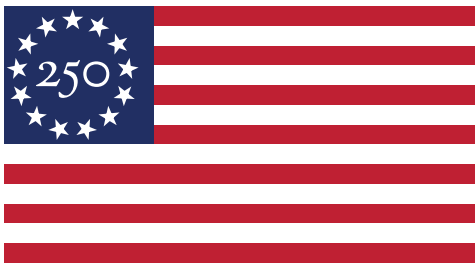
RULES

LOGO RULES

Do not stretch, skew, rotate, or alter logo.
Logo color should remain as shown.



FREEDOM 250 FLAG



Red Bar Branding:
The "DELIVERED BY..."
wording and the
Freedom 250 mark are
required elements



Do not add color



Do not use colored
logo, use a white
version only.



Do not distort
image

TYPOGRAPHY

TYPOGRAPHY

PRIMARY HEAD LINE

Poster Gothic Cond ATF
ALL CAPS (ADOBE FONT)

100

SECONDARY DESCRIPTOR

Baskerville
ALL CAPS

YEARS ANNIVERSARY OF THE

DESTINATION NAME

Poster Gothic Cond ATF
ALL CAPS (ADOBE FONT)

BRIDGE OF THE GODS

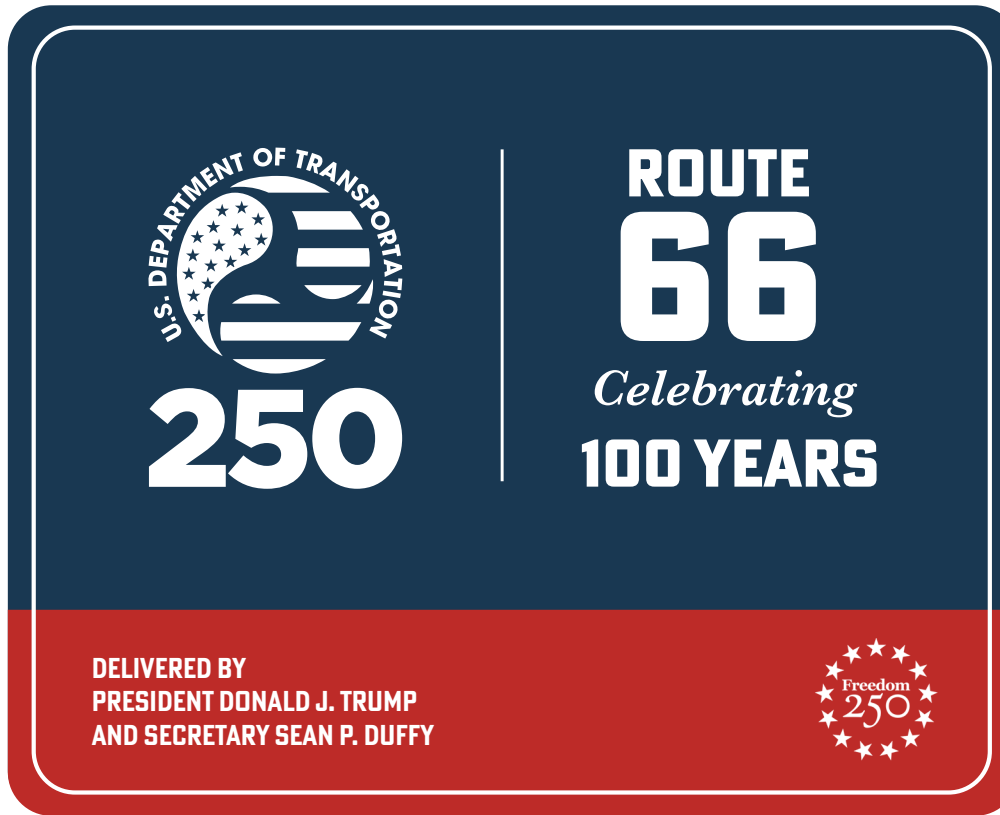
SUPPORTING TEXT (FOOTER)

Poster Gothic Cond ATF
ALL CAPS (ADOBE FONT)

DELIVERED BY
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SECRETARY SEAN P. DUFFY

VECTOR ARTWORK FILES AND SIZE INFORMATION

Please note that the following production signs are available in vector format and have been prepared at the correct production size. The files are provided in the Asset Package on the Freedom 250 webpage.




A rectangular highway sign with a dark blue background and a red bottom section. On the left, the U.S. Department of Transportation logo features a stylized American flag with the number '250' below it. On the right, the text reads 'ROUTE 66' in large bold letters, followed by 'Celebrating 100 YEARS' in a smaller font. The bottom red section contains the text 'DELIVERED BY PRESIDENT DONALD J. TRUMP AND SECRETARY SEAN P. DUFFY' on the left and a circular 'Freedom 250' logo on the right.

U.S. DEPARTMENT OF TRANSPORTATION
250

**ROUTE
66**
Celebrating
100 YEARS

DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY

Freedom
250



A rectangular highway sign with a dark blue background and a red bottom section. On the left, the U.S. Department of Transportation logo features a stylized American flag with the number '250' below it. On the right, the text reads 'CELEBRATING 100 YEARS OF THE LINCOLN HIGHWAY' in large bold letters. The bottom red section contains the text 'DELIVERED BY PRESIDENT DONALD J. TRUMP AND SECRETARY SEAN P. DUFFY' on the left and a circular 'Freedom 250' logo on the right.

U.S. DEPARTMENT OF TRANSPORTATION
250

CELEBRATING
100
YEARS OF THE
**LINCOLN
HIGHWAY**

DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY

Freedom
250



PACIFIC COAST HIGHWAY THE BIG REOPENING

DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY



CELEBRATING 100 YEARS OF THE APPALACHIAN TRAIL

DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY

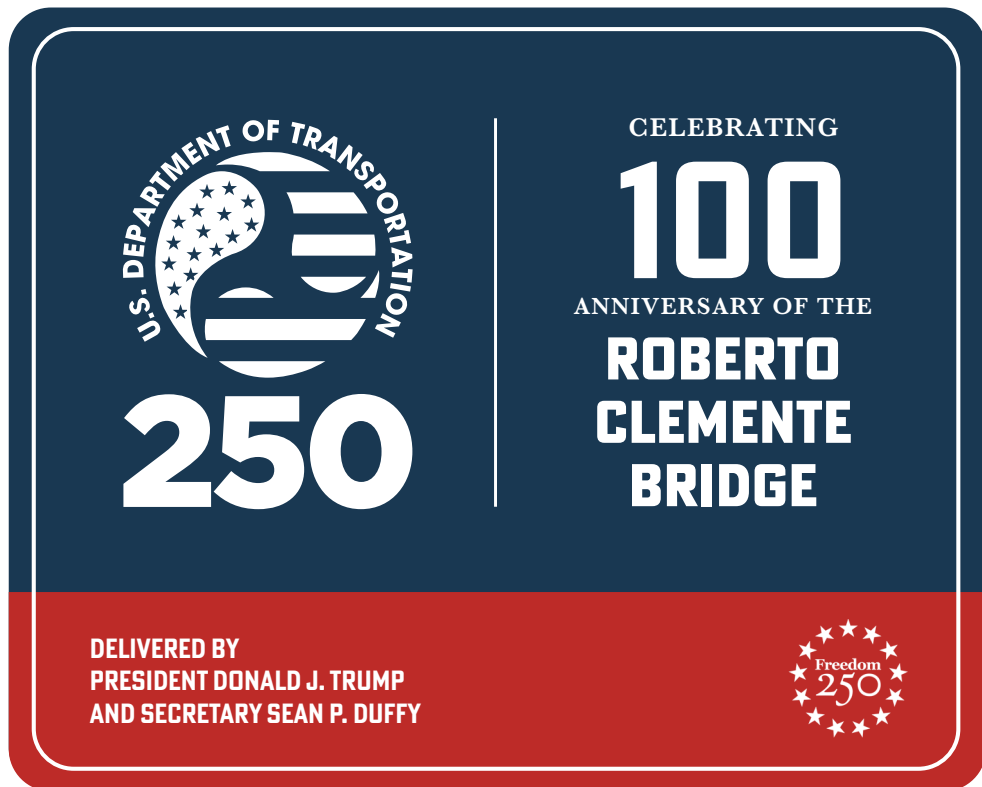




U.S. DEPARTMENT OF TRANSPORTATION
250

100
ANNIVERSARY OF THE
**BEN FRANKLIN
BRIDGE**


DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY



U.S. DEPARTMENT OF TRANSPORTATION
250

CELEBRATING
100
ANNIVERSARY OF THE
**ROBERTO
CLEMENTE
BRIDGE**

DELIVERED BY
PRESIDENT DONALD J. TRUMP
AND SECRETARY SEAN P. DUFFY





U.S. DEPARTMENT OF TRANSPORTATION
250

CELEBRATING
100
YEARS ANNIVERSARY
OF THE
**BRIDGE OF
THE GODS**

DELIVERED BY
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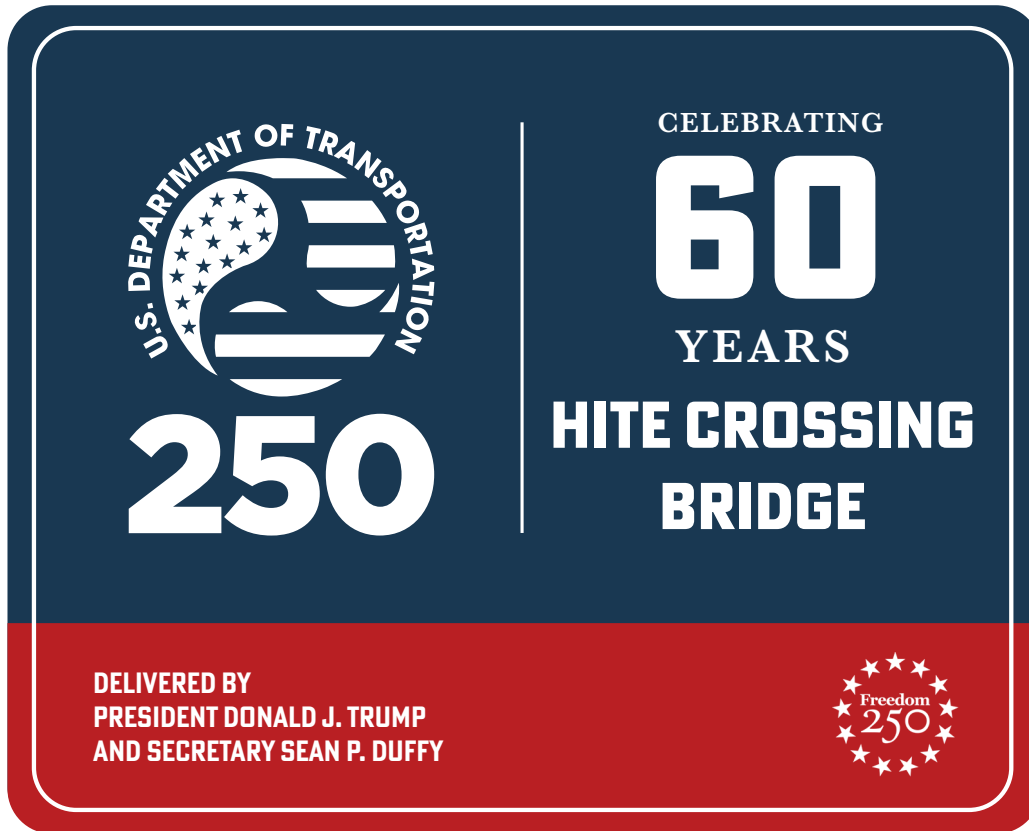


U.S. DEPARTMENT OF TRANSPORTATION
250

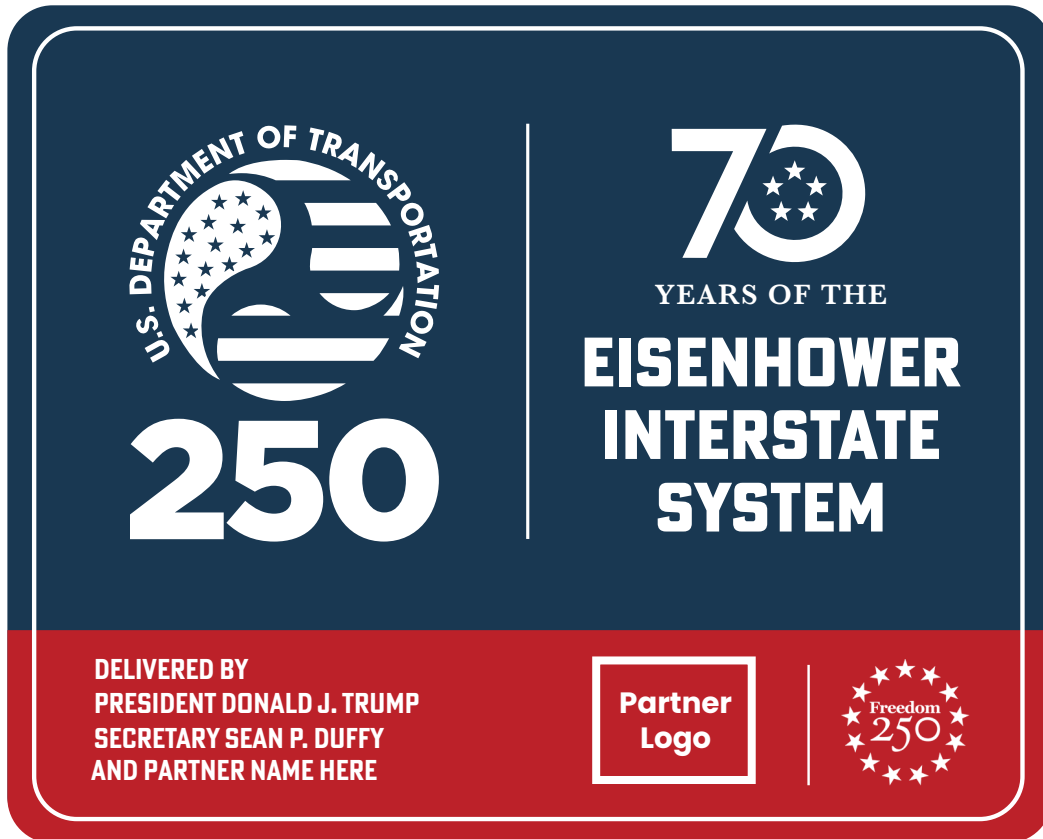
CELEBRATING
100
YEARS
OF THE
ANTIOCH BRIDGE

DELIVERED BY
PRESIDENT DONALD J. TRUMP
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PARTNER SIGNAGE



PARTNER LOGO PLACEMENT – RED BAR USAGE

Approved partners may place their organization name and logo only within the designated red bar.

Placement: Logos must be placed within the designated red bar area only.

Freedom 250 Mark: The Freedom 250 mark must remain in place and may not be removed, altered, or obscured.

Delivered By names: The DELIVERED BY must include the President's and Secretary's names and may not be removed, altered, reordered, or obscured.

Color: Use 100% reverse white artwork only. No color, black, or gray scale.

Size: Keep logos smaller and less prominent than the Freedom 250 logo.

Hierarchy: Partner branding must remain secondary to the main campaign.

Background: Ensure backgrounds are completely transparent.

