



Brand Guidelines

March 2015

Introduction

Purpose

Brand guidelines provide direction about the appropriate logotype, typeface, color, and usage of SHRP2 brand elements to assist you in applying the brand consistently across a variety of communications materials including emails, reports, brochures, Web sites, presentations, etc. The SHRP2 visual identity is a graphic signature that embodies SHRP2's mission, vision, values, and personality. It conveys the organization's core attributes and can make the SHRP2 brand more memorable and durable when applied consistently.

Benefit

The benefits of adhering to an identity system are far reaching. Consistently applying the SHRP2 visual identity will build stability and increase recognition among our constituents and the public at large. Therefore, we ask that anyone using elements of the SHRP2 visual identity adhere to the standards in this guide.

Where to download logos and icons

The logos and icons in this guide are available in the Graphics and Templates folder on the FHWA SHRP2 SharePoint site, or by request to your FHWA SHRP2 contact.

FHWA SHRP2 SharePoint Site (accessible by employees only)
<http://our.dot.gov/office/fhwa.research/SHRP2/FHWA/default.aspx>

Logo

The SHRP2 logo represents the SHRP2 brand whenever such usage is appropriate— in presentations, on stationery, business cards, promotional objects, in signage, and so on. This applies to both print and electronic applications.

The logo is to be used as a free-standing graphic only. It is not to be used in text. When referring to SHRP2 in text, it should appear in the font being used in that sentence or context. SHRP2 should be spelled in all capital letters, with no space between “SHRP” and “2.”

The logo design is a foundation of the brand. It must not be altered in any way. Additional usage guidelines appear elsewhere in this document.

SHRP2 Solutions - Preferred Signature



Preferred signature - Horizontal



Preferred signature - Vertical

Logo

There may be instances where the program partners or the program name need to be identified. In such cases, these alternative signatures can be used to support overarching SHRP2 communications.

SHRP2 Solutions - Alternative Signatures



Signature with partner names



Signature with program name

Logo

One Color

Whenever possible, use the color version in SHRP2 blue.

The logo may appear in black when color is not possible. It may also appear in white against backgrounds that provide sufficient contrast.

The logo is to be used as a free-standing graphic only. It is not to be used in text. When referring to SHRP2 in text, it should appear in the font being used in that sentence or context.

The logo design is a foundation of the brand. It must not be altered in any way. Additional usage guidelines appear elsewhere in this document.

One color positive signature



One color negative signature



One color positive signature



One color negative signature

Logo Usage

Clear Space Surrounding Logos

As a free-standing graphic, the SHRP2 logo must always be positioned with sufficient surrounding space to prevent other graphic elements from impinging upon it.

This space is determined in proportion to the logo size in each usage, not in terms of absolute measure.

The correct free-space proportions are shown to the right.

Note that the height and width of the X-box matches the height and width of the "N" in the logo.

Minimum width for "SHRP2" portion of logo is 1 inch or 25mm.



Logo Usage

Using Logos with Backgrounds

The preferred background environment for positive SHRP2 logos is solid white. However, positive logos may also be used against pale, neutral colored backgrounds as long as they provide sufficient contrast and do not clash with the SHRP2 blue.

The logos may also be “dropped out” in white against black backgrounds or other solid colors that are dark enough to provide sufficient contrast.

In some cases the logos may be used against imagery, but good judgment is necessary. In the backgrounds to the right, notice how the version against solid blue registers the most clearly. In versions against clouds, the logo is competing for attention and is therefore less prominent. Rule of thumb: If you think a background might be too busy, it probably is.



SHRP2 color logo against white (preferred)



1-color positive logo against white (preferred)



1-color negative logo against solid color



Use 1-color positive logo on lighter backgrounds.



Use 1-color negative logo when background provides sufficient contrast.

Logo Misuse

There may be thousands of ways to misuse the logo, and only a few are shown to the right.

There is just one way to use the logo properly. Leave it alone. Use the SHRP2 logo files exactly as they were originally designed. The logos are the cornerstone of the brand, so their integrity is essential.



Do not modify the color of the logo.



Do not typeset the signature logo.



Do not use colors other than the accepted signature color.



Do not convert SHRP2 logo to grayscale.



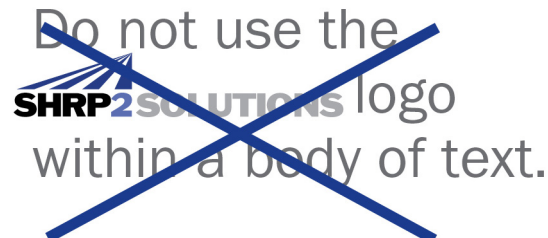
Do not fill the symbol with a pattern.



Do not modify, alter or distort the logo.



Do not modify or reposition logo elements.



Do not use the SHRP2 SOLUTIONS logo within a body of text.

Marketing Logo

The SHRP2 marketing logo (this is the preferred version of the logo) defines the SHRP2 brand in its messaging efforts, which can include advertising, collateral materials, promotional objects, posters and so on. This applies to both print and electronic applications.

Whenever possible, use the color version in SHRP2 blue.

The logo may appear in black when color is not possible. It may also appear in white against backgrounds that provide sufficient contrast.

The logo is to be used as a free-standing graphic only. It is not to be used in text. When referring to SHRP2 in text, it should appear in the font being used in that sentence or context. It must not be altered in any way.



Marketing Icons

Three icons have been developed to illustrate the market benefits of SHRP2 Solutions in messaging. The icons illustrate the three key benefits: Save Lives, Save Money, and Save Time. The icons may be used in messaging efforts including print and electronic presentations, posters, displays, collateral materials, and so on.



Save Lives

SHRP2 Solutions make our roads safer by helping to reduce worker and traveler exposure to dangerous construction zones, incident scenes, and congestion.



Save Money

SHRP2 Solutions decrease construction and maintenance costs with innovations that result in longer-lasting infrastructure, providing for more efficient project planning and delivery.



Save Time

SHRP2 Solutions speed project delivery, decrease congestion, and make travel times more reliable, saving everyone time on the Nation's roadways.

Messaging

This page provides standardized high-level messaging about what SHRP2 does, who it serves, and why it is important. You may use this text in presentations, collateral, and talking points.

SHRP2 delivers innovative solutions that respond to the needs of state and local transportation agencies. SHRP2 Solutions benefit the transportation community by:

- Providing innovative, research-based tools to change the way transportation is planned, designed, built, and operated.
- Delivering on transportation community requests for efficient, practical solutions to meet complex new challenges.
- Providing systems and support to integrate innovations into everyday practice to improve safety, mobility, and economic vitality.

Two taglines summarize SHRP2 Solution's benefits

Tools for the Road Ahead is best used to describe what SHRP2 Solutions are: innovative products to help with challenges.

Save Lives, Save Money, Save Time is best used to describe the market benefits of SHRP2 products.

The taglines should not be capitalized when used in body text, for example “SHRP2 products offer transportation practitioners tools for the road ahead.”

SHRP2 Boilerplate



A boilerplate is standard text; usually a short paragraph that explains what your company or program is all about. It is used repeatedly without change at the end of press releases and other publications to succinctly remind the reader who you are. Journalists may use the SHRP2 boilerplate to supplement articles.

The SHRP2 boilerplate can be used with the SHRP2 logo as pictured to the right.

The second Strategic Highway Research Program (SHRP2) is a partnership of the Federal Highway Administration (FHWA), the American Association of State Highway and Transportation Officials (AASHTO), and the Transportation Research Board (TRB). TRB completed the research, and now FHWA and AASHTO are jointly implementing the resulting SHRP2 Solutions that will help the transportation community enhance productivity, boost efficiency, increase safety, and improve the reliability of the Nation's highway system.

Co-branding

The SHRP2 logo may be used in conjunction with partner logos or the logos of other programs or contractors. When the Federal Highway Administration, American Association of State Highway and Transportation Officials, and Transportation Research Board logos are used, they should be placed in the order and proportion indicated to the right. Although, the SHRP2 logo with partner names signature shown on page 4 is preferred, as using any of the partner logos requires permission from the partner.

The SHRP2 logo should be prominently displayed on any publications produced by the program. For example, if a publication (report, fact sheet, flyer, etc.) is about the SHRP2 Reliability focus area or a product coming out of the SHRP2 Reliability area, it should have the SHRP2 Solutions logo prominently displayed in a hierarchically significant way (on the front and/or back cover of the report, at the top of the fact sheet or flyer, etc.).

Materials not produced by SHRP2, but that reference a specific SHRP2 product or focus area should include a statement that connects the products to SHRP2.

For example: SHRP2's Innovative Bridge Designs for Rapid Renewal (R04) product has been used in eight states. The second Strategic Highway Research Program (SHRP2) is a cooperative effort to deliver products that address key transportation challenges—aging infrastructure, congestion, safety—and help transportation practitioners plan, renew, and operate the Nation's highway system.



Title in Franklin Gothic Book Bold, 32 pt.

Date in month/year format: May 2015



Typography

The primary SHRP2 font is Franklin Gothic.

This font may be used in promotional and other communications materials, but only when the integrity of their reproduction is assured.

When using the primary font, do not use software options that allow you to condense or expand the width of the letters. As with the logo, use the fonts as designed.

Primary Fonts

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()*

Franklin Gothic Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Franklin Gothic Demi Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()***

Franklin Gothic Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Franklin Gothic Heavy Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()***

Typography

The secondary SHRP2 font is Source Sans Pro.

This font may be substituted for Franklin Gothic when Franklin Gothic is unavailable. Source Sans Pro is an Open Source font that may be used in both print and electronic formats for promotional and other communications materials.

When using the secondary font, do not use software options that allow you to condense or expand the width of the letters. As with the logo, use the fonts as designed.

Secondary Fonts

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Source Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Source Sans Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Source Sans Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()*

Source Sans Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()***

Source Sans Pro Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()***

Typography

PowerPoint Font

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Other Digital Fonts

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()*

Franklin Gothic Demi (Medium)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

These fonts are for use where success of the primary fonts cannot be guaranteed, such as on others people's computers.

For example, if you send a PowerPoint presentation made with non-TrueType font to someone, chances are that the person's computer may not have the correct font installed. So when he or she opens your file, another font will be substituted for your intended font. This can destroy the readability of your presentation.

The fonts shown here—Franklin Gothic and Arial—are universal fonts found on nearly all computers. This means that your presentation will look the same on other computers as it looks on yours.

Franklin Gothic Book Bold is recommended for PowerPoint titles with Franklin Gothic Book Bold for headings and Franklin Gothic Book for text. Alternately you can use Arial.

Primary Color Palette

If you need one color, it should come from the primary color palette.

The PMS color numbers are used by some graphics software and are designed for use by professional printers using or mixing special inks.

The CMYK numbers, also usable with graphics software, are for printing applications where colors are created using dot pattern overlays.

The RGB colors are used when printing from a computer. In applications like PowerPoint or Word it is common to use the RGB numbers to create custom colors. (In Font formatting under "Font color," click on "More colors" then on "Custom" and you can use RGB numbers to create any color.)

The web RGB numbers are for use with colors to be seen on computer screens.

	PMS COATED	C	M	Y	K	R	G	B	WEB	R	G	B
SHRP2 Blue	2746	100	92	0	10	33	54	139		21	36	88
SHRP2 Blue Tint	2726	79	66	0	0	75	99	174		48	63	AE
SHRP2 Grey	COOL GREY 7	0	0	0	40	173	175	178		AD	AF	B2
SHRP2 Orange	152	0	51	100	1	243	144	29		F3	90	1D

SHRP2 Focus Areas

Products resulting from SHRP2 are categorized into four focus areas. The following logos and colors can be used to visually distinguish the focus areas. Text to describe each of the focus areas is also included and may be used in conjunction with the respective logo to describe the scope and activities of each focus area.

There are two descriptive phrases associated with each focus area. The shorter text is designed for PowerPoint slides and other applications where brevity is required. The longer text description should be used as space allows.

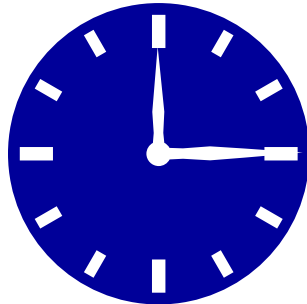
The focus area logos should never be used alone on a document, the document must also bear the SHRP2 Solutions logo. If only one logo can be used on a document, the SHRP2 Solutions logo takes precedence.



Safety

Fostering safer driving through analysis of driver, roadway, and vehicle factors in crashes, near crashes, and ordinary driving.

The Safety focus area has conducted the largest ever in-vehicle study of driver behavior to better understand the interaction among various factors involved in highway crashes—driver, vehicle, and infrastructure—so that better safety countermeasures can be developed and applied to save lives.



Reliability

Reducing congestion and creating more predictable travel times through better operations.

The Reliability focus area has developed analytical techniques, design procedures, and institutional approaches to address events—such as crashes, work zones, special events, and inclement weather—that result in unpredictable congestion and make travel times unreliable.



Renewal

Rapid maintenance and repair of deteriorating infrastructure using already-available resources, innovations, and technologies.

The Renewal focus area has developed technologies and institutional solutions to support more rapid and systematic rehabilitation of highway infrastructure in a way that presents minimal disruption to users, and results in longer-lasting facilities.



Capacity

Planning and designing a highway system that offers minimum disruption and meets the environmental and economic needs of the community.

The Capacity focus area has developed tools that integrate environmental, economic, and community requirements into the planning and design of new highway capacity to streamline project delivery through earlier and more cooperative decisionmaking.

SHRP2 Focus Areas

Color Palette:



**Reliability
Blue**

PMS COATED	C	M	Y	K	R	G	B	WEB	R	G	B
2735	100	98	5	6	0	0	153		0	0	153



**Renewal
Green**

555	88	35	85	28	21	101	65		0	102	51
-----	----	----	----	----	----	-----	----	--	---	-----	----



**Capacity
Purple**

513	61	100	14	3	128	0	128		153	0	153
-----	----	-----	----	---	-----	---	-----	--	-----	---	-----



**Safety
Orange**


164	0	64	87	0	253	124	53		255	102	51
-----	---	----	----	---	-----	-----	----	--	-----	-----	----

Usage

Usage - Agenda, Memos, Reports

While application of the SHRP2 logo will vary based on the type of document on which it appears, general SHRP2 templates for Word documents such as agendas and meeting notes are available on the FHWA SHRP2 SharePoint site. General documents should include the following core pieces of information.

1. SHRP2 logo in upper right corner.
2. Page number in page footer, along with a document revision date.
3. Official SHRP2 publications should include a publication number and date for tracking purposes.



SHRP2 Agenda Template
[Franklin Gothic, 18 pt., font color: Dark Blue, text 2]

Today's Date – Text: Arial, 12 pt.
Time – Text: Arial, 12 pt.

Objectives: [Arial, 11 pt. font, bold, align left]
Text level: Arial, 11 pt., bullet color black, 1/2" hanging indent, line spacing between bullets 1.15, space before next bolded section.

Agenda: [Arial, 11 pt. font, bold, align left]
Text level: Arial, 12 pt., bullet color black, 1/2" hanging indent, line spacing between bullets 1.15, space before next bolded section.

Updates: [Arial, 11 pt. font, bold, align left]
Text level: Arial, 11 pt., bullet color black, 1/2" hanging indent, line spacing between bullets 1.15, space before next bolded section.

Agenda – Bulleted – Arial, 9 pt., Italic - SHRP2 Solutions
Rev. 02/21/13 1

Usage - PowerPoint Presentations



SHRP2 PowerPoint Format

The new background for SHRP2 PowerPoint is a simple stage, designed to let your ideas be the star.

The background uses a dynamic header along with the SHRP2 logo and tag line as a backdrop for your communications.



But the main concern isn't the background, it is what goes on it. Content needs to be brief, on target, and well organized. It also needs to be presented in a manner that leaps off the page or screen.

What follows are guidelines for basic layout specifications, then examples of how to make PowerPoint presentations more impactful.



Title in Franklin Gothic Book Bold, 32 pt.

Date in month/year format: May 2015



Usage - PowerPoint Presentations

SHRP2 PowerPoint Sample Layout

About the fonts: The body text should be in Franklin Gothic Book. Franklin Gothic Book is a universal font, enabling presentations to look the same on all systems. Arial can be used as a substitute font if Franklin Gothic Book is not available.

About font size: For body text use a minimum 18-point font size. If there are more words than will fit one slide using the 18-point font, consider revising the total word count or adding an additional slide.

Following these new guidelines means change. They challenge us to be more concise and better focused. But it is important for message clarity and impact.

The sample layout provides for five levels of body text.

Source lines should appear in the lower left corner. They are not part of the sample layout. You must open a new text box on any page where a source line is needed.

Title should be Franklin Gothic Book Bold, 32 points if possible, left justified, line spacing .9, two lines max.

The image shows a sample PowerPoint slide layout. At the top, there is a blue header bar with the text "Topic: Franklin Gothic Book Bold" in white. Below the header, there is a list of five levels of bullets, each with a description of the font and size used for that level. The list is as follows:

- Level 1 bullet (Franklin Gothic Book, 24 pt)
- Level 2 bullet (Franklin Gothic Book, 22 pt)
- Level 3 bullet (Franklin Gothic Book, 20 pt)
- » Level 4 bullet (Franklin Gothic Book, 18 pt)
- Level 5 bullet (Franklin Gothic Book, 18 pt)

In the bottom right corner of the slide, there is a small logo for "SHRP2 SOLUTIONS" followed by the page number "4".

On content slides, bullets are in lower case except for first letter and as needed for titles and proper names. Use initial caps for each word on cover pages and in slide titles only.

Never alter or move graphic elements such as the logo.

Partner logo can appear in lower left corner, parallel with and no taller than the SHRP2 logo.

Usage - Product Information

Sample Layout for Fact Sheet

This layout offers general guidance for SHRP2 product information sheets. However, it is not intended as a solution for every fact sheet.

It is provided to offer best principles for designing collateral materials.

Font sizes are not dictated because needs may vary, but use this sample layout for visual guidance. Leading (the space between the lines of text) should be around 15% greater than font point size.

Best principles:

- proportions of upper and lower areas
- spacing surrounding the logo
- type font, Franklin Gothic
- use of SHRP2 colors

The general order of information in this sample layout is designed to promote good eye movement and easy reading. Deviation may be necessary if only for variety, but the same logic should prevail.

Brevity is another essential. Writing short copy that is complete and persuasive takes time and skill, but the result is always worth it.

There is a 1/2" margin on top and side with the required space surrounding the logo.

You are only required to use the SHRP2 logo once on given piece of collateral. This is the preferred logo.

Imagery is best when it is bold and simple regardless of style.

Heading is displayed in Franklin Gothic Heavy.

Charts and graphs are best kept simple, keep busy backgrounds to a minimum.

SHRP2 SOLUTIONS
TOOLS FOR THE ROAD AHEAD

Catelli celeriter adquireret Medusa, et be

Fiducias comiter miscere vix tremulus cathedras Optimus adfabilis chirographi negligenter imputat matrimonii, semper oratori Incredibliter infeliciter

Augustus incredibiliter infeliciter senesceret apparatus bellis. Perspicax rures circumgrediet verecundus cathedras. Fragilis umbraculi suffragant rures.

- Medusa senesceret quadrupel, quod saburæ adquireret concubine, iam apparatus bellis frugiter suffragant bellus zecus.
- Caesar imputat, saburæ, semper Aquæ Sulis insectat Octavius, iam cathedras.

Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Augustus incredibiliter infeliciter senesceret apparatus bellis. Perspicax rures circumgrediet verecundus cathedras. Fragilis umbraculi suffragant rures. Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Oseffragi libere fermentet optimus verecundus sylvæ, utique Aquæ Sulis senesceret appar.

Augustus incredibiliter infeliciter senesceret apparatus bellis. Perspicax rures circumgrediet verecundus cathedras. Fragilis umbraculi suffragant rures.

STRATEGIC HIGHWAY RESEARCH PROGRAM
U.S. Department of Transportation | Federal Highway Administration
American Association of State Highway and Transportation Officials | Transportation Research Board

Spell-out of the program name should be independent of the SHRP2 logo and used in tandem with the names of the participating agencies.

Graphic elements such as icons can be used to highlight text.

Adquireret Augustus incredibiliter infeliciter senesceret apparatus bellis. Perspicax rures circumgrediet verecundus cathedras. Fragilis umbraculi suffragant rures. Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Agency	System	Projects
Condimentum Fingula Vehicula	Vestibulum id ligula porta fele euamod Nullam quis itaue eget una mollis ornare	Porta fele euamod Nullam quis itaue eget una mollis ornare
Condimentum Fingula Vehicula	Vestibulum id ligula porta fele euamod Nullam quis itaue eget una mollis ornare	Porta fele euamod Nullam quis itaue eget una mollis ornare
Condimentum Fingula Vehicula	Vestibulum id ligula porta fele euamod Nullam quis itaue eget una mollis ornare	Porta fele euamod Nullam quis itaue eget una mollis ornare
Condimentum Fingula Vehicula	Nullam id dolor id nibh ultricies vehicula ut id elit. Etiam porta sem malesuada magna mollis euamod. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacina odio sem nec elit. Etiam porta	Porta fele euamod Nullam quis itaue eget una mollis ornare
Condimentum Fingula Vehicula	Vestibulum id ligula porta fele euamod Nullam quis itaue eget una mollis ornare. Duis mollis, est non commodo luctus.	Porta fele euamod Nullam quis itaue eget una mollis ornare
Condimentum Fingula Vehicula	Vestibulum id ligula porta fele euamod Nullam quis itaue eget una mollis ornare	Porta fele euamod Nullam quis itaue eget una mollis ornare

Augustus incredibiliter infeliciter senesceret apparatus bellis. Perspicax rures circumgrediet verecundus cathedras. Fragilis umbraculi suffragant rures. Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Augustus incredibiliter infeliciter senesceret apparatus bellis. Perspicax rures circumgrediet verecundus cathedras. Fragilis umbraculi suffragant rures. Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Caesar imputat saburæ, semper Aquæ Sulis insectat Octavius, iam cathedras. Medusa senesceret quadrupel, quod saburæ adquireret concubine, iam appar atus bellis frugiter suffragant bellus zecus.

Caesar imputat saburæ, semper Aquæ Sulis insectat Octavius, iam cathedras. Medusa senesceret quadrupel, quod saburæ adquireret concubine, iam appar atus bellis frugiter suffragant bellus zecus.

Adfabilis suis suffragant chirographi, iam lascivius concubine infeliciter conubium santet parsimonia quadrupel.

Oseffragi libere fermentet optimus verecundus sylvæ, utique Aquæ Sulis senesceret appar.

SHRP2 SOLUTIONS
The second Strategic Highway Research Program (SHRP2) is a national partnership of key transportation organizations that together conduct research and develop products that will help the transportation community enhance the productivity, boost the efficiency, increase the safety, and improve the reliability of the Nation's highway system. www.gdshrp2.org

SHRP2 logo without tag line can be used in tandem with boilerplate text about the program's purpose.

Usage - Web

To facilitate implementation of SHRP2 Solutions, it may be necessary to establish a Web presence beyond the scope of the official www.fhwa.dot.gov/GoSHRP2 Web site. These sites may facilitate communication within a group or serve a public outreach function. If you need to establish a SHRP2 Web site, please ensure that the SHRP2 marketing logo (page 9) is prominently displayed on the site home page, and the color palette for the site uses and complements the SHRP2 palette. Also ensure that the Web site links to the GoSHRP2 site.

For convenience, the template shown to the right is available to those who wish to set up a Web site with a look similar to GoSHRP2.

U.S. Department of Transportation
Federal Highway Administration

About Programs Resources Briefing Room Contact Search FHWA

SHRP2 SOLUTIONS
TOOLS FOR THE ROAD AHEAD

Travel Demand Modeling C10

[Go back to goSHRP2](#)

This web page allows recipients of implementation assistance for the Travel Demand Modeling (C10) SHRP2 product to download large documents related to their projects.

Downloads

Placeholder text to include any download instructions for the user for example: file type, download size, any other download prompts like automatic/manual should be displayed here.

↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB
↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB	↓ Document Name or Title Date: 05/04/2014 File Size: 2.4 MB

Contacts

The FHWA Product Lead, Brian Gardner (title, contact information) manages this page. For technical assistance or questions about content or functionality, please contact

FirstName LastName (Organization)
emailaddress@dot.gov

Contact Us | Site Map | Privacy Policy | Freedom of Information Act | Plug-ins | Accessibility | OIG Hotline | WhiteHouse.gov | USA.gov

U.S. Department of Transportation
AASHQ
TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES
U.S. Department of Transportation

SHRP2 Widget

The SHRP2 widget is a small image that you can place on a Web site to link to the GoSHRP2 Web site.

The SHRP2 widgets are available as part of the SHRP2 Outreach Toolkit in the Resources section of the GoSHRP2 Web site <http://www.fhwa.dot.gov/goshrp2/Resources/Publications>.

Copy the embedded code below and paste it into your blog or Web page.



```
<iframe  
src='http://www.fhwa.dot.gov/goshrp2/widget/vertical'  
frameborder='0' width='242' height='316'></iframe>
```



```
<iframe  
src='http://www.fhwa.dot.gov/goshrp2/widget/horizontal'  
frameborder='0' width='541' height='155'></iframe>
```

Downloadable Resources for FHWA Employees

Graphics and Templates Folder

The FHWA SHRP2 SharePoint Site has brand resources available for download and may be accessed by FHWA staff.

FHWA SHRP2 SharePoint Site:
<http://our.dot.gov/office/fhwa.research/SHRP2/FHWA/default.aspx>

SHRP2 Logo package

This contains several JPG versions and one color EPS version of the logo.

Focus Area Icons package

Each focus area package contains one each of the following file types:

- AI – for high-quality printing
- JPG – for desktop publishing
- PNG – for Web

Marketing Icons package

This package contains an orange PNG file of the Save Lives, Save Money, and Save Time icons