



FACT SHEET

Broadband Technology Opportunities Program Signage Requirements and Recipient Guidance

Overview

The purpose of this document is to review recipient guidance for meeting Broadband Technology Opportunities Program (BTOP) signage requirements.

Signage Requirements

All award recipients from all funding rounds are required to display the Recovery Act logo on signage at construction sites. The July 2009 and January 2010 BTOP Notices of Funds Availability state the following requirement:

All projects that are funded by the Recovery Act shall display signage that features the Primary Emblem throughout the construction phase. The signage should be displayed in a prominent location on site. Some exclusions may apply. The Primary Emblem should not be displayed at a size less than six inches in diameter.

For purposes of this signage requirement, "construction" projects are those in which the major purpose of the award is construction, as defined in Chapter 17 of the Updated Department of Commerce Interim Grants Manual. Alteration of facilities incidental to a non-construction purpose is not considered construction. In general, projects classified as Infrastructure, Comprehensive Community Infrastructure (CCI), or Public Computer Center (PCC) with construction must comply with the Recovery Act signage requirements at construction sites. Projects classified as Sustainable Broadband Adoption (SBA) or PCC with no construction are not required to comply with the Recovery Act signage requirements, even if the project involves minor renovation of existing buildings.

At construction sites, recipients may satisfy the signage requirements by using the Primary or BroadbandUSA Emblems shown here and following all guidelines for size, clear space, and color. Complete guidelines are provided in the Information and Tools sections of this document.



Primary Emblem



BROADBANDUSA
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BroadbandUSA Emblem





Summary: Recovery Act Logo Requirements

Recipients must meet the following minimum requirements when developing display signage for BTOP construction sites:

- Recipients must use the Primary Emblem or the BroadbandUSA Emblem in construction signage.
- The emblem must be at least six inches or larger in diameter.
- Recipients must not change proportions of the emblem.
- If using a color emblem, use the colors specified in the Information and Tools section.
- Always leave clear space surrounding the logo equal to half of the logo's radius.

Information and Tools

Recipients can use either of the two approved Recovery Act "marks" shown on page 1. The BroadbandUSA Emblem incorporates the basic Recovery Act logo and is acceptable to meet signage requirements. Remember the following when using the emblems:



- Provide this fact sheet to your graphic designer or signage vendor. The details and tools provided here should provide everything needed to use the emblems correctly.
- Altering, distorting, or recreating the "marks" in any way weaken 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 emblem.

Logo Artwork

- Emblem artwork is available on the BroadbandUSA.gov website. Copy www2.ntia.doc.gov/ManagementResources into a browser to access camera-ready, high-resolution emblem artwork suitable for use in materials.
- The Primary Emblem and BroadbandUSA Emblem are available in TIF, JPEG and EPS formats.
- Do not alter, distort, or recreate the emblems in any way.

Color Specifications

- Use the exact colors listed below when reproducing the emblem in full color. CMYK values are used for print publications and RGB and HEX# values are used for on-screen applications.
- Do not change the colors of either emblem or use screens or tints of any color in any part of the logo.
- Recipients can also reproduce either emblem in black-and-white or in a one-color version. Use the "Navy" color indicated below when reproducing emblems in one color.



COLOR		CMYK	RGB	HEX#
	Navy	00 / 00 / 00 / 00	0 / 51 / 102	003366
	Red	30 / 100 / 100 / 50	102 / 0 / 0	660000





BROADBANDUSA

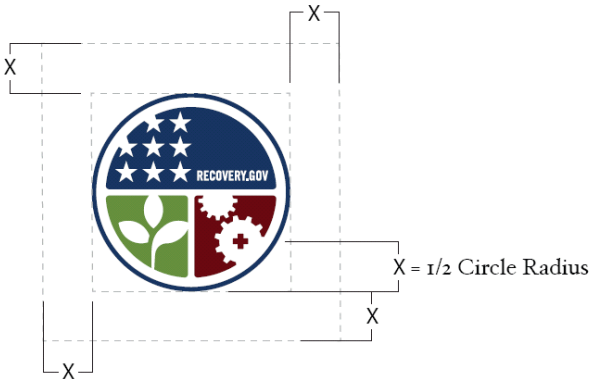
CONNECTING AMERICA'S COMMUNITIES

COLOR		CMYK	RGB	HEX#
	Green	65 / 25 / 100 / 7	103 / 144 / 62	67903E
	Light Blue	67 / 37 / 6 / 00	89 / 141 / 192	598DC0

Clear Space

Primary Emblem

- Always leave blank space surrounding the logo equal to half of the logo's radius.
- In the illustration below, the clear space is shown as the value "X," where "X" is equal to half of the radius. The minimum clear space must always be at least "X" on all sides of the emblem.



BroadbandUSA Emblem

- Please provide an amount of space surrounding the emblem equal to or larger than the height of the 'BroadbandUSA' emblem lettering, as shown below:



Frequently Asked Questions

Does NTIA state requirements regarding signage size?

NTIA does not specify sign size but does require that the Recovery or BroadbandUSA Emblem must be at least six inches in diameter.





Does NTIA state requirements regarding placement of the Recovery logo on signage OR the overall design of signage?

Recipients may adapt placement of the logos and may design signs to be suitable to the specific project on which they are displayed, but may not alter the design and colors of the logos themselves.

Can I use additional text on my signage?

Signs should be designed to maximize visibility of the logos and minimize any accompanying text. In addition, minimal text may be included on the sign, for example, "This project funded by" preceding the Recovery Act logo.

Am I required to use the Department of Commerce seal on signage?

No, the Commerce seal is not required.

Does NTIA state requirements regarding placement of signs?

Signs at construction projects should be placed where they are visible to passersby and to customers approaching the site. The recipient may wish to consider placing signage on work vehicles when construction involves installation or deployment of buried or aerial fiber optic facilities, and where the construction may take place over long transmission rights of way. In cases where the work is taking place in a remote area with few passersby, the recipient may choose to place signage at the side of a road near the location.

Can I pay for signage costs with grant funds?

The cost of producing signage and displaying Recovery logos is an eligible project administration cost in BTOP grants.

I need to request exclusion to the signage requirements. What should I do?

Contact your assigned BTOP Program Officer to request exclusion.

Do I need to document compliance with the signage requirements?

Yes. Each recipient should maintain documentation of its compliance with the Recovery Act signage requirements, so that this documentation is available for audit purposes. Documentation should include an image of each sign and the time period and location of its display, as well as any guidance the recipient may have received from BTOP program officials regarding signage requirements.

