

Attachment E – Signage

Communications with the Public

The Department will require that grant recipients acknowledge in any communication to the public that funding was provided from the CWIA/EPF Water Quality Improvement Project Grant and include the following:

- Source of Funding: CWIA/EPF Water Quality Improvement Project Grant administered by the New York State Department of Environmental Conservation (NYSDEC)
- Project Name and Project Sponsor

Signage Requirements

The Department will require project signs for projects meeting the following criteria:

- Wastewater Treatment Improvement projects
- Salt Storage Facilities projects
- Land Acquisition for Source Water Protection projects
- Nonpoint Source Abatement and Control and Aquatic Habitat Restoration grant awards totaling more than \$50,000.

All signs should be constructed in accordance with the specifications identified herein.

The Department may, in its discretion, waive this requirement if the sign cannot be reasonably maintained, the sign is not consistent with other laws, or the location of the sign would not provide a public purpose.

The project sign should be maintained from the start of construction until one year after closeout of the project.

The cost of the project sign is a reimbursable project cost and should be included in the materials category for the project budget.

BUILDING TODAY FOR A BETTER TOMORROW



**Department of
Environmental
Conservation**

Applicant Project Name

Funding for this project provided by a CWIA/EPF Water Quality Improvement Project Grant

Andrew M. Cuomo, Governor

Basil Seggos, Commissioner

Sign Specifications

- Size: Horizontal format 48" wide by 24" tall.
- Construction Materials: Aluminum blank sign boards with vinyl sheeting.
- Inserts: "Applicant" and "Project Name" indicate position, size and typography for specific project applicant and project names to be inserted.
- Color Scheme:
 - Background – PMS288C
 - "BUILDING TODAY FOR A BETTER TOMORROW" graphic:
 - Rectangular beam – PMS130C
 - Hooks – White
 - Text "BUILDING TODAY FOR" – PMS288C
 - Text "A BETTER TOMORROW" – White
 - NYS/DEC logo – White
 - "Funding for this project provided by a CWIA/EPF Water Quality Improvement Project Grant" graphic – PMS130C
 - "Andrew M. Cuomo, Governor" and "Basil Seggos, Commissioner" graphics – White
 - TEXT: Project Applicant and Project Name – White
- Type Specifications:
 - All type is Proxima Nova Bold, 180pt.
 - Format is: center each line of copy with title case capitalization.
- Production Notes: 48" wide x 24" tall aluminum blanks will be covered with vinyl sheeting for application of artwork. Artwork will be silk screened on this surface.
- Provided artwork has been sized to 49" x 25" to provide 0.5" bleed area to all edges for print production.
- Time Period: From start of Construction until 1 year after closeout of the project.
- Grant recipients must provide a project name and the local project sponsor to be inserted on the sign.