

Investing in America Signage Packet

This packet is designed to help projects that are required to comply with the Investing in America Signage requirement design a compliant and customized sign.

The packet contains four elements:

- Investing in America Term and Condition
- White House Investing in America Signage Guidelines
- EPA Logo Guidance
- DNR Logo Guidance

For more information, go to <https://dnr.wisconsin.gov/aid/BiSignage.html>

Investing in America Signage Required Term and Condition

1. Signage Requirements

a. Investing in America Emblem: The recipient will ensure that a sign is placed at construction sites supported in whole or in part by this award displaying the official Investing in America emblem and must identify the project as a “project funded by President Biden’s Bipartisan Infrastructure Law” or “project funded by President Biden’s Inflation Reduction Act” as applicable. The sign must be placed at construction sites in an easily visible location that can be directly linked to the work taking place and must be maintained in good condition throughout the construction period.

The recipient will ensure compliance with the guidelines and design specifications provided by EPA for using the official Investing in America emblem available at: <https://www.epa.gov/invest/investing-america-signage>.

b. Procuring Signs: Consistent with section 6002 of RCRA, 42 U.S.C. 6962, and 2 CFR 200.323, recipients are encouraged to use recycled or recovered materials when procuring signs. Signage costs are considered an allowable cost under this assistance agreement provided that the costs associated with signage are reasonable. Additionally, to increase public awareness of projects serving communities where English is not the predominant language, recipients are encouraged to translate the language on signs (excluding the official Investing in America emblem or EPA logo or seal) into the appropriate non-English language(s). The costs of such translation are allowable, provided the costs are reasonable.

2. Public or Media Events

EPA encourages the recipient to notify the EPA Project Officer listed in this award document of public or media events publicizing the accomplishment of significant events related to construction projects as a result of this agreement and provide the opportunity for attendance and participation by federal representatives with at least ten (10) working days’ notice.

The White House's Investing in America Signage Guidelines

The Investing in America Signage Guidelines details what is required on the signs and examples of compliant signs.

To download the Investing in America logo, go to <https://www.epa.gov/invest/investing-america-signage>. Scroll down to the Bipartisan Infrastructure Law Signs section.

INVESTING IN AMERICA

Investing In America Signage Guidelines

The Bipartisan Infrastructure Law

The CHIPS and Science Act

The Inflation Reduction Act

The American Rescue Plan



Guidelines for Logo Applications

The purpose of this document is to provide general guidelines for signs displayed at project sites for projects funded under the Bipartisan Infrastructure Law (also known as the Infrastructure Investment and Jobs Act), the CHIPS and Science Act, the Inflation Reduction Act, the American Rescue Plan, and other Federally-funded projects as appropriate. The first part of this document pertains to signs for Federally-funded projects that are not installed in the highway right-of-way. For highway signage guidance that is MUTCD compliant please see pages 13 and 14. For all other signs please start here. This document provides information about the Investing In America logo mark as well as how logos, marks and seals of states, cities, and counties can be incorporated into signage. Logos of contractors are not permitted on the signage. When logos are included in signage, the placement should conform to these brand guidelines.

Variations and Usage




There is one approved mark associated with the Investing In America logo. To preserve the integrity of the Investing In America logo mark, make sure to apply them correctly. Altering, distorting, or recreating the 'marks' in any way weakens 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 logo mark.

Primary Logo Mark

INVESTING IN AMERICA

Colors

The colors, graphics, and fonts used should conform to graphic standards.

COLOR	CMYK	RGB	HEX	PMS
 Blue	83, 48, 0, 48	22 / 68 / 132	#164484	PMS 7687 C
 Red	0, 100, 81, 0	255 / 0 / 49	#FF0031	PMS 185 C
 White	2, 2, 0, 3	242 / 244 / 248	#F2F4F8	Bright White

Logos



White background: logo in red and blue

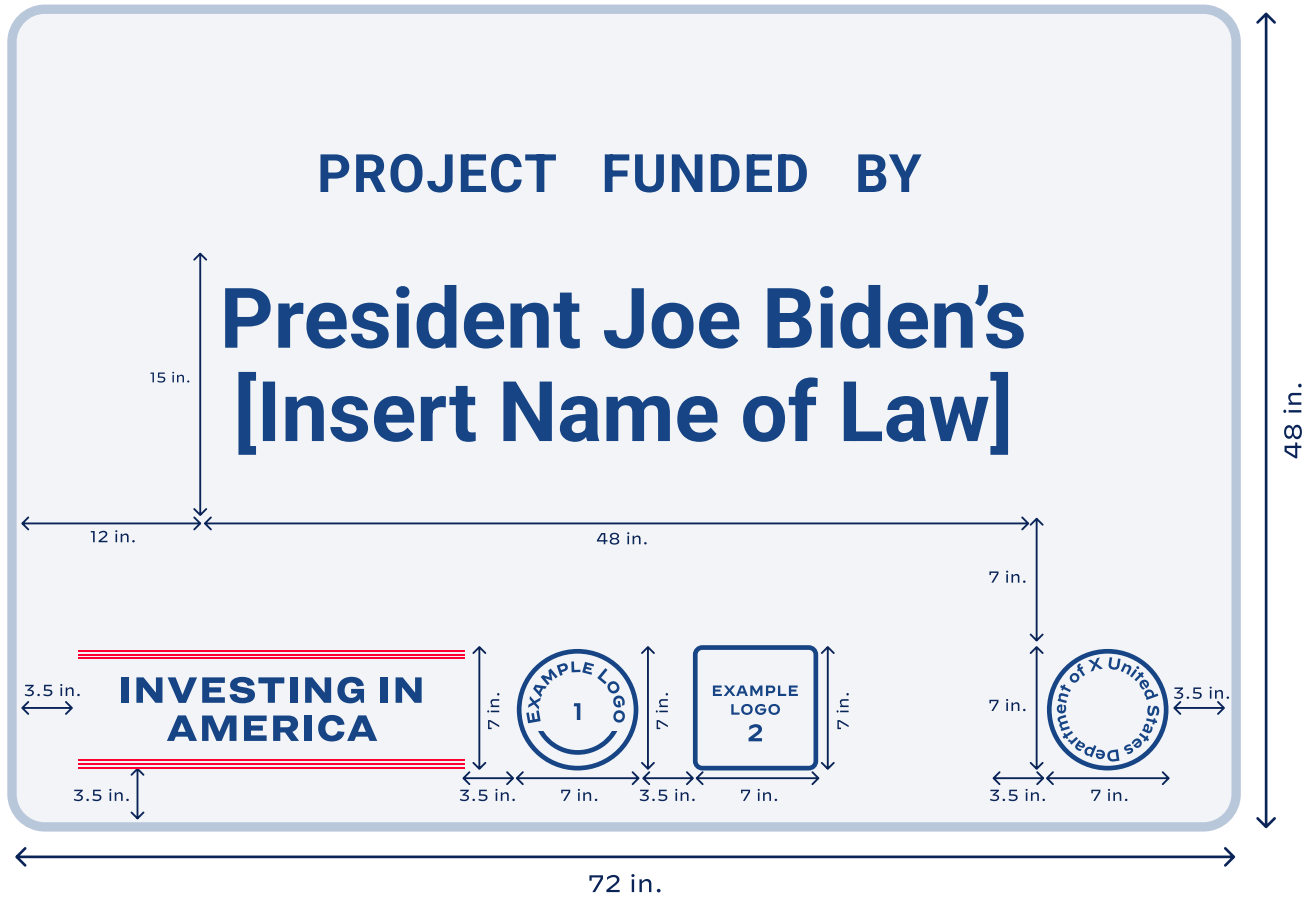


Gray background: logo in red and blue



Blue background: logo in all white

Investing In America General Guidelines for Logo Applications



Sign Colors

1. The Bipartisan Infrastructure Law



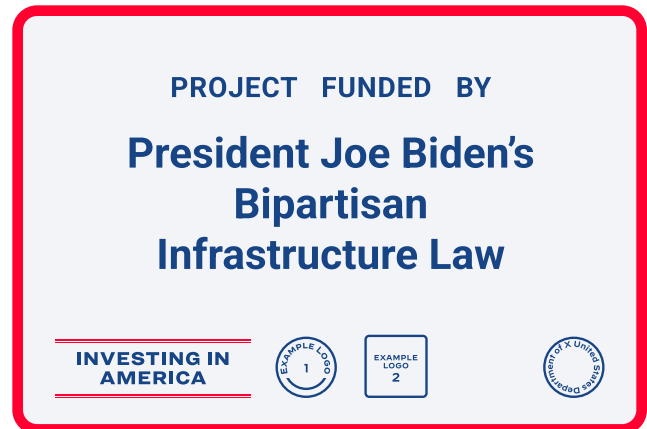
White



Gray



Blue



Red Border

State, City, and County Logo Variations



Square or Circular State Logo: 7x7 in.



Rectangular or Oval State Logo: **not** to exceed 17.5 x 7 in.

3 Logo Samples



Circular City Logo 7 x 7 in. State rectangular logo should **not** exceed 17.5 x7 in.



Rectangular State Logo: **not** to exceed 17.5 x 7 in.

2 Logo Samples

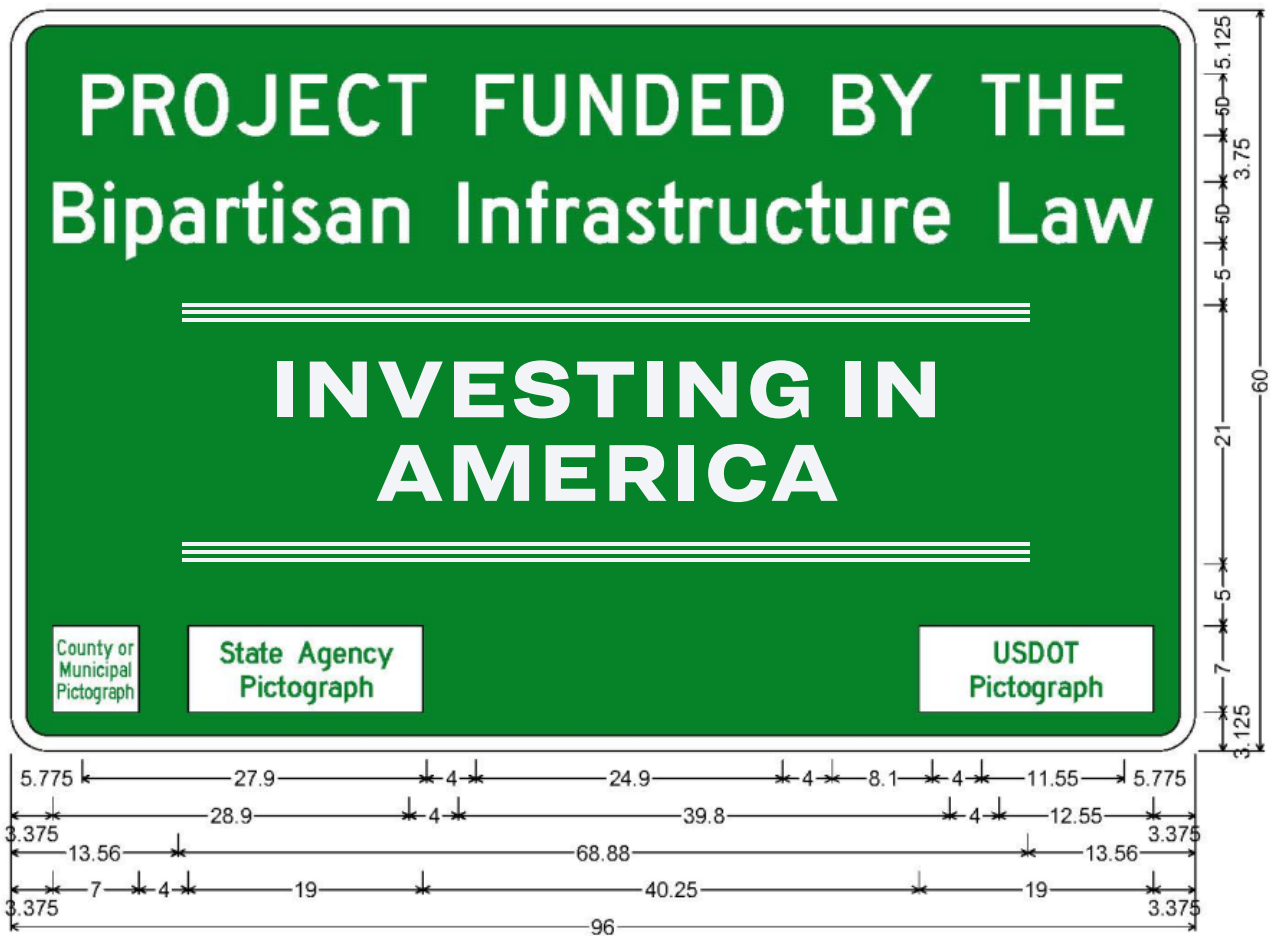


Circular State Logo: 7 x 7 in.

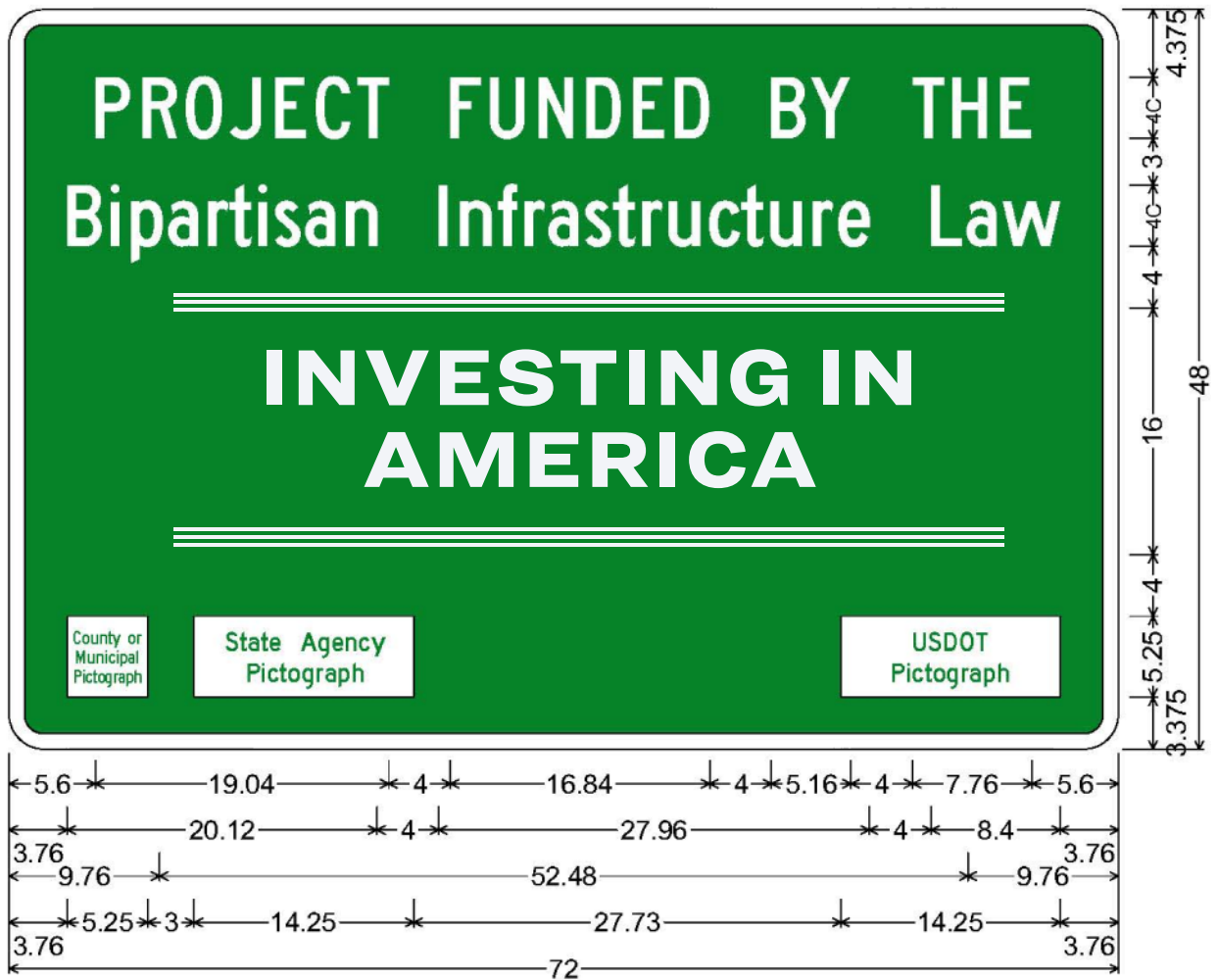


Rectangular State Logo: **not** to exceed 17.5 x 7 in.

Rules for Highway Right of Way Signage 8 Feet



Rules for Highway Right of Way Signage 6 Feet



EPA Logo Guidance

Go to <https://www.epa.gov/aboutepa/using-epa-seal-and-logo> to download EPA logos and find more guidance. When downloading the logos at the bottom of the page, it will prompt you for login information.

Username: epa

Password: graphics

As described on the next page, the EPA logo is the preferred identifier for signage purposes, in part because use of the EPA seal requires prior approval from the EPA. In the example signs above, the EPA logo would replace the U.S. Department of Transportation FTA logo.

EPA LOGO & SEAL SPECIFICATIONS FOR SIGNAGE PRODUCED BY EPA ASSISTANCE AGREEMENT RECIPIENTS

EPA's logo is a two-leaved flower, without stem, accompanied by the Agency's initials to the right. The EPA logo is the primary identifier for use on construction grant signage. Assistance agreement recipients are not required to receive EPA approval to use the EPA logo when used in accordance with the terms and conditions of their assistance agreement award.

The official seal of EPA is circular and is comprised of the two-leaved flower, with stem, encircled by the title UNITED STATES ENVIRONMENTAL PROTECTION AGENCY. The EPA seal may be used only when official comparable seals are used and the recipient has received prior written EPA approval.

It is important that the EPA logo and seal always be reproduced with consistent high quality. The seal and logo must remain intact and unchanged (for example, don't use the flower from the seal by itself). The logo and seal may only be displayed using either the standard color scheme or a single color that complements the background where it appears.

COLOR AND SPACING

- The entire logo and seal must appear in black, gray, or any uniform color or knock out white on a dark background. The flower and text may not be different colors. The flower itself may not contain more than one color. The seal can be monotone or full color, based on the rest of the seals that it's placed with.
- The relationship between the flower portion of the logo and Helvetica type should never be shifted or adjusted.



PREFERRED USE

Use the preferred presentation of the logo on products that do not have enough space for the full logo with text. It may also be used in the presence of other logos.



SIZE AND LOGO WITH OTHER LOGOS

It's important that all parts of the EPA logo be readable. The EPA logo should not be reproduced at sizes any smaller than 1.0" height on a sign. There are no maximum size restrictions as long as the clear space requirements are met. The logo should be made the same relative size as the other logos on the signage.



SIZE AND SEAL WITH OTHER SEALS

When there are multiple state or Federal seals/circular logos, the use of the EPA seal is appropriate with prior written EPA approval. The EPA seal should be the same size as the seals that accompany it and should be a minimum of 3 inches in height.



IMPROPER LOGO USAGE



DNR Logo Guidance

Go to <https://widnr.widencollective.com/c/6shqlmrx> to download DNR logos. Generally, the DNR Primary logo should be used on the sign.

LOGO

Primary Logo

The Primary logo consists of three green trees, blue sky and water, white clouds and lettering, a red W and black land and borders.



If monochrome printing is necessary, use one of the single-color versions. Use the all-black version over lighter backgrounds or the reverse all-white logo over dark backgrounds.



Alternate Applications



Social Media Avatars

Website and GovDelivery



WISCONSIN DEPARTMENT OF NATURAL RESOURCES



Small Web Applications



DNR Business Cards

Logo Colors



Rich Black
#030000
C=40 M=50 Y=60 K=100



Pantone 185 C
#EF3E42
C=0 M=91 Y=76 K=0



Pantone 305 C
#5CCA E8
C=56 M=0 Y=6 K=0



Pantone 347 C
#009A66
C=100 M=00 Y=76 K=9

Logo Guidelines



Do not use shadows, strokes or effects.



Do not stretch, skew or rotate the logo.



Do Not Recolor the logo



Do not alter the size, font or, relationship of the text.



Do not use the circular logo in one color.