



**FACT SHEET**  
**Broadband Technology Opportunities Program**  
**Recipient Guidance on Signage Requirements**

**Overview**

The purpose of this document is to provide guidance for satisfying the signage requirements placed on Broadband Technology Opportunities Program (BTOP) award recipients with construction projects. **In particular, recipients should focus on the bolded sections below that contain updated guidance.**

**Signage Requirements**

BTOP award recipients that have projects requiring "construction" are subject to a Special Award Condition that states: "The recipient is responsible for constructing, erecting, and maintaining in good condition throughout the construction period a sign(s) satisfactory to the NTIA that identifies the project and indicates that the project is Federally funded. The NTIA also may require that the recipient maintain a permanent plaque or sign at the project site with the same or similar information."

**Producing and displaying signage – and specifically displaying the Recovery Act logo on signage – is one of several ways to provide openness and transparency to the public about how Federal funds are being spent. However, in order to be "satisfactory to the NTIA," it is important that the costs associated with signage are reasonable and limited. This means that signs should not be produced or displayed if doing so results in unreasonable cost or expense. (See Frequently Asked Questions below).**

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 or Comprehensive Community Infrastructure (CCI) are subject to this signage requirement through the special award condition cited above. Some Public Computer Center (PCC) projects may be subject to this requirement through a special award condition to the extent they involve construction. Projects classified as Sustainable Broadband Adoption are not subject to this signage requirement.

To the extent that an award recipient must display signage, adherence to the following signage specifications is required by NTIA. 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**  
CONNECTING AMERICA'S COMMUNITIES

**BroadbandUSA Emblem**





### Summary: Recovery Act Logo Requirements

Recipients must meet the following minimum requirements when developing Recovery Act 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 is not permitted. 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](http://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

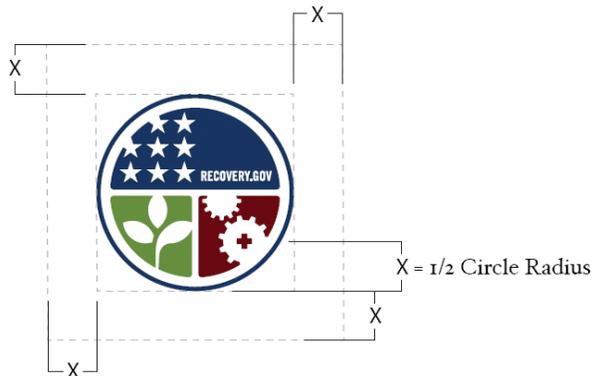
CONNECTING AMERICA'S COMMUNITIES

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 have 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 have 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. A grantee should not use the Department of Commerce's seal or NTIA's logo without written express permission from NTIA to do so.

Does NTIA require placement of signs at all construction sites?

Yes, provided that the costs associated with signage are reasonable and limited. Signs should not be produced or displayed if doing so results in unreasonable cost or expense. NTIA has determined that where construction is taking place in a remote area with few, if any, passersby, then the costs of producing a sign outweigh the benefits of displaying signage. For example, signs need not be posted at wireless towers unless they are within or adjacent to areas frequently accessed by passersby. Signs at construction projects should be placed where they are visible to passersby and to customers approaching the site. The recipient may also 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.

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. At the same time, costs associated with signage should be reasonable and limited. Signs should not be produced or displayed if doing so results in unreasonable cost or expense.

Do I need to document compliance with the signage requirements?

Yes. Recipients should maintain documentation of their compliance with the signage requirements set forth in their special award conditions, so that this documentation is available for audit purposes. This documentation should include a list of all construction sites, a description of where the signs are displayed, and cost information.

