

Funding Acknowledgement and Use of Logos for Nonpoint Source Projects

The Department of Environmental Quality (DEQ) Nonpoint Source (NPS) Program is a partner in hundreds of NPS pollution control projects. We appreciate being given credit as such in articles, interviews, and presentations about the projects in which we are partners, on project signage, and on project documents and outreach materials. In fact, acknowledgement of the funding source with a statement and/or logo(s) is required in some cases as described below. Your DEQ Project Administrator should be consulted about, and must approve prior to use, all acknowledgment statements and the use of all state and federal logos.

Acknowledgement in Text:

As a condition of federal Clean Water Act Section 319 funding, an acknowledgement statement must be included on all signs, documents, and announcements. These requirements also apply to State funded projects used to match federal funding. Logos of the funding agencies typically accompany an acknowledgement statement (see below).

Preferred statement for all documents, required on all Watershed Management Plans and other large reports:

Use the paragraph below in your final DEQ-approved document:

- Insert the federal agreement number and delete the brackets. (Ask your DEQ Project Administrator for the number).
- Insert your organization name and delete the brackets.
- Insert your project name and delete the brackets.

This NPS Pollution Control project has been funded wholly or in part through the Michigan Department of Environmental Quality's Nonpoint Source Program by the United States Environmental Protection Agency under assistance agreement [number] to [organization name] for the [project name] project. The contents of the document do not necessarily reflect the views and policies of the United States Environmental Protection Agency or the Department of Environmental Quality, nor does the mention of trade names or commercial products constitute endorsement or recommendation for use.

Alternate acknowledgement statement for space-limited documents such as flyers, brochures, posters, "slide" presentations, and announcements for conferences, workshops, demonstration days, or other events as part of the project:

Use the sentence below in your final DEQ-approved document:

This project has been funded wholly or in part through Michigan Department of Environmental Quality's Nonpoint Source Program by the United States Environmental Protection Agency.

Logos:

Logos convey the "corporate identity" of the organization and as such should remain intact and unchanged other than resizing (i.e., do not stretch, distort, add, or omit elements). Where more than one logo will be used they should be of a similar size and when possible appear on a single line. Information about the state and federal logos is below. The use of the USEPA logo on project-related signage is required under federal grant conditions. The DEQ logo would typically also be included. In addition to the USEPA and DEQ logos the NPS Program logo might also be considered.

- USEPA logo and use: <http://www2.epa.gov/stylebook/using-epa-seal-and-logo>
- DEQ logo: Versions of the DEQ logo are available from your Project Administrator in either a black or white base color and with or without "STATE OF MICHIGAN" and "DEPARTMENT OF ENVIRONMENTAL QUALITY" as surrounding text. The DEQ logo should not be produced in any colors except black and white.

- An optional NPS Program logo is available from your DEQ Project Administrator.



Signage:

Construction Sites:

As a condition of Section 319 funding, signage is required at all construction sites easily viewable by the general public. These requirements also apply to state-funded projects used to match federal funding.

- Signs must display appropriate logos and include the “alternate acknowledgement statement” above.
- Signs will be of professional quality and follow “USEPA logo and seal specifications for signage” (see link below).
- Signs must be placed in a visible location that can be directly linked to the work taking place and must be maintained in good condition throughout the construction period.

Reasonable signage costs are eligible for grant reimbursement or for use as match.

Outreach/Educational Signs:

As a condition of Section 319 funding, informational signage installed as an outreach component must follow the following guidance. These requirements also apply to state-funded projects used to match federal funding.

- Signs must display appropriate logos and include the “alternate acknowledgement statement” above.
- Signs will be of professional quality and follow “USEPA logo and seal specifications for signage” (see link below).
- Signs must be placed in a visible location and must be maintained in good condition.

Reasonable signage costs are eligible for grant reimbursement or for use as match. The National Parks Service, Harpers Ferry Center, has produced an excellent guide book on informational signage or “Wayside Exhibits” that is available free of charge (<http://www.nps.gov/hfc/products/waysides/>). The National Parks Service guidance is included here as an example of high quality signs in terms of both content and structure.

- Guidance for Use of USEPA logo on signs:
http://www.epa.gov/ogd/tc/epa_logo_seal_specifications_for_infrastructure_grants.pdf

Limited English Proficiency Communities:

To increase public awareness of projects serving communities where English is not the predominant language, federal guidance encourages recipients to include in their projects communication in non-English languages. Translation costs for this purpose are allowable, provided the costs are reasonable.