



# SAN FRANCISCO BAY

## RESTORATION AUTHORITY

## Guidance for San Francisco Bay Restoration Authority Acknowledgement and Signage

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### Introduction

As part of a grant agreement with the San Francisco Bay Restoration Authority (the Authority), we require that grantees publicly acknowledge the Authority’s funding for their project and/or program.

The Authority’s Measure AA funding comes from a voter-approved parcel tax; it is critical that taxpayers see how their \$12/year are being spent for the benefit of our region. Signage and publicity helps demonstrate impact of Measure AA grants to the taxpayers that fund it, and voters that supported it.

As we move forward, the Authority hopes additional funding measures will augment the Measure AA funds and we will have multiple funding streams to allocate to projects. To that end, we have created a Source of Funds logo for Measure AA that should be used on signage for projects funded by the 2016’s Measure AA. In the future, there may be additional logos to acknowledge the different sources of funds.

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## Acknowledgement Plans

Prior to beginning the project, grantees must submit a plan to their Project Manager for acknowledgment of Authority support and, in the case of capital projects, the installation of signs at the project site.

For both capital and programmatic projects, the grantee should mention the Authority’s support in its project-related press releases, contacts with the media, social media postings, and on its website. Acknowledgement can come in many forms. Below are some suggestions, and we welcome new ideas or questions.

- Describe the Authority’s involvement and link to the Authority’s website ([sfbayrestore.org](http://sfbayrestore.org)) on your website and/or project webpage.
- Include the Authority’s logo on your website and/or project webpage.
- Acknowledge the Measure AA funding and include the Authority’s boilerplate ([below](#)) in press releases or media materials.
- Mention the Authority’s support in media interviews.
- Include the Authority’s logo on project signs, interpretive signage or materials produced for your project (typically required in construction and acquisition projects) (see [Logo and Signage Guidance section below](#)).
- Tag us and link to us on social media, particularly when talking about the project funded by an Authority grant. The Authority’s accounts are:
  - o Facebook - <https://www.facebook.com/BayRestorationAuthority/>
  - o Twitter - <https://twitter.com/SFBayRestore>
- Mention the Authority’s support for your program in newsletters/email updates to your stakeholders and subscribers.
- Acknowledge the Authority’s funding verbally during events.

- Invite your SCC grant manager to your events to attend or to table.
- Request brochures from us to hand out at events.
- Note the Authority's funding in project documentation and reports.
- Mention the Authority's support in Annual Reports.

Please submit your Plan for Acknowledgement with your Work Plan to your Grant Manager. When submitting your Plan for Acknowledgement, please describe which of the tactics above you intend to employ, or explain other channels you propose to use.

### Messages

It is sufficient to simply state that your project received funding from 2016's Measure AA, the clean and healthy bay measure, through the San Francisco Bay Restoration Authority, but we welcome further description of the Authority's assistance or any technical expertise or non-financial support that was provided by the Authority. We hope to foster a greater understanding of the Authority's work through your acknowledgement.

### Boilerplate

The San Francisco Bay Restoration Authority is a regional agency that funds projects that restore, protect and enhance the wetlands and wildlife habitat in the San Francisco Bay and its shoreline.

### Photo Release

We encourage grantees to share photographs and other media demonstrating the benefits of Authority grants with us. Please note that unless otherwise stated, photographs and other media (including photographs of children and other vulnerable populations) shared with the Authority may be used for publicity and education by the Authority. Grantees should consider issues of copyright, consent, and privacy before sharing media with the Authority.

## Logo and Signage Guidance

### Source of Funds Logo

All capital projects funded by the Restoration Authority must include a posted sign during construction and a permanent sign at project completion acknowledging the Authority and the funding source. To minimize sign clutter, the Authority has created a single Source of Funds logo that incorporates both elements:



*Source of Funds Logo: Measure AA*

### Purpose

Installation of signs at all project sites is required to raise the profile of the Authority and reflect back to the public how the funds raised by regional measures and future funding vehicles are being spent to benefit their region.

### Types of Signs

#### 1) Sign posted during construction

For capital projects, a sign is required during construction that includes the Source of Funds logo.

#### 2) Signs Posted Upon Completion

All grantees are required to post a permanent sign at the project site. The sign must be available for the final inspection of the project. All signs must include the Source of Funds logo.

There is no minimum or maximum size for the sign.

## Language for Signs

It is not required to include text in addition to the logo but, if appropriate, signs should include the language below:

*Funded by the San Francisco Bay Restoration Authority, for a clean and healthy bay.*

The sign may also include the names (and/or logos) of other partners, organizations, individuals and elected representatives as deemed appropriate by those involved in the project.

## Authority Logos

All signs will contain a Source of Funds logo.



*Source of Funds Logo: Measure AA*

The logo is available in multiple formats from your Project Manager. The logo must be mounted in an area to maximize visibility and durability. Ideally, the logo will be printed in full color, but B&W versions are available.

If appropriate, the Authority Universal logo can be used in addition to, or instead of the Source of Funds logo. Please check with your Project Manager if you would like to use the Universal logo. This logo is available in Stacked or Banner format.



*Authority Universal Logo – Stacked*



*Authority Universal Logo - Banner*

## Sign Construction

All materials used should be durable and resistant to the elements and graffiti. The California Department of Parks and Recreation and California Department of Transportation standards can be used as a guide for gauge of metal, quality of paints used, mounting specifications, etc.

## Sign Cost

The cost of the sign(s) is an eligible project cost.

## Appropriateness of Signs

For projects where the required sign may be out of place or where affected by local sign ordinances, the Project Officer/Grants Administrator in consultation with the Grantee may authorize a sign that is appropriate to the project in question.

## Exclusions

Archaeological sites are excluded from the sign requirement.

## Signs on State Highways

Signs placed within the state highway right-of-way may require a Caltrans encroachment permit. Contact your local Caltrans District Office early in the planning phases for more information.

## Logo on websites

If a project has a website of its own, or a page within a partner's website, grantees should consider including the Authority Universal logo and/or the Source of Funds logo on that site/page.

## Authority Review and Approval

Grantees should consult with their Authority project manager on sign designs before finalizing.

# Basic Design Guidelines

## Logo Descriptions

The logos of the San Francisco Bay Restoration Authority and the Source of Funds logo for Measure AA consist of a symbol and logotype, and they are always used together.

## Incorrect Logo Usage

1. Do not modify the symbol on the Authority Universal logo or Source of Funds logo.
2. Do not alter the size relationship of the symbol and the logotype.
4. Do not use the logo at a size smaller than one inch wide.

Digital formats of the logo are available from the Authority's Communications Director, Taylor Samuelson, at (510) 286-4182 or [taylor.samuelson@scc.ca.gov](mailto:taylor.samuelson@scc.ca.gov).

**Any use of the Authority's name and logo on signs must be approved in advance by the Authority.**

[For more information](#)

Please contact the Authority's Public Information Officer Taylor Samuelson on [taylor.samuelson@scc.ca.gov](mailto:taylor.samuelson@scc.ca.gov) or 510-286-4182, or your Grant Manager if you have any questions.