
INVESTING IN AMERICA

Grant Recipient Guidance on Project Signage



U.S. Department of Commerce
National Telecommunications and Information Administration

Overview

The purpose of this document is to provide guidance on signage for NTIA’s Bipartisan Infrastructure Law (BIL)-funded activities under the following programs: the Broadband, Equity, Access and Deployment (BEAD) Program; the Digital Equity (DE) Capacity and Competitive Grant programs; the Enabling Middle Mile Broadband Infrastructure Program (MM), and the second round of the Tribal Broadband Connectivity Program (TBCP 2.0).

Signage Requirements

On February 24, 2023, the Executive Office of the President, through the Office of Management and Budget released [Controller Alert \(CA\)-23-6, Enhancing Transparency Through Use of the Investing in America Emblem on Signs](#). The purpose of CA-23-6 is to suggest strategies, including the use of public signage, to increase the transparency of activities funded in whole or in part by BIL, as well as other recent legislation.

Per the specific terms and conditions of each BIL program, all BIL-funded construction activities are required or will be required to include signage that identifies that the project is funded with federal funds. For all non-construction activities, the use of signage is highly encouraged. Please refer to the terms and conditions of a specific award to determine what signage requirements apply.

This signage guidance document will clearly link the National Telecommunication and Information Administration’s (NTIA) broadband programs to the “Investing in America” brand and promote consistent messaging across other programs. Furthermore, a signage guidance document will help reinforce the scale and scope of the “Investing in America” programs as they include not only BIL, but additional, recent, large Federal investments in infrastructure. Examples of these signs are available in **Figure 1**.

Figure 1: Signage Examples



Summary: Investing in America Logo Requirements

Recipients must meet the following minimum requirements when developing Investing in America display signage for related program-funded construction sites:

- Recipients must use the signage template in **Figure 1**;
- The sign must be at least six inches or larger in diameter;
- Recipients must not change the proportions of the sign;
- If using a color sign, use the colors specified in the Information and Tools section;
- Always leave clear space surrounding the logos on the sign equal to half of the logo’s radius; and
- A licensing agreement for the use of NTIA logos will be necessary in advance of recipients’ posting of the required signage. Recipients must contact their Federal Program Officer to initiate this process.

Information and Tools

When posting signage, recipients must use the Investing in America logo or “marks” shown on page one. Remember the following when using the logos:

- Provide this fact sheet to your graphic designer or signage vendor. The details and tools provided here should provide everything needed to use the logos correctly.
- Altering, distorting, or recreating the logos 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

- Logo artwork is available in the linked website [here](#).
- Note that aspect ratios of the overall sign should follow logo ratios.
- Do not alter, distort, or recreate the logos in any way.

Color Specifications

- Use the exact colors listed in **Table 1** below when reproducing the logo in full color. CMYK values are used for print publications and RBG and HEX# values are used for on-screen applications.
- Do not change the colors in either logo or use screens or tints of any color in any part of the logo.

Table 1: Color Specifications

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

Clear Space

Primary Logo

- Always leave blank space surrounding the logo equal to 3.5 inches.

Background

- Always leave the background clear and do not overlap any design elements onto it.

Additional Guidance

Where should Grantees place a sign?

For BEAD-funded construction activities, Middle Mile activities, and TBCP 2.0 construction activities, signs must be placed at the project area location, provided that the costs associated with signage are reasonable and limited. (These terms will be incorporated into the TBCP 2.0 awards.) 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. A sign can be placed at any location along the construction project site, as long as it is visible to passersby and to customers approaching the site.

For non-construction activities, BEAD grantees are encouraged to use signage and public acknowledgements in published and other collateral materials (e.g. press releases, marketing materials, webpages, plaques). Such signage may be placed at a reasonable location determined by the Grantee.

NTIA intends to include a signage term in all DE Capacity awards, DE Competitive awards, and TBCP 2.0 awards (that include non-construction activities). This term will encourage signage and indicate that such signs be placed at a reasonable location determined by the Grantee.

Who is responsible for managing subgrantee signage?

The grantee is responsible for incorporating the relevant construction and/or non-construction signage terms into any subgrant and for monitoring subgrantee compliance, as with any term of the subgrant agreement. NTIA reserves the right to spot-check compliance at any time.

How long must signs be posted?

Signs must be placed for the duration of the grant funded construction activity, rather than the period of performance for the grant. Signs must be kept in good repair and replaced or repaired if damaged during the duration of the activity construction. Signs must be removed promptly at the conclusion of the grant funded construction activity.

Do activities need signs only if they meet a certain funding amount threshold?

No. All BIL-funded construction activities, no matter the amount of funding involved, will require signage.

Does NTIA have requirements regarding signage size?

NTIA does not specify sign size but does require that the Investing in America Logo must be at least six inches on its longest side.

Does NTIA have requirements regarding placement of the Investing in America logo on signage OR the overall design of signage?

Grantees may adapt placement of the logos and may design signs to be suitable to the specific activity 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 Investing in America logo.

Am I required to use the NTIA logo on signage?

Yes, grantees must use the NTIA logos on all signage. A grantee may not use NTIA’s logo until it has signed the license agreement.

Can signage costs be paid for with grant funds?

The cost of producing signage and displaying Investing in America logos is an eligible project administration cost in BIL program grants; provided, that the costs associated with signage are reasonable. Please contact your assigned Federal Program Officer with any questions regarding the reasonableness of grant costs.

Do I need to document compliance with the signage requirements?

Yes. Recipients using signage must maintain documentation of their compliance with the signage requirements set forth in their special award conditions, which is subject to audit. This documentation should include a list of all construction sites, a description of where the signs are displayed, and cost information.

Grantees should be prepared to respond to NTIA questions and/or demonstrate signage requirement compliance during monitoring activities or through NTIA reporting requirements.