



SIGN GUIDANCE

State Revolving Fund in combination with the Bipartisan Infrastructure Law



The following guidance is designed for projects with combination funding from the New Hampshire State Revolving Fund (SRF) and from the Bipartisan Infrastructure Law (BIL). Projects funded through federal programs are required to display signage at construction sites to increase transparency and make the effectiveness of Government efforts to rebuild the Nation's infrastructure visible to the public.

BIL Signage Terms and Conditions Apply to:

- Construction projects that receive additional subsidization made available by BIL general supplemental capitalization grants.
- All construction projects funded with BIL Emerging Contaminants capitalization grants.
- All construction projects funded with BIL Lead Service Line replacement capitalization grants.

Required Content

(see Template SRF and BIL Combination Sign)

Yellow banner heading

Drinking Water SRF (DWSRF) projects should use the phrasing "Water Supply Project."

If Combined with Clean Water SRF (CWSRF), use the phrasing "Water Supply and Pollution Control Project."

Project Numbers by Funding Source

List the identifying project numbers assigned by each funding source. Project numbers should be listed in order of Federal, State, Regional/County, Town, and other programs.

Name of Project

The name of the project should be prominent.

Other Content

Name of facility (public water supplier).

Name of community, town, or district.

Naming funding sources and Logos

(see [Logos and Color](#))

In naming the various funding sources involved with the project, list programs in order of Federal, State, Regional/County, Town, and other programs. For example, all the drinking water infrastructure funding sources available through NHDES would be listed in the following order:

1. Bipartisan Infrastructure Law
2. American Rescue Plan Act of 2021
3. NHDES State Revolving Fund: specify whether funded through Clean Water SRF, Drinking Water SRF, or both.
4. PFAS Remediation Loan Fund
5. Drinking Water and Groundwater Trust Fund

Logos should be aligned along the bottom length of the sign and placed in order of Federal, State, Regional/County, Town, and other programs.

Logos are for funding sources only. Contractor logos are not permitted on the signage.

Logos should be no taller than 7in and spaced 3.5in apart.

The paragraphs below detail any specific requirements according to each program.

Bipartisan Infrastructure Law (BIL)

“Project funded by President Biden’s Bipartisan Infrastructure Law.” This phrasing should be at the top of the list of named funding sources for the project. If space allows, this phrase should be 15in tall.

The Investing in America emblem should be first in order of logos and the most prominent.

American Rescue Plan Act (ARPA)

Use the program name “American Rescue Plan Act of 2021” if used as a funding source.

No required logo

NHDES State Revolving Fund (SRF)

List NHDES Drinking Water State Revolving Fund as a funding source.

If combined with Clean Water SRF, the program names can be combined as “Clean Water and Drinking Water State Revolving Fund.”

The Environmental Protection Agency’s logo should be listed second in order. The EPA logo must not be displayed in a manner that implies that EPA itself is conducting the project. Instead, the EPA logo must be accompanied by a statement indicating that the recipient received financial assistance from EPA for the project.

The New Hampshire Department of Environmental Services logo should be listed third if there are no additional federal funding programs with required logos.

PFAS Remediation Loan Fund (PFAS RLF)

List PFAS Remediation Loan Fund if used as a funding source.

No required logo.

Drinking Water and Groundwater Trust Fund (DWGTF)

List the Drinking Water and Groundwater Trust Fund if used as a funding source.

Include the DWGTF logo.

Sign Requirements

Sign design must be approved by NHDES before being implemented.

Signage displayed on construction sites should be displayed throughout the construction phase of the project in an easily visible location that can be directly linked to the work taking place and be maintained in good condition throughout the construction period.

Costs associated with signage must be reasonable and limited.

See (Template SRF and BIL Combination Sign) for an example of how to integrate SRF and BIL sign requirements.

Sign Dimensions

96in x 48in.

Exceptions to the 96in length requirement may be granted by NHDES when the required dimensions would incur excessive costs.

Sign Material

¾” high-density overlay plywood signboard or other approval material suitable for signs.

Provide 4in x 4in sign-posts or other adequate supports to mount sign at approved location.

Miter edge at all corners.

Formatting

Margins: 3.5in.

Logos should be no taller than 7in.

Posters, Flyers, and other Publications

Projects may design and distribute posters, flyers, and other communications to educate the public where large signage isn't practical or would not reach a wide audience of community members.

All publications must contain all content outlined in [Required Content](#) as well as a brief description of the project and of the water quality benefits the project will achieve.

All publication formats must be approved by NHDES before use.

Posters and Brochures

(see [Template SRF and BIL Combination Poster](#))

Posters or brochures must be placed in a public location that is accessible to a wide audience of community members.

Given the low cost of printing multiple copies, projects can explore options for displaying these publications in several visible locations simultaneously to achieve the overall objective of reaching a broad audience.

Newsletter, Periodical, or Press Release

When there is no suitable public space or where advertisement through signage is unlikely to reach community members effectively, projects can advertise in a community newsletter or similar periodical.

If projects decide on a public or media event to publicize the accomplishment of significant events related to construction, EPA must be provided with at least 10 working days' notice of the event and provided the opportunity to attend or participate in the event.

Online and Social Media

Online publications may appear on the community or facility website, if available.

Online notices to social media platforms such as Facebook or Twitter may be appropriate for sites where physical signage would not be visible to a wide audience or where the community's website is a well-recognized source of information for residents.



Further Resources

- Read the full guidance on [Investing in America project construction signs](#).
- Read the full guidance on [State Revolving Fund construction signs](#).
- Logos are available by contacting NHDES at DWSRF@des.nh.gov.

Logos and Color





DWSRF and CWSRF Banner

WATER SUPPLY AND POLLUTION CONTROL PROJECT

	Color	CMYK	RGB	HEX
	Yellow	0, 0, 75, 0	255 / 255 / 65	#FFFF41
	Blue	83, 48, 0, 48	22 / 68 / 132	#164484




Investing in America Emblem

INVESTING IN AMERICA

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



Environmental Protection Agency Logo



	Color	CMYK	RGB	HEX
	Blue	78, 40, 0, 0	55 / 153 / 255	#3799FF
	Blue, text and water	100, 56, 0, 29	0 / 80 / 180	#0050B4
	Green	100, 0, 78, 20	0 / 204 / 44	#00CC2C

NH Department of Environmental Services Logo





	Color	CMYK	RGB	HEX
	Blue	67, 67, 0, 40	51 / 51 / 153	#333399
	Green	50, 0, 50, 60	51 / 102 / 51	#336633

Additional Funding program logos




US Department of Agriculture Logo, Rural Development



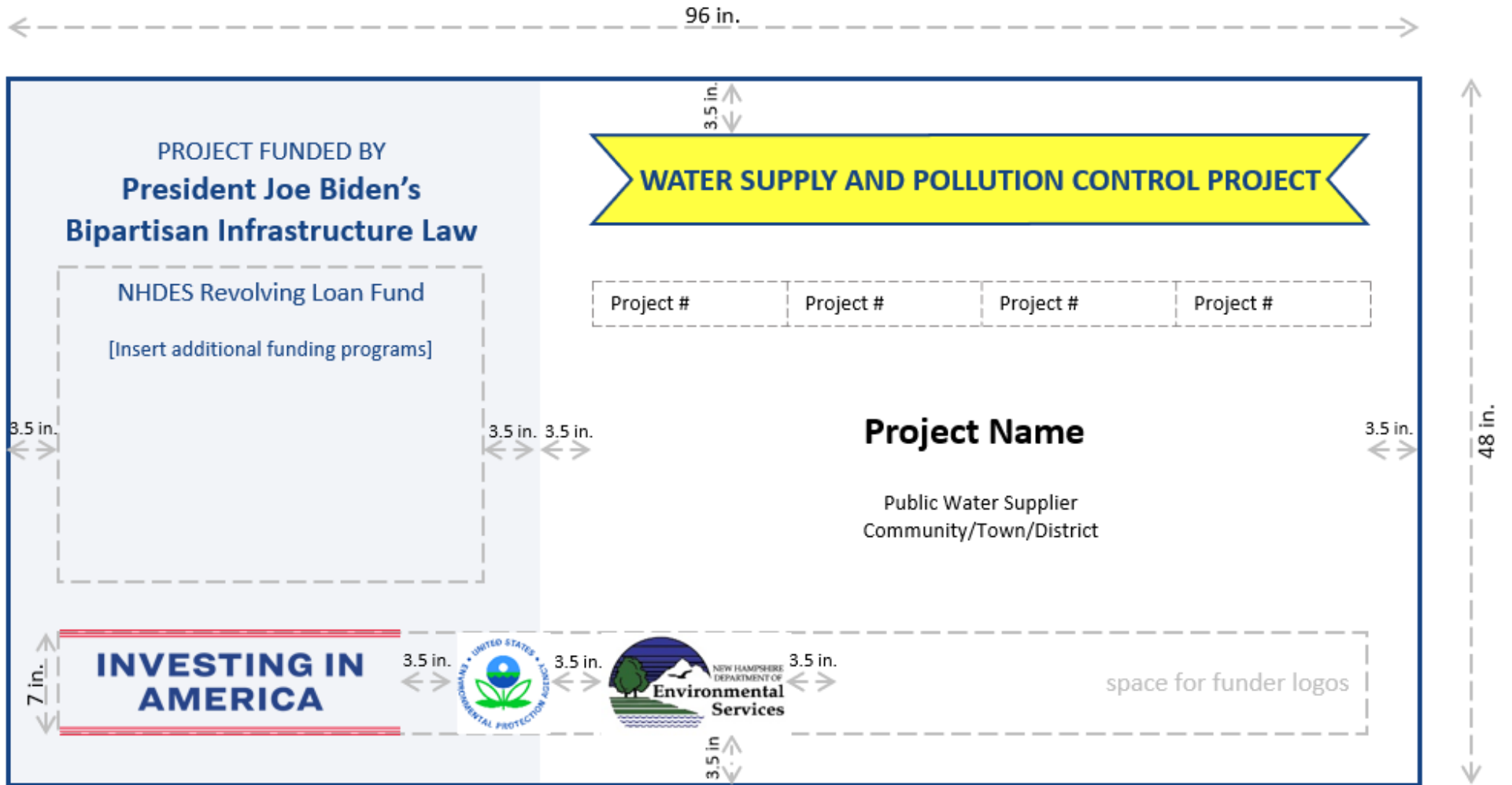
	Color	CMYK	RGB	HEX
	Blue	100, 62, 0, 55	0 / 44 / 115	#002C73
	Green	85, 0, 26, 67	13 / 85 / 63	#0D553F

NH Drinking Water and Groundwater Trust Fund Logo



	Color	CMYK	RGB	HEX
	Light blue	60, 31, 0, 22	80 / 138 / 200	#508AC8
	Blue	76, 61, 0, 41	36 / 59 / 151	#243B97
	Dark blue	66, 55, 0, 60	35 / 46 / 102	#232E66

Template SRF and BIL Combination Sign



NOTE: The dashed border around funding programs, project numbers, and logos do not need to be included in the final sign design. The dashed borders are only to demonstrate where the content should be placed.

Template SRF and BIL Combination Poster

0.5in

PROJECT FUNDED BY

**President Joe Biden's
Bipartisan Infrastructure Law**

NHDES State Revolving Loan Fund
[insert additional funding programs]



WATER SUPPLY AND POLLUTION CONTROL PROJECT

Project Name

Project #	Project #	Project #	Project #
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**Public Water Supplier
Community/Town/District**

Construction of upgrades and improvements to the **Name of Facility, Project Location** were financed by the Drinking Water State Revolving Fund (DWSRF). The DWSRF program is administered by the NH Department of Environmental Services with joint funding from the U.S. Environmental Protection Agency. This project will **description of project** and will provide water quality benefits **details specifying particular benefits** for community residents and businesses in and near **name of town/city to benefit from project**. DWSRF programs operate around the country to provide states and communities the resources necessary to maintain and improve the infrastructure that protects our valuable water resources nationwide.

INVESTING IN AMERICA		
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0.5 in

8.5 in.

11 in.

NOTE: The text in red is a placeholder to customize the poster to each project. The final text does not need to be red.