



SIGN GUIDANCE

Drinking Water and Groundwater Bureau
Drinking Water State Revolving Fund (DWSRF)



The following guidance is designed for projects with funding from the New Hampshire Drinking Water State Revolving Fund (DWSRF).

The Environmental Protection Agency requires that projects funded through federal programs such as the State Revolving Loan Fund (SRF) are required to display signage at construction sites to increase transparency and make the effectiveness of SRF funding visible to the public.

Projects accessing multiple funding sources will design a sign that satisfies all funder's particular signage requirements. Guidance on how to blend the most commonly used funding sources is available at the [NHDES DWSRF website](#).

1. Required Content

See Template SRF Sign

Yellow banner heading

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

Project Numbers by Funding Source

List the project identifier number assigned by NHDES. If listing other funding sources, 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.

Loan amount.

2 Naming funding sources and Logos

See [Logos and Color](#)

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

If listing other funding sources, 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 at the top 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.

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.

Logos are available by contacting NHDES at DWSRF@des.nh.gov.

3 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.

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.

4 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 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.

5 Logos and Color




DWSRF Banner



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



Environmental Protection Agency Logo



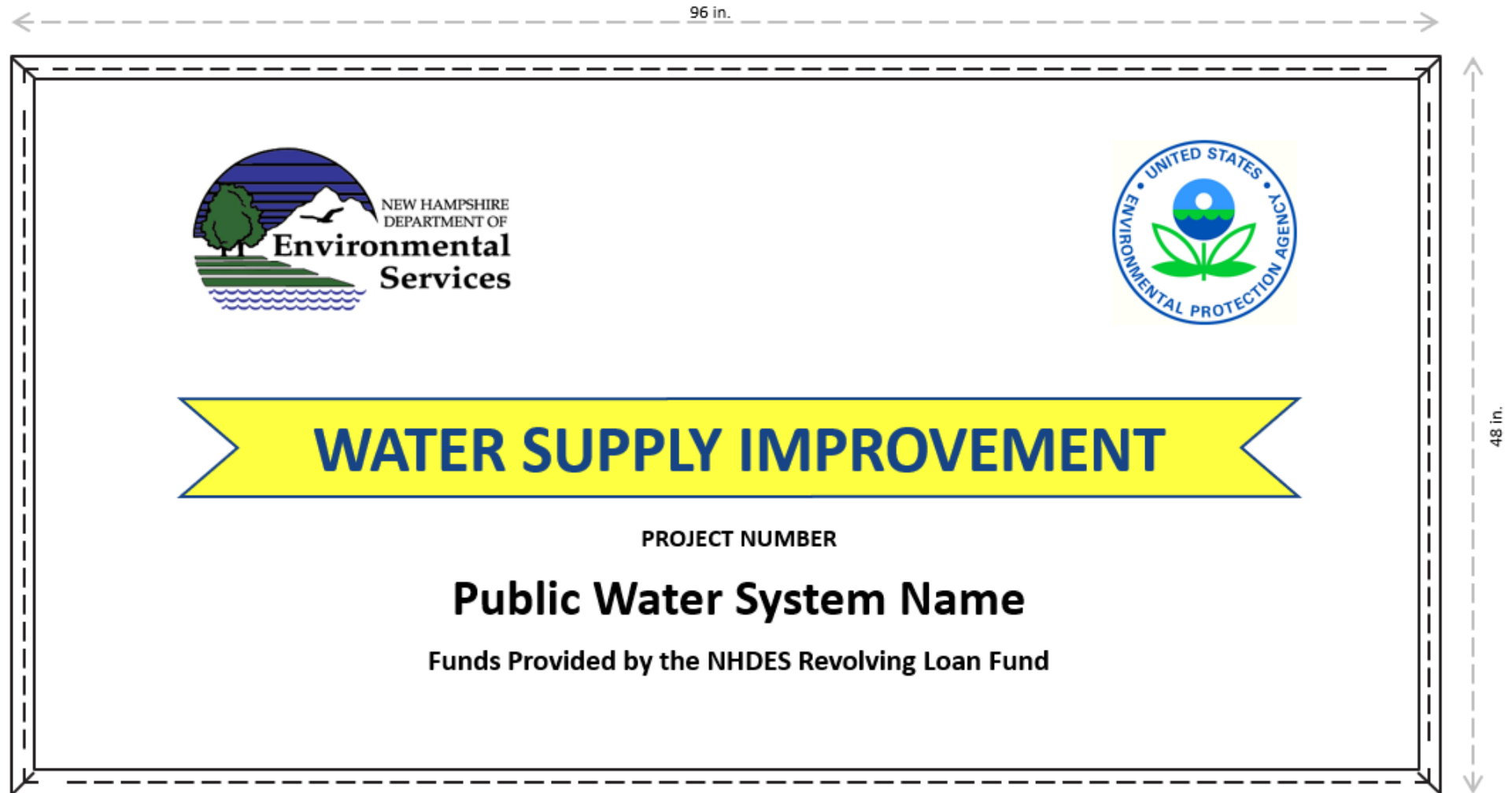
	Color	CMYK	RGB	HEX
	Blue	78, 40, 0, 0	55 / 153 / 255	#3799FF
	Blue, text and water	100, 56, 0, 29	0 / 80 / 180	#0050B4
	Green	100, 0, 78, 20	0 / 204 / 44	#00CC2C

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

6 Template SRF Sign

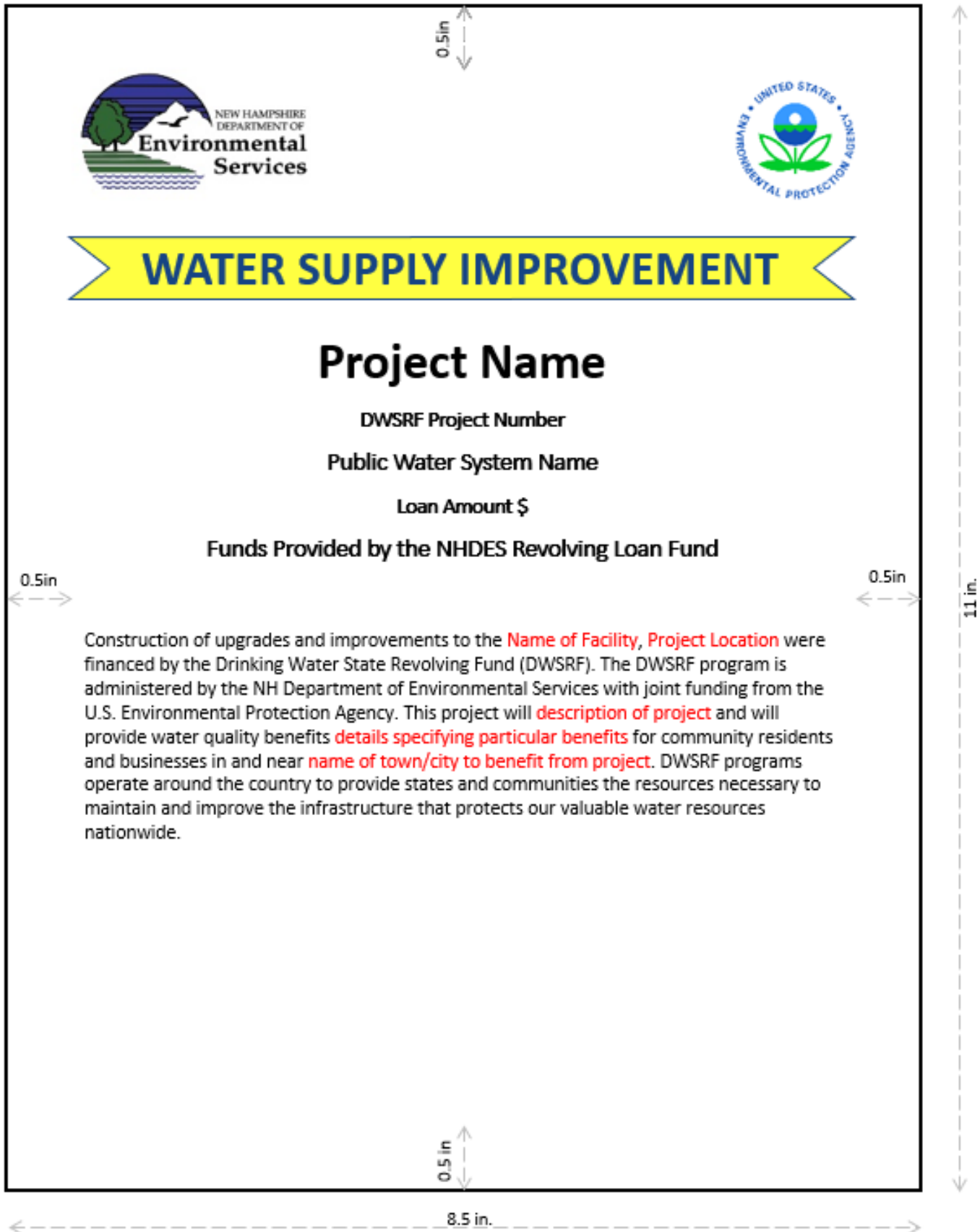


Miter edge at all corners

Left border is determined using longest line centered on the sign providing equal borders.


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.

7 Template SRF Poster




The poster template features a white background with a black border. At the top left is the New Hampshire Department of Environmental Services logo, and at the top right is the United States Environmental Protection Agency logo. A yellow banner with a blue border contains the text "WATER SUPPLY IMPROVEMENT" in blue. Below the banner, the text "Project Name" is centered in a large, bold, black font. Underneath, the following fields are listed in a smaller, bold, black font: "DWSRF Project Number", "Public Water System Name", "Loan Amount \$", and "Funds Provided by the NHDES Revolving Loan Fund". A paragraph of text follows, with several words in red to indicate placeholders: "Name of Facility", "Project Location", "description of project", and "name of town/city to benefit from project". Dimensions are indicated by dashed lines with arrows: 0.5 in. for the top and bottom margins, 0.5 in. for the left and right margins, 8.5 in. for the total width, and 11 in. for the total height.

0.5in



NEW HAMPSHIRE
DEPARTMENT OF
**Environmental
Services**



UNITED STATES
ENVIRONMENTAL PROTECTION AGENCY

WATER SUPPLY IMPROVEMENT

Project Name

DWSRF Project Number

Public Water System Name

Loan Amount \$

Funds Provided by the NHDES Revolving Loan Fund

0.5in

0.5in

11 in.

0.5 in

8.5 in.

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.

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