



**US Army Corps
of Engineers®**

ENGINEERING AND CONSTRUCTION BULLETIN

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Subject: USACE Construction Project Signs for American Recovery and Reinvestment Act (ARRA)-Funded Design, Construction, and Rehabilitation Project for Military Programs, Civil Works, and Interagency Projects

Applicability: Directive

1. The purpose of this Engineering and Construction Bulletin (ECB) is to provide direction and guidelines regarding use of a newly-designed ARRA emblem for construction projects funded by the ARRA.
2. USACE policy to include guidelines on fabricating, locating, and mounting construction project signs is provided in Engineer Pamphlet (EP) 310-1-6a (Sign Standards Manual, VOL 1, Section 16), dated 1 June 06. The guidelines for accomplishing ARRA-financed construction projects now include a requirement to add an ARRA emblem to construction project signs for projects financed by ARRA funds. Accordingly, our graphic format guidance on page 16-2 of EP 310-1-6a is modified to incorporate the new ARRA logo on construction project signs for ARRA-financed projects. The proper incorporation of the new ARRA logo in the standard USACE construction project signage is illustrated in the attached construction project sign graphic guideline. Mr. James "Toby" Wilson of the USACE CADD Center is preparing a CADD file that will incorporate this ARRA logo in the standard USACE construction project signage graphic. The CADD file will be released as soon as it is available.
3. Directions. Effective upon receipt of the ECB, all subsequent projects that are financed in whole or in part by ARRA funds will display signage that features the ARRA logo as part of the overall USACE construction project signage. Construction projects may use either a "stand-alone" sign with the ARRA logo, or may incorporate the ARRA logo into the standard construction project identification sign, as shown in the attachments. Engineering and construction project specification writers are responsible to update the construction project signage text of their standard contract specification clause to include incorporation of the ARRA logo, when the project involves financing by ARRA funds.
4. HQUSACE point of contact for this ECB is Jim Lovo, CECW-CE, 202-761-0995. POC for EP 310-1-6 is Rick Magee, USACE National Sign Program Mgr, CEMVP-OP, 651-290-5209.

2 Encls

1. USACE construction project sign guideline incorporating ARRA logo
2. ARRA general guidelines for emblem and logo applications

/S/

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Corps relationship to project:



**US Army Corps
of Engineers**

Division/District (optional)



One to three line project title to describe work

One to two line identification of project or
name of sponsoring department (military)

One to five line
identification of prime
contractors (optional)

One to five line
identification of prime
contractors (optional)



American Recovery and Reinvestment Act General Guidelines for Emblem and Logo Applications

Version 1.0
03 / 20 / 09

Projects funded by the American Recovery and Reinvestment Act (ARRA) will bear a newly-designed emblem. The emblem is a symbol of President Obama's commitment to the American People to invest their tax dollars wisely to put Americans back to work.

The purpose of this document is to provide general guidelines and specifications for using the ARRA emblem and corresponding logomark.

Variations and Usage

There are two approved “marks” associated with the ARRA. To preserve the integrity of the ARRA emblem and logomark, make sure to apply them correctly. Altering, distorting or recreating the “marks” in any way weaken the power of the image and what it represents. Layout and design of signs and communication materials will vary, so care must be taken when applying the emblem or logomark.

Primary Emblem



All projects which are funded by the ARRA should display signage that features the Primary Emblem throughout the construction phase. The signage should be displayed in a prominent location on site. Some exclusions may apply. The Primary Emblem can also be displayed on signs at events or conferences associated with the ARRA or the individual projects funded by the ARRA.

The Primary Emblem should not be displayed at a size less than 6 inches in diameter.





Horizontal Logomark



An alternate variation of the emblem exists for use in press releases and other online or offline communications. It should be used to brand the communications piece, but *not* in reference to the Primary Emblem usage.

Color

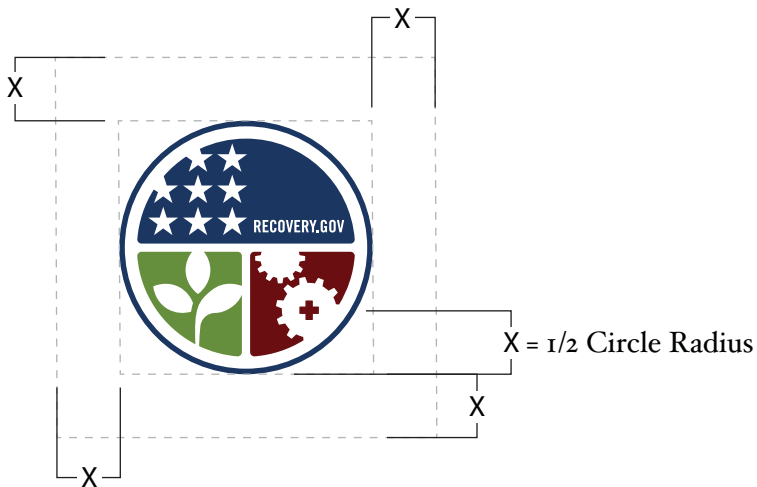
All colors in the ARRA logos have precise color references, shown in the color specifications chart below. Always use the exact color values listed. Do not use screens or tints of any of the colors for any part of the logo. The CMYK values should be used for print applications. The RGB and HEX# values should be used for on-screen applications.

COLOR	CMYK	RGB	HEX#
 Navy	00 / 00 / 00 / 00	0 / 51 / 102	003366
 Red	30 / 100 / 100 / 50	102 / 0 / 0	660000
 Green	65 / 25 / 100 / 7	103 / 144 / 62	67903E
 Light Blue	67 / 37 / 6 / 00	89 / 141 / 192	598DC0

Clear Space

The clear space is shown as the value “X” in this exhibit. The minimum clear space must always be at least “X” on all sides of the logo. Whenever possible, increase the amount of clear space.

Primary Emblem



Horizontal Logomark

