



Recovery Accountability and Transparency Board

1717 Pennsylvania Avenue NW, Suite 700

Washington DC 20006-4614

SEP 9 2010

Honorable Darrell E. Issa
U.S. House of Representatives
Washington, D.C. 20515-0549

Dear Congressman Issa:

This letter is in response to your June 24, 2010 letter regarding signs identifying the expenditure of funds under the American Recovery and Reinvestment Act of 2009, Pub. L. No. 111-5 (Recovery Act). That letter requested, in part, that the Recovery Accountability and Transparency Board (Board) investigate the total cost of such Recovery Act signs, logos, or emblems. Following discussions between your staff and the Board's staff, you narrowed your request to six agencies: the Department of Commerce, the Department of Defense, the Department of Housing and Urban Development, the Department of Transportation, the Environmental Protection Agency, and the General Services Administration. Further, it was decided that the Inspectors General for those six agencies would respond to the guidance-related requests (*i.e.*, items number 1 through 3 in your June 24 letter), while the Board would obtain the cost assessment data directly from the agencies.

On July 15, 2010, the Board contacted those agencies, requesting a certified total cost assessment of Recovery Act signage no later than September 3, 2010. A copy of the Board's July 15 letter is enclosed as Enclosure 1 to this letter. In accordance with the Board's request, the six agencies provided certified responses, which are enclosed with this letter as Enclosure 2. It should be noted that each agency responded to this inquiry in its own way, utilizing diverse methods to arrive at total cost assessment for Recovery Act signage.

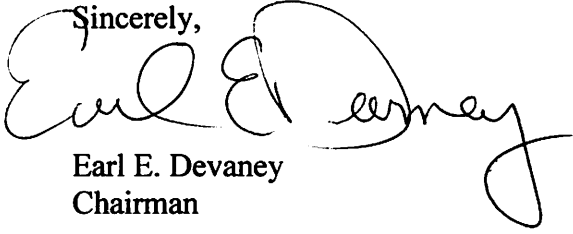
In addition to the agency guidance on signage cited in your June 24 letter, during our inquiry we came across guidance issued by the Administration on March 20, 2009. A copy of this guidance, titled "General Guidelines for Emblem and Logo Applications (Version 1.0)," is enclosed as Enclosure 3 to this letter. The guidance states in pertinent part: "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." The Office of Management and Budget has subsequently clarified this guidance, as stated on its webpage titled "Frequently Asked Questions - American Recovery and Reinvestment Act of 2009":

The Administration believes that signage is one of several ways to provide the public with full notice of how its tax dollars are being spent and advance the Recovery Act's goals of openness and transparency. However, it is important that costs associated with signage are reasonable and limited. Signs should not be produced or displayed if doing so results in unreasonable cost or expense.

Guidance therefore intends to encourage—but does not require—the use of signage where appropriate and in furtherance of openness and transparency.¹

Lastly, one statistic relevant to your inquiry of which you should be aware is that when Recovery.gov hotline users were asked how they knew Recovery Act money was at stake, approximately 40 percent of those with actionable complaints referenced the Recovery Act signage.

If you have any further questions, please do not hesitate to contact me or your staff may contact Nancy DiPaolo, Assistant Director of Congressional and Intergovernmental Affairs at 202-254-7954.

Sincerely,

Earl E. Devaney
Chairman

Enclosures

¹ Office of Management and Budget, “Frequently Asked Questions - American Recovery and Reinvestment Act of 2009,” Recovery Act Signage, available at http://www.whitehouse.gov/omb/recovery_faqs/#signage1.

From: Linda Wittenhagen <linda.wittenhagen@ratb.gov>

To: eherbst@doc.gov <eherbst@doc.gov>; squehl@doc.gov <squehl@doc.gov>; mike.mccord@osd.mil <mike.mccord@osd.mil>; Geoff.morrell@osd.mil <Geoff.morrell@osd.mil>; peter.j.grace@hud.gov <peter.j.grace@hud.gov>; andrea.d.mead@hud.gov <andrea.d.mead@hud.gov>; Ronald.c.sims@hud.gov <Ronald.c.sims@hud.gov>; elizabeth.s.willmott@hud.gov <elizabeth.s.willmott@hud.gov>; Hurdle, Lana Ost; Porcari, John Ost; Zuckman, Jill Ost; klos.caroline@epamail.epa.gov <klos.caroline@epamail.epa.gov>; hooks.craig@epa.gov <hooks.craig@epa.gov>; Maryanne.beatty@gas.gov <Maryanne.beatty@gas.gov>; Stephen.leeds@gsa.gov <Stephen.leeds@gsa.gov>

Cc: Todd Zinser <Tzinser@oig.doc.gov>; jgordon@oig.doc.gov <jgordon@oig.doc.gov>; jlbunting@OIG.DOC.GOV <jlbunting@OIG.DOC.GOV>; gordon.heddell@dodig.mil <gordon.heddell@dodig.mil>; Daniel.Blair@dodig.mil <Daniel.Blair@dodig.mil>; kdonohue@hudoig.gov <kdonohue@hudoig.gov>; draschka@hudoig.gov <draschka@hudoig.gov>; Scovel, Calvin L.; Chulumovich, Madeline; roderick.bill@epa.gov <roderick.bill@epa.gov>; binder.michael@epa.gov <binder.michael@epa.gov>; brian.miller@gsa.gov <brian.miller@gsa.gov>; rolando.goco@gsa.gov <rolando.goco@gsa.gov>; John Higgins <john.higgins@ratb.gov>; Glen Walker <glen.walker@ratb.gov>; Tara Porter <Tara.Porter@ratb.gov>; Nancy DiPaolo <nancy.dipaolo@ratb.gov>; Edward Pound <Edward.Pound@ratb.gov>

Sent: Thu Jul 15 12:43:36 2010

Subject: Recovery Act Congressional Request - Response Requested by September 3, 2010

Sent on behalf of the Chairman, Recovery Accountability and Transparency Board, Earl E. Devaney

Ladies and Gentlemen:

I am requesting that your agency provide the Recovery Accountability and Transparency Board (Board) with information relating to the cost of signs posted at projects funded by the American Recovery and Reinvestment Act of 2009, Pub. Law No. 111-5 (Recovery Act).

On June 24, 2010, the Board received the enclosed letter from Congressman Darrell E. Issa, requesting that the Board conduct an investigation into the purchase and use of signs designed to identify Recovery Act-related projects. Specifically, Congressman Issa is requesting information about guidance issued by federal agencies on posting signs that identify Recovery Act projects. Congressman Issa is also requesting an assessment of the costs associated with posting Recovery Act signs. Based on discussions with Congressman Issa's staff, the Congressman has limited his request to six agencies responsible for awarding Recovery Act funds. [The six agencies associated with Congressman Issa's request are the Department of Commerce, Department of Defense, Department of Housing and Urban Development, Department of Transportation, Environmental Protection Agency, and General Services Administration.] The Inspectors General for the six agencies are responding to the guidance-related requests (i.e., items number 1 through 3 in the enclosed letter).

In accordance with the Board's authorities under Sections 1524(a), 1524(c)(1), and 1525(b)(1) of the Recovery Act, as well as Section 6 of the Inspector General Act of 1978 (as amended), the Board is requesting that your agency provide us with the total cost assessment referenced in Congressman Issa's letter (i.e., item number 4) by no later than September 3, 2010. The total cost assessment should be accompanied by a certification, signed and dated by your agency's Senior Accountable Official for Recovery that reads substantially as follows:

“The undersigned [TITLE] hereby certifies that the information contained in the attached findings fairly presents the [AGENCY'S] assessment of the total cost – by source or expenditure of funds – of the posting of Recovery Act signs, logos or emblems.”

Should you have any questions about this request, please contact me, or your staff may contact John P. Higgins, Director of Accountability, at (202) 254-7900.

Respectfully,
Linda Wittenhagen
Executive Assistant to the Chairman
Recovery Accountability and
Transparency Board
(202) 254-7969 Direct
(202) 253-9208 Cell
(202) 254-7970 Fax



UNITED STATES DEPARTMENT OF COMMERCE
Chief Financial Officer and
Assistant Secretary for Administration
Washington, D.C. 20230

The Honorable Earl E. Devaney
Chairman
Recovery Act Transparency and Accountability Board
1849 C Street, SW - Mail Stop 4428
Washington DC 20204

Dear Chairman Devaney:

As requested by your July 15, 2010, e-mail forwarded by Linda Wittenhagen regarding Representative Darrell Issa's inquiry regarding Recovery Act signage guidance and costs, below is the DOC response to Item 4 of Representative Issa's letter.

As stated in the Inspector General's July 30, 2010, response to Items 1-3 of Representative Issa's letter, Commerce-wide guidance was in place for grant awards requiring construction projects funded by the Recovery Act display signage featuring the Recovery Act logo. Although there was no Commerce-wide guidance for contracts funded by the Recovery Act, each bureau provided specific instructions regarding signage requirements. Due to recent changes in OMB guidance, DOC is in the process of providing grantees and contractors clarification that signs should not be produced or displayed if doing so results in unreasonable cost or expense; we expect this to be completed no later than September 9.

The Department obtained a list of construction contracts and grants from our bureaus that were awarded Recovery Act funds and used samples from three bureaus with the highest outlay or expenditure dollar amounts. Due to one bureau receiving the original Representative Issa request directly, they had already requested information from all of their grantees. The results of our inquiries revealed that of the 65 Recovery Act construction grants or contracts used, the total cost from the posting of signs, logos, and/or emblems was minimal—approximately \$76,952 out of a total award amount of \$266,231,283 or 0.03%. Individual sign costs range from \$25 to \$1,950 depending on the type and/or size of the sign.

As the Department's Senior Accountable Official for the Recovery Act, I hereby certify that the information above fairly presents the Department of Commerce's assessment of the cost of the posting of Recovery Act signs, logos, or emblems based on the above sampling methodology.

If you have any questions or need further information, please contact Lisa Casias, Deputy Chief Financial Officer and Director for Financial Management, at 202-482-1207.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Quehl".

Scott Quehl
Chief Financial Officer and
Assistant Secretary for Administration

cc: Todd Zinser, DOC IG



UNDER SECRETARY OF DEFENSE
1100 DEFENSE PENTAGON
WASHINGTON, DC 20301-1100

COMPTROLLER

SEP 2

The Honorable Earl Devaney
Chairman
Recovery Act Transparency and Accountability Board
1849 C Street, S.W.
Washington, DC 20204

Dear Chairman Devaney:

I am writing in response to the request made by your office for our agency assessment of the cost of posting signs, logos or emblems identifying projects as being funded by the American Recovery and Reinvestment Act of 2009 (ARRA).

Of the \$7.4 billion appropriated to the Department in the ARRA, approximately 88.5 percent, or \$6.6 billion, of the Department's ARRA funding was used for construction or renovation of DoD facilities, and, as such, subject to internal DoD signage policy.

As the Department's Senior Accountable Official for implementation of the ARRA, I issued no guidance either requiring or prohibiting the posting of signs identifying projects as being funded by the ARRA. The Military Departments operate under existing signage policies and procedures that govern their traditional Military Construction and maintenance/renovation projects. These policies indicate that it is standard practice to post signs at DoD construction sites containing basic project information and on-the-job contractor safety performance. The Department maintains a Unified Facilities Guide Specifications (UFGS) entitled Project Identification (UFGS-01 58 00), which establishes DoD's basic signage policy. Additionally, the Military Departments have supplemented the UFGS with more specific design guidance that focuses on sign formats and sizes.

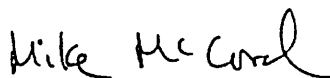
With respect to how the existing signage policies were used to accommodate the ARRA implementation, the Department's two construction agents, the Army Corps of Engineers (ACoE) and the Naval Facilities Engineering Command (NAVFAC), issued supplemental guidance extending existing practices to the ARRA program. The ACoE issued two Engineering Bulletins (EB), one in May 2009 and another in September 2009. The May EB provided guidance to the ACoE field offices requiring all ARRA funded design, construction, and rehabilitation projects display the ARRA logo as a standalone sign or incorporated into the standard construction project sign. The September 2009 EB modified the May EB for facility sustainment, restoration and modernization projects by removing the mandatory use of the ARRA marking and transferring the decision to include the ARRA sign or not to its customer (Army, Air Force, or TRICARE Management Activity). This EB also advised ACoE project managers to recommend to its customers the ARRA logo for "large, highly visible project undertakings."

NAVFAC signage guidance resides in UFGS-01 58 00, Project Identification. The only guidance change NAVFAC implemented with respect to an ARRA requirement was to modify their sign templates, which is referenced in UFGS 01 58 00, to promote uniformity. The template change instructed contractors to validate if the project was funded with ARRA funds and, if so, use specific design formats that incorporate the ARRA logo.

I also asked the Military Departments to estimate the usage and incremental costs of ARRA signs on our projects. DoD identified 137 Military construction projects, which each Military Department indicated would require a sign under normal procedures, with the potential exception of 23 National Guard Projects. Nearly two thirds of the military construction projects are underway; we surveyed over three fourths of these projects. Two thirds of the military construction projects surveyed had project signs on the site and three fourths of them have the ARRA logo. Based on the available signage cost data, I conclude that the ARRA logo adds approximately \$100 per sign. I estimate the cost of the ARRA logo signs to DoD's military construction projects to be approximately \$11,000. I understand signs were used in some of our renovation/repair projects, and ARRA logos were affixed to those signs. However, given the negligible incremental costs for inclusion of ARRA logos, it does not appear that the total cost for these non-military construction signs would be an appreciable amount.

Based on the evidence presented by the Military Departments, it is my assessment the cost of adding an ARRA logo to a sign that would have been posted with or without the ARRA logo, or erecting a standalone ARRA sign, is negligible. I hereby certify that the information contained in these findings fairly presents the Department of Defense's assessment of the total cost of the posting of ARRA signs, logos or emblems.

Sincerely,



Mike McCord
Principal Deputy
Senior Accountable Official

cc:

The Honorable Gordon Heddell, Inspector General of the Department of Defense

Attachments:
As stated

Linda Wittenhagen

From: Sims, Ron [Ronald.C.Sims@hud.gov]
Sent: Friday, September 03, 2010 3:16 PM
To: Linda Wittenhagen
Cc: Nancy DiPaolo; Grace, Peter J; Willmott, Elizabeth S
Subject: ARRA Signage Cost Write-Up

The undersigned Deputy Secretary Ron Sims hereby certifies that the information contained in the attached findings fairly presents the US Department of Housing and Urban Development's assessment of the total cost – by source or expenditure of funds – of the posting of Recovery Act signs, logos or emblems.

Per Congressional request, the following is an estimate of the cost of signs, logos and emblems ("signs") posted by recipients of American Recovery and Reinvestment Act (ARRA) funds from the US Department of Housing and Urban Development. Importantly, the HUD Office of Inspector General verified that HUD ultimately did not require ARRA recipients to post signs. Five programs (Public Housing Capital Fund, Tax Credit Assistance Program, Community Development Block Grant, Lead Hazard Reduction and Healthy Homes, and Native American Housing Block Grant) sent out guidance encouraging but not requiring project signage as a common practice of transparency and accountability. Four programs (Assisted Housing Green Retrofit, Neighborhood Stabilization Program, Homelessness Prevention and Rapid Re-housing and Project Based Rental Assistance) did not send out any guidance.

To estimate the cost of ARRA project signs posted, HUD sampled ARRA recipient entities in the above five programs. Because HUD's initial agency-wide guidance in the fall of 2009 did not require ARRA recipients to post signs, HUD leadership determined at that time that comprehensive tracking of signs and their cost was not necessary. Moreover, to compile the actual costs of signs retrospectively would have posed an immense administrative burden for both HUD and ARRA funding recipients and could have potentially violated the Paperwork Reduction Act.

Based on a sample of ARRA recipient entities, HUD found the following:

- The average cost per sign was \$100. No project signage costs in the sample exceeded \$1,000 per sign. Most signs in the sample cost significantly less than \$1,000, with many produced at essentially zero cost (e.g., paper copies).
- The combined amount that all of the sampled recipients indicated that they spent on signs was \$19,250, or 0.00315% of the total amount of their HUD Recovery Act grants combined.
- Hypothetically, if all HUD Recovery Act grantees in HUD's seven capital-intensive programs had spent the same percentage as in the sample (0.00315%), the total amount spent nationwide on signage would have been \$314,181 (out of almost \$10B in HUD ARRA capital-intensive funds).

EXPLANATORY NOTE: For a total estimate, HUD projected the possible scope of signage posted by grantees across HUD's seven capital-intensive ARRA programs, because it is reasonable to expect that signs could be posted at a capital project, such as a new building development or renovation. Therefore, in addition to the above five programs noted above that sent out guidance, we also included Assisted Housing Green Retrofit and Neighborhood Stabilization Program in this estimate; it is possible that grantees in those capital-intensive programs could have posted signs as a matter of "common practice," even in the absence of HUD guidance. However, these seven programs exclude Homelessness Prevention and Rapid Re-Housing and Project Based

Rental Assistance, as those programs primarily fund rental assistance payments and their recipients are therefore extremely unlikely to have posted signs.



**U.S. Department of
Transportation**

Office of the Secretary
of Transportation

Assistant Secretary

1200 New Jersey Ave., S.E.
Washington, DC 20590

September 3, 2010

The Honorable Earl Devaney
Chairman
Recovery Act Transparency and Accountability Board
1849 C Street, SW
Mail Stop 4428
Washington, DC 20204

Dear Chairman Devaney:

The Department of Transportation finds that \$38,600,000,000 (\$38.6 billion) in Recovery Act funds have been obligated for the construction of over 14,600 transportation projects nationwide, and the purchase of over 11,000 vans, buses, transit and rail cars, and locomotives.

Of the \$38,600,000,000, the Department of Transportation finds that no more than \$8,154,000 in federal Recovery Act funding, and \$433,000 in state or local funds, have been spent in the posting of Recovery Act signs, logos or emblems.

Barely 2 cents are spent on signs for every \$100 being spent on Recovery Act transportation projects nationwide.

The undersigned Senior Accountable Official for Recovery hereby certifies that the information contained above fairly presents the Department of Transportation's assessment of the total cost – by source or expenditure of funds – of the posting of Recovery Act signs, logos or emblems.

Please have your office contact me at joel.szabat@dot.gov or (202) 366-0301 if you require further information or clarification.

Sincerely,

A handwritten signature in black ink, appearing to read "Joel Szabat". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Joel Szabat
Deputy Assistant Secretary for Transportation Policy
Co-Lead, Transportation Investment Generating Economic Recovery (TIGER) Team



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

SEP 3 2010

The Honorable Earl Devaney
Chairman
Recovery Accountability and Transparency Board
1849 C Street, SW
Mail Stop 4428
Washington, DC 20204

OFFICE OF
ADMINISTRATION
AND RESOURCES
MANAGEMENT

Dear Chairman Devaney:

Enclosed is the U.S. Environmental Protection Agency's (EPA) response to your July 15, 2010, request seeking information associated with signage for recipients of our American Recovery and Reinvestment Act funds. The Recovery Accountability and Transportation (RAT) Board specifically requested from agencies and departments information and a certification regarding the cost of signage as part of a larger report to be developed by the RAT Board for the Honorable Darrell E. Issa.

EPA's response reflects the information gathered by our Office of Inspector General (OIG) previously submitted to Congressman Issa on August 2, 2010. Our OIG conducted a limited sample to develop costs associated with our programs which we believe represent a reasonable approach and response to the Congressman's inquiry. Accompanying the OIG's response were a number of caveats worth reiterating. First, recipients are not required to report signage information and the agency does not possess such information. Second, the costs and type of signs vary greatly. Third, many of our awards may fund multiple projects and one sign may be used for those multiple projects. Finally, not all projects were required to use or used signs.

EPA believes some additional limitations support using the original OIG estimate. Absent a Paperwork Reduction Act approved Information Collection Request (ICR), we are limited to a sample of nine or fewer recipients to gather requested cost information. Such a limited sample will yield no more reliable information than the original OIG sample estimate.

If you have any questions, please call me at (202) 564-4600 or your staff can contact Don Flattery at (202) 564-4677.

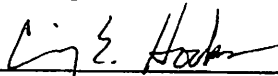
Sincerely,

A handwritten signature in black ink that reads "Craig E. Hooks".

Craig E. Hooks
Assistant Administrator

Enclosure

Certification Statement: The undersigned, Assistant Administrator, Office of Administration and Resources Management hereby certifies that the information contained in the attached findings fairly presents the Environmental Protection Agency's assessment of the total cost – by source or expenditure of funds – of the posting of Recovery Act signs, logos or emblems.


 Craig E. Hooks
 Assistant Administrator

9/3/10

Request Item 4: An assessment of the total cost to the taxpayers from the posting of signs, logos, or emblems identifying the source or expenditure of stimulus funds.

As of July 2010, EPA did not have information on the total cost of posting signs, logos, or emblems related to the Recovery Act. Recipients are not required to report this information. Therefore, we cannot provide an assessment of the total cost of posting signs, logos, or emblems. On July 15, 2010, the RAT Board sent a request to EPA's Senior Accountable Official for Recovery to provide the assessment of total cost to the RAT Board by September 3, 2010. In response to the request, the OIG contacted a limited number of recipients and asked them about the signs that they purchased. The cost and type of signs varied greatly (Table 1). We did not verify the cost information provided to us.

Table 1: Signage data for selected EPA programs – OIG limited sample

Program	Number of signs	Cost per sign	Total cost
Clean Water SRF project	1	\$331.12	\$331.12
Clean Water SRF project	4	500.00	2,000.00
Clean Water SRF project	1	519.73	519.73
Clean Water SRF project	1	945.00	945.00
Drinking Water SRF project	1	275.00	275.00
State LUST program	25	40.00	1,000.00
State LUST program	250	3.20	800.00
Superfund project	1	82.15	82.15
Brownfields project	1	290.00	290.00

Table 2: Recovery Act projects for selected EPA programs

Program or funding vehicle	Number of Recovery Act projects
Clean Water SRF	1,871
Drinking Water SRF	1,347
LUST	1,275
Contracts	194



GSA Administrator

SEP 03 2010

The Honorable Earl Devaney
Chairman
Recovery Act Transparency and Accountability Board
1849 C Street, SW, Mail Stop 4428
Washington, DC 20204

Dear Chairman Devaney:

Thank you for your e-mail request dated July 15, 2010, and the letter from Representative Darrell E. Issa to you dated June 24, 2010, requesting the Board conduct an investigation into the costs associated with posting signs at projects funded by the American Recovery and Reinvestment Act of 2009 (ARRA). The enclosed document provides the U.S. General Services Administration's ARRA signage assessment referenced in Representative Issa's letter (pg. 3, bullet 4).

If you have any additional questions or concerns, please do not hesitate to contact me. Staff inquiries may be directed to Mr. William J. Guerin, Public Buildings Service Recovery Executive, at (202) 208-0445.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen R. Leeds".

Stephen R. Leeds
Senior Counselor to the Administrator

U.S. General Services Administration
1800 F Street, NW
Washington, DC 20405-0002
Telephone: (202) 501-0800
Fax: (202) 219-1243
www.gsa.gov

Recovery Signage Assessment
August 30, 2010

"I ask that your investigation include... [a]n assessment of the total cost to the taxpayers from the posting of signs, logos, or emblems identifying the source or expenditure of stimulus funds." *[Excerpt from Representative Darrell Issa's June 24, 2010, letter to the Recovery Act Transparency and Accountability Board (page 3, bullet 4)]*

GSA's Public Buildings Service (PBS) issued internal guidance on Recovery signage consistent with our typical and usual business practices for non-Recovery construction work. Signage requirements have been and will continue to be incorporated into construction contracts funded by the Recovery Act. In some instances, such as minor repair and alteration projects or work that had minimal tenant impact, GSA created signage in-house or contracted for the work separately.

As noted in GSA Inspector General Brian D. Miller's July 30 response to Representative Issa's June 24 letter:

"In general, GSA's standard practice for new construction and prospectus level repair and alteration projects includes the requirement for exterior signage in the general contract as the contractor's responsibility.

GSA's authority to manage federal properties, which includes construction and repair, is derived from Federal Property and Administrative Services Act of 1949 (40 United States Code section 490. Operation of Buildings and Related Activities). Although we are aware of no specific statute authorizing or prohibiting signage, the Government Accountability Office has long opined that agencies have a legitimate interest in informing the public of their activities and functions
...."

On most new construction and major renovation/modernization projects, signage costs are not identified as a separate line item, but are embedded as part of the contractor's General Conditions portion of the bid total and overall project cost. This makes it extremely difficult to accurately identify costs associated with individual project signs.

Based on a sample of 105 Recovery projects valued at over \$2.88 billion, PBS spent approximately \$120,600 for signage on these Recovery projects, or 0.0042 percent of the combined project values. These projects represent a subset of GSA's overall \$5.5 billion Recovery effort, and include new construction, full and partial modernizations, and limited scope projects. PBS will award additional Recovery contracts, and a significant number of other Recovery projects have yet to install signage.

The undersigned Senior Counselor to the Administrator and U.S. General Services Administration (GSA) Senior Accountable Official for Recovery hereby certifies that the information contained in the attached findings fairly represents GSA's assessment of the total cost—by source or expenditure of funds—of the posting of Recovery Act signs, logos, or emblems.



Stephen R. Leeds
Counselor to the Administrator
Senior Accountable Official for Recovery

9/3/10

Date



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

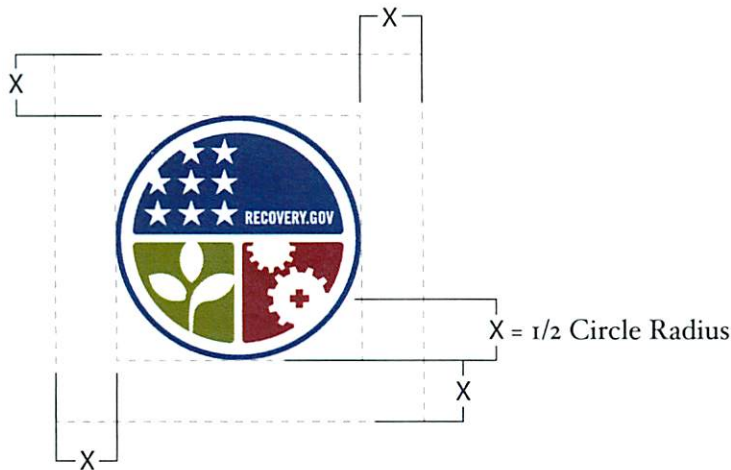
All colors in the ARRA logos have precise color references, shown in the color specifications chart below. Always use the exact color values listed. Do not use screens or tints of any of the colors for any part of the logo. The CMYK values should be used for print applications. The RGB and HEX# values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



Contact Information

For information regarding this document, please email:
recoveryquestions@gsa.gov

Please refer to this document as:
General Guidelines for Emblem and Logo Applications, Version 1.0