



FACT SHEET
Broadband Technology Opportunities Program
Additional Uses of Recovery Logo

Purpose

Award recipients can elect to use the American Recovery and Reinvestment Act (Recovery Act) logo in various materials they produce to promote their projects and for informational purposes. This document provides general guidelines and specifications for using the Recovery Act logo and the BroadbandUSA emblem in these materials.

Possible Uses

Recipients are required to use the Recovery Act logo in display signage on construction sites. This is the only required use of the logo. (Refer to the [Signage Guidance Fact Sheet](#) for further information on signage requirements or paste the following URL into a browser - www2.ntia.doc.gov/signage).

Recipients are not required to use the Recovery Act logo in promotional and other project materials but may choose to do so. For example, recipients may decide to use the logo in:

- Banners to display in Public Computer Centers.
- Signage to display at Sustained Broadband Adoption (SBA) training classes.
- Decals to post on computers distributed through SBA programs.
- News releases used to announce project activities.
- Computer training materials.
- Materials to promote usage of broadband, e.g. fliers, brochures, videos, public service announcements.

General Guidance

Recipients that choose to use the Recovery Act logo in project materials should review the following points:

- The cost of producing materials that display Recovery logos may be an eligible project administration cost in BTOP grants.
- Both recipients and subrecipients may use the Recovery logo in informational and promotional materials used to support projects.
- Minimal text may be included with the logo, such as "This project funded by [logo]."





Information and Tools

Recipients can use two approved Recovery Act “marks” – the Primary Emblem and the BroadbandUSA Emblem shown below.



Primary Emblem



BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

BroadbandUSA Emblem

Remember the following when using the emblems:




- Provide this fact sheet to your graphic designer. The details and tools provided here should provide everything needed to use the Primary or Secondary Emblems correctly.
- Altering, distorting, or recreating the “marks” in any way weaken the power of the image and what it represents.
- Layout and design of communication materials will vary, so care must be taken when applying the emblem.

Logo Artwork

- Emblem artwork is available on the BroadbandUSA.gov website. Copy the following URL into a browser to access camera-ready, high-resolution emblem artwork suitable for use in materials - www2.ntia.doc.gov/signage. The Primary Emblem and BroadbandUSA Emblem are available in TIF, JPEG and EPS formats.
- Do not alter, distort or recreate either emblem in any way.

Color Specifications

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

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





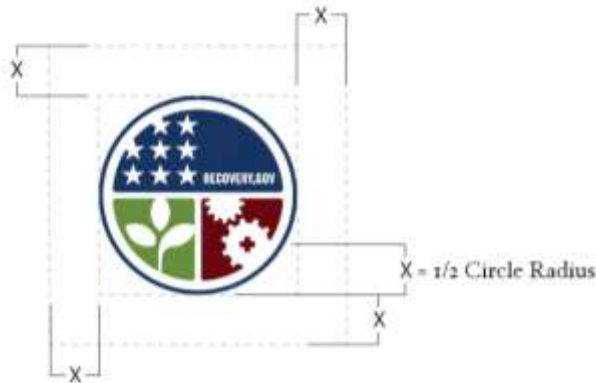
BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

COLOR		CMYK	RGB	HEX#
	Light Blue	67 / 37 / 6 / 00	89 / 141 / 192	598DC0

Clear Space

Primary Emblem

- Always leave blank space surrounding the logo equal to half of the logo's radius.
- In the illustration below, the clear space is shown as the value "X," where "X" is equal to half of the radius. The minimum clear space must always be at least "X" on all sides of the emblem.



Secondary Emblem

- Please provide an amount of space surrounding the emblem equal to or larger than the height of the 'BroadbandUSA' emblem lettering, as shown below.

