

DRINKING WATER
REVOLVING LOAN FUND
A PROGRAM OF THE DEPARTMENT OF HEALTH

DWRLF Project Sign Specifications and Guidance Document

DWRLF PROJECT SIGN SPECIFICATIONS AND GUIDANCE DOCUMENT

The DWRLF Logo is a combined graphic, featuring both a stylized water drop/arrow, and a wordmark. These elements always appear together: the graphic must always appear in conjunction with the word mark.

COLORS: the full-color DWRLF logo colors are PMS Process Blue and PMS 368M Green for the words "Revolving Loan Fund". If printing in process color, the Process Blue equivalent should be:

100% Cyan
10% Magenta
0% Yellow
10% Black

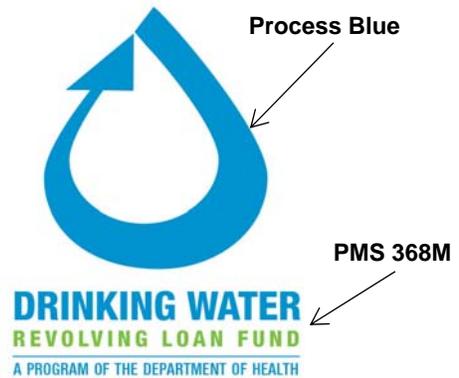
The PMS 368M equivalent is

57% Cyan
0% Magenta
100% Yellow
0% Black

The logo should never be printed in colors other than these, nor should the colors be reversed (No green graphic with blue type, for example). Avoid printing this graphic against any other color or pattern. It should always be printed against a white background only. If it is necessary to print the logo against color, a reversed-out (white only) version has been provided, but this should be used sparingly.

When printing in one color only, an all-blue logo option has been provided. The logo should not be printed in any other color.

When printing in black only, or for other single color applications - fax cover sheets, embroidery, etc. - an all-black version has also been provided.



One Color option



Black option



Reverse option against black

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For applications where a horizontal solution is required, a horizontal logo / wordmark combination has been provided.

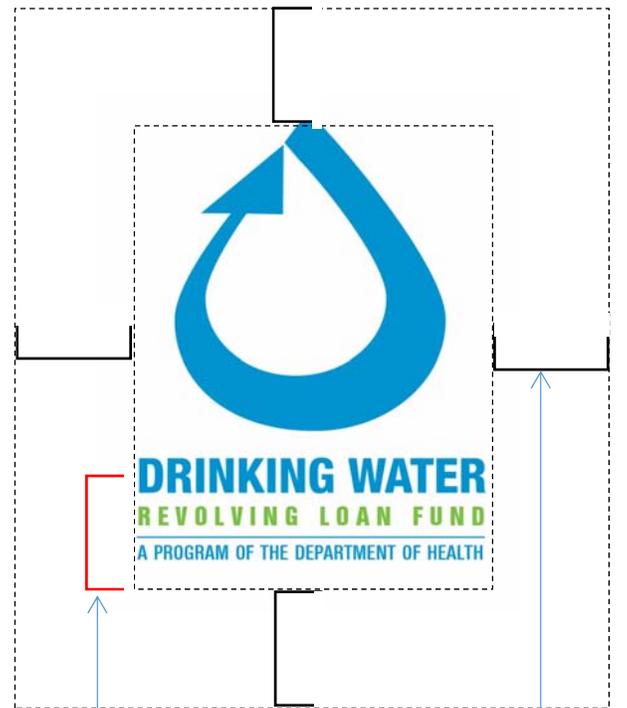


For small scale uses, such as imprinting on pencils, pen or other promotional items, a modified version of the logo has been provided. This small logo should not be used in any other setting and is not preferred.



Spacing:

A border, or runaround, of white space must always surround the logo. The space should be equivalent to the vertical height of the word mark, or the type beneath the graphic element. This measure, regardless of the reproduction size of the logo, must be applied to each side of the logo. No element, whether graphic or typographic, should encroach on this runaround.



Measure of runaround space, regardless of reproduction size

Same measure applied to each side of logo, indicating runaround - no element may come closer to the logo

Spacing Exceptions:

When appropriate, the logo may be used as part of a "label", identifying the nature of the product (see example at right). The title should be placed under the word mark, at a leading consistent with the wordmark leading, and should not extend beyond the width of the logo. If the title is too long to fit within this space at a readable, size, it should be placed elsewhere, determined by design needs and other usage guidelines.



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APPLICATION MATERIALS

Watermark:

If the logo is used to watermark the pages of a document, the logo should be screened / opacity set at 15%. The size of the watermarked image will vary, depending on the kind of document, but should, in general, be centered on the page and have a height no less than 2/3 of the final printed page size.

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Misuse:

Do NOT:

Print the logo in colors other than those specified:



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Allow other elements beyond the specified runaround:

Lorem ipsum dolor sit amet, nec falli iisque similique no, dolore persequeris id vim. Eu omnesque epicurei partiendo mea. Usu in augue suavitate. Mei facer facilisis ne. Et vel partem corpora,



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Stretch or otherwise distort the aspect ratio of the logo:



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Rearrange the elements of the logo:

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Fonts & Colors:

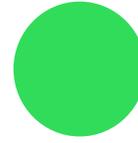
The typeface used in the wordmark is Helvetica LT Bold condensed. Display type, used in DWRLF printed material, is Seria Sans Bold.

For body copy, plain Helvetica is preferred, but any standard face may be used. Seria Sans should not be used for body copy.

**HELVETICA LT BOLD
CONDENSED**

Seria Sans Bold

Secondary colors: Recommended for **solid color applications (T-shirts, etc.)** and for **general emphasis**



PMS 655

PMS 357



PMS 146

PMS 103



PMS 656

PMS 421

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Outdoor Project Sign:

This is a 4' x 8' sign to be produced in outdoor rigid material, which can be plywood, metal, PVC or Coroplast, with a white background.

This sign is designed as a template to be filled out by the owners of individual water projects and displayed at the project site, with fonts common to Windows-based PCs (Arial Narrow Bold), colors and sizes specified in the file for ease of creation.

The sign can also be re-created with information below: where the DWRLF logo is 18 x 23 inches, the State of Louisiana logo is 9.4 inches and the LDH logo is 7 x 9.6 inches. Please note that the blue used in the border, line and text is the blue in the DWRLF logo.

Fonts: when possible, the specified DWRLF display font, Helvetica LT condensed Bold (or any Helvetica Condensed bold) should be used, with the project name on Pantone Process Blue and all other type in black. Type sizes are specified in the illustration below.

The logos are available in Line Art (EPS) form, with colors specified in the individual files, or high-resolution equivalents.

Example Project Sign

NOTE: The PROJECT TITLE must be the name of the entire project covering the full loan amount (i.e. "2016 Water System Improvement Project") and not just the individual contract.

The PROJECT COST must be the full loan amount and not the individual contract amount (i.e. "PROJECT COST: \$11,000,000").

The image shows a template for an outdoor project sign. It features a white background with a blue border. The text is arranged as follows:

- Financed by:**
Louisiana Department of Health
DRINKING WATER REVOLVING LOAN FUND/EPA
- WATER IMPROVEMENT PROJECT TITLE**
WATER SYSTEM NAME
- PROJECT COST**

Logos are positioned on the right and bottom:

- Large blue DWRLF logo (a water drop with a circular arrow) on the right side.
- Below it, the text: **DRINKING WATER**, **REVOLVING LOAN FUND**, and **A PROGRAM OF THE DEPARTMENT OF HEALTH**.
- At the bottom, three logos: EPA, the State of Louisiana seal, and the Louisiana Department of Health Public Health logo.

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EPA LOGO & SEAL SPECIFICATIONS FOR SIGNAGE PRODUCED BY EPA ASSISTANCE AGREEMENT RECIPIENTS

EPA's logo is a two-leaved flower, without stem, accompanied by the Agency's initials to the right. The EPA logo is the primary identifier for use on construction grant signage. Assistance agreement recipients are not required to receive EPA approval to use the EPA logo when used in accordance with the terms and conditions of their assistance agreement award.

The official seal of EPA is circular and is comprised of the two-leaved flower, with stem, encircled by the title UNITED STATES ENVIRONMENTAL PROTECTION AGENCY. The EPA seal may be used only when official comparable seals are used and the recipient has received prior written EPA approval.

It is important that the EPA logo and seal always be reproduced with consistent high quality. The seal and logo must remain intact and unchanged (for example, don't use the flower from the seal by itself). The logo and seal may only be displayed using either the standard color scheme or a single color that complements the background where it appears.

COLOR AND SPACING

- The entire logo and seal must appear in black, gray, or any uniform color or knock out white on a dark background. The flower and text may not be different colors. The flower itself may not contain more than one color. The seal can be monotone or full color, based on the rest of the seals that it's placed with.
- The relationship between the flower portion of the logo and Helvetica type should never be shifted or adjusted.



PMS 362



PMS 660



Process Black at 70%



Process Black 100%



Knock out on a dark color

PREFERRED USE

Use the preferred presentation of the logo on products that do not have enough space for the full logo with text. It may also be used in the presence of other logos.



SIZE AND LOGO WITH OTHER LOGOS

It's important that all parts of the EPA logo be readable. The EPA logo should not be reproduced at sizes any smaller than 1.0" height on a sign. There are no maximum size restrictions as long as the clear space requirements are met. The logo should be made the same relative size as the other logos on the signage.



SIZE AND SEAL WITH OTHER SEALS

When there are multiple state or Federal seals/circular logos, the use of the EPA seal is appropriate with prior written EPA approval. The EPA seal should be the same size as the seals that accompany it and should be a minimum of 3 inches in height.



IMPROPER LOGO USAGE



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Louisiana Secretary of State

STATE FLAG AND SEAL

Official Louisiana state flags are available for purchase from the Capitol Foundation by calling 225.342.0642.

Use the artwork below for all materials that display the state flag and seal. Please read the specifications below before altering the design in any way.



Specifications

The secretary of state is the custodian of the official artwork for the state flag and seal. This artwork, in the form of digital files, is to be used as is, reproduced in the manner specified below. No alteration of the artwork provided by the secretary of state is allowed except as provided below.

State Flag

For reproductive purposes, the following specifications shall be used:

The Louisiana flag contains two elements: a crest centered on a blue field.

The crest consists of a nest bearing three chicks, a mother pelican vulning herself with her head turned to the viewer's right and displaying three drops of blood on her breast. Beneath the nest a white banner bears the state motto "Union Justice Confidence."

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The flag contains 12 Pantone colors printed on a white (PMS 000) background. The specified colors, location and use are as follows:

- PMS Cool Gray 8C – Pelican (gray – mother pelican)
- PMS Cool Gray 11C – Banner (gray – shadows)
- PMS 109C – Pelican Plumage (bright yellow – mother pelican's head)
- PMS 497C – Pelican (dark brown – mother pelican's bill, wings, bottom and nest)
- PMS 724C – Nest (chocolate brown)
- PMS 721C – Nest (tan)
- PMS 142C – Nest (golden tan)
- PMS 485C – Blood droplets (red – mother pelican)
- PMS 716C – Beak (orange – pelican chicks)
- PMS 145C – Beaks (burnt orange – mother pelican, chicks, mother's plumage)
- PMS 295C – Background (dark blue)
- PMS IBlack C – Outlines

The flag shall be 7 units tall by 11 units wide.

The crest is to be treated as a single design element, inclusive of the mother pelican, chicks, nest and banner. For positioning purposes, the center of crest is the center of the triangle formed by three drops of blood.

The crest is centered both vertically and horizontally on the field. The crest, measured through the center vertically and horizontally, is 5 ¼ units tall (from tip of mother pelican's head to the bottommost point of banner) by 6 units wide (from tip to tip of banner measured from lowest corner of each tip).

The official specifications do not call for other decorations, such as fringe, border, cords and the like. These are allowed for display purposes so long as they do not encroach on, obscure or alter the total flag image as specified above. (A gold fringe attached to the edges of the flag is acceptable, for example; a fringe, border or other decoration drawn or attached within the field itself or on the crest is not allowed.)

Note on font: The font used for the motto, although always treated as an inseparable element of the crest, is a hand-rendered font for specific use on the flag.

State Seal

The secretary of state shall supply line art for the seal for metal casting embossed seals and seal devices.

The seal consists of a central crest within a circle and an outer circle bearing the state name and ornamentation. Artwork is identical to the flag's crest but displayed without the banner.

The motto is circumscribed around the crest with: "Union Justice" above the Pelican, the words separated by a single bullet, and "Confidence" below the crest, bracketed by bullets. The font is the same hand-rendered font as on the state flag.

"State of Louisiana" shall appear in the outer circle and uppermost on the seal, circumscribed along the uppermost portion of the outer circle. The font for this shall be AgaramondPro-Bold (OpenType).

The state seal shall be reproduced in full, four-color process printing using files provided by the Louisiana Secretary of State's Office, or in black and white using only line art supplied by the Louisiana Secretary of State's Office.

The artwork supplied by the secretary of state is to be used as-is with no alterations except sizing as needed. Louisiana state agencies and departments may, however, adopt the seal as their own by adding the agency or departmental name, using the designated font, circumscribed along the bottom portion of the outer circle; the same circle in which "State of Louisiana" is placed.