

Brand your Recovery Act Weatherization!

The American Recovery and Reinvestment Act of 2009 (ARRA) will kick start the U.S. economy and build a cleaner, greener workforce. With so much at stake, ARRA grantees are encouraged to contribute to ARRA funding transparency and accountability. Taxpayers should see that their hard earned money is being spent on worthwhile weatherization projects that cut energy costs for those in need, reduce the country's carbon footprint, and contribute to the growth of green jobs! This is why your projects should display the Recovery Act logo. If your project is using ARRA funds, please show your pride by displaying the Recovery Act logo.

Here's how:

You or your printer may download this Recovery Act logo and display it on your websites, trucks, equipment and on your program paperwork.



- To make signs and decals to use beside the W.A.P. logo, use this high resolution image: <http://www.fta.dot.gov/documents/ARRATiger.zip>

NOTE: This is an Adobe Illustrator Graphic File; to download it you will need Adobe Illustrator. Your commercial printer will have this capability.

- For websites, PowerPoint slides, Letters, Newsletters and other documents, the normal resolution image may suffice. Get it at: <http://www.fta.dot.gov/images/ARRA.png>

OMB Guidance on the Logo: Weatherization and other Projects

The Administration's official document, [General Guidelines for Emblem and Logo Applications](#), states:

"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."

[NOTE: Unless this appears in grant awards and contracts it is not mandatory. But it's a darn good idea anyway.]

Text Suggestions to Accompany your Graphic:

- "American Recovery and Reinvestment Act Resources delivered by [Effective Community Action Partnership]."
- "At work with the American Recovery and Reinvestment Act resources [My Home Town] CAA."
- "Funded by the Recovery Act and delivered to you by [agency name]." *Use on purchase orders, contracts and paystubs.*
- "[insert agency name] at work to bring you a green Recovery Act project."

**See more templates and resources at www.opportunitystudies.org/arra

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