



2016 Measure B Branding FAQs

Q: Will the logo be required on project plans and specifications, e.g. bid set for advertising project?

A: No, the logo should be primarily used for public-facing materials.

Q: What are the required dimensions/size for the logo?

A: There is no required size, but the logo must be visible and the logo's size ratio must not be distorted.

Q: Does the logo need to be printed on a specific type of material?

A: No. Material is dependent on location/placement, e.g. weatherproof if displayed outdoors and should be consistent with any signage used by the Member Agency for their project.

Q: Is there a preferred object to post signage on, e.g. concrete blocks?

A: No preference.

Q: What is the required duration for posting the logo?

A: Although there is no specified duration of posting, the 2016 Measure B logo must be visible on any project signage put out by the Member Agency, for however long that may be. The 2016 Measure B Logo must accompany any signage related to the project set out.

Q: Our 2016 Measure B-funded project is not a capital project – is the logo still required?

A: Yes, the logo is required on any product of funding, e.g. digitally included on a study/plan, or on a flyer promoting the project/activity.

Q: Do project materials showcasing the logo need to be approved first?

A: Not necessarily – if the logo has not been distorted and the material is not questionable, there is no need to send for prior approval. However, any questions regarding 2016 Measure B logo usage are welcome.