

Branding & Marketing Guidelines for Municipalities



MAP Broward

Mobility Advancement Program

Brought to you by the
Penny For Transportation

UPDATED OCTOBER 2022

BRANDING & MARKETING GUIDELINES

As part of each Project Funding Agreement (PFA), municipalities are required to comply with section 6.5, 'Branding and Marketing'. This document provides guidance referred to in section 6.5 related to surtax-funded project signage, wording, logo options, sign acquisition, installation, removal and maintenance procedures, and general information for municipalities receiving surtax funds via a PFA. **The costs for Construction-phase and permanent (memorialized) signage are covered by MAP Administration. Appropriate maintenance of signage, especially memorialized signage, is the responsibility of each municipality for the useful life of the surtax-funded project.** Technical assistance in selecting signage, signage placement, and logo options is available upon request to any participating municipality.

Branding & Marketing Overview

The Mobility Advancement Program (MAP Broward) *brought to you by the Penny for Transportation*, is overseen by an Oversight Board and the County Commission, both of which have emphasized the need for consistency in branding, messaging, marketing, and outreach related to surtax-funded projects. Guidelines were shared with stakeholders since early 2021. Stakeholder suggestions were incorporated prior to the first edition being published, and have since been updated with additional input as these guidelines continue to evolve. All projects (recognizing variations across phases) must prominently acknowledge funding contributions as described in these guidelines. Non-Construction-phase projects (Planning and Design) should recognize MAP Broward using logos and messaging described in this document (e.g., on final versions of plans or designs, flyers, outreach materials, websites, etc.). For Construction-phase projects, branded signage is required at most¹ surtax-funded project sites for the duration of construction and afterwards (memorialized signage). MAP Administration will provide temporary, post-mounted Construction-phase signage, permanent memorialized (post-construction) signage at its own expense; however, it is the municipality's responsibility to install, remove, and/or maintain signage. Signage provided remains the property of MAP Administration and is intended to be reused. MAP Administration, as Contract Administrator of all PFAs, will coordinate with each municipality for maintenance schedules and updates as needed.

Approved Logo & Wording

All municipalities and their designees must use the official MAP Broward Primary logo and/or Municipal Cooperative logo in any printed or other visual communication or event relating to surtax-funded (whether partially or wholly funded) projects, with variations depending on phase, project, and communication type. MAP Administration will provide Single Surtax Points of Contact (SSPOC) and/or Municipal Project Managers, custom designed, high-resolution files of logos pictured on the following pages. Once the files are provided, they should not be altered in any way without formal, written permission from the Contract Administrator. If the project is being completed through mixed funding, please communicate with your Contract Contact to provide documentation of funding source(s), amount(s), and duration; after which, MAP Administration will evaluate how best to incorporate and represent the other funder(s). Your Contract Contact will provide recommendations to the SSPOC and/or designee(s) within five (5) business days of receipt of formal non-surtax funding source, amount, and duration documentation.

The MAP Broward "Primary Logo" is required on promotional and collateral material created by a municipality to promote a surtax-funded project (once under an executed PFA), including flyers, newsletters, brochures, invitations,

¹ Exceptions occur on a case-by-case basis when a construction project lacks adequate right-of-way (ROW) or its project type (underground work at a single location) does not comport with these requirements. The Contract Administrator for the Project Funding Agreement (PFA) will review and approve requests for exceptions.

reports, posters, plaques, presentations, digital material, emails, solicitation materials, agenda items, final plans, and/or designs. Written approval from MAP Administration is required before designs are finalized. Allow at least five (5) business days for approval. Please note:

- Logos and colors cannot be altered or cropped in any way
- When the logos are used, they should have sufficient clear space from illustrations, other words or images that might distract from the logo
- Logos should not be made so small that their readability or reproduction quality is reduced
- Logos must always be used proportionately and must never be stretched
- Logos must never be reproduced from a photocopy
- To meet accessibility requirements, the logo used in any digital document must include alternate text (alt text) indicating *“Mobility Advancement Program Brought to you by the Penny for Transportation”*
- Color usage and specifications are detailed below

MAP Broward Program Primary Logo:



MAP Broward Program Primary Logo Specifications:

Pantone

- #c8382a
C: 15 M: 93 Y: 96 K: 5
R: 200 G: 54 B: 42
- #fcdd41
C: 2 M: 9 Y: 85 K: 0
R: 253 G: 222 B: 66
- #57a245
C: 71 M: 14 Y: 100 K: 2
R: 86 G: 160 B: 68
- #48a4ce
C: 67 M: 20 Y: 7 K: 0
R: 73 G: 164 B: 208
- #14254c
C: 100 M: 89 Y: 39 K: 41
R: 20 G: 37 B: 76

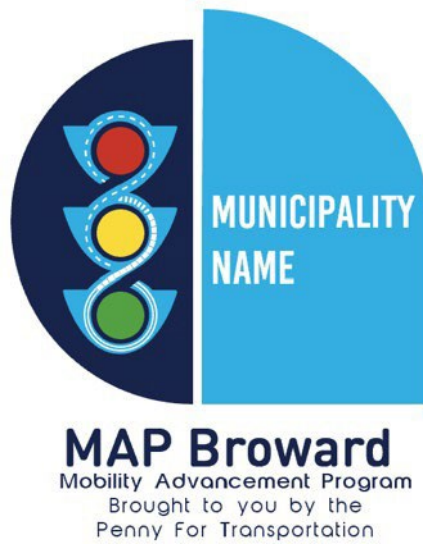


MAP Broward
Mobility Advancement Program
Brought to you by the
Penny for Transportation

FONT:
DIN Round Pro Medium

FONT:
AbeatbyKai

Municipal Cooperative Logo:






Municipal Project Logo:



For additional guidance, see the Surtax Project Branding Reference Sheet on the following pages for approved logos and project branding options.

Surtax Project Branding Reference Sheet

LOGO REFERENCE GUIDE	LOGO'S NAME
	<p style="text-align: center;">Primary Surtax Logo</p> <p>To be used on County projects. To be used on municipal projects when opted for.</p>
	<p style="text-align: center;">Municipal Cooperative Logo</p> <p>This logo mixes in the MAP primary logo with the specific name of your municipality. This logo is to be used in lieu of your municipal logo or seal.</p>
	<p style="text-align: center;">Municipal Project Logo</p> <p>This logo mixes in the MAP primary logo, your municipality's name, and gives a description of the project type. This is recommended for community outreach materials.</p>

Surtax Project Branding Reference Table

Project Phase	Project Branding Scenario	Option 1	Option 2	Option 3
Planning & Design	Planning and Design Phase Projects	Primary Surtax Logo ¹	Municipal Cooperative Logo	N/A for this scenario
Construction	Public notice project update flyers, construction-phase (temporary) post-mounted construction signage. Site signage (static signs will be provided by MAP Admin with very limited info; just project type and funder(s)); MAP Admin highly recommends municipalities use dynamic (VMS) or static signage for project specific details (e.g., lane closures, exact location, dates, project contact info). ²	Primary Surtax Logo and other funders, if applicable	Primary Surtax Logo and/or Municipal Cooperative Logo	Municipal Project Logo – only
Construction (Memorialized Signage)	Project type specific permanent “memorialized” signage will be provided by MAP Admin once the project is complete, based on coordination and in collaboration with municipality (context sensitive) Options include post-mounted signage (size based on type of project, ROW); inserts (ceramic tiles) can be used for transit stops, sidewalks, multi-use paths and other projects; medallion inserts can be used for bridge and infrastructure projects (lifespans over 20 years). Decals or stamped concrete can be used for sidewalks; stencils are available for certain project types. MAP Admin will work with municipalities on case-by-case basis for appropriate memorialized ³ signage.	Primary Surtax Logo	Primary Surtax Logo and/or Municipal Cooperative Logo	N/A for this scenario

¹ Final Plans, 30, 60, 90, and 100% Plans/Designs should include MAP Broward Branding prominently on each page

² Signs should be placed at the very minimum at the project’s limits (beginning and end) for projects that are not single location; for projects with various locations occurring simultaneously, municipality should discuss optimal signage deployment with MAP Administrator prior to signage being ordered

³ Financial contributions to the overall project must be identified as part of the Project Funding Agreement and should be reported in Quarterly Financial Reports to be verified in order for blended-funding signage to be approved

Surtax Project Branding Reference Table				
Project Phase	Project Branding Scenario	Option 1	Option 2	Option 3
All Phases	Press Release	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	N/A for this scenario
	Social Media Posts	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only ²
	Website	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only
	Municipal Marketing Communications such as: Newsletters, Magazines and videos ⁴	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only
	Audio – Podcasts & Radio	Mention of MAP Broward	N/A	N/A

General Branding Notes:

1. Project signage and project-related communications should not indicate any person’s name, including elected officials, unless they are the project manager or municipal point of contact designated to provide construction project information.
2. Non-surtax financial contributions to the construction-phase of a project allow for inclusion of other funder logos, upon written request and formal approval by MAP Admin (funding sources must be identified as part of the Project Funding Agreement and should be reported in Quarterly Financial Reports to be verified in order for blended-funding signage to be approved)

MAP Admin remains available to review and assist with branding efforts

² Municipal Surtax Project Logo options are appropriate in situations where the Municipality contributes to the project during the current phase; funding previous or future phases will not qualify. Certain exceptions will apply, especially in projects with values over \$20M for all phases and should be discussed on a case-by-case basis with the Contract Administrator.

Project Signage

Signage showing the MAP Broward logo must be visible in public areas during project construction and cannot be obscured, using all provided signage materials pictured below. Construction project signage must be installed within thirty (30) days prior to construction start* and remain in place until memorialized signage is installed at project site. Municipalities must communicate with MAP Admin immediately when damage to construction signage occurs.

Construction signage packages will be delivered with the following: 2 (or more if approved) aluminum project signs; 2 (or more if approved) 12-foot U-channel steel posts; and 1 bag of nuts, bolts, and washers.

**For fast-paced projects or those with multiple locations, please coordinate signage needs with MAP Admin.*



Will be specific to each project type

Sample Sign

Dimensions: 24" x 30" OR 24" x 36" if non-surtax logos are added



Dimensions: 12-foot U-channel steel post



Bolts for mounting signs on posts

Construction Signs:

Construction signs need to be displayed at the construction site(s) for the duration of the work. These signs will display surtax branding and include logos depicting any additional source(s) of funding utilized for the project, as specified, and documented by the municipality prior to ordering the signs. Construction signs will be provided by the County. The municipality (or its contractor) will be responsible for the installation and removal of the signs.

Construction Signage Request & Coordination:

1. The municipality must submit the Signage Request Form coordinate through their Single Surtax Point of Contact and/or the designee to their Contract Contact at least thirty (30) days prior to construction start for the preparation of construction signage.
2. The municipality is responsible for providing funding sources as part of the Project Funding Agreement and detailed information about expenses by funding source should be reported in Quarterly Financial Reports. MAP Administration must approve the use of blended-funding signage. If the municipality wished to include non-surtax funder logos, they must send high-resolution logos with their signage request form.
3. MAP Admin will be funding and ordering the signage (both construction and memorialized) and having it delivered to the SSPOC (unless otherwise directed in writing by the SSPOC) for installation. The municipality is responsible for installing and removing construction signage. The municipality is responsible for installing and maintaining memorialized signage for the useful life of the asset.
4. MAP Admin will provide at least 2 construction signs per project (with project limits) or a single sign for site-specific construction.
5. MAP Admin highly recommends municipal use of dynamic and/or static signage to offer project specific details (e.g., lane closures, exact location, dates, project contact info). Signs should be placed at the project's limits (beginning and end) for projects that are not site-specific. For projects with various locations occurring simultaneously, municipality should discuss optimal signage deployment with Contract Contact prior to signage being ordered.
 - a. If the project has ROW limitations that affect the placement of signage, please alert MAP Admin immediately, to discuss alternative placement locations.
6. The Municipality or its contractor will oversee installing the construction signage.
 - a. If a city is contracting services for the surtax-funded project, it is advised that installation and removal of construction signs is included in the technical specifications of the bid.
7. Construction signs distributed by MAP Admin and utilized during construction for municipal projects can be removed by the municipality and returned to the County for recycling, if the signage remains in good condition, at the municipality's discretion. Please coordinate with MAP Admin if you wish to recycle construction signage.

Permanent Memorialized Signage:

Memorialized signage is intended to be permanent (useful life of project type) upon project completion and placed at entrances, exits and other points clearly visible to the public. Municipalities are required to maintain the area where the memorialized signage is installed to ensure visibility and durability; and communicate with MAP Admin immediately when damage to signage occurs.

Permanent signage features for projects may vary dependent on the characteristics of the project. MAP Admin will work with municipalities to assure memorialized signage is appropriate, consistent with all regulations, and context sensitive. If there is more than one funding source, logo acknowledgement will be in order and prominence based on the value of each funder's contribution to the overall project.

Samples of permanent memorialized signage:

- A. Examples of project types appropriate for embedded markers may be sidewalks, multi-use paths, transit infrastructure, certain resiliency projects, and others depending on the project site.



*For illustrative purposes only



*For illustrative purposes only

- B. Post mounted signage is appropriate in various contexts and for various municipal capital and rehabilitation and maintenance project types.
- C. Larger embedded markers may be used for projects with longer useful lives or higher dollar values.



*For illustrative purposes only

Permanent Memorialized Signage:

The Municipality must coordinate with MAP Admin to receive the memorialized signage during the construction of a surtax-funded project. Memorialized signage will be based on the following factors, as applicable:

1. Municipality communicating preference of memorialized signage from the options provided by MAP Admin, based on project type
2. Municipality communicating and justifying quantity , approval will be dependent on available budget and Contract Administrator’s review of justification on a case-by-case basis, considering project type, value of surtax investment, location, environmental factors, context, etc.
3. Where blended funding exists in a project, financial contributions to the overall project’s phase by source will be based on quarterly financial reports submitted to Contract Administrator, so please ensure they detail all funding sources and expenses clearly and accurately
4. Municipality communicating preference for installation during or after Construction
5. Installation timeline to accurately schedule order and delivery
 - a. The municipality must account for time and preparation required for the selected inserts, based on the type of project and memorialized signage selected
6. The Municipality or its contractor will be in charge of installing the memorialized signage
 - a. If a municipality is contracting services for the construction of the surtax-funded project, it is advised that installation of the memorialized signage is included in the technical specifications of the bid.

Acknowledgement Requirements

Acknowledgement of surtax funding must be included in any press release(s), including the corresponding logo in accordance with the [Surtax Branding Reference Table](#).

MAP Broward Public Information Office should receive an email at mapsocial@broward.org, with a notice or invitation at least two weeks in advance for any activities or events, such as speeches, presentations, ceremonies, and public meetings about municipal surtax-funded projects. At these events, MAP Broward’s funding must be acknowledged (i.e., level of support/value, logo inclusion on collateral and promotional material, print and online).

Our staff is available to help with planning and support of events related to surtax-funded projects, including public engagement, outreach, and education, and event promotion. Any media coverage relating to surtax-funded projects should be forwarded to mapsocial@broward.org , to archive the coverage, track and report to the Oversight Board, and help further promote municipal activity in the region. .

Online and Social Media

We encourage municipalities to add a link to the MAP Broward website (mapbroward.broward.org) on the municipality’s website homepage and/or on any web pages that include surtax-funded project information or details. We also encourage municipalities to tag @MAPBroward’s accounts on social media posts promoting surtax-related content. If recording video or using any other form of digital communications to promote (a) surtax-funded project(s), please include the MAP Broward logo and mapbroward.broward.org in your publication.