



WATER INFRASTRUCTURE SIGN GUIDANCE

For Drinking Water State Revolving Fund Projects



The following guidance is designed for projects with funding from the New Hampshire Drinking Water State Revolving Fund (DWSRF).

The Environmental Protection Agency requires that projects funded through federal programs such as the Drinking Water State Revolving Loan Fund (DWSRF) are required to display signage at construction sites to increase transparency and make the effectiveness of SRF funding visible to the public.

Projects accessing multiple funding sources will design a sign that satisfies all funder's particular signage requirements. Template signs are available to download from the [NHDES DWSRF webpage](#) for DWSRF projects co-funded with other water infrastructure programs administered by NHDES.

Sign Requirements

A [Template DWSRF Sign](#) is located at the end of this document.

Email DWSRF@des.nh.gov to request zip files of PSD sign templates, logos, and specific fonts.

Sign design must be approved by NHDES before being implemented.

Signage displayed on construction sites should be displayed throughout the construction phase of the project in an easily visible location that can be directly linked to the work taking place and be maintained in good condition throughout the construction period.

Costs associated with signage must be reasonable and limited.

Dimensions

96-inches long by 48-inches tall.

Sign Material

0.75-inch high-density overlay plywood signboard or other approved material suitable for signs.

Provide 4-inch by 4-inch signposts or other adequate supports to mount the sign at the project site.

Miter edge at all corners.

Logos

Funding program logos and color codes are available in the

[Logos and](#) Color section of this document.

Logos are for funding sources only. Contractor logos are not permitted on the signage.

Logos should be aligned along the top length of the sign. The NHDES logo should be in the top left corner. The Environmental Protection Agency's (EPA) logo should be in the top right corner. If additional logos of other funding sources need to be added to the sign, EPA's logo should be listed second in order from left to right after NHDES's logo. The EPA logo must not be displayed in a manner that implies that EPA itself is conducting the project. Instead, the EPA logo must be accompanied by a statement indicating that the recipient received financial assistance from EPA for the project.

Required Content

Drinking Water SRF (DWSRF) projects should use the phrasing "Water Supply Improvement" in a yellow banner centered prominently at the top of the construction sign underneath the logos. The banner should be yellow with blue text and blue edging.

List the identifying project numbers assigned by each funding source separated by a vertical bar |. Project numbers should be located under the yellow water supply improvement banner in a smaller font. Numbers should be listed in the same order that funding sources appear in.

The name of the project should be prominently centered in a large font.

Name the public water supplier.

Name the community, town, city, or district that the project is located in.

List the sources of funding financing this project. Use the name "NHDES Drinking Water State Revolving Fund" to reference the DWSRF.

Funding program-specific requirements

American Rescue Plan Act (ARPA)

Use the program name "American Rescue Plan Act of 2021" if used as a funding source.

No required logo.

Bipartisan Infrastructure Law (BIL)

Consult the [Water Infrastructure Construction Sign Guidance for DWSRF in Combination with the Bipartisan Infrastructure Law](#) (BIL) for how to integrate BIL's specific signage requirements.

Clean Water State Revolving Fund (CWSRF)

Expand the yellow banner to fit the phrase "Water Supply and Pollution Control Project."

Use the name "State Revolving Fund" to refer to both the Clean Water and Drinking Water SRF programs as funding sources.

Drinking Water and Groundwater Trust Fund (DWGTF)

List the Drinking Water and Groundwater Trust Fund if used as a funding source.

Include the DWGTF logo.

PFAS Remediation Grant and Loan Fund (PFAS RLF)

List the PFAS Remediation Grant and Loan Fund if used as a funding source.

No required logo.

Water Infrastructure Improvement for the Nation (WIIN)

List the Water Infrastructure Improvement for the Nation if used as a funding source.

No required logo.

Posters, Flyers, and other Publications

Projects may design and distribute posters, flyers, and other communications to educate the public where large signage isn't practical or would not reach a wide audience of community members.

All publications must contain all content outlined in the [Logos](#) and [Required Content](#) sections as well as a brief description of the project and of the water quality benefits the project will achieve.

All publication formats must be approved by NHDES before use.

Posters and Brochures

see [Template DWSRF Poster](#)

Posters or brochures must be placed in a public location that is accessible to a wide audience of community members.

Given the low cost of printing multiple copies, projects can explore options for displaying these publications in several visible locations simultaneously to achieve the overall objective of reaching a broad audience.

Newsletter, Periodical, or Press Release

When there is no suitable public space or where advertisement through signage is unlikely to reach community members effectively, projects can advertise in a community newsletter or similar periodical.

If projects decide on a public or media event to publicize the accomplishment of significant events related to construction, EPA must be provided with at least 10 working days' notice of the event and provided the opportunity to attend or participate in the event.

Online and Social Media

Online publications may appear on the community or facility website, if available.


Online notices to social media platforms such as Facebook or Twitter may be appropriate for sites where physical signage would not be visible to a wide audience or where the community's website is a well-recognized source of information for residents.

Logos and Color

Below are the color codes of all logos used by all water infrastructure funding programs available through NHDES.




Drinking Water State Revolving Fund Banner



Color	CMYK	RGB	HEX
	0, 0, 75, 0	255 / 255 / 65	#FFFF41
	83, 48, 0, 48	22 / 68 / 132	#164484



Environmental Protection Agency



Color	CMYK	RGB	HEX
	78, 40, 0, 0	55 / 153 / 255	#3799FF
	100, 56, 0, 29	0 / 80 / 180	#0050B4
	100, 0, 78, 20	0 / 204 / 44	#00CC2C




NH Department of Environmental Services



Color	CMYK	RGB	HEX
	67, 67, 0, 40	51 / 51 / 153	#333399
	50, 0, 50, 60	51 / 102 / 51	#336633

NH Drinking Water and Groundwater Trust Fund



Color	CMYK	RGB	HEX
	60, 31, 0, 22	80 / 138 / 200	#508AC8
	76, 61, 0, 41	36 / 59 / 151	#243B97
	66, 55, 0, 60	35 / 46 / 102	#232E66

Template DWSRF Sign



WATER SUPPLY IMPROVEMENT

Project Number

Project Name

Public Water Supplier
Town/City, NH

Funds Provided by
the Drinking Water State Revolving Loan Fund

Template DWSRF Poster



WATER SUPPLY IMPROVEMENT

Project Number

Project Name

Public Water Supplier

Town/City, NH

Loan Amount \$

Funds Provided by

The Drinking Water State Revolving Fund, **[list additional funding sources if applicable]**.

Construction of upgrades and improvements to the **[name of facility]**, in **[project location]** were financed by the Drinking Water State Revolving Fund (DWSRF), **[list additional funders if applicable]**.

This project will **[insert a description of the project]**, and will provide water quality benefits **[insert details of particular benefits]** for community residents and businesses in or near the **[name of town/city]**.

The DWSRF program is administered by the NH Department of Environmental Services with joint funding from the Environmental Protection Agency. DWSRF programs operate around the country to provide states and communities with the resources necessary to maintain and improve the infrastructure that protects our valuable water resources nation-wide.