



DRI Signage Requirements

Improvements that are a direct result of the DRI process should credit the use of State funds received through the Downtown Revitalization Initiative. Work plans for projects that improve the physical environment, such as new building, parks, marinas, and streetscape improvements, will require the contractor or its construction subcontractor(s) to install a sign satisfactory to the agency managing the contract and identifying the State's funding of the project.

Exemptions

Downtown Revitalization Initiative logos or other branding is not required for the following types of projects:

- Destination, business, and other wayfinding signage;
- Minor interior improvements to existing private buildings or buildings owned by not-for-profits funded through a DRI loan/grant fund; and/or
- Public art that is a component of a more encompassing DRI project like a road or park improvement which requires DRI signage.

Requirements

- 1) The contractor or construction subcontractor(s) must install signage identifying projects that receive Downtown Revitalization Initiative funding. Project contractors or subcontractors must use the signage template.
- 2) All signs are subject to the approval of the funding agency. Where the approving agency is the Department of State, internal approval processes must be followed.
- 3) The sign shall be installed within one week from commencement of work at the site in accordance with all laws and codes having jurisdiction. The sign shall be erected in a prominent location, secure from vandalism. Individual signs shall be provided at non-contiguous scattered site projects.
- 4) The contractor or construction subcontractor(s) must submit a photograph of the installed sign to the office administering the funding of the project.
- 5) Signs shall be maintained for at least 60 days after completion of construction or initial occupancy, whichever duration is longer. Signs must each be maintained and be plumb, level and in good condition.

6) Construction signage: A temporary sign may be posted during construction, consisting of medium density overlay exterior grade plywood with grade B surface veneers (MDO B-B EXT-APA). Exterior grade printed signs, such as closed cell PVC foamboard, mounted on APA exterior grade sheets are acceptable. Such signs shall be horizontal format 4 feet by 8 feet in size.

Grantees are encouraged but not required to install a small permanent sign or plaque noting that the project received funding through the Downtown Revitalization Initiative. The DRI Logo, Local Brand, and/or Official Seal may be used for this purpose. DRI does not require exclusive billing on permanent signs.

7) All construction signs shall meet the following specifications: Project information in the center portion of the sign shall be limited to text only, i.e. project name or description, names of local officials, developers, etc. This optional text shall be visibly subordinate to the main sign graphics and text.

The sign shall be fabricated by a professional sign manufacturer. Lettering and striping shall be uniform with sharp, neat profiles. The size of text and logos must be proportional to that shown on the sign template.

7) Continued:

Sign colors:

Blue

Pantone 3005 C
CMYK 100/31/0/0
RGB 0/119/200
HEX #0077C8

Logo:

Blue Fade on State

CMYK 100/90/6/1 to 71/15/0/0
RGB 35/62/144 to 30/169/225
HEX #233E90 to #1EA9E1

Logo:

Gold

Pantone 130 C
CMYK 0/32/100/0
RGB 242/169/0
HEX #F2A900

8) Waivers:

The agency managing the contract, may in its discretion, waive certain requirements if the DRI sign cannot be reasonably installed and or maintained at the project site. To request a waiver, the grantee must notify an agency representative in writing, and must include:

- A brief explanation of why the sign requirement can't be met
- The proposed dimensions and materials if different from the requirements; and
- A mockup of the proposed sign.

9) Sign Template on next page