

## **Call for Projects Communications Materials Guidelines for Grantees**

### **I. Purpose**

The purpose of these guidelines is to provide Grantees with guidance on how to acknowledge the Los Angeles County Metropolitan Transportation Authority (Metro) in project promotional and informational materials in order to meet the Communications requirements of Memorandum of Understanding (MOU) and Letter of Agreement (LOA) documents. These guidelines pertain to all Grantees and related subcontractors.

### **II. Definition:**

Communications Materials include, but are not limited to, literature, newsletters, publications, signage, websites, advertisements, marketing brochures, video, radio and public service announcements, press releases, press events advisories and all other related materials.

### **III. General Overall Requirements**

All Communication Materials, with the exception of construction site signage which have different requirements as listed in Section VI.6 shall contain the following: (i) the phrase "This transportation improvement project was partially funded by the Los Angeles County Metropolitan Transportation Authority (Metro)"; and (ii) the Metro logo. Press releases do not require a Metro Logo.

Exceptions from Requirements: If the Grantee would like to produce any Communications Materials using different language from what is required, the Grantee must first contact Metro Communications staff (contact information below) via email and discuss the proposed communication alternative. To ensure that Metro has received the request to review the alternative language, Grantee shall request a confirmation return email. Once the proposed alternative has been reviewed, the Grantee should receive written comment from the Chief Communications Officer or their designee within seven (10) working days from the day of first contact via e-mail and before such materials can be produced. If the Grantee does not receive a response from Metro Communications within 10 working days, the Grantee may proceed with producing the Communications Materials as proposed.

### **IV. Agency Nomenclature:**

When making reference to the agency in project promotional or information materials, Grantee is to use either the legal name or popular name as follows:

- The legal name of the agency is the "Los Angeles County Metropolitan Transportation Authority". The popular name of the agency is 'Metro'.
- Documents in which the name of the agency is to appear more than once shall use the legal name of the agency followed by the popular name in parentheses with the

popular name used thereafter in the document. Example: "This project was funded in part by the Los Angeles County Metropolitan Transportation Authority (Metro).

- 'MTA' shall not appear in any printed materials, presentations, signage, or electronic communications.

## **V. Metro Logo**

The Metro logo consists of two elements: the "M" symbol and the Metro name.

The Metro logo is a unique copyrighted element. Because the integrity of any logo depends on consistent usage, the alignment and proportions of this logo may not be altered in any way.

The preferred position for the logo in most cases is in the lower left-hand corner, in a clear space away from other type or graphic elements.

The second choice for placement is the upper left-hand corner. With rare exceptions, the logo should not appear on the right-hand side of documents or materials.

When the Metro logo appears with other another agency logo(s), all logos must be the same size to emphasize the partnership.

## **VI. Communication Materials**

### **VI.1. Literature, marketing brochures, newsletters:**

Must include, at a minimum, recognition of Metro's contribution to the Project by including the phrase "This transportation improvement project was partially funded by the Los Angeles County Metropolitan Transportation Authority (Metro)" and the Metro logo.

### **VI.2. Press releases:**

Must include, at a minimum, recognition of Metro's contribution to the Project by including the phrase "This transportation improvement project was partially funded by the Los Angeles County Metropolitan Transportation Authority (Metro)". Metro logo is not required. Grantee shall contact Metro Media Relations to review the press release.

### **VI.3. Press events:**

The Grantee shall notify their Metro project manager who will coordinate with the Executive Officer of Metro Communications or their designee of all press events related to the Project. Grantees must contact their Metro project manager at, a minimum 7 days before the press event to allow Metro to participate in such events, at Metro's sole discretion.

#### VI.4 Websites

Must include, at a minimum, recognition of Metro's contribution to the Project by including the phrase "This website contributes to transportation improvement and was partially funded by the Los Angeles County Metropolitan Transportation Authority (Metro)" and the Metro logo.

If a website is a primary component of a Project then Metro requests that Metro be provided an opportunity to review the site's content and be provided an opportunity to provide written comment before being finalized and activated. If the Grantee does not receive a response within 7 working days, the Grantee may proceed with the website as proposed.

#### VI.5. Advertisements/PSA's/Video/Radio

Must include, at a minimum, recognition of Metro's contribution to the Project by including the phrase "This transportation improvement project was partially funded by the Los Angeles County Metropolitan Transportation Authority (Metro)" and the Metro logo.

#### VI.6. Construction Site Signage (permanent or temporary)

Signage for project construction sites must include "Partially funded by the Los Angeles County Metropolitan Transportation Authority (Metro)" and the Metro logo.

Construction site signs shall be placed in a prominent location adjacent to construction site to maximize visibility and be easily identified with the corresponding project. In no case shall these signs be placed such that it causes safety hazard.

Metro requires 2-3 photos showing the installed signage and demonstrating it's location for record keeping purposes. Please submit these photos within 10 working days of the start of construction.

If Grantee wishes to propose alternative signage language, the Grantee must follow the procedure outlined under Section III, "Exceptions from Requirements."

### **VII. Metro Communications Contacts:**

For questions regarding Communications Materials, please contact one of the following staff by subject area:

General Communications Materials questions and electronic copies of Metro logo:

Warren Morse

213.922.5661 or [morsew@metro.net](mailto:morsew@metro.net)

Press Releases, Press Events and other related materials:

Marc Littman

213.922.4609 or [littmanm@metro.net](mailto:littmanm@metro.net)