Funding Agreement Communications Materials Guidelines

I. Purpose
The purpose of these guidelines is to provide funding recipients with guidance on how to acknowledge the Los Angeles County Metropolitan Transportation Authority (Metro) funding in project promotional and informational materials in order to meet the Communications requirements of the Funding Agreement (FA) and Letter of Agreement (LOA) documents. These guidelines pertain to all recipients of Metro funds or programmed funds and their respective subcontractors.

II. Definition
Communications Materials include, but are not limited to, construction site signage, literature, newsletters, publications, signage, websites, advertisements, marketing brochures, video, radio and public service announcements, social media (blogs, twitter messages, Facebook, etc.) press releases, press events, invitations, advisories and all other related materials.

III. General Overall Requirements
All Communication Materials, with the exception of signage and vehicles which have different requirements as listed in Section VI.6, shall contain the following: (i) the phrase “Another project made possible by Metro”; and (ii) the Metro logo. Joint press releases require a Metro Logo and approved quote.

Exceptions from Requirements: If the Funding Recipient would like to produce any Communications Materials using different language from what is required, the Funding Recipient 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, the Funding Recipient shall request a confirmation return email. Once the proposed alternative has been reviewed, the Funding Recipient should receive written comment from the Metro contact or their designee within 7 working days from the day of first contact via e-mail and before such materials can be produced. If the Funding Recipient does not receive a response within 7 working days, the Funding Recipient may proceed with producing the Communications Materials as proposed.

IV. Metro Nomenclature
When making reference to the Los Angeles County Metropolitan Transportation Authority in project promotional or information materials, Funding Recipient is to use Metro

- The legal name of the agency is the “Los Angeles County Metropolitan Transportation Authority” but the agency prefers “Metro” as the identifier of the agency
- Documents in which the name of the agency are 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’ and “LACMTA” 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.

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, invitations
Must include prominently/in the lead, at a minimum, recognition of Metro’s contribution to the Project by including the phrase “This transportation improvement project was partially funded by Metro” or other approved language, the Metro logo, and a link or reference to the Metro website. Metro must be provided an opportunity to review and comment on all such materials prior to completion.

VI.2. Press releases
Any Joint Agency press release 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 Metro.” Metro logo is not required. Draft press releases and press event advisories must be approved by Metro DEO for Public Relations at least two days before distribution to media. In addition to noting partial funding is provided by Metro, the actual funding amount should be noted in the press release. Prior to distribution, Metro reserves the right to add agency quote and a brief paragraph about Metro’s Funding Program.

VI.3. Press events
The Funding Recipient shall notify their Metro project manager who will coordinate with the Deputy Executive Officer of Metro Public Relations or their designee of all planned press events related to the Project. Funding Recipient must contact their Metro project manager at a minimum 30 days before the press event to allow Metro to participate in such events, at Metro’s sole discretion.

VI.4 Project websites
Must include prominently/in the lead, 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 Metro” or other approved language, the Metro logo, and a link to the Metro website.

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 Funding Recipient does not receive a response within 7 working days, the Funding Recipient may proceed with the website as proposed.
VI.5. Advertisements/PSA’s/Video/Radio
Must include prominently/in the lead, at a minimum, recognition of Metro’s contribution to the Project by including the phrase “This transportation improvement project was partially funded by Metro” or other approved language, and the Metro logo with hyperlink to appropriate page on metro.net. Metro must be provided an opportunity to review and comment on all such materials prior to completion.

VI.6. Construction Site Signage
Signage for project structures, facilities, and construction sites must prominently display the following phrase:
- “Another project made possible by Metro [Metro logo]”

If needed, Metro will supply stand-alone signs with the above for posting by the funding recipient.

If the Funding Recipient wishes to propose alternative signage language, the Funding Recipient must follow the procedure outlined under Section III, “Exceptions from Requirements.”

VII. Metro Communications Contacts
For questions regarding Communications Materials, please contact your Metro Project Manager, or one of the following staff by subject area:

General Communications Material’s questions and electronic copies of Metro logo/guidelines:

- Warren Morse  
  213-922-5661 or morsew@metro.net

- Omark Holmes  
  213-922-5246 or holmeso@metro.net

Construction Site Signage:  
- Jeff Ringsrud  
  213-922-5629 or ringsrudj@metro.net

Press Releases, Press Events and other related materials:

- Marc Littman  
  213-922-4609 or littmanm@metro.net

- Dave Sotero  
  213-922-3007 or soterod@metro.net