



## SIGNAGE POLICY

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All CDFA contracts require that projects in which signage is displayed include CDFA's logo.

### PROJECT TYPE

For all applicable CDFA Tax Credit and Clean Energy awards, the CDFA logo must be used for any external signage, brochures, associated web pages, or other material pertaining to your project. The CDFA logo may not be any smaller than 50% of the size of the largest logo displayed.

For all applicable CDBG award, both the CDFA and the HUD logo must be used for any signage associated with the project. The CDFA and HUD logos may not be any smaller than 50% of the size of the largest logo displayed. For construction/renovation projects, the CDFA logo must be included in signage at the job worksite.

### IMAGE FILES

Files of logos can be downloaded at in the "Signage Requirements" folder on the CDFA website.

Included are a variety of raster images (.jpg). These are good for small-sized printing or for digital applications. Jpg files are handy as they are compatible with nearly every software program.

If you are using a professional printer (for creation of a banner or other large sign), the printer will likely prefer to receive a vector image file (.eps). A vector file can be enlarged or shrunk with no loss in quality; raster files like .jpgs will start to pixelate if enlarged too much. Vector files are used primarily with graphics-focused software (like Photoshop) and are not compatible with most consumer grade programs (like Word). You won't be able to see the .eps graphic unless using compatible software.

### EXCEPTIONS FROM SIGNAGE REQUIRMENTS

This requirement can be waived if no other partner/entity requires worksite signage and creating signage solely for CDFA poses a hardship. Alternatively, a substitute display of the CDFA logo or public recognition may be recommended.

Please submit a waiver request to CDFA for review.