



SIGNAGE AND COMMUNICATIONS MATERIALS GUIDE

As part of a grant agreement with the Ocean Protection Council (OPC), grantees should consider the public acknowledgement of OPC funding for the project and/or program, including research and other funded efforts. Certain project types and funding sources (for example, bond funded projects) require public acknowledgment and signage, detailed below.

This public acknowledgement helps demonstrate the impact of OPC's investments through grants which, in turn, helps to secure funding for future grant making opportunities. By including OPC in signage, materials, and other forms of communications, grantees help ensure that OPC can continue to fund vital projects and programs that further enhance and protect California's coast and ocean.

Through grant-funded projects, OPC funds physical signage, and other forms of communications materials, such as interpretive messaging, print and digital content. Grantees should use this guidance document to determine applicable signage and communications materials for OPC funded projects and/or programs. For questions not addressed in this document, please contact your OPC project manager.

I. SIGNAGE

Types of Physical Signage

Physical signage that acknowledges the funding source and agency logo is required for all site-specific projects (including site-specific research projects, such as data collection and monitoring). All physical signage, including interpretive signage, is considered an eligible project cost. Construction and post-completion signage is always required, while interpretive signage is optional, although strongly encouraged.

Construction Signage – A sign acknowledging the funding source and agency logo is required during construction. This also includes site-specific research, including data collection and monitoring.

Post-Completion Signage – A funding acknowledgement sign must be installed before the final project inspection and remain in place for at least four (4) years from date of project completion. The size of the sign is not prescribed; however, the funding source logo(s) must comply with minimum size requirements and any required language must be included. (See

'Language' section below). If appropriate, the same sign may be used during both the construction and post-completion periods.

Interpretive Signage – Interpretive signage provides information that enhances visitors' understanding of the ecological, historical, or cultural value of a project. Interpretive signage is not a funding requirement but is encouraged, along with other permanent signs that include an acknowledgement of OPC funding.

Note: For guidelines specific to [interpretive signage in Marine Protected Areas](#) (MPAs), please review the California Fish and Wildlife Department (CDFW) [MPA Outreach and Education Guide](#), and consult with your OPC project manager and CDFW staff for approval. OPC also recommends this guidance as general best practices and effective tips on messaging, design, and graphics that may be helpful across other project types.

Language in Signs

OPC strongly recommends that language accessibility be considered for signage, particularly in project areas where a significant proportion of residents have limited English proficiency. Specific funding sources, such as bond funds, may require signage to include minimum boilerplate language and/or other agency standards.

Construction & Post-Completion Signage: All construction and post-completion funding acknowledgement signs must include the name and title of the governor and secretary for natural resources.¹ The name of the director of the local agency or other governing body may be added, as well as the names (and/or logos) of other partners, organizations, individuals and elected representatives.

For bond-funded projects, signage must also include any boilerplate language required by the specific proposition. This language can be found in these specific guidelines:

- [OPC Proposition 1 Guidelines, Appendix E: Signage Guidelines](#)
- [OPC Proposition 68 Signage Guidelines](#)

Interpretive Signage: Interpretive signage should use accessible and culturally inclusive language to highlight the environmental, historical, and/or cultural significance of the project or project area. OPC encourages local community engagement when developing interpretive signage to ensure signage incorporates their perspectives and reflects the language(s) of the local community, wherever possible. For additional guidance on creating inclusive, community-

¹ California Governor and Secretary of Natural Resources at the time the project was approved for OPC funding. For bond funded projects, it will be the Governor and Secretary of Natural Resources who held office at the time the bond law was adopted.

informed interpretive materials and signage, see the State Coastal Conservancy's [Inclusive Interpretive Materials Guidance](#).

Logos

All signs and public-facing reports or webpages funded by OPC must include the OPC logo. For bond-funded projects, the universal logo of the relevant bond proposition must be included. These logos can be downloaded from [OPC's Logos Webpage](#). Logo(s) on physical signs must be mounted in an area maximizing visibility and durability.


Construction & Post-Completion Signage: Each edge of the logo must measure a minimum of 1' X 1'. When appropriate, exceptions may be approved at OPC's discretion. Below is an example showing minimum required elements for a Prop 68-funded sign:

Project Title/Description


Another Project to protect California's coastal resources
Funded by voter-approved Proposition 68 through the
Ocean Protection Council

**GAVIN NEWSOM,
GOVERNOR**

Wade Crowfoot,
Secretary for Natural Resources



CALIFORNIA
**OCEAN
PROTECTION
COUNCIL**



Interpretive Signage: Depending on the content in interpretive signage, agency and funding source logos are typically included at a smaller scale at a fixed location. Grantees have flexibility on placement when designing, as long as visibility and graphic aesthetic are maintained. Below is a reference example, as interpretive signage is unique to each project:

Conserving California's Coastal Treasures

Marine Protected Areas Safeguard Our Ocean's Bounty

A statewide network of Marine Protected Areas (MPAs) safeguards California's rich coastal resources. Humboldt Bay serves as a rest stop and nesting ground for many species of resident and migratory birds. Plankton and algae anchor food webs of mollusks, crustaceans, fish, birds, and mammals, including humans. The intertidal flats of South Bay support approximately 2,000 acres of eelgrass, critically important to the bay ecosystem. These eelgrass beds serve as key habitat and nursery areas for many species including lingcod, Dungeness crab, halibut, black brants, nudibranchs, and several kinds of rockfish.

California leads the nation and the world with its network of MPAs.

These MPAs—

- Have varying levels of protection
- Conserve marine habitats and diversity
- Allow marine life to thrive
- Make great places for education, research, and fun

For MPA boundaries, maps, coordinates, and allowed uses, go to: www.wildlife.ca.gov/marine/MPA
Report violations: (888) 334-CaTIP, (888) 334-2258

Samoa State Marine Conservation Area (SMCA)
Some recreational and/or commercial take of marine resources may be allowed.

South Humboldt Bay State Marine Recreational Management Area (SMRMA)
Legal waterfowl hunting is allowed.

Humboldt Bay

Hundreds of thousands of migratory and local birds use Humboldt Bay for feeding and nesting.

Dungeness crabs are an important part of northern California's economy and dwell in many of the area's MPAs.

Humboldt Bay protects marine and estuarine fish species, including steelhead and Coho salmon.

Eelgrass beds provide habitat, protection, nursery grounds, food, and oxygen to crabs, fishes, and other important marine life.

MPAs—Good for the Ocean; Good for You!

MPA Mobile Website

Source: CDFW MPA Outreach and Education Guide. Example of interpretive sign shown measures 2'x3'.

Sign Construction

All materials used shall be durable and resistant to the elements and graffiti. The [California Department of Transportation standards](#) may be used as a guide for gauge of metal, quality of paints used, mounting specifications, etc.

Compliance with Jurisdictional Requirements

All signage must be compliant with any relevant jurisdictional requirements (municipal, state, etc.) beyond that required by OPC. These jurisdictional requirements often include, but are not limited to, compliance with the [Americans with Disabilities Act \(ADA\) Standards for Accessible Design](#). Grantees must ensure signage is compliant with local and regional jurisdictional standards, including any regulatory or permitting requirements.

OPC Approval

Grantees shall submit the proposed number, location(s), size, design, and language of signs for review prior to ordering signs. Please consult with your OPC project manager to ensure signage is approved prior to requesting funding reimbursement. Final funds for projects will not be reimbursed until signage has been approved and installed.

II. Communications Materials and Final Reports

Grantees should acknowledge funding and support received from OPC in print and digital media, including communications, outreach, and interpretive materials, when applicable. The inclusion of the relevant bond proposition logo is required for bond-funded projects.

These logos can be downloaded from [OPC's Logos Webpage](#). Examples include, but are not limited to: digital content, printed materials, final reports, physical exhibits, and sign panels.

Language Access

OPC strongly recommends that language accessibility be considered for signage and materials, particularly in project areas where a significant proportion of residents have limited English proficiency. OPC strongly recommends that language accessibility needs (e.g., for multilingual or limited English proficiency populations) be considered. Ensure that public-facing documents, including external communications, materials, and reports are written in plain language,² using a coherent and easily readable style.

Accessibility Compliance

All reports, deliverables, and communication materials produced for online posting and distribution (including materials designed for print and uploaded to a website, such as pamphlets and brochures) must be accessible, including but not limited to, blindness and low vision, deafness, and hearing loss, in compliance with [Web Content Accessibility Guidelines 2.0 Level AA](#) and [Section 508 of the Rehabilitation Act](#). For more information regarding accessibility requirements, please visit the Department of Rehabilitation [Web Accessibility Toolkit](#). Grantees shall indicate whether their project will address project-related accessibility needs through in-house support or if this is a service that must be subcontracted out. This service is an eligible project cost.

² As defined by California Government Code Section 6219(a): each department, commission, office, or other administrative agency of state government shall write each document that it produces in plain, straightforward language, avoiding technical terms as much as possible, and using a coherent and easily readable style.

Social Media

Tag us and link to us on social media, particularly when talking about the project funded by an OPC grant. OPC's accounts are:



www.twitter.com/OPC_California



www.instagram.com/OPC_California



www.facebook.com/OceanProtectionCouncil



www.linkedin.com/company/california-ocean-protection-council



www.youtube.com/@ca_opc

Other Messaging and Communications

It is sufficient to simply state that OPC provided funding for your project, but we welcome further description of OPC's assistance or any technical expertise or non-financial support that was provided by OPC. We hope to foster a greater understanding of OPC's work through your acknowledgement.