



Department of Energy
Washington, DC 20585

INTERIM GUIDANCE

May 12, 2010

TO: Program Office Leadership

FROM: [Matt Rogers]

SUBJECT: DOE Policy Re Recovery Act Recipient Use of Recovery Act Logos on Signage

This memorandum clarifies the U.S. Department of Energy ("DOE") policy regarding use of the Recovery Act logo by Recovery Act recipients and subgrantees. The appropriate use of the logo will serve to highlight the Recovery Act's positive impact while preventing potential misrepresentations. Signs and websites are a useful part of efforts to increase accountability and transparency into how American taxpayer dollars are being spent through Recovery Act efforts.

Signage:

- DOE **permits** the use of Recovery Act logos and/or the text, "U.S. Department of Energy" or "Department of Energy," on any Recovery Act recipient physical or structural signage identifying the location of a Recovery Act project or indicating that a project has been financed with Recovery Act funds. DOE encourages that qualifying language, as appropriate, be used in conjunction with the Recovery Act logo. Qualifying language includes, but is not limited to, "This project funded by."
- DOE **does not allow** the use of Recovery Act logos on a Recovery Act recipient's physical or structural signage that has no connection to the Recovery Act, or in any other manner that could be construed as endorsement of a company, organization or product by the federal government or the Department of Energy.

Websites:

- DOE **permits** the use of Recovery Act logos and/or the text, "U.S. Department of Energy" or "Department of Energy," on a Recovery Act recipient's website if the specific webpage containing the Recovery Act logo(s) provides information about the recipient's Recovery Act project.
- DOE **does not allow** the use of Recovery Act logos on a recipient's website if the specific webpage containing the Recovery Act logo(s) has no connection to the Recovery Act as it could be construed as a direct advertisement or endorsement of a company, organization or product by the Department of Energy.
- OMB is currently finalizing guidance on the use of Recovery Act logos on Recovery Act recipient websites. This memo may be revised to reflect additional guidance.

For questions regarding size specifications of the Recovery Act logo:

http://www.energy.gov/recovery/documents/Recovery_Emblem_Guide.pdf