



## Clean Air Project Promotion Guidelines

This guide provides promotional requirements and best practices for Sac Metro Air District (Air District) Supplemental Environmental Project (SEP) Program participants. It outlines how to recognize the program in public-facing materials, properly use Air District branding, and share project milestones with the public and District.

### BOILERPLATE LANGUAGE & BRANDING

#### Boilerplate Language

Include one of the following approved statements on all outreach materials, websites, press releases, event invitations, and other public-facing content:

*For Clean Air Project Recipients only.*

[PROGRAM/PROJECT NAME] has received funding for a Clean Air Project from the Sac Metro Air District Supplemental Environmental Projects program, an innovative program that allows organizations to convert their air quality fines into funding for local air quality improvement projects.

*For Responsible Parties only.*

[PROGRAM/PROJECT NAME] is a Clean Air Project being achieved through the Supplemental Environmental Projects program as part of a settlement of a Sac Metro Air District enforcement action. This is an innovative program that allows organizations to convert their air quality fines into funding for local air quality improvement projects.

#### Official Air District Name

- Use the full name on first reference:
  - “Sacramento Metropolitan Air Quality Management District” or
  - “Sac Metro Air District”
- “Air District” may be used on subsequent mentions.

#### Wordmark

The Sac Metro Air District wordmark must be included on all public materials and must not be altered in any way.

- ✓ Minimum size: 0.5 inches in height in printed materials
- ✓ Use clear, high-resolution versions
- ✓ Do not stretch, crop or overlay with other graphics
- ✓ An all-white version is available for use on dark backgrounds

To request additional logo files or guidance, contact [compliance@airquality.org](mailto:compliance@airquality.org).

Example wordmarks:



## PROMOTION

Recipients are encouraged to promote project progress and success at key milestones, including:

- Project funding announcement
- Program launch to the community
- Technology delivery
- Operational milestones (XX number of customers served, trees planted, etc.)
- Project highlights

### Media Releases and Events

Clean Air Project funding recipients are encouraged to issue press releases and organize events to promote their funded project.

Please notify the Air District of any upcoming events related to the Clean Air project by emailing [compliance@airquality.org](mailto:compliance@airquality.org). The Air District would like to participate in events when feasible.

Send news releases and project or event photos to [compliance@airquality.org](mailto:compliance@airquality.org).

### Connect with Sac Metro Air District on Social Media

Promote Clean Air Projects on social platforms by tagging the Air District and using approved hashtags.

- [X](#): @AQMD
- [Facebook](#): Sac Metro Air District
- [Instagram](#): sacmetroairdistrict
- Hashtag: #SacMetroAirSEP

## PROGRAM RECOGNITION REQUIREMENTS

All funded Clean Air Projects must recognize the SEP Program. Branding may be provided and will be evaluated on a case-by-case basis.

- At **Project Location**: Signage must indicate that the project was funded by the Sac Metro Air District SEP program.
- On **vehicles/equipment**: The Air District wordmark must be displayed in a visible location and be approved by the Air District.

The Air District may request that funding recipients present to the Sac Metro Board of Directors project details during implementation or once the clean air project has been completed. .

## REPORTING & REPORT SUBMISSIONS

As part of your funding agreement, please submit final copies of all promotional materials (printed and digital) to the Air District in quarterly or final reports. Email reports and material to [compliance@airquality.org](mailto:compliance@airquality.org).