



Supplemental Environmental Project Promotion Guidelines

This document provides guidance for Supplemental Environmental Project (SEP) Program participants to promote funded projects and recognize the SEP program.

BOILERPLATE & LOGO

Include SEP boilerplate language and the Sac Metro Air District logo on all public-facing materials, including but not limited to outreach materials, press releases, media advisories, printed collateral, event invitations, and project/program websites.

Boilerplate

For SEP funding recipients only.

[PROGRAM/PROJECT NAME] has received funding from the Sac Metro Air District Supplemental Environmental Projects (SEP) 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 being realized under the Supplemental Environmental Projects (SEP) program as part of a settlement of a Sac Metro Air District enforcement action. SEP is an innovative program that allows organizations to convert their air quality fines into funding for local air quality improvement projects.

LOGO

The Sac Metro Air District logo should not be altered. The logo should be at least .5 inch in height in printed materials.

SACRAMENTO METROPOLITAN



(full color)

SACRAMENTO METROPOLITAN



(black and white)

Note: High-resolution images and logos with transparent backgrounds can be provided upon request. An all-white logo is available for materials on dark backgrounds. Email compliance@airquality.org.

PROMOTION

SEP funding recipients are encouraged to promote funded projects at key milestones.

Key milestones include:

- 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

SEP funding recipients are encouraged to distribute news releases and organize events to promote their funded project. Notify the District of any upcoming events related to the SEP project by emailing compliance@airquality.org. The District would like to participate in events when feasibly possible.

Please send news releases and project or event photos to compliance@airquality.org for further distribution and promotional use.

Connect with Sac Metro Air District on Social Media

For social media promotion, posts must reference the SEP program.

- On Twitter, all posts must tag @AQMD.
- On Facebook or Instagram, all posts must reference the Sac Metro Air District
- Use the hashtags #SacMetroAirSEP to connect with other projects

SEP PROGRAM RECOGNITION

SEP projects must recognize that the project was part of the District SEP program at the project location. Vehicles and equipment purchased as part of a SEP project must display the District logo in a location approved by the District. See logo examples above. Vehicle and Equipment decals will be provided by the District as needed, see the example below.



Oval Decal 5.25 in x 4.25 in

Additional signage may be provided and will be evaluated on a case-by-case basis.

REPORTING

Final copies of all materials (printed and digital) must be sent to the Sac Metro Air District in quarterly or final reports as per the signed funding agreement.