

SACRAMENTO METROPOLITAN



Incentive Toolkit

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Introduction

Sacramento Metropolitan Air Quality Management District’s (Air District) grant recipients are required to brand and promote projects to help ensure that Air District programs are widely recognized as a regional resource for advancing clean air and climate resilience goals.

Projects that also receive funding from additional sources, such as California Climate Investments, must also adhere to any additional branding and promotion criteria required by the funder(s).

This document provides guidance to grantees implementing Air District-funded projects in the Sacramento region to ensure brand and messaging consistency.

Required Branding

Branding By Project Type

<p>On-Road Vehicles including but not limited to EV school buses, shuttles/transit vehicles, medium- and heavy-duty trucks, bookmobiles, garbage/refuse trucks, fleet vehicles of any size, etc.</p>	<p>The exterior of all vehicles must be branded with the District’s wordmark. The wordmark must be sized appropriately for the vehicle and the size and placement of the wordmark must be approved by the District.</p>
<p>Infrastructure including but not limited to EV charging stations, hydrogen fueling stations, etc.</p>	<p>All infrastructure must display signage on the equipment or near high-traffic areas of the project area. The signage must display District wordmark with an indication that the project was funded by the Sac Metro Air District. The District must approve the size and location of the signage.</p>
<p>Off-Road Vehicles and Equipment including but not limited to ATVs/UTVs, agricultural equipment including tractors, lawn and garden equipment, locomotives, etc.</p>	<p>All equipment must display a District approved decal. The District must approve the size and location of the decals. Hand-held equipment is exempt from this branding requirement.</p>

Please coordinate with your project manager on branding designs and decals.

Wordmark files are available on the [Incentive Toolkit landing page](#).

Branding Size Requirements

For optimal visibility, size the text so that pedestrians and drivers can easily read it from a distance. Gauge the readability of your text using the 15:1 rule for vehicle lettering — every inch of letter height equals up to 15 feet of readability distance.

Use the full-color wordmark on white or light-grey color vehicles and the white version of the wordmark on all other vehicle colors. The black version of the wordmark is reserved for school bus projects. It is important to measure the space available on the vehicle and select the wordmark that will fit well within that area.

Overall guidelines

- The wordmark sizing listed below is for use with vehicle wraps, door wraps, or other vehicle branding designs.
- Grantees may choose the vertical or horizontal wordmark, unless otherwise specified; using both orientations is optional.
- Wordmarks may be paired with additional text such as “Funded by” or “Funded in part by” or used alone as part of the grantee-developed branding design. The minimum size requirement applies to the wordmark.
- Grantees are responsible for branding design and installation, except for off-road vehicle and equipment projects, which must use an approved decal provided by the Air District. Please see separate requirements for school buses.
- All wordmarks should have transparent backgrounds when applied.
- All size requirements are subject to the substrate area available.

On-Road Vehicles

Passenger Vehicles (Compact To Mid-Sized, up to 8,000 lbs.)

Passenger vehicles must have identifiable branding that is visible the distance from across a four-lane street.

Requirement:

- Visibility Range: 45’-50’
- Minimum Vertical Wordmark Size: 10” x 6”
- Minimum Horizontal Wordmark Size: 13.5” x 2”

Medium-Duty Vehicles (Bookmobiles, Shuttles, Vans, Delivery Vans, Etc.)

It's important to keep your target audience in mind, consider service route areas, as well as locations where delivery vans or service vehicles may park for periods of time. Since these types of vehicles are large, branding size can be larger to fit the vehicle type.

Requirement:

- Visibility Range: 45'-50'
- Preferred Vertical Wordmark Size: 18.5" x 12.5"
- Preferred Horizontal Wordmark Size: 41" x 6"

Heavy-Duty Vehicles (Semis, Box Trucks, Shuttles, Etc.)

It's important to keep your target audience in mind, consider service route areas, as well as locations where delivery vans or service vehicles may park for periods of time. Since these types of vehicles are large, branding size can be larger to fit the vehicle type.

Requirement:

- Visibility Range: 45'-50'
- Preferred Vertical Wordmark Size: 18.5" x 12.5"
- Preferred Horizontal Wordmark Size: 41" x 6"

School Buses

School buses have laws regarding decals, branding and marking under the California Code of regulations. According to [Cal. Code Regs. Tit. 13, § 1256.5 – School Bus Color and Signs](#):

(3) Additional Signs. Signs consisting of numbers, letters or illustrations with contents limited to special identification, bus routing information, warning against unauthorized entry, or an acknowledgment of a sponsor's donation of a school bus may be displayed. No color restrictions apply to this sign. The display area shall be a maximum of 12 inches by 12 inches on the sides of a school bus below the bottom edge of the passengers' side window glass and not closer than 12 inches from any required sign.

Requirement:

- When the District is the sole project funder, a black wordmark with a transparent background must be sized at 12" x 8.25"
- When the project is funded by the District and CCI, the branding design must not exceed 12" x 12". To assist applicants in meeting this requirement, please use the design file at www.AirQuality.org/Incentive-Toolkit. The design must have a transparent background when applied.
- Horizontal wordmarks cannot be used

Infrastructure

Infrastructure can vary depending on the type of signage. Examples include but are not limited to street signs, banner signs, window decals, etc. It is important to find out the size of the infrastructure type to size the wordmark to fit well within the area.

Requirement:

- Visibility Range: 10'-15'
- Vertical Wordmark Minimum Size: 6.5" x 4.5"
- Horizontal Wordmark Minimum Size: 13.5" x 2"
- When applying the wordmark to windows/glass, only use the white version of the Wordmark.
- When designing signs, be sure the wordmark is readable from a distance.
- Logos/wordmarks from other project funders may be included as needed.

Off-Road Vehicles and Equipment

Tractors, Ag Equipment, UTVs, Generators, Etc.

Please contact your project manager to obtain the required decal. These types of vehicles do not allow for larger branding designs. Always apply decals away from vents and substrates with a hot surface temperature.

Required Promotions

All Projects

Immediately upon passing all post-inspections, all recipients must provide a high-quality photo of the project, separate from their inspection photo, for use in District communications and a brief written testimonial. A posed photo of the project with the recipient or the recipient's employees is encouraged for this requirement.

Project Photos

Requirements:

- Must be high-resolution original images (cell phone photos are acceptable).
- Must be in focus and in color.
- Should clearly feature the project and preferably include the recipient and/or employees.



Images like this one are strongly encouraged.

Unacceptable photos:

- Stock images, screenshots, or web-copied images
- AI/digitally manipulated images
- Blurry or low-quality photos
- Project inspection photos

Please submit your photo to your project manager.

Testimonials

Please select one of the below templates and modify the yellow highlighted areas with your project information. Testimonials should showcase the air quality impacts of the project and may be used by the Air District for a variety of internal and external purposes including, but not limited to, marketing materials, Board reports, social media posts, news releases, newsletters, and the District website. Testimonials may also include the recipient's name, business name, business title, and/or project location.

Template options:

- “The support [we/grantee name] received [briefly describe the impact of the grant, benefits of project and/or why the project is important]. Thank you, Sac Metro Air District!”
- “With our grant from the Sac Metro Air District, [business name] invested in a new [equipment type/vehicle name/infrastructure project name] to [briefly describe how equipment/vehicle will be used and why that is important].”
- “The Sac Metro Air District helped [us/business name] invest in [briefly describe project and why it is important]. We are [grateful/proud] to [achieve specific goal].”

Examples of completed testimonials using the templates:

- “The support we received will not only help us achieve our goals, but it will also help clean up our air, and that's great for everyone. Thank you, Sac Metro Air District!” – Sally Smith, Resident
- “With our grant from the Sac Metro Air District, we were able to invest in clean technology that helps with our operations and improves the air we all breathe.” – Dave Jones, ABC Company CEO
- “The Sac Metro Air District helped us invest in clean technologies that will have a big impact on our bottom line as well as our local community. We are proud to help contribute to cleaner air.” – John Doe, Nonprofit group

Please submit your completed testimonial to your project manager.

Social Media, Website, and Newsletter Content

Recipients with business social media accounts, website and/or newsletters must share their required photos with an acknowledgement of the Air District's funding in at least one of these locations. Recipients may select the posting option(s) that best work for their businesses. ***If your business does not have a social media account, website, and/or newsletter you are exempt from this requirement.***

Social Media Posts

Please select one of the below templates and modify the yellow highlighted areas with your project information. When posting, be sure to also attach your project photo.

- Thanks to the Sac Metro Air District for funding our new [project type or name]! Learn more about clean air projects by visiting www.AirQuality.org.
- [Business name] has invested in a new [project name] to [purpose of project]. This project was made possible with funding from the Sac Metro Air District. Learn more about the District at www.AirQuality.org.
- Great news! With a grant from the Sac Metro Air District, [business name] has a new [project type or name] that will [purpose of project]. Apply for funding for your clean air projects by visiting www.AirQuality.org.

Tagging for posts should include:

- @AQMD on X/Twitter
- @Sac Metro Air District on Facebook and Instagram
- All projects receiving CCI funds tag [@CAClimateInvest](https://twitter.com/CAClimateInvest)

Please submit the link for your completed post to your project manager.

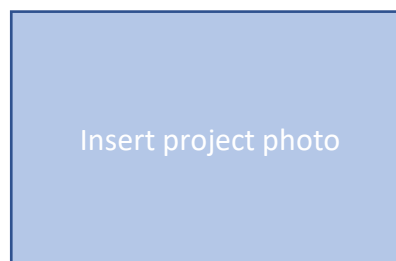
Newsletter Article Template

Recipients may use the below newsletter article template by modifying the yellow highlighted areas with their project information. Alternatively, recipients may write their own newsletter articles but must include their project photo and the District's boilerplate language. All projects receiving CCI funds must also adhere to CCI requirements.

All yellow highlighted text should be customized by the grantee.

[Business Name] Invests in New [Project Type or Name] With Funding From the Sac Metro Air District

[Business name] has been awarded a grant from the Sacramento Metropolitan Air Quality Management District (Sac Metro Air District) for a [Project type or name] to [describe business use and goal of project].



About the Sac Metro Air District

The Sacramento Metropolitan Air Quality Management District is the leading regional agency responsible for monitoring air quality, reducing air pollution, enforcing air quality regulations, and promoting decarbonization efforts through innovative incentive programs and projects. The Air District also works to ensure clean air and meet National Ambient Air Quality standards. For more information about the Air District, please visit www.AirQuality.org.

Please provide an electronic copy (Email, Word, PDF, PNG, etc.) of your newsletter to your project manager.

Website Post Options

Recipients who post their project photo on their website may use one of the social media post templates as a caption or adapt the newsletter article for web content. All projects receiving CCI funds must also adhere to CCI requirements. We encourage recipients to share the information on their website for a period of one month or more.

Please submit the link for your completed post to your project manager.

On-Road Vehicles, Locomotives, and Infrastructure Projects over \$500K News Release

In addition to complying with the “All Project” promotion requirements, the recipient must issue a news release that includes the District’s logo and standard boilerplate language. For projects over \$2 million, the release must contain a quote provided by the District. Recipient must provide a final copy of the release to the District.

Recipients may use the below news release template. Please note that this template includes Air District boilerplate language and instructions for including an Air District quote, if required. All yellow highlighted text should be customized by the grantee.

Recipients may tailor news releases to their own style provided the release meets the above requirements. All projects receiving CCI funds must also adhere to CCI requirements.

For projects over \$500K but under \$2 million, submit a final copy of your news release to your project manager.

For projects over \$2 million, please submit a draft copy of your news release to your project manager at least 14 working days in advance of your distribution date and a quote will be provided.

News Release Template

[Insert your business letterhead and/or logo]

News Release

FOR IMMEDIATE RELEASE

Date: [Date]

Contact: [Media Contact Name/Title, Phone and/or Email]

[Business Name] Invests in New [Project Type or Name] with Funding From the Sac Metro Air District

Sacramento, Calif. – [Business name] has [completed/installed/launched/unveiled, etc.] [Project type or name] to [describe business use and goal of project]. This project was made possible with funding from the Sacramento Metropolitan Air Quality Management District (Sac Metro Air District).

For projects over \$2 million, please leave this text block in your document where you would like the Air District quote to appear. For all others, please delete.

About the Sac Metro Air District

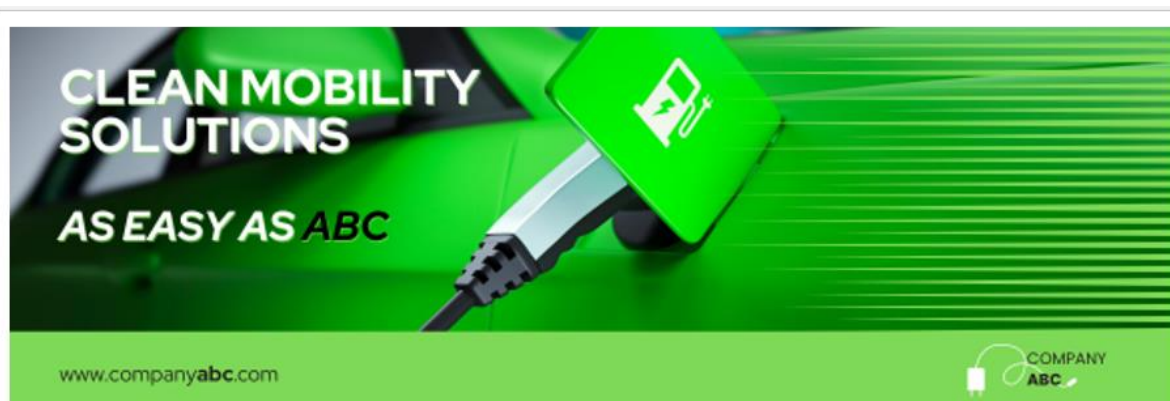
The Sac Metro Air District is responsible for monitoring air quality, reducing air pollution, enforcing air quality regulations, and advancing the greater capital region toward meeting clean air and climate protection goals. The Air District is a leader in developing and administering innovative incentive programs for businesses and residents to reduce air pollution levels and combat climate change. For more information about the Sac Metro Air District, please visit www.AirQuality.org.



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Sample News Release

Below is what a completed release should look like.



News Release

FOR IMMEDIATE RELEASE

Date: April 1, 2023

Contact: Joe Smith, Company ABC CEO, (916) 555-5555, jsmith@companyabc.com

Company ABC Invests in New EV Charging Infrastructure with Funding From the Sac Metro Air District

Sacramento, Calif. – Company ABC has installed new electric vehicle charging infrastructure at its community mobility hub, located at the corners of Mack Road and Center Parkway in South Sacramento. This project was made possible with funding from the Sacramento Metropolitan Air Quality Management District (Sac Metro Air District).

The new charging stations serve to enhance the mobility hub's low-cost electric vehicle sharing program by reducing competition for chargers during peak usage times. Self-service kiosks are available onsite and allow mobility hub users to set up member accounts, make, change, and cancel vehicle reservations, and connect with other mobility hub users interesting in carpooling.

To learn more about the mobility hub or its new chargers, please visit Company ABC's mobility hub website at www.companyabc.com/mobilityhub.

About the Sac Metro Air District

The Sac Metro Air District is responsible for monitoring air quality, reducing air pollution, enforcing air quality regulations, and advancing the greater capital region towards meeting clean air and climate protection goals. The Air District is a leader in developing and administering innovative incentive programs for businesses and residents to reduce air pollution levels and combat climate change. For more information about the Sac Metro Air District, please visit www.AirQuality.org.



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On-Road Vehicles, Locomotives, and Infrastructure Projects over \$2M Events

In addition to complying with the “All Projects” and “On-Road Vehicles, Locomotives, and Infrastructure Projects over \$500,000” promotion requirements, the recipient must host an event to showcase the project such as a press conference, grand opening, ribbon cutting, etc.

The recipient is responsible for:

- Submitting to the District a proposed event date at least two months in advance;
- Providing to the District the name and contact information for the recipient’s event coordinator;
- Planning and coordinating the event;
- Acknowledging the District’s funding;
- Extending an invitation for a District representative to speak at the event;
- Requesting a guest list from the District and including inviting those individuals to the event, and;
- Sharing any available event photos and/or video with the District for use in the District communications.

Materials

It is recommended that grantees use the Air District’s wordmark and below language on public-facing event materials such as invitations, flyers, event websites, etc. Logo files and branding guidelines are available [here](#).

[Program/Project Name] was made possible with funding from the Sac Metro Air District, the leading regional agency responsible for monitoring air quality, reducing air pollution, enforcing air quality regulations, and promoting decarbonization efforts through innovative incentive programs and projects.

Please submit your event date, details, and event contact person’s information to your project manager at least two months in advance of your planned date. The Air District’s Communications Team will reach out to coordinate the required event elements.

Tools and Resources

Branding Guidelines

Officially Approved District Names

When referencing the Air District in text, always use the full name (formal or informal) on the first reference. For subsequent references within the same document, the name can be abbreviated as outlined below.

FORMAL

Sacramento Metropolitan
Air Quality Management
District

INFORMAL

Sac Metro Air District

SUBSEQUENT

**REFERENCES WITHIN
SAME DOCUMENT**
Air District

Wordmark Usage

The Sac Metro Air District wordmark should not be altered (such as changing the font or moving elements that make up the image). Use the full-color wordmark whenever possible and the black or white version, when needed.

Providing clear and uncluttered space around the wordmark helps the audience see it quickly and reinforces our brand. This is called a clear space.



You can determine how much clear space should be provided around the logo by using the width of the "M" in Metro. This is also called the "staging" area.

MINIMUM SIZE REQUIREMENT

In printed materials, the logo should be at least 0.5 inch in height.



BLACK AND WHITE EXAMPLES



Incorrect Wordmark Usage

Incorrect usage of the Air District wordmark is not permitted. The examples on this page illustrate potential problems and misuses to avoid.

OUTLINED LOGO



SKEWED/STRETCHED LOGO



UNAPPROVED COLOR USAGE



ROTATED LOGO



LOW CONTRAST BACKGROUNDS



SHADOW TREATMENT



California Climate Investments Guidelines

California Climate Investments (CCI) is the umbrella brand for all programs funded by Cap-and-Trade dollars. The State of California developed the brand to emphasize the importance of the Cap-and-Trade program as an essential piece of California's climate portfolio that generates revenue to invest in clean technologies and reduce pollution, particularly in the state's most disadvantaged communities.

Grantees receiving CCI project funding must also adhere to [CCI's Media and Communications Guidelines](#).