



STATE OF WASHINGTON
OFFICE OF GOVERNOR JAY INSLEE

**DIRECTIVE OF THE GOVERNOR
24-01**

Date: January 16, 2024
To: Executive and Small Cabinet Agencies
From: Governor Jay Inslee
Subject: Use of Climate Commitment Act Branding in Agency Contracts

As agencies begin deploying appropriations from the Climate Commitment Act (CCA), we are creating tools to ensure transparency about how CCA funding is being put to work across the state. One of the ways we can help people see CCA benefits in their own neighborhoods and communities is through consistent branding and funding acknowledgements.

Effective today, January 16, 2024, agency contracts related to CCA-funded programs and projects *must* include provisions consistent with the attached branding contract guidelines.

The CCA is supercharging state efforts to reduce pollution and keep our air clean. The projects and programs supported by the CCA provide Washingtonians more options for cleaner, healthier homes, schools, businesses and communities. Examples include keeping kids safe from asthma by switching to electric school buses and improving air ventilation systems in schools; helping thousands of families reduce utility bills by weatherizing their homes and upgrading to energy-efficient heat pumps; and creating clean energy jobs in solar, wind, clean hydrogen and other clean energy sectors.

The attached CCA branding contract guidelines are similar to the kinds of funding requirements often seen in federally-funded programs or other infrastructure funding programs.

For CCA-funded contracts that were executed *prior to* this effective date, agencies should evaluate on a case-by-case basis if amendments to include any or all of these requirements are feasible or justifiably infeasible.

I appreciate everyone's dedication and progress toward a cleaner, healthier, safer Washington for all.



STATE OF WASHINGTON
— OFFICE OF GOVERNOR JAY INSLEE —

Climate Commitment Act funding acknowledgments and branding: Contract guidelines for agencies

Last updated: January 16, 2024
Issued by Office of the Governor Pursuant to Directive 24-01

The Climate Commitment Act (CCA) is the centerpiece of the state’s climate action efforts. Revenue from the program will support thousands of projects, programs and jobs that reduce pollution, and improve the health, safety, and resilience of neighborhoods and communities across Washington state.

To strengthen public awareness of how CCA funding is used, the Office of the Governor is directing state agencies that administer funding or manage a CCA-supported program to include CCA funding acknowledgement and branding provisions in funding or contract agreements.

The following guidance and sample contract language is intended to help agencies identify when and how to include requirements for funding acknowledgments and branding. These flow-down provisions apply to contractors, subcontractors, service providers and others doing business with the agency to implement a program that is receiving CCA funding. Such guidelines are similar to routine funding conditions from the federal government and will feel familiar to many agencies, particularly those who do federally-funded public works projects.

This guidance is effective January 16, 2024. For CCA-funded contracts that were executed prior to this effective date, agencies should evaluate on a case-by-case basis if amendments to include any or all of these requirements are feasible or justifiably infeasible.

Appendix A provides the official brand guide for “Climate Commitment Act” logo usage, signage guidelines, and access to high-resolution files. The brand guide is also available at climate.wa.gov/brandtoolkit. Please feel free to refer grantees and contractors to that web page.

Funding source acknowledgement

Administering agencies and all funding recipients, including sub-grantees and local agencies that receive CCA funding to supplement existing programs, must include recognition of CCA funding in alignment with this guidance.

The funding source acknowledgment should be used in related publications, websites, signage, invitations and other media-related and public-outreach products. This is the standard funding language to be used on websites and included in announcements, press releases, and publications:

“The [PROGRAM NAME / GRANT / ETC.] is supported with funding from Washington’s Climate Commitment Act. The CCA supports Washington’s climate action efforts by putting cap-and-invest dollars to work reducing climate pollution, creating jobs, and improving public health. Information about the CCA is available at www.climate.wa.gov.”

Logo and signage, decals, stickers

In addition to including a funding acknowledgement on websites and media or outreach materials, recipients must display the “Climate Commitment Act” logo if logos for other partnering organizations are included.

Logos must be printed on publicly-visible equipment and signage, as applicable and to the extent practical. If equipment and signage includes logos from other partners, it must also include a “Climate Commitment Act” logo. Likely examples include EV charging station signs, the side of an electric school bus, or the exterior surface of a heat pump.

Examples of applicable projects and programs

Large capital projects

Examples include but are not limited to large-scale or solar projects, shore power at ports, or retrofits on public buildings.

- **Pre- and during construction project signs**
If the project is installing pre-construction signage or will have signage up during construction, signage must include a CCA logo.
- **Website information**
If the project has a related website or webpage, it must include the funding acknowledgement. If the website or webpage includes logos for other project partners or funding sources, it must also include a CCA logo.
- **Public outreach or promotional materials**
Fliers, brochures, public meeting notices, and other similar education and outreach materials must include the funding acknowledgement. If materials include logos for other project partners, they must also include a CCA logo.
- **Permanent signs**
Once the project is complete, any prominent signage that will remain permanently within the footprint of the site must include a CCA logo.

Small capital projects

Examples include but are not limited to culvert projects along major roadways, community solar projects, new or upgraded EV charging stations, new or upgraded air quality monitoring stations.

- **Pre- and during construction project signs**
If the project is installing pre-construction signage or will have signage up during construction, it must include a CCA logo.
- **Website information**
If the project has a related website or webpage, it must include the funding acknowledgement. If the website or webpage includes logos for other project partners or funding sources, it must also include a CCA logo.
- **Public outreach or promotional materials**
Fliers, brochures, public meeting notices, and other similar education and outreach materials must include the funding acknowledgement. If materials include logos of other project partners, they must also include a CCA logo.
- **Permanent signs**
Once the project is complete, any prominent signage that will remain permanently within the footprint of the site must include a CCA logo.

Stationary projects or consumer incentive programs

Examples include but are not limited to weatherization or heat pump programs for homes or apartments, new electric school buses, free youth transit.

- **Website information**
If the project has a related website or webpage, it must include the funding acknowledgement. If the website or webpage includes logos for other project partners or funding sources, it must also include a CCA logo.
- **Public outreach or promotional materials**
Fliers, brochures, public meeting notices, and other similar education and outreach materials must include the funding acknowledgement. If materials include logos of other project partners, they must also include a CCA logo.
- **On-product**
Equipment such as heat pumps, updated electrical panels, zero-emission or electric-hybrid vehicles including drayage trucks, buses or ferries, and other products or equipment purchased with CCA funding must include a CCA logo decal in a place that is generally visible to the consumer or user. This includes equipment installed in residential buildings as well as commercial, industrial and community buildings or settings.

Sample contract language

This sample contract language is a starting point. Please work with your contracts manager to ensure contract language is appropriate for the specific circumstances of your project or program. The intent and spirit of this contract language is to ensure the Climate Commitment Act is consistently and properly recognized as a source of funding, particularly to emphasize the benefit to the end user.

Section X.Y: Ensure coordinated Climate Commitment Act branding

[PROGRAM/PROJECT NAME] received funding from Washington’s Climate Commitment Act (CCA). To strengthen public awareness of how CCA funding is used, the Office of the Governor is directing state agencies that administer funding or manage a CCA-supported program to ensure consistent branding and funding acknowledgments are used in all communications and included in funding agreements and contracts. The “Climate Commitment Act” logo and funding acknowledgment make it easy for consumers and the public to see how the state is using CCA funds to reduce climate pollution, create jobs, and improve public health and the environment, particularly for low-income and overburdened populations.

The following provisions apply to all contractors, subcontractors, service providers and others who assist CONTRACTOR in implementing [PROGRAM/PROJECT NAME].

Logo requirements. The CCA logo must be used in the following circumstances, consistent with the branding guidelines posted at climate.wa.gov/brandtoolkit.

- Any PROGRAM/PROJECT website or webpage that includes logos from other funding partners.
- Any PROGRAM/PROJECT media or public information materials that include logos from other funding partners.
- On-site signage *[for consumer-related projects or programs this could instead say something like: Decal placed on front of installed heat pump OR logo printed on delivery tag]*

Funding source acknowledgement. This standard funding language must be used on websites and included in announcements, press releases and publications used for media-related activities, publicity and public outreach.

“The [PROGRAM/PROJECT] is supported with funding from Washington’s Climate Commitment Act. The CCA supports Washington’s climate action efforts by putting cap-and-invest dollars to work reducing climate pollution, creating jobs, and improving public health. Information about the CCA is available at www.climate.wa.gov.”

Appendix A: Official brand guide and toolkit

This brand guide and logo and font files are available online at climate.wa.gov/brandtoolkit.

To strengthen public awareness of how Climate Commitment Act (CCA) funding is put to work, state agencies and recipients of programs or projects funded by the CCA are directed to use a funding acknowledgement and/or logo.

The Climate Commitment Act logo is a symbol of the state's commitment to fighting climate change and pollution. The simple but powerful design conveys our progress towards a cleaner, zero emission future. The primary color palette is the three shades of green representing the Evergreen State's natural beauty and its commitment to environmental protection.

The funding acknowledgement provides standard language for websites, press releases, public outreach materials and other related promotional products.

The guidance below provides general information about funding acknowledgement language and logo usage. Funding recipients should refer to their contracts for information about if and when these requirements apply.

Funding acknowledgement

Administering agencies and all funding recipients, including sub-grantees and local agencies that receive CCA funding to supplement existing programs, must include recognition of CCA funding in alignment with this guidance.

The funding source acknowledgment should be used in project- or program-related publications, websites, signage, invitations, and other media-related and public-outreach products. The standard funding language to be used is:

"The [PROGRAM NAME / GRANT / ETC.] is supported with funding from Washington's Climate Commitment Act. The CCA supports Washington's climate action efforts by putting cap-and-invest dollars to work reducing climate pollution, creating jobs, and improving public health. Information about the CCA is available at www.climate.wa.gov."

Logo usage

The logo should always be used in its entirety, with the wordmark and symbols together. The logo should not be altered in any way, including changing the colors, proportions or fonts.

The logo should be displayed on a white background. If a white background isn't possible, use the primary logo with the border or one of the approved white logos. The primary color palette is the shades of green, but it can also be used in black and white and/or gray scale as required.

The logo can be used in a variety of applications, including websites, social media, print materials, and signage. When using the logo in digital applications or printing for signage, it is important to use a high-resolution version of the logo file.

Primary logo



Primary with border & white background



Social media icon: For social media sites where a round icon is necessary or useful.



Grayscale logo: ONLY use the grayscale logo for black and white printing, limited color printing, or low-resolution displays.



White logo

While the primary CCA logo is always preferred, circumstances may necessitate using an alternative white logo. To ensure optimal visual impact, use only the listed logos with the black background or one of the approved CCA green hues.



Non-allowable logo modifications - DO NOT:

Squeeze, stretch, or condense logo out of proportion or reduce size smaller than 100px:



Retype or change the font in the logotype:



Combine with other elements:



Outline the logo:



Place logo on low contrasted background:



These are just a few examples of non-allowable modifications. For more information, please contact the Office of the Governor.

COLORS & FONTS

PRIMARY GREEN | Color codes for copy/paste on next page.

HEX: #005151
CMYK: 92, 49, 60, 35
RGB: 0, 81, 81

HEX: #027B5F
CMYK: 87, 29, 72, 14
RGB: 2, 123, 95

HEX: #07B14C
CMYK: 80, 0, 100, 0
RGB: 7, 177, 76

GRAYSCALE

HEX: #000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

HEX: #585858
CMYK: 0, 0, 0, 65
RGB: 88, 88, 88

HEX: #A6A6A6
CMYK: 0, 0, 0, 35
RGB: 166, 166, 166

FONTS

TITLE FONT: OSALD REGULAR

FUNDED BY WASHINGTON'S

LOGO TYPE: POPPINS BOLD

CLIMATE COMMITMENT ACT