

Reclamation Manual

Policy

Subject:	Visual Identity
Purpose:	Establishes the Bureau of Reclamation's visual identity requirements for a single visual framework for all Reclamation communication products, including printed and electronic. The benefit of this Policy is to ensure consistency of all Reclamation communication products.
Authority:	Commissioner's Memorandums dated July 28, 2003, June 3, 2004, and November 1, 2019
Approving Official:	Commissioner
Contact:	Deputy Commissioner, Office of Communications (92-40000)

1. **Introduction.** This Policy describes a common visual identity to be applied to all Reclamation printed and electronic products that are used as official materials identifying Reclamation or its employees.
2. **Applicability.** This Policy applies to all materials developed and/or used internally or externally by a Reclamation office, prepared by Reclamation, for Reclamation by a contractor, used by a contractor representing Reclamation, or prepared/used jointly with other agencies or partners. All items in the following areas, which are defined more fully in individual Directives and Standards, are included:
 - A. Audiovisual, Multimedia, Photography, and Equipment
 - B. Corporate Materials
 - C. Exhibits, Displays and Poster Session Posters
 - D. Publications Printing
 - E. Signage for Buildings, Outdoor Public Use Areas, and Vehicles
 - F. Uniforms and Official Clothing
 - G. Visitor Centers
 - H. Web Management
3. **Policy.** It is the Policy of Reclamation to have a unified visual identity for all Reclamation materials that provides for a single visual framework for all Reclamation communication products, including printed and electronic.

Reclamation Manual

Policy

4. Requirements and Responsibilities.

- A. **Deputy Commissioner.** Reclamation's Deputy Commissioner is responsible for Reclamation's visual identity, including approval of requirements.
- B. **Chief, Office of Communications.** Reclamation's Chief, Office of Communications is responsible for approving all new visual identity designs and deviations from visual identity requirements.
- C. **Managers and Supervisors.** Managers and supervisors are responsible for ensuring all products/materials developed by their office to officially represent Reclamation follow the criteria outlined in this Policy, associated Directives and Standards, and the Visual Identity Online Manual.
- D. **Public Affairs Officers and Staff.** Public affairs officers and staff are responsible for:
 - (1) providing assistance to all employees and contractors; and
 - (2) bringing issues regarding implementation of this Policy to the attention of appropriate management officials.
- E. **All Employees.** All employees are responsible for:
 - (1) following the criteria contained in this Policy, associated Directives and Standards, and the Visual Identity Online Manual when developing any materials that will be used to officially represent Reclamation; and
 - (2) bringing issues regarding implementation of this Policy to the attention of public affairs officers and/or staff.
- F. **Visual Identity Criteria.** All Reclamation employees and contractors are expected to strictly follow the criteria outlined in the individual Directives and Standards on the topics identified in Paragraphs 2.A.-H., as well as the specifications contained in the Visual Identity Online Manual when developing any products or materials that will be used to officially represent Reclamation.
- G. **New Products and Materials.** Any products and materials used to officially represent Reclamation for which criteria have not been specifically addressed in this Policy and associated Directives and Standards must be brought to the attention of the Visual Identity Program Lead (reference the Visual Identity Online Manual).
- H. **Exceptions.**
 - (1) Any deviations from the requirements in this Policy, the individual Directives and Standards, or the Visual Identity Online Manual must be forwarded through your servicing Public Affairs Officer and Reclamation's Chief, Office of

Reclamation Manual

Policy

Communications, in accordance with Reclamation Manual Directive and Standard, *Request for Deviation from a Reclamation Manual Requirement and Approval or Disapproval of the Request* (RCD 03-03). Deviations will be approved as follows:

- (a) Policy deviations will be approved/disapproved by the Commissioner (see Paragraph 6.Q.(2)(a)).
 - (b) Directive and Standard deviations will be approved/disapproved by the Deputy Commissioner (see Paragraph 6.Q.(2)(b)).
 - (c) Visual Identity Online Manual deviations will be approved/disapproved by the Chief, Office of Communications (see Paragraph 6.B.(5)).
- (2) Deviation approval must be received prior to expending any funds or making any arrangements for products or materials for which a deviation is submitted.

5. Definitions.

- A. **Audiovisual, Multimedia, Photography, and Equipment.** Includes all multimedia, audio, and video products; still film or digital photography; and all related special packaging produced within Reclamation or cooperatively or through contract with a private or public entity.
- B. **Corporate Materials.** All products and/or materials used either internally or externally that create an impression of Reclamation. This category encompasses such items as business cards; fax cover sheets; fact sheets; presentation folders; special event and conference materials; lapel pins; award certificates and plaques; printed communications to the news media and public; and miscellaneous stationery and promotional items such as paperweights, water bottles, coffee cups, mugs, pens, tote bags, or other items that contain a visual representation of Reclamation.
- C. **Exhibits, Displays and Poster Session Posters.** Items that visually represent Reclamation at public or in professional settings such as conferences, events, functions, etc.
- D. **Publications Printing.** Technical, non-technical, and administrative Reclamation documents produced for internal or external use by either a Reclamation office or by a contractor. These include items such as manuals, reports, training materials, books, booklets, annual reports, maps, posters, telephone directories, construction specifications, warehouse catalogs, newsletters, brochures, pamphlets, directories and other such documents produced for internal use, and/or public information for the efficient management of Reclamation offices.

Reclamation Manual

Policy

- E. **Signage for Buildings, Outdoor Public Use Areas, and Vehicles.** Signs located on Reclamation lands, facilities, and other structures; or used to identify motorized vehicles and equipment owned or leased by Reclamation. This includes external and internal signage on lands and structures such as campgrounds, day use areas, trails, boat ramps, canals, power plants, dams, construction sites, office buildings, etc.; and on motorized vehicles and equipment such as automobiles, watercraft, aircraft, forklifts, trucks, graders, bulldozers, backhoes, etc.
 - F. **Uniforms and Official Clothing.** Wearing apparel that officially identifies an individual as an employee or official representative of Reclamation. This includes official uniforms, polo shirts, hats, T-shirts, vests, jackets, clothing items given as awards, etc.
 - G. **Visitor Centers.** Any public educational facility that is owned, operated, or participated in by Reclamation. This includes exhibits, employee uniforms, brochures, publications, signage, and any other item that is used in a visitor center that would fall under the visual identity guidelines.
 - H. **Visual Identity.** Visual framework that clearly represents Reclamation to its employees, customers, and the public in a wide variety of products through style, colors, insignia, layout, seal and logo usage, etc.
 - I. **Web Management.** Web management includes all Internet Web sites administered by Reclamation and residing on Reclamation's servers, and internal Intranet sites.
6. **Review Period.** The originating office will review this release every four years.

RECLAMATION MANUAL TRANSMITTAL SHEET

Effective Date: _____

Release No. _____

Ensure all employees needing this information are provided a copy of this release.

Reclamation Manual Release Number and Subject

Summary of Changes

NOTE: This Reclamation Manual release applies to all Reclamation employees. When an exclusive bargaining unit exists, changes to this release may be subject to the provisions of collective bargaining agreements.

Filing instructions

Remove Sheets

Insert Sheets

All Reclamation Manual releases are available at <http://www.usbr.gov/recman/>

Filed by: _____

Date: _____