

Reclamation Manual

Directives and Standards

Subject:	Application of Visual Identity in Corporate Materials
Purpose:	Prescribes visual identity procedures and standards related to Bureau of Reclamation corporate materials. The benefit of this Directive and Standard (D&S) is that it provides a common, consistent look to Reclamation's corporate materials.
Authority:	314 DM, <i>Printing and Publications</i> ; 370 DM 451.5, <i>Awards and Recognition Program – Non-Monetary Awards</i> ; and Reclamation Manual Policy, <i>Visual Identity</i> (ADM P05)
Approving Official:	Deputy Commissioner, External and Intergovernmental Affairs
Contact:	Public Affairs Office (92-40000)

1. **Introduction.** This D&S describes a common visual identity to be applied to any corporate product that is developed for the purpose of furthering Reclamation's mission through public education and information.
2. **Applicability.**
 - A. This D&S applies to all Reclamation employees and contractors working or developing items for Reclamation.
 - B. This D&S applies to all corporate materials which include, but are not limited to, business cards, fax cover sheets, fact sheets, award certificates and plaques, special event materials, mission education and information items, and miscellaneous stationery such as memo pads, enclosure notes, thank you notes, and other types of materials that are allowable in the official conduct of Reclamation business.
3. **Definitions.**
 - A. **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.
 - B. **Corporate Materials.** Any item that is used during the normal business of the organization. This includes, but is not limited to, business cards, fax cover sheets, fact sheets, award certificates, plaques, special event materials, mission education and information items, and miscellaneous stationary.
 - C. **Mission Education.** Informational items including, but not limited to, paperweights, water bottles, coffee mugs, pens, tote bags, or other similar items.

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4. Responsibilities.

A. Assistant Director Information Resources, Chief of Staff, or Regional Directors.

The Assistant Director Information Resources; Washington Office; or regional directors are responsible for providing a centralized means for employees to obtain business cards within their local office in either of two ways:

- (1) Producing the business cards in-house using a designated source. Requirements and a list of approved contacts which have been provided a template for card production are in the Visual Identity Online Manual at <http://www.usbr.gov/vip/>.
- (2) Acquiring the business cards from the Denver Office, Printing and Duplicating Group. Regions are provided this service on a reimbursable basis.

B. Reclamation Senior Executives, Area Office Managers, and Supervisors.

Reclamation directors, area office managers, and supervisors are responsible for ensuring their offices and staff follow the provisions of this D&S.

C. Employees. Employees are responsible for:

- (1) requesting business cards in accordance with this D&S; and
- (2) ensuring the accuracy of the information they submit for their business cards.

5. Procedures.

A. Business Cards. If Reclamation provides business cards to employees, the business cards will be at no expense to the employee and must be used in the conduct of their official business.

(1) Usage.

- (a) Reclamation employees must use business cards furnished by Reclamation as their official business cards. Use of these cards is restricted to official government business, and no personal information will be included on the cards. Reclamation's visual identity will be used with no alteration on these cards. The approved design is in the Visual Identity Online Manual, at <http://www.usbr.gov/vip/>. Employees retiring or otherwise leaving Reclamation must dispose of their unused stock of Reclamation business cards by shredding or other permanent means.
- (b) Contractors doing business on behalf of Reclamation are prohibited from displaying the visual identity on their business cards.

- (2) **Process.** This D&S provides the only approved process for producing business cards at government expense. Government-owned equipment and materials will

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not be used to produce business cards by individual employees who are not part of the printing staff. Business cards shall not be purchased by individual employees on government purchase cards.

(3) **Standards.**

- (a) A standard design is available in two different color options and is presented in the Visual Identity Online Manual at <http://www.usbr.gov/vip/>. To ensure consistency in color printing and paper stock and to maximize cost-effectiveness, a centralized printing source must be used. Standard format and stock will be used for all cards.
- (b) The card will contain (in black) name, title, office designation (e.g., Interior Region 8: Lower Colorado Basin, Denver Office, Public Affairs Office), and contact information including office code, address, phone, Reclamation Web site (www.usbr.gov), and e-mail address. Position title may only be abbreviated, if necessary, to fit. Fax number, government cell phone number, government pager, and TDD numbers may be included at employee's discretion.
- (c) Cards printed with incorrect information submitted by employees will not be replaced at the government's cost.
- (d) Home phone numbers or any other personal information will not be included on the card.
- (e) A simple regional map (labeled as such), map of the 17 Western States, or the Reclamation mission statement may be printed on the back of business cards. No other information may be added. Type style must be either Arial or Times New Roman in a size consistent with the front of the card. Printing on the back of business cards will be done only by offices that produce their own cards. The Denver Office will not offer this service.
- (f) Business cards must be produced in small quantities (100 at a time for most employees) to limit waste due to changing information on individual cards.

B. Fax Cover Sheets - Standards.

- (1) Fax cover sheets must use the approved design and may not be embellished with personalized additions such as other logos, clip art, etc. All approved variations of the fax cover sheet are available as downloadable files from the Visual Identity Online Manual at <http://www.usbr.gov/vip/>.
- (2) Standard content on a fax cover sheet is date; to/from information (name and fax number); number of pages including the cover; and phone number of sender. The

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use of the statement/warning “For Official Use Only” is subject to unique requirements of Security, Safety, and Law Enforcement and will only be used in accordance with Reclamation Manual requirements for "For Official Use Only" documents.

(3) Use of a fax transmittal disclaimer is at the discretion of the issuing office.

C. **Other Corporate Materials.** Any corporate product that is developed for the purpose of furthering the Reclamation mission through public education and information must comply with the requirements provided in the Visual Identity Online Manual. Samples of corporate materials and some design templates are available online. Where there is no sample or template, care must be taken to assure the correct use of typography, colors, logotype/tagline, and the Reclamation seal.

(1) **Special Event Materials.** Materials such as banners, tablecloths, name tags, tent cards, folders, and other items, if used at a Reclamation conference or training event, must comply with Visual Identity Online Manual.

(2) **Mission Education and Information Items.**

(a) Pictures of sample mission education and information items that are available for purchase are posted on the Visual Identity Online Manual at <http://www.usbr.gov/vip/> as examples of correct design application. Contact information for various vendors who are known to be reputable and familiar with Reclamation visual identity standards is provided for convenience; however, no endorsement of a specific vendor is implied by this list. Acquisitions must be contacted directly to order the items. Appropriate acquisition authority to purchase the items must be known.

(b) Additional products developed to meet a specific mission need must comply with established Visual Identity Online Manual and be approved by Reclamation's Chief, Public Affairs (92-40000).

(c) As feasible, mission education and information items must include some contact information, such as the URL, or Web address, of the Reclamation home page (<http://www.usbr.gov>) or a local office telephone number.

(3) **Certificates, Plaques, and Other Recognition Items.** Approved designs for certificates and other award items are available in the Visual Identity Online Manual at <http://www.usbr.gov/vip/>. Variations that comply with established visual identity standards, and designs for one-of-a-kind recognition items such as plaques or desk sculptures, must be approved by a Reclamation's Chief, Public Affairs (92-40000).

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: _____