

Reclamation Manual

Directives and Standards

Subject:	Incorporation of Visual Identity (VI) into Outdoor Public Use Area Signage
Purpose:	Establishes requirements for planning, designing, and fabricating outdoor signs to ensure compliance with the Bureau of Reclamation's VI requirements. The benefit of this Directive and Standard (D&S) is that it ensures new signage is consistent at all Reclamation facilities and offices and helps visitors recognize they are visiting a Reclamation facility or office.
Authority:	Reclamation Manual (RM) Policy, <i>Visual Identity</i> (ADM P05); Americans with Disabilities Act; Architectural Barriers Act
Approving Official:	Deputy Commissioner
Contact:	Office of Communications (92-40000) and Asset Management Division (86-67200)

1. **Introduction.** Reclamation facilities and buildings have signs to provide information and direction. This D&S identifies how to incorporate Reclamation's Visual Identity into the public use area signage.
1. **Applicability.** This D&S applies to all Reclamation employees who are planning, designing, and fabricating signs for outdoor public use areas on lands administered directly by Reclamation or by another Federal or non-Federal Government partner. This D&S applies only to the fabrication and installation of new signs and the replacement and renovation of existing signs. Because of the variety of management scenarios at Reclamation projects (e.g., local, state, and other Federal partners) and the many universal standardized signs, there is no single signage solution.
2. **Requirements and Responsibilities.**
 - A. **Regional Directors.** Regional directors are responsible for designating regional sign coordinators for their region.
 - (1) **Area Manager.** Area managers are responsible for designating an office sign coordinator for their area office.
 - (2) **Area Sign Coordinator.** Area sign coordinators are responsible for:
 - (a) coordinating all signage needs with the local and regional staff; and
 - (b) submitting signs to the regional sign coordinator for review.
 - (3) **Regional Sign Coordinator.** The regional sign coordinator is responsible for:

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- (c) reviewing proposed drawings or plans during the sign planning and designing stages to ensure compliance with this D&S, VI Online Manual, and *Sign Guidelines for Planning, Designing, Fabricating, Procuring, Installing, and Maintaining Signs for Outdoor Public Use Areas* (Sign Manual);
 - (d) maintaining a list of vendors that can fabricate or manufacture the required signs in conformance with this D&S, the VI Online Manual, and the Sign Manual; and
 - (e) assisting Reclamation offices with the acquisition and procurement process, when needed.
- (4) **Asset Management Division – Dam Safety and Infrastructure.** The Asset Management Division is responsible for:
- (a) providing technical assistance to regional and area offices upon request, and
 - (b) as necessary, revising and updating the Sign Manual.

B. Planning and Coordination.

- (1) When Reclamation has sole administrative responsibility for an outdoor public use area or in instances where Reclamation has a managing partner but has retained primary responsibility for administration of a specific public use area (e.g., visitor overlooks, visitor contact stations, visitor centers, interpretative areas, administrative areas, and primary jurisdiction zones around dams), all new signage and renovation and replacement of existing signage must conform to this D&S, the Sign Manual, and the official common elements of the VI Online Manual Website.
- (2) When a local, state, or other Federal entity has management responsibility for a public use area on lands remaining under Reclamation's jurisdiction, incorporation of this D&S, the Sign Manual, and the VI Online Manual will be coordinated with the partner and detailed in the management agreement between the signatory parties.
- (3) In instances where Reclamation has transferred jurisdiction of certain Reclamation project lands to another Federal entity pursuant to specific legislation, such as Public Law 89-72, as amended, incorporation of this D&S, the Sign Manual, and the VI Online Manual will not apply. However, specific Reclamation signage needs will be coordinated with the agency having primary jurisdiction of the lands with the local Area Office.

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- (4) Samples of various VI sign designs are included for visual reference will be contained in the revised Sign Manual for public outdoor use areas.
- C. **Standards.** All signage must conform to the common elements of the VI Online Manual, this D&S, and the Sign Manual. To provide consistency and a single design format, refer to the Sign Manual. All signs must comply with ADA Accessibility Guidelines for Buildings and Facilities. These standards and guidelines are available at www.access-board.gov.
3. **Definitions- Visual Identity.** Single visual framework for all Reclamation communication products, including printed and electronic.
4. **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: _____