

Reclamation Manual

Directives and Standards

| | |
|----------------------------|---|
| Subject: | Incorporation of Visual Identity into Building Signage |
| Purpose: | Establishes requirements for planning, designing, and fabricating building signs to ensure compliance with the Bureau of Reclamation's Visual Identity (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 find the location of Reclamation facilities and or office. It also provides a positive, professional, and consistent image, a standardized sign design has been approved for the interior and exterior of buildings. |
| Authority: | Reclamation Manual (RM) Policy, <i>Visual Identity</i> (ADM P05), Commissioner's memoranda dated July 28, 2003, June 3, 2004, November 1, 2019 |
| Approving Official: | Deputy Commissioner |
| Contact: | Office of Communications (92-40000) and Property Management Branch (84-27110) |

1. **Introduction.** This D&S applies to planning, designing, and fabricating signs for the interior and exterior of buildings owned and occupied by Reclamation or occupied by Reclamation through a lease agreement with the General Services Administration (GSA) or other lease grantors.
2. **Applicability.** This D&S applies to Reclamation employees who are responsible for signs in buildings. It only applies for the fabrication and installation of new signs and the replacement and renovation of existing signs. All building signage must conform to the common elements of VI and this D&S.
3. **Requirements and Responsibilities.**
 - A. **Area Sign Coordinator.** The area sign coordinator is responsible for:
 - (1) coordinating all signage needs for buildings under the office's jurisdiction;
 - (2) working with the individual grantor of the building lease and the regional sign coordinator during the sign design and planning stages to ensure that the grantor's building requirements and local ordinances are followed and that the common elements of the VI system, as described in the VI Online Manual, are followed to the extent possible; and
 - (3) collaborating with all appropriate employees.

Reclamation Manual

Directives and Standards

- B. **Regional Sign Coordinator.** The regional sign coordinator is responsible for:
- (1) 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, Design, Fabrication, Procurement, Installation, and Maintenance of Signs for Outdoor Public Use Areas \(Sign Manual\)](#);
 - (2) coordinating with grantor of building lease, including those with National Historic Preservation status as requested;
 - (3) maintaining a list of vendors that can fabricate or manufacture the required signs in conformance with this D&S;
 - (4) assisting Reclamation offices with the acquisition and procurement process, when needed; and
 - (5) producing layouts using standards in the Sign Manual and the VI Online Manual Website.
- C. Coordination with General Services Administration.
- (1) Implementation of this D&S is subject to the requirements of GSA for leased buildings of which Reclamation may be the sole tenant or one of many. GSA requirements vary from state to state and region to region and will take precedence over this D&S.
 - (2) Buildings owned or leased directly from GSA as a sole tenant or one of many are subject to local planning and zoning laws, sign ordinances, protective covenants, and terms and conditions of a lease.
 - (3) Unless otherwise directed by GSA or sign ordinances, protective covenants etc., Reclamation's VI Online Manual standards will be used with no alteration. .
4. **Definitions- Visual Identity.** Visual identity is a single visual framework for all Reclamation communication products, including printed and electronic.
5. **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: _____