

Reclamation Manual

Directives and Standards

Subject:	Incorporation of Bureau of Reclamation Visual Identity (VI) into Identity Markings for Vehicles
Purpose:	Establishes requirements for planning, designing, and fabricating vehicle identity markings to ensure compliance with Reclamation's VI Requirements. Identity markings have been established by Reclamation to ensure consistency and uniformity in the identification of Government-owned or commercially leased vehicles. The benefit of this Directive and Standard (D&S) is that it ensures Reclamation vehicles will have consistent markings.
Authority:	Reclamation Manual (RM) Policy, <i>Visual Identity</i> (ADM P05); and Commissioner's memoranda dated July 28, 2003, June 3, 2004, and November 1, 2019
Approving Official:	Deputy Commissioner
Contact:	Office of Communciations (92-40000) and Property Management Branch (84-27110)

1. **Introduction.** These standards are intended to assist all Reclamation offices involved in planning, designing, and fabricating identity markings for motorized vehicles including automobiles, watercraft, and all construction or maintenance equipment such as forklifts, trucks, graders, bulldozers, and backhoes.
2. **Applicability.** This D&S applies to all motor vehicles owned or leased by Reclamation and identity markings for the Reclamation vehicles.
3. **Requirements and Responsibilities.**
 - A. **Regional and Area Office Fleet Managers.** Regional and area office fleet managers are responsible for ensuring vehicle identity markings follow this Directive and Standard and other associated VI standards.
 - B. **Manager, Property Management Branch in the Mission Support Organization (MSO).** The Manager, Property Management Branch is responsible for ensuring RM releases concerning vehicles are consistent with the VI requirements.
 - C. **Publishing Services.** Providing standard vehicle identity decals on a non-reimbursable basis as described in this D&S through web-to-print portal.
 - D. **Motor Vehicles.** Motor vehicles include cars and trucks.
 - (1) The prescribed process for identifying Reclamation purchased or leased motor vehicles is contained in 41 CFR 102-34.110 (3); 410 Departmental Manual (DM)

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116-60.6; and Reclamation Manual (RM) supplement to the Federal Property Management Regulations (FPMR) 114S-60.6

- (2) Law enforcement vehicles specifically assigned to an individual regional special agent are exempt from VI markings, pursuant to the requirements listed below. Exemptions for displaying Federal Government license plates and motor vehicle identification, for cases involving law enforcement or security vehicles, must follow 41 CFR 102-34.180 and 412 DM 1. Additional standards are provided in 446 DM 12.6, *Law Enforcement* and RM supplement to the FPMR 114S-38-203, and 114S-60.603, *Items Requiring Special Identification, for routine law enforcement vehicles*.
- (3) The requirements for identity markings and placement are described more fully in 41 CFR 102-34.110 and 41 CFR 102-34.120. Decals are available from Publishing Services through their web-to-print portal.
- (4) Reclamation offices must comply with the official common elements of VI and this D&S when planning, designing, and placing identity markings on vehicles. Samples of various VI marking designs are included for visual reference in the VI Online Manual.
- (5) If function vehicle markings (e.g., ambulances, search and rescue vehicles, and security vehicles) are used, then the function must be clearly indicated.

E. **Other Equipment.** Examples of other equipment include, but are not limited to, boats, snowmobiles, construction equipment, etc.

- (1) Offices that operate other equipment such as boats, snowmobiles, all-terrain vehicles, construction or maintenance equipment, etc. must use Reclamation VI markings.
- (2) Identification markings shall incorporate other requirements related to equipment identification as mandated by State or other Federal regulations (e.g., registration numbers required on watercraft).

F. **Standards.** All vehicle markings will conform to the common elements of the VI Online Manual and this D&S. To provide consistency and a single design format for vehicle identity markings the following standards will be followed:

- (3) **All Government-owned or Commercially Leased Motor Vehicles.** All Government-owned or commercially leased motor vehicles will display the legend “For Official Use Only” and “U.S. Government,” on the inside rear window, on the left (driver’s side), not more than ½ half inch from the bottom of the window unless otherwise printed on the license plate. Further information on the requirements for the placement and position of decals is described in [41 CFR](#)

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[102-34.110](#), [RM 114S-38.4970](#), and in [FPMR 114S-60.6](#). The window decal will incorporate the Reclamation Logo.

(4) **Reclamation Logo.**

- (a) Use of the Reclamation Logo is not mandatory on vehicle identity markings. When used, the Reclamation Logo must comply with VI requirements. If the logo is not used or the agency names are not legible in the logo, the following wording must be included:

U.S. Department of the Interior

Bureau of Reclamation

- (b) Additional text can also be used to identify Reclamation offices or regions. Refer to the VI Online Manual for examples of how the Reclamation logo can be used in conjunction with other text.

4. **Definitions - Visual Identity.** VI 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: _____