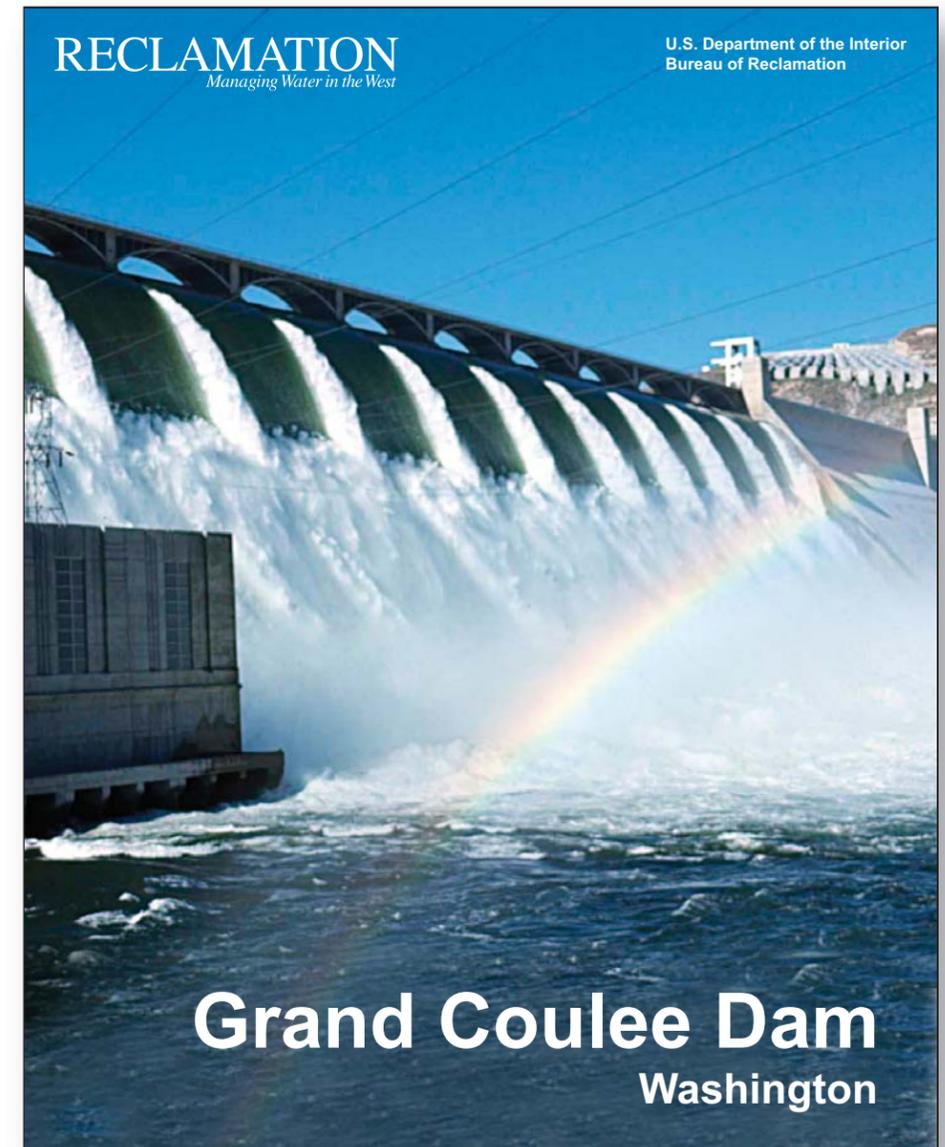
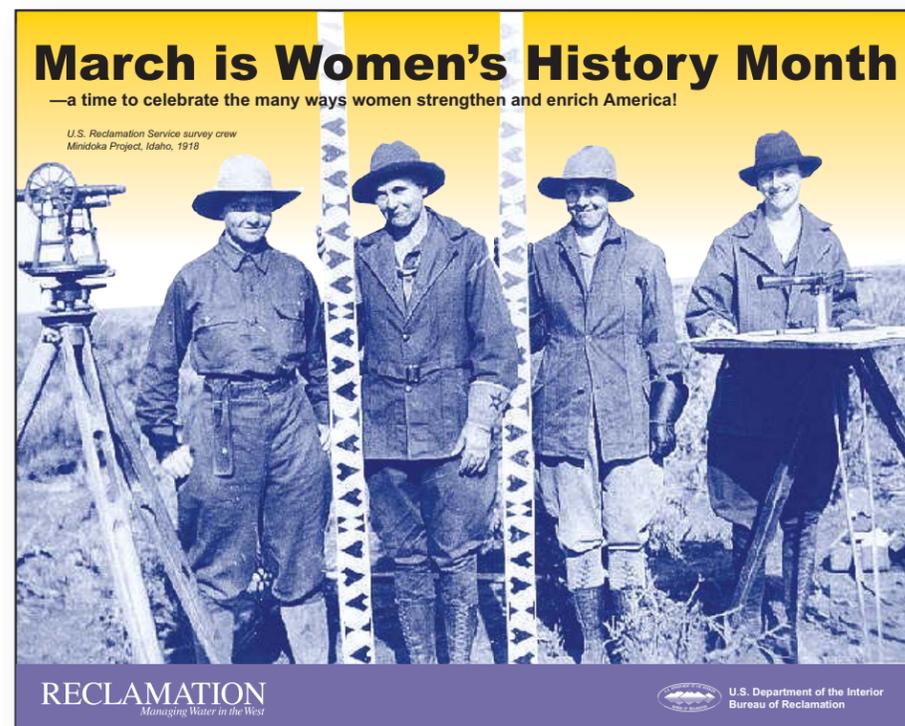
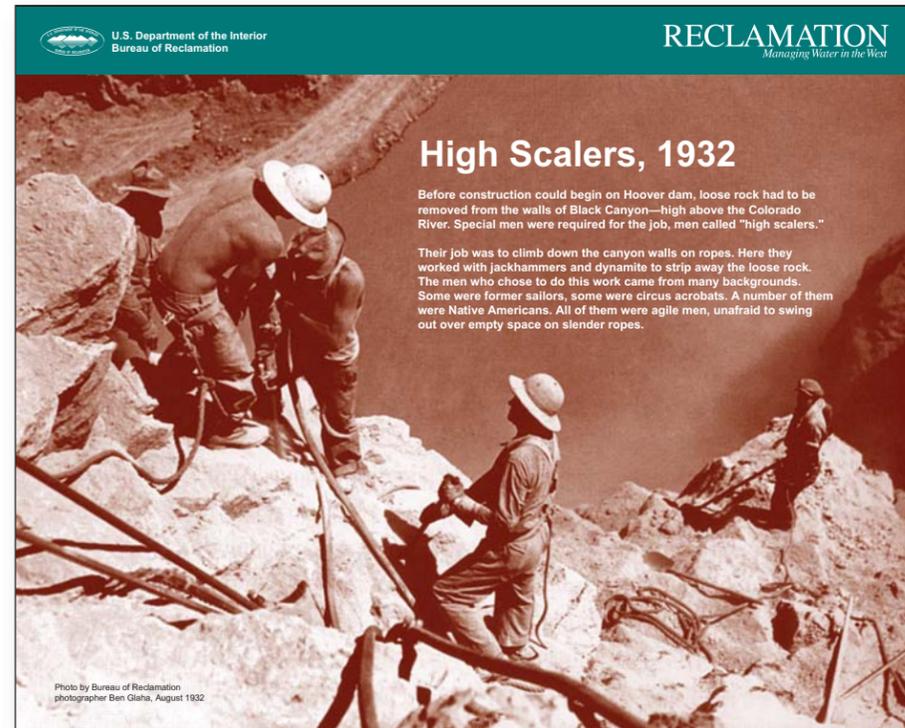
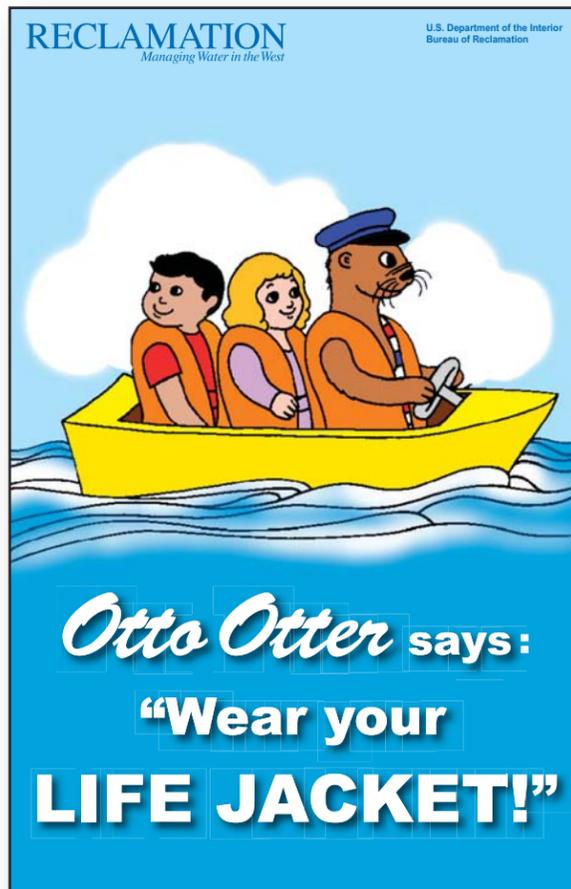


Posters

Posters serve a variety of communication goals. Emphasis should be placed on strong images and clear, simple messages. To be effective, posters require innovative and diverse design solutions. Imposing a full grid on posters could limit their power to communicate. However, consistent use of the Reclamation graphic elements should be used to reinforce our identity.

There is a large variation in poster sizes. Common sizes include (but are not limited to) 16"x20", 18"x24", 22"x28", 24"x36", and 27"x39". Whatever its size, a poster will typically be printed on a rectangular sheet of paper formatted for either portrait or landscape display.



Guidelines are provided on the following pages.

Poster layout example (22"x28"):



The logotype should appear prominently in a corner of the poster. The preferred location is the upper left corner, but any corner may be used depending on the design solution. Typically, the length of the logotype should be no greater than 30% and no less than 25% of the longest edge of the poster (see the following page for an exception to this).

In some cases, image and design solutions will require that the Reclamation identifiers be isolated from the main content of the poster. In these situations, the logotype and other standard elements may be placed in a colored band across either the top or bottom edge of the poster. The band color should adhere to the Reclamation color palette. The band should be 2 times the height of the combined logotype and tagline.

If a colored band is used on a "portrait" layout, the text "U.S. Department of the Interior" and "Bureau of Reclamation" (stacked flush left) should be centered in the corner horizontally opposite the logotype as shown above. To avoid crowding graphic elements, the seal is not shown in this configuration.

If a colored band is used on a "landscape" layout, the Reclamation seal with the accompanying text "U.S. Department of the Interior" and "Bureau of Reclamation" (stacked flush left and to the right of the seal) should be centered in the corner horizontally opposite the logotype, as shown in the two examples on the preceding page.

The placement guidelines described above are recommended even when the band is not used. However, when the band does not fit the design solution, additional placement options are available. Without the colored band, design elements may be placed in vertically or diagonally opposite corners as necessary for a balanced layout. The seal and descriptive text may be used on a "portrait" layout as long as this combined element is not shown on the same horizontal edge as the logotype (see the example on the following page).



When a band is used, it should be 2 times the height of the combined logotype and tagline. The logotype/tagline should be centered vertically within the band and should be positioned the width of the letter "R" in the logotype from the left or right edge of the band, depending on the design solution.



**U.S. Department of the Interior
Bureau of Reclamation**

The stacked text "U.S. Department of the Interior" and "Bureau of Reclamation" should have the approximate proportional relationship to the logotype as shown here (the "r" in "Interior" should align with the "M" in "Reclamation"). An additional text line describing an office or program name may be added if necessary.



**U.S. Department of the Interior
Bureau of Reclamation**

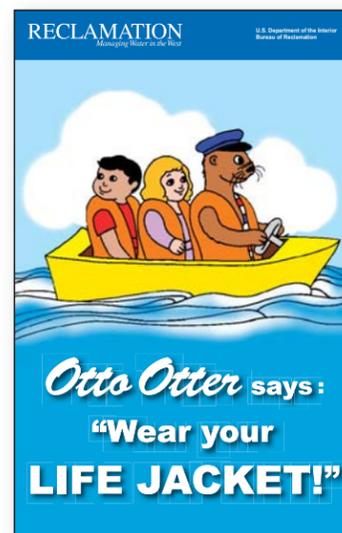
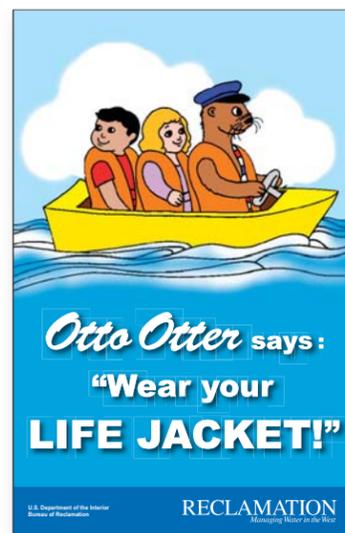
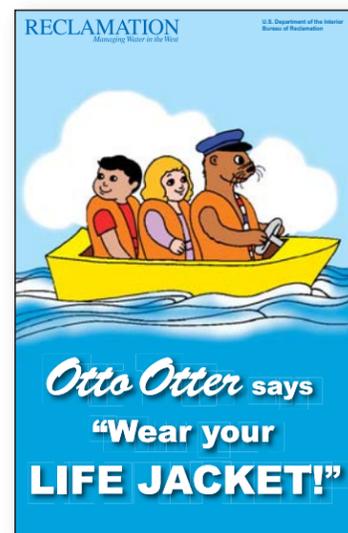
The seal combined with descriptive text should have the approximate proportional relationship to the logotype as shown above (the "r" in "Interior" should align with the left edge of the "N" in "Reclamation").

When a full-bleed layout is not possible, a white margin may be placed around the poster image. The margin should typically be no larger than 0.5 inch wide. The margins should be excluded when determining the size of the standard graphic elements such as the logotype.

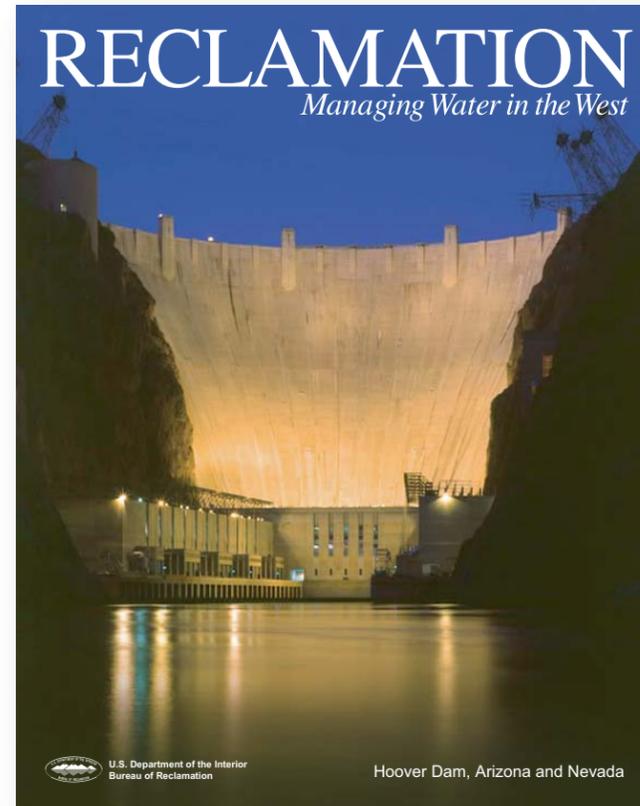
Full Bleed



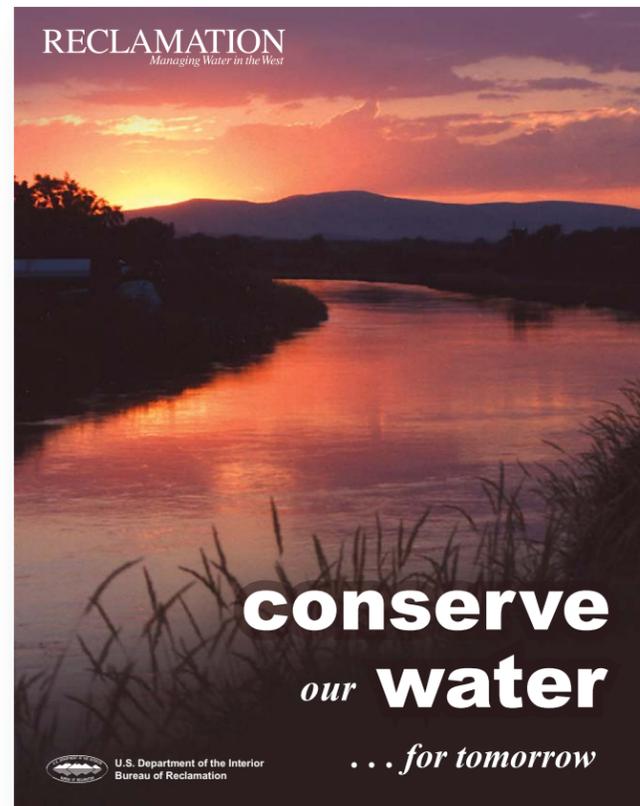
No Bleed



Although there are many options for poster design, consistent use of the standard graphic elements will reinforce Reclamation's identity.



The size limitation to the logotype may be disregarded when the subject of the poster is the Bureau of Reclamation itself. The logotype may then be used as the poster heading, as in this example.



As described on the previous page, when the band does not fit the design solution for the poster, a variety of formats and placement options are available for the standard Reclamation graphic elements.