

OPTIONAL FORM 98 (7-90)

FAX TRANSMITTAL

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GENERAL SERVICES ADMINISTRATION

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In Reply Refer To:
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Memorandum

To: Regional Directors, Regions 1-7
 Acting
 From: Deputy Director *J. P. [Signature]* JUN 11 1997
 Subject: The Outreach of Consistency - Signage, Publications, Vehicles, and Uniforms

The importance of consistency in those things which first meet the public eye is paramount to improved recognition of the Service. As the saying goes, recognition and knowledge are the prerequisites of understanding and support. The world of business has known this for decades and goes to great effort to develop, portray, and protect a corporate image and identity.

We need to phase in more consistent Service images to provide constant reinforcement to the public of who we are and what we do for America. During the past several Directorate meetings, we have reached consensus on the importance of consistency in our signage, publications and other visual images of the Service. I request that you help ensure that these decisions are carried out.

We have adopted uniform standards for Service publications and have an existing sign manual. Please ensure compliance with these guidelines so the public begins to instantly recognize the U.S. Fish and Wildlife Service when they approach one of our field offices or pick up one of our publications. To be effective, our use of these standards must be consistent and accurate and must be implemented as soon as practicable. Specifically, I am asking each Regional Director and Assistant Director to take steps to ensure that all employees are aware of the Service's policies and standards regarding signage and publications and that adherence to these policies is enforced.

Although discussed, and we agreed on its importance, we did not select a uniform color for Service vehicles. I believe that the only logical choice is to standardize our vehicle color to the Manufacturer's Standard Production white. This is the only color that has some degree of consistency across various brands, models, and years and avoids the expense and bulk order requirement of a unique Service color. Because of our interagency agreements, fire management vehicles should continue to conform to the high

visibility green color previously agreed upon. Vehicles purchased for routine law enforcement work on Refuges should generally conform to the Director's call for a standard white. Vehicles for Law Enforcement Special Agents are exempt from the standard white vehicle requirement. Please ask your Contracting Officers in each Region to implement this change immediately. For vehicles with a relatively long service life (dump trucks, stake trucks, specialized trucks), Regions may want to consider having these painted white as budgets permit.

Finally, please see that employees required to wear the Service uniform do so regularly and properly. Progress continues on making uniform components more comfortable and appealing, which should help achieve a more consistent use of the Service uniform. We will review the final recommendation of the Uniform Committee at the July Directorate Meeting and reach a decision on changes at that time.

Your efforts to ensure consistency in signage, publications, vehicles and uniform use are appreciated, and we look forward to the benefits provided through the outreach of consistency.