

Reclamation Manual

Directives and Standards

Subject: Application of Visual Identity in Corporate Materials

Purpose: Prescribes Visual Identity procedures and standards related to corporate materials.

Authority: 314 DM and the laws and regulations included therein.

Contact: Property and Office Services Division
Public Affairs Office

1. **Introduction.** This Directive and Standard describes a common visual identity to be applied to any corporate product that is developed for the purpose of furthering the Bureau of Reclamation mission through public education and information.
2. **Scope.** This applies to all corporate materials which include, but are not limited to, business cards, fax cover sheets, fact sheets, award certificates and plaques, special event materials, mission education and information items, and miscellaneous stationery such as memo pads, enclosure notes, thank you notes, and other types of materials that are allowable in the official conduct of Reclamation business. Mission education and information items include paperweights, water bottles, coffee mugs, pens, tote bags, or other similar items.
3. **Responsibilities.** Reclamation Directors, Area Office Managers, and Supervisors will ensure that all offices and staff follow the provisions of this Directive and Standard.
4. **Procedures.**
 - A. **Business Cards.** Reclamation may provide business cards to employees who require them in the conduct of their official government business at no expense to the employee.
 - (1) **Delegation of Authority.** The Director, Management Services Office, has the authority to provide business cards to Reclamation employees within established parameters without Departmental approval. This authority is further delegated to Regional Directors and the Washington Office. Directors have authority to further delegate at their discretion.
 - (2) **Usage.** Reclamation employees must use business cards furnished by Reclamation as their official business cards. Use of these cards is restricted to official government business and no personal information will be included on the cards. Contractors doing business on behalf of Reclamation are prohibited from displaying the visual identity on their business cards. Employees retiring or otherwise leaving Reclamation must dispose of their unused stock of Reclamation business cards by shredding or other permanent means. Reclamation's visual identity will be used with no alteration on these cards. The approved design is in the Visual Identity Online Manual, at <http://intranet.usbr.gov/vip>.

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(3) Process.

- (a) The Director, Management Services Office; Washington Office; or Regional Directors, or their designees, shall provide a centralized means for employees to obtain business cards within their local office in either of two ways:
 - (i) Producing the business cards in-house using a designated source. Guidelines and a list of approved contacts which have been provided a template for card production are in the Visual Identity Online Manual at <http://intranet.usbr.gov/vip>.
 - (ii) Acquiring the business cards from the Denver Office, Printing and Duplicating Group. Regions are provided this service on a reimbursable basis.
- (b) This is the only approved process for producing business cards at government expense. Government-owned equipment and materials may not be used to produce business cards by individual employees who are not part of the printing staff. Business cards may not be purchased by individual employees on government purchase cards.

(4) Standards.

- (a) A standard design is available in two different color options and is presented in the Visual Identity Online Manual at <http://intranet.usbr.gov/vip>. To ensure consistency in color printing and paper stock and to maximize cost-effectiveness, a centralized printing source must be used. Standard format and stock will be used for all cards.
- (b) The card will contain (in black) name, title, office designation (e.g., Lower Colorado Region, Denver Office, Public Affairs Office), and contact information including office code, address, phone, Reclamation web site (www.usbr.gov), and e-mail address. Title may be abbreviated, if necessary, to fit. Fax number, government cell phone number, government pager, and TDD numbers may be included at employee's discretion.
- (c) Employees requesting business cards are responsible for ensuring the accuracy of the information they submit. Cards printed with incorrect information submitted by employees will not be replaced at the government's cost.
- (d) No home phone numbers or any other personal information may be included on the card, except for those employees under work-at-home authorization.

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- (e) A simple regional map (labeled as such), map of the 17 Western States, or the Reclamation mission statement may be printed on the back of business cards. No other information may be added. Type style should be either Arial or Times New Roman in a size consistent with the front of the card. Printing on the back of business cards will be done only by offices that produce their own cards. The Denver Office will not offer this service.
- (f) Business cards should be produced in small quantities (100 at a time for most employees) to limit waste due to changing information on individual cards.

B. Facsimile (Fax) Cover Sheets.

(1) Standards.

- (a) Fax cover sheets must use the approved design and may not be embellished with personalized additions such as other logos, clip art, etc. All approved variations of the fax cover sheet are available as downloadable files from the Visual Identity Online Manual at <http://intranet.usbr.gov/vip>.
- (b) Standard content on a fax cover sheet is date; to/from information (name and fax number); number of pages including the cover; and phone number of sender. The use of the statement/warning "For Official Use Only" is subject to unique requirements of Security, Safety, and Law Enforcement and should only be used in accordance with the issued guidelines.
- (c) Use of a fax transmittal disclaimer is at the discretion of the issuing office.

C. Other Corporate Materials. Any corporate product that is developed for the purpose of furthering the Reclamation mission through public education and information must comply with the guidelines provided in the Visual Identity Online Manual. Samples of corporate materials and some design templates are available online. Where there is no sample or template, care should be taken to assure the correct use of typography, colors, logotype/tagline, and the Reclamation seal.

- (1) **Special Event Materials.** Materials such as banners, tablecloths, name tags, tent cards, folders, and other items, if used at a Reclamation conference or training event, must comply with Visual Identity standards.
- (2) **Mission Education and Information Items.**
 - (a) Pictures of sample mission education and information items that are available for purchase are posted on the Visual Identity Online Manual at <http://intranet.usbr.gov/vip> as examples of correct design application. Contact information for various vendors who are known to be reputable and familiar with Reclamation Visual Identity standards is provided for

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convenience; however, no endorsement of a specific vendor is implied by this list. Vendors should be contacted directly for ordering information.

- (b) Additional products may be developed to meet a specific mission need long as they comply with established Visual Identity standards and are approved by a Reclamation Public Affairs Officer.
 - (c) As feasible, mission education and information items must include some contact information, such as the URL, or web address, of the Reclamation home page (<http://www.usbr.gov>) or a local office telephone number.
- (3) **Certificates, Plaques, and other Recognition Items.** Approved designs for certificates and other award items may be found in the Visual Identity Online Manual at <http://intranet.usbr.gov/vip>. Variations that comply with established Visual Identity standards, and designs for one-of-a-kind recognition items such as plaques or desk sculptures, may be permitted if approved by a Reclamation Public Affairs Officer.