

Reclamation Manual

Directives and Standards

- Subject:** Incorporation of Visual Identity (VI) into Identity Markings for Vehicles
- Purpose:** Establish Directives and Standards for planning, designing, and fabricating vehicle identity markings to ensure compliance with Reclamation's VI Requirements.
- Authority:** Commissioner's memoranda dated July 28, 2003, and June 3, 2004.
- Contact:** Manager, Property and Office Management Services Division, D-7900; or
Management Services Office, Property and Office Services Division, D-7900.
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1. **Scope.** These Directives and Standards apply to identity markings for Bureau of Reclamation vehicles. These standards are intended to assist all Reclamation offices involved in planning, designing, and fabricating identity markings for motorized vehicles including automobiles, water craft, aircraft, and all construction or maintenance equipment such as forklifts, trucks, graders, bulldozers, and backhoes. These Directives and Standards apply to all motor vehicles owned or leased by Reclamation.
2. **Responsibilities.**
 - A. **Regional and area offices.** Ensure vehicle identity markings follow these Directives and Standards and other associated VI standards.
 - B. **The Manager, Property and Office Services Division, D-7900.** Provide standard vehicle identity decals as described in these Directives and Standards on a reimbursable basis, and ensure that the Reclamation manuals concerning vehicles are consistent with the VI requirements. Decals are available from the Management Services Office, Property and Office Services Division, D-7913, using form DI-1, Requisition.
3. **Procedures.**
 - A. **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 \(DM\) 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 guidance listed below. Exemptions for displaying U.S. Government license plates and motor vehicle identification, for cases involving law enforcement or security vehicles, must follow the guidance contained in [41 CFR 102-34.180](#) and [412](#)

Reclamation Manual

Directives and Standards

3. [DM 1](#). Additional standards are provided in [446 DM 12.6, Law Enforcement and Reclamation Manual \(RM\) supplement to the Federal Property Management Regulations FPMR 114S-38-203](#), and [FPMR 114S-60.603, Items Requiring Special Identification, for routine law enforcement vehicles](#).
 4. Identity markings have been established by Reclamation to ensure consistency and uniformity in the identification of Government-owned or commercially leased vehicles. These identity markings and placement are described more fully in 41 CFR 102-34.110 and [41 CFR 102-34.120](#) and is mandatory.
 5. Reclamation offices must comply with the official common elements of the VI and these Directives and Standards 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 at <http://intranet.usbr.gov/vip>.
 6. If function vehicle markings (e.g., ambulances, search and rescue vehicles, and security vehicles) are used, then the function must be clearly indicated. Examples for incorporating the vehicle function title will be available from the VI Online Manual. If used, a designated function title must be reviewed and approved by the Manager, Property and Office Services Division, D-7900.
- B. 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).
 3. Reclamation's aircraft program is the responsibility of the Office of Aircraft Services (OAS); Reclamation must seek OAS approval before placing any Reclamation identity markings on an OAS aircraft. The request for placement of identity markings on aircraft must be submitted in writing to the Manager, Property and Office Services Division, D-7900. The Manager, Property and Office Services Division will seek approval from OAS for the placement of the identity markings.

Reclamation Manual

Directives and Standards

4. **Standards.** All vehicle markings will conform to the common elements of the VI Online Manual and these Directives and Standards. To provide consistency and a single design format for vehicle identity markings the following standards will be followed:
- A. **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. For vehicles not having windows, the decal will be centered on the front door panels or in a comparable position. Further guidance for the placement and position of decals is described in [41 CFR 102-34.110](#), [RM 114S-38.4970](#), and in [Federal Property Management Regulations FPMR 114S-60.6](#). The window decal will incorporate the logotype, RECLAMATION, and the tagline, *Managing Water in the West*. Offices must deplete existing decal stocks before ordering additional replacement window decals.
- B. **Reclamation Seal.** Use of the Reclamation seal is not mandatory on vehicle identity markings. When used, the Reclamation seal must comply with the general VI guidelines. If the seal is not used or the agency names are not legible in the seal, the following wording must be included:

U.S. Department of the Interior
Bureau of Reclamation

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