

Visual Guidelines for **BPA's Brand**

For External and Internal Applications
Print, Web and Video

UPDATED WINTER 2016



Note

Government Printing Office (GPO)

Anything that requires the transfer of data, text or graphics to another material is considered printing and therefore requires GPO's engagement and first right of refusal if BPA is unable to produce it in-house. Based on our experience with GPO to date, printing includes embossing, silk screening, embroidering, etching and digital, as well as traditional transfer of ink and paint to items like pencils, pens, cups, hats, tee shirts/vests, banners, flags, buttons, CD's/DVD's, labels, sign boards, etc.

Excerpt from the BPA Manual, chapter 1013: Printing and Reproduction:

A. Printing Services. BPA complies with policies established by the Congressional Joint Committee on Printing for obtaining printing services in the government. Because BPA follows these policies, the purchase of printing services by BPA employees from local providers using a government purchase card is prohibited. Instead, printing services are obtained through government sources (government print shops or facilities/vendors authorized via government contract). Any material equipment and service contracts entered into by BPA require advance approval of the Joint Committee on Printing, as defined in Printing Procurement Regulation. Further, these regulations require that the printing jobs consisting of 100 or more sheets are to be sent to Printing and Mail Services, or authorized facility/vendor for processing.

<http://internal.bpa.gov/Policy/BPA Manual/00001013.DOC>

For more information contact Media Services 503-230-4440.

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Mission

The Bonneville Power Administration's mission as a public service organization is to create and deliver the best value for our customers and constituents as we act in concert with others to assure the Pacific Northwest:

- An adequate, efficient, economical and reliable power supply;
- A transmission system that is adequate to the task of integrating and transmitting power from federal and non-federal generating units, providing service to BPA's customers, providing interregional interconnections, and maintaining electrical reliability and stability; and
- Mitigation of the Federal Columbia River Power System's impacts on fish and wildlife.

BPA is committed to cost-based rates, and public and regional preference in its marketing of power. BPA will set its rates as low as possible consistent with sound business principles and the full recovery of all of its costs, including timely repayment of the federal investment in the system.

Vision

BPA will be an engine of the Northwest's economic prosperity and environmental sustainability. BPA's actions advance a Northwest power system that is a national leader in providing:

- High reliability;
- Low rates consistent with sound business principles;
- Responsible environmental stewardship; and
- Accountability to the region.

We deliver on these public responsibilities^{1/} through a commercially successful business.

^{1/} Our public responsibilities are defined by the four characteristics listed above

Values

SAFETY

We value safety in everything we do. Together, our actions result in people being safe each day, every day. At work, at home and at play, we all contribute to a safe community for ourselves and others.

TRUSTWORTHY STEWARDSHIP

As stewards of the FCRPS, we are entrusted with the responsibility to manage resources of great value for the benefit of others. We are trusted when others believe in and are willing to rely upon our integrity and ability.

COLLABORATIVE RELATIONSHIPS

Trustworthiness grows out of a collaborative approach to relationships. Internally we must collaborate across organizational lines to maximize the value we bring to the region. Externally we work with many stakeholders who have conflicting needs and interests. Through collaboration we discover and implement the best possible long-term solutions.

OPERATIONAL EXCELLENCE

Is a cornerstone of delivering on the four pillars of our strategic objectives (system reliability, low rates, environmental stewardship and regional accountability) and will place us among the best electric utilities in the nation.



Introduction

Why have visual guidelines?

Visual design and visual continuity play a critical role in influencing BPA's brand perception with our customers, our employees and our constituents. While we have recognized the importance of "One BPA," we have taken pause to articulate the elements that come together to make One BPA a reality — those core elements of design that, when used consistently, build a recognizable base for our communications and marketing collateral.

These guidelines articulate the background information that led to these design standards and provides guidance on how to visually support the BPA brand. BPA's visual identity, inclusive of color palette, typography and imagery was carefully selected to convey our organization's culture, personality and core brand values.

BPA's mission is one of service, stewardship and commitments. Our visual identity demonstrates what a vibrant, inspiring and important mission we serve.

Use these guidelines when creating BPA communications to achieve a high level of consistency. Anyone who represents BPA has a role in ensuring the integrity of BPA's presentation in all branded materials. They are not intended to limit creativity but to provide direction and structure.

Careful and comprehensive use of these guidelines will:

- Establish a consistent, professional identity of BPA in its communications.
- Ensure that BPA organizations and their print and electronic materials will be immediately identified with BPA.
- Enhance the credibility and confidence in BPA by producing publications, programs, events and activities that build on each other visually.

These guidelines are digital so they may be expanded or revised, as needed, as BPA's brand evolves.

Basic brand identity elements

The BPA brand design symbolizes the agency's commitments and aspirations and aligns with our core values. Basic identity elements are used to create a compelling, consistent and effectively managed visual identity. These elements have been selected to create a personality. Together they create a unique look for BPA. BPA's logo, the stretch header and lime green accent are required on all materials. Color and type also play an important role in BPA's visual identity.

1. BPA's logo



2. Stretch header

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

3. Required accent color — Pantone 382C — 6.5 point (.09") rule



4. Color palette



5. Typography

PRIMARY

Helvetica Neue

abc abc **abc abc**

ABC ABC **ABC ABC**

SECONDARY

Caecilia LT Std.

abc abc **abc abc**

ABC ABC **ABC ABC**

Applying the elements

The example below shows how the branding elements are applied to a page. Combined, these elements provide a structure for BPA's visual identity. The BPA logo, stretch header and the accent color should appear on the cover or first page of all communications (including, but not limited to, publications, marketing and promotional materials, PowerPoint presentations, Web sites, conference and event materials, and advertising).

The use of Helvetica Neue, BPA's primary font, is also mandatory. If spot color is used it should be one from the color palette.

Stretch header

Required accent color

Helvetica Neue font

Color from palette

Logo

BONNEVILLE POWER ADMINISTRATION

BPA

Committed to Northwest Values

The Columbia River has been called the "crown jewel" of the Pacific Northwest. There is no question it is among the region's greatest assets — supplying low-cost clean hydropower, making deserts bloom thanks to irrigation and providing navigation, recreation and a home for many species of fish and wildlife.

The Bonneville Power Administration is proud to be a steward of this great resource. Our mission is to serve the people and environment of the Pacific Northwest. We sell wholesale power from Grand Coulee Dam and 30 other Northwest federal dams to Northwest utilities, including public utility districts, rural electric cooperatives and municipal utility departments, as well as investor-owned utilities. We operate three-fourths of the region's high-voltage transmission system that delivers that power.

But, as a federal agency, we are not just a power marketer. We have public responsibilities that include, among many, promoting energy efficiency, facilitating development of renewable power, protecting fish and wildlife affected by hydro development, honoring treaty obligations to tribes and promoting a reliable energy future through collaboration and partnerships. This document describes our responsibilities to citizens in the Pacific Northwest.

WHO WE ARE

Fulfilling a unique mission

We are the U.S. Department of Energy's power administration for the Northwest, responsible for

bringing the benefits of the Columbia River power system to the region's consumers, taxpayers and the environment. We are a self-financed agency and a not-for-profit utility. Ratepayers, not taxpayers, cover our costs through revenues from our power sales and transmission services. The people of the Northwest pay for their Columbia River power system in their electric bills.

We are committed to serving you well. Our job is to:

- provide an adequate, efficient, economical and reliable power supply,
- build and maintain a reliable transmission system,
- mitigate the impacts of the Northwest's federal power system, including those on fish and wildlife.

BPA programs bring value to the Pacific Northwest, value that is determined with input from Northwest citizens.

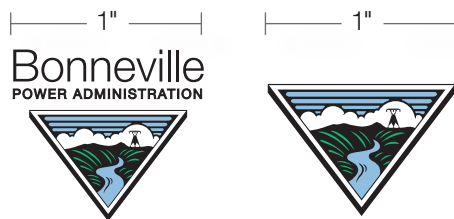
LOW RATES

Providing low-cost power

We sell power to Northwest utilities at the cost of generating and transmitting that power. There are no shareholders and no profit motive. Power at cost stimulates the region's economy. BPA's cost-based hydropower ensures that the Northwest has among the lowest electricity rates in the nation.

BPA's logo

The BPA logo may be used in either color or black and white, however color is used most often. The colors for BPA's logo are black, Pantone 284 (blue) and Pantone 346 (green). It has two forms — with and without the words. For print materials, the preferred form is without the words. This is because when used with the stretch header, the logo with the words on the same page is redundant. Logo images can be downloaded at www.bpa.gov/news/AboutUs/Logos.



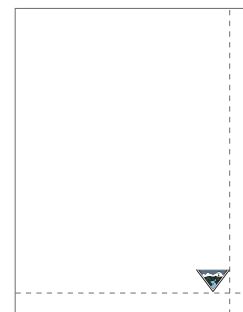
Using the logo with the words should be restricted to cases when the use of the stretch header is not practical or appropriate. For example, if BPA's logo is used with others as one of multiple sponsors.

Logo size

On an 8.5" x 11" page, the size of the BPA's logo should be a minimum width of 1 inch. It can be used slightly smaller on smaller page formats, but should never be used less than $\frac{3}{4}$ inch across.

Logo placement

The BPA logo, more often than not, is placed in the lower right-hand corner of a page. When used in this position, usually the right side of the logo touches the right margin and the bottom point of the logo touches the bottom margin.



The logo may also be used in other locations on the page for a balanced page layout. For instance, on a tri-fold brochure the logo may look better centered because of the narrow page width. Or, the logo may need to be included with a banner on the top of the page. We will leave logo placement to the discretion of the designer in keeping with good page layout.

Occasionally, there will be times when the logo works best reversed out or as a solid color. If a solid color is used it must be one of the colors in BPA's color palette.



Logo modification

Never alter, stretch, distort, change the colors of, or add type to the BPA logo. The BPA logo is essential to BPA design and it is important to use it consistently as shown above.



Stretch header

The “stretch header” provides for a quick, easy identification of BPA materials and has become an important element of BPA’s visual look. BPA’s full name — Bonneville Power Administration — should be consistently present on all BPA collateral material. The stretch header appears at the top of the cover or first page. As its name implies, it should stretch from margin to margin. The font used for the stretch header is Helvetica Neue. The weight and size depends on the use. It should be visible, but not bulky. For an 8.5" x 11" sheet, we use 8 point Helvetica Neue Light. The tracking is determined by the margins. For readability, it is sometimes necessary to increase the word spacing slightly.

Stretch header placement

When used in conjunction with a rule or banner, there should be approximately 4–10 points of leading between the stretch header and the rule or banner.



Stretch header used within a photo

Depending on the layout, the stretch header may be used within a photo. The font size and thickness may need to be increased slightly for readability. However, if too much adjustment is necessary, the photo choice should be reconsidered.

A little wiggle room

There may be a rare instance when the stretch header is not practical or does not work. In that case, the BPA logo with the words should be used.

Color

Accent color

Color plays an important role in representing BPA's brand. The accent color BPA has chosen is lime green (Pantone 382C) and should be present across all communications when applicable. It represents BPA's commitment to stewardship. When used consistently over time, this color will become directly associated with BPA. Because of its bold, vibrant nature, a little of this color goes a long way. That's why we have characterized it as an "accent color." While present in all communication materials, it will usually not be the dominant color.

How to use the accent color

The accent color is expressed and applied as a line rule. For many of our periodicals that have a banner, the accent color is a 6.5 point (.09") rule contained within the banner. For PowerPoint presentations, which are a different orientation, we proportionally use approximately a 12 point rule. There may be cases when a thicker or thinner rule is appropriate. A thicker "rule" could even be used as a band of color. When applying the required accent color, never use less than a 2 point rule.



Color palette with accent color

To complement BPA's lime green accent color, a broad color palette has been selected that consists of bright and dark colors. It was developed to bring BPA's personality to life as a vibrant, inspiring and forward-thinking organization. This broad palette ensures design flexibility across BPA.

All colors in the palette are intended to be paired with BPA's lime green accent color.



When printed on different types of paper, the same color can look very different. Therefore, we have based our color palette on “coated” Pantone colors — the primary paper used to print BPA materials. For use on uncoated paper, sometimes adjustments to the color are necessary to come as close as possible to the pure coated ink color.

The Pantone numbers, and CMYK, RGB and Hex formulas for all the colors are listed on the following page.

Using the color palette with type

Never use BPA's lime green accent color (Pantone 382) for type “knocked out” of a color from the palette. In fact, it's probably best not to use text in any of the colors knocked out of another color. A better solution is to reverse white type out of a color, which we do often.

Bonneville

~~Bonneville~~

A word about black & white materials

Keep BPA's master brand in mind when working in black and white. The mandatory use of a green rule may be replaced with a 30 to 60 percent gray rule or the stretch header may be reversed out of a solid black rule. At the very least, the stretch header and the logo must be used.

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Opportunities at BPA

The Bonneville Power Administration is committed to diversity, employee growth and learning. We are an Affirmative Action/Equal Opportunity Employer. Join our nationally-recognized team and make a difference in the Pacific Northwest.



B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Power line replacement in your area

To maintain reliable transmission of electricity and ensure public safety along 19 miles of the Chehalis-Raymond corridor, the Bonneville Power Administration is scheduled to replace about 380 aging and deteriorating wooden power poles in July 2010.

Activities would take place primarily inside existing rights-of-way for the line and should not impact local power service. BPA will work to minimize interruptions to local traffic flows. You are welcome to attend an open-house meeting to learn more about this important project or call 800-622-4519 for more information.

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Maintaining a safe distance

Landowners and other interested parties:










Over the next 120 days, you may notice increased activity in and around the Bonneville Power Administration transmission line rights-of-ways. Davey Resource Group, BPA's contractor, will be conducting a vegetation patrol and inventory to ensure reliability clearance objectives. Keeping vegetation away from high-voltage power lines is critical for public safety and guarantees a reliable source of electricity to our citizens and businesses of the Pacific Northwest. We appreciate your cooperation and understanding.

If you have further questions, please contact our Realty Office at 1-800-836-6619. Additional information is available at www.bpa.gov/corporate/pubs/Public_Service/Keeping_the_way_clear_brochure.pdf.












Color palette

Bright Color Palette

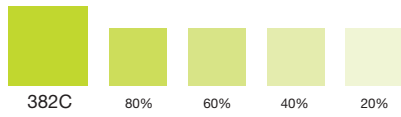
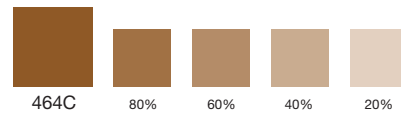
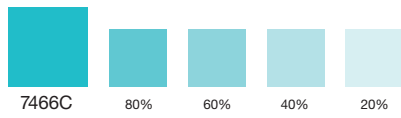
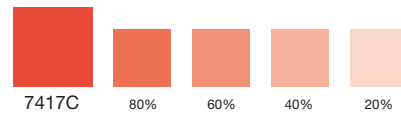
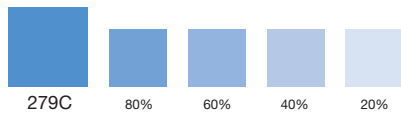
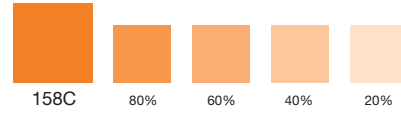
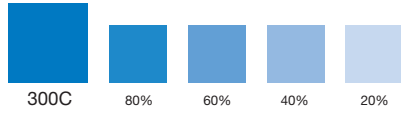
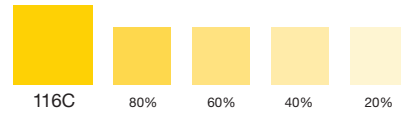
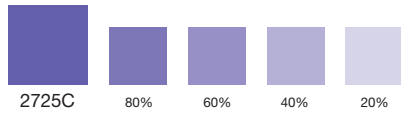
	Pantone (spot)	CMYK (print)	RGB (screen)	Hexadecimal (web)
	2725 C	77 68 0 0	104 91 199	#3B52FF
	300 C	100 44 0 0	0 121 193	#0079C1
	279 C	68 34 0 0	80 145 205	#5091CD
	7466 C	70 0 23 0	28 190 202	#1CBECA
	382 C	29 0 100 0	193 216 47	#C1D82F
	116 C	0 16 100 0	255 210 0	#FFD200
	158 C	0 61 97 0	245 128 37	#F58025
	7417 C	0 75 75 0	224 78 57	#FF4040
	464 C	10 50 100 35	139 91 41	#955300

Deep Color Palette

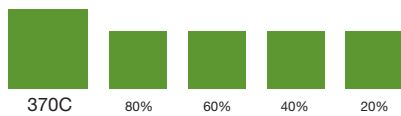
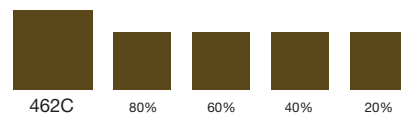
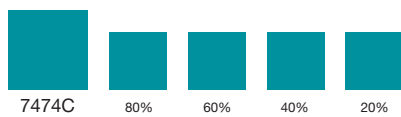
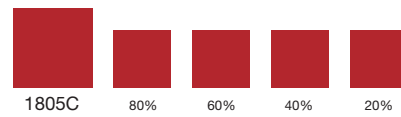
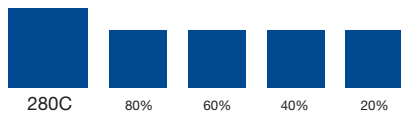
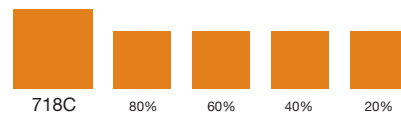
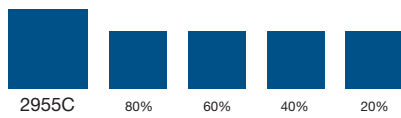
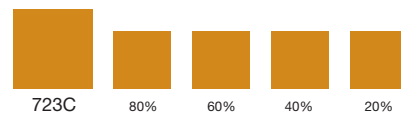
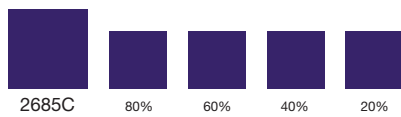
	Pantone (spot)	CMYK (print)	RGB (screen)	Hexadecimal (web)
	2685 C	96 100 0 10	51 0 144	#0900E6
	2955 C	100 57 0 38	0 70 127	#00467F
	280 C	100 72 0 18	0 73 144	#004990
	7474 C	90 0 28 22	0 146 159	#00929F
	370 C	56 0 100 27	94 151 50	#5E9732
	723 C	0 43 97 17	212 137 28	#D4891C
	718 C	0 56 100 8	227 127 28	#E37F1C
	1805 C	0 91 100 23	175 39 47	#C41200
	462 C	50 58 100 45	90 72 28	#5A481C

Tints

Bright Color Palette



Deep Color Palette



Typography

Typography can work together with other design elements to make communications more readable, consistent and visually appealing. BPA typefaces have been chosen with these purposes in mind and because of their adaptability to a wide range of materials. Helvetica Neue is our sans serif typeface and is mandatory in all print communications. To complement Helvetica Neue, we have chosen the slab serif font Caecilia for a more current look. Caecilia is an optional font. Both fonts have a relatively high “x” height, giving BPA products and materials a friendly, approachable feeling.

Helvetica Neue may be used for both headlines and body copy. It can be used alone or in conjunction with Caecilia (for example, Helvetica Neue for headings and Caecilia for body copy or vice versa). It is a very large font family which allows for ultimate flexibility. Helvetica Neue has nine different font weights from ultra light to extra black. Because of the numerous choices, take care to only use a moderate mixture of weights and sizes within the same piece. Too many variations will create a busy appearance.

Caecilia may also be used for both headlines and body copy, but used in conjunction with Helvetica Neue.

Because many agencywide products contain a banner, we have selected Helvetica Neue Roman or Light reversed out of a block of color from the color palette for these banners (see examples starting on page 24).

Alternate fonts of Arial and Cambria may be used for documents created in Microsoft Office applications where Helvetica Neue and Caecilia are not available.

For information on fonts for video see page 20, for web see page 22.

Font Families

Helvetica Neue LT Std

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

A B C D E F G H I J K L M N O P Q
abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue is an extensive font family and includes many additional weights to what is listed above. It also includes extended and condensed versions in all weights.

Caecilia LT Std

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

A B C D E F G H I J K L M N O P Q
abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz


Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Icons [optional design element]


This is BPA's library of icons that may be used as optional design elements. They can be used individually or in a small group. The icons represent concrete concepts (transmission tower) and abstract concepts (stewardship). Most often they are reversed out of a band of color. When used, they should be used small, not as a major design element on a page. If not reversed out, they can be used in any of the colors in the color palette. These icons are available through Graphics at graphics@bpa.gov.

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N



SECTOR OVERVIEW

Agriculture and Energy Efficiency



Agriculture is big business in the Pacific Northwest, and it takes energy to fuel that business. The Bonneville Power Administration and your local public utility have incentives that can help you become more energy efficient and save electricity costs.

BPA and Northwest public utilities recognize that energy efficiency is the premier low-cost source of new energy, and work together to bring energy savings to the agriculture industry. By saving energy, farmers may be able to reduce costs, increase irrigation uniformity, decrease the amount of water and fertilizer required and, according to one study, even increase yield.¹

Through BPA-sponsored incentives, Northwest public electric utilities offer services and financial reimbursements to farmers for eligible energy efficiency measures. By contacting your local public utility, you may be eligible for incentives to increase your efficiency in the following areas.

Irrigation

With nearly seven million acres of irrigated agricultural land in Washington, Oregon and Idaho alone² energy-efficient pumps and irrigation techniques can mean big savings.

Scientific Irrigation Scheduling: Scientific Irrigation Scheduling (SIS) helps irrigators know exactly when and how much to irrigate crops through a system that monitors weather and soil moisture data. In addition to reducing energy costs for pumping water, SIS conserves water and reduces fertilizer use and run off. In determining when to irrigate, the system takes into account the specific type of crop planted in a monitored field. Annual energy and water savings can be more than 10 percent. Agricultural systems with less than 1,000 qualifying acres may benefit from SIS by participating in the streamlined BPA SIS Light program.

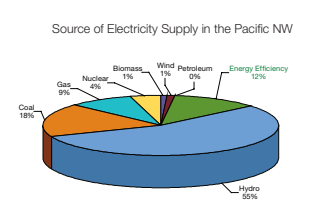
Pumps: An irrigation system analysis or pump testing may identify opportunities to increase the efficiency of a pumping plant and irrigation delivery system. These opportunities include low-pressure conversion for center pivots and laterals, reduction of friction losses in piping, and rebuilding pumps and trimming pump impellers.

Irrigation System Upgrades: Replacement or installation of high-efficiency irrigation equipment qualifies for incentives, including nozzles, brass sprinklers, gaskets, regulators, drop tubes and multi-trajectory sprays. Incentives are also available for repair of leaking hand lines, wheel lines and portable mainlines.


Variable Frequency Drives

In some applications, Variable Frequency Drives (VFD) save energy and increase the performance and life span of industrial grade motors. VFDs are like dimmers for

Source of Electricity Supply in the Pacific NW



Source	Percentage
Coal	18%
Hydro	50%
Energy Efficiency	12%
Gas	9%
Nuclear	4%
Biomass	1%
Wind	1%
Petroleum	0%



¹ University of Idaho Canyon County Extension System (KOCES), 2002
² United States Department of Agriculture, 2007 Census of Agriculture Report



Photography

BPA will leverage photography across its design mix. When used with the other design elements, photos should be vibrant and colorful, mixing technology and nature. They should be textural, and sometimes abstract and close up. BPA will build a library of available photos, using employee talent. BPA will also license stock photography as appropriate.



For current and historic BPA photos visit the BPA Library & Visitor Center's photo archives.

Content photos

When applying a stroke, or keyline, around a content photo use a .25 point black rule. This is intended to be a light confining border. Keylines are not necessary for photos that hold their own — that do not have any white edges. However, within a publication all photos should be consistent — if one photo needs a keyline, they should all have them.



Keyline not necessary.



Keyline thickness should be .25 point and black.

When placing photos into a document be sure that the original ratio is maintained when scaling to the desired size. Typically if you grab one of the corner anchor points, holding down the shift key as you scale down or up, will keep the ratio consistent. Always avoid horizontal or vertical distortion as seen below.



Photo is stretched horizontally.



Photo is stretched vertically.

Publications

Publication approval

All major external publications, such as those requiring a professionally designed and written layout (i.e. annual report, fact sheets, strategic direction, recruitment brochure), must be approved and/or created by BPA's Communications Office (see page 38) for content and layout. Each BPA organization has a PAL (Communications Liaison), that will work with you if you are considering a publication or have other communication needs. If you are unsure who your PAL is, contact Communications at *communications@bpa.gov*.

Back cover print information

Every BPA publication should include the print information, a BPA publication number (assigned by Graphics), the date when the publication was printed and the quantity printed. This information is located on the back page, centered at the bottom in 8 point type — the information is separated by bullets and Roman numerals are used for quantity. BPA's website or the BPA logo should be included on all external publications. Graphics keeps a master list of all publications numbers and works with the BPA Library & Visitor Center to track documents.

www.bpa.gov

BONNEVILLE POWER ADMINISTRATION
DOE/BP-1234 • March 2016 • 2M

Acknowledgements

If a report or document has been done for BPA under contract, the name of the contractor may be listed on the title page of the report, not the cover. It should not include the company's logo (which could be misconstrued as an endorsement or advertisement).

Prepared for
Bonneville Power Administration

Prepared by
[Name of contractor]

Signage

All BPA owned/sole-sponsored signage must adhere to the afore detailed graphic standards. Whether the sign is historical or educational in nature, these guidelines will aid in the accessibility and readability of the content.

There may be special or unique cases to meet a regulatory standard or a required format. In those rare cases, BPA's design standards will be superseded.

Contact BPA's graphic design team when producing external and internal signage for advice, design and production support. Graphics is located within Communications and can be reached at communications@bpa.gov.

Text guidelines

- Body text should be limited to 250–300 words, not including titles, subheads, or captions. Keep paragraphs to 45–60 words.
- Titles 72 pt. min.; Subtitles 48 pt. min.; Body text 24 pt. min.; Captions 18 pt. min.
- For maximum readability, keep column widths around 7–10 words across and paragraphs to about 3–5 sentences.

ADA requirements for color and images

- Contrast between type and background should be a minimum of 70% (Contrast between white and black is 100%).
- Type should be placed over a plain, solid colored background vs. black text on a white background for greater readability.

Requirements for image size and resolution

- All images should be large enough that the subject of the photo is easily recognizable — a minimum of 2" x 2."
- Images should be of print quality, 300 dpi or greater, at print scale, with a level of sharpness pleasing to the eye.

Video

On-Screen Graphics for Videos

Graphics in videos can help brand the production, but its main objective is to provide additional information to the audience. The most common types of on-screen graphics are title and end frames, plus the lower-third title graphic.

Guidelines for title and end frames:

A static or animated title frame can set the tone for your video as well as introduce your theme and title. End frames can conclude your video and provide production credit to the group or organization that created the video.

- When using a solid color from BPA's color palette, pair with knocked out (white) type.
- Fonts Helvetica Neue or Caecilia: make sure font size is legible and use a regular/roman weight (or heavier) for all type so it's legible on screen.
- Use the BPA logo and stretch banner where appropriate.
- Add production credit information (detailed on page 18).

Guidelines for a lower-third graphic:

Lower thirds commonly display contextual information, such as location or a person's name, title and organization or a topic. (You see them in every newscast.)

- Less is more; avoid flicker effect by keeping it simple.
- Use one of BPA's brand fonts (page 13–14).
- Avoid use of thin font weights.
- The color of the font should be thematically appropriate. White provides great contrast to most of BPA's color palette.
- Graphic should be the same pixel dimensions as your video project (1920x1080 for Full HD, 1280x720 for 720p, 720x480 for full-screen NTSC).
- Make sure the image is transparent, or can be made transparent when you save it.

Web

Intranet, BPA Connection

The home page of BPA Connection is owned by Employee Communications. It's a space to share news and act as a reference and resources hub for the many services offered to BPA employees.

Subsequent pages within Connection are owned and operated by individual groups. Here are some guidelines when creating or updating one of these pages:

Page formatting

Usability research tells us that most users scan text on web pages rather than read word-for-word. They rely heavily on headers and other visual clues to get to the information they need as quickly as possible.

Make scanning easy by using:

- Bold headlines (eight words or less)
- Simple sentences
- Short paragraphs
- Bulleted lists
- Graphics, charts or tables for statistical data

Limit content on pages

Include less than six sections per page, and less than four emphasized items per section.

For additional guidelines go to:

<http://internal.bpa.gov/Help/ContentPublishers/Documents/BPAX%20Style%20Guidelines.doc>

Web

www.bpa.gov

BPA.gov is owned and operated by BPA's Communications Office. For more information contact communications@bpa.gov.

Main site standards:

- Grid (see page 23)
 - The 960 grid system is based on a width of 960 pixels. It is divided into 12-columns, 60 pixels wide. Each column has 10 pixels of margin on the left and right, which create 20 pixel wide gutters between columns.
 - Column containers can be arranged into equal column ratios like 3x3x6, 3x6x3 and 3x9.
- Typography (see page 23)
 - Font: Arial
 - Large type/headlines are 100% black and should never be bold.
 - Links are called out with the color #0044DD in all states (hover, visited, unvisited), and will have the text decoration of an underline when in the hover state. All other text not a link has the color #4C4C4C or 60% black.

- Color

Color is minimally used throughout the site and adheres to two hues from the BPA color palette: solid fields of color are royal blue #00467F and a lime green rule #C1D82F.

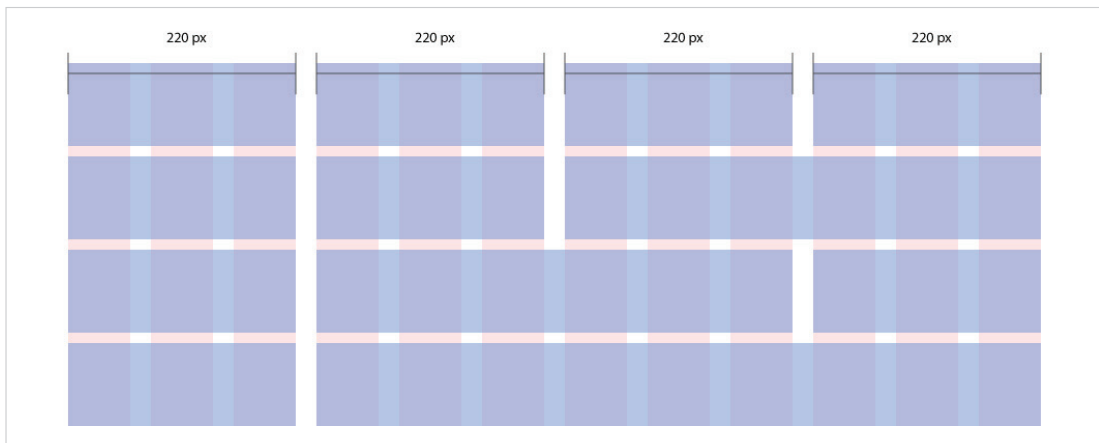


#00467F



#C1D82F

See page 35 for an example of the home page and a secondary page.



Arial 48px
48px Leading / -40 Tracking Dev Pixel Spec: -2px Letter spacing

Arial 36px
36px Leading / -30 Tracking Dev Pixel Spec: -1px Letter spacing

Arial 32px
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Arial 20px
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Ludicrous Head 48px

Super Head 36px

Head 32px

Subhead 20px

Body Copy 13px Arial Bold with 20px leading - Bacon ipsum dolor sit amet turkey venison biltong, ham hock turducken chicken andouille pork belly meatball. Venison spare ribs shoulder leberkas, jerky turkey drumstick flank andouille shank filet mignon. Filet mignon sirloin frankfurter turducken ham hock pork belly.

Body Copy 13px Arial with 20px leading - Meatloaf tail corned beef ground round, ball tip jerky frankfurter flank filet mignon bacon ribeye spare ribs andouille. Shoulder hamburger sausage frankfurter bresaola. Ball tip short loin frankfurter meatloaf. T-bone shoulder fatback pancetta, speck bresaola sirloin swine. Hamburger strip steak boudin chicken. Leberkas meatloaf pork belly drumstick.

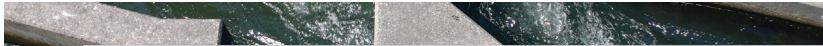
[Link - Shoulder hamburger sausage](#) Arial Caption 12px with 18px leading
[Link - Hamburger strip](#) Bacon ipsum dolor sit amet turkey venison

Examples [Bringing it all together]

Examples are sometimes more effective explaining a concept than lengthy text. The following examples show how BPA's visual guidelines have been applied to a variety of communications. As you will see, these guidelines are flexible enough to accommodate a wide range of visual products while maintaining a strong sense of continuity and projecting a single BPA brand image.



The BPA recruitment brochure is available at www.bpa.gov/careers.



Fact Sheet

Fact Sheet

BPA Hydroelectric
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Fact Sheet

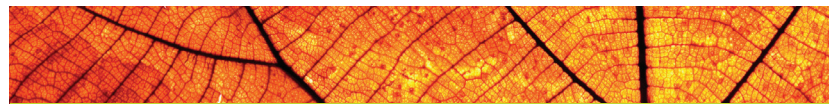
Fact Sheet

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Fact Sheet

October 2014

Conservation billing credits

Background

During the Bonneville Power Administration's Energy Efficiency Post-2011 Review, some of BPA's utility customers expressed an interest in pursuing independent conservation activities through an optional new funding model. To address this desire, BPA proposes to offer conservation billing credits consistent with section 6(h) of the Pacific Northwest Electric Power Planning and Conservation Act of 1980. The program would focus on independent conservation activities by BPA customers and their potential to reduce BPA's need to acquire other conservation resources. BPA plans to begin offering billing credits in October 2015.

What would be needed for BPA to offer billing credits?

Modify the billing credit policy
To offer billing credits under Regional Dialogue contracts, BPA would need to modify its 1993 billing credit policy. The revised policy would create an option for customers that prefer to fund independent conservation activities directly rather than with BPA's Energy Conservation Agreement implementation budget funding, otherwise known as EEI. Customers that chose billing credits would be credited an amount equivalent to BPA's cost if it had borrowed the funds it would have provided under the EEI.

Establish billing credit contract language

Customers that chose conservation billing credits would require revisions to their Regional Dialogue contracts. The revisions would establish the amount of the credit for each customer, the corresponding funding for their independent conservation activity and the expected conservation savings from such activity.

Customers pursuing conservation billing credits would continue to follow BPA's Energy Efficiency Implementation Manual.

Questions and answers

Why would a customer be interested in billing credits?

Customers that want to fund energy efficiency programs at the outset, rather than have BPA spread those costs over time, may prefer billing credits. Up-front funding would affect a customer's retail rates in the near term but would avoid interest costs later, creating financial flexibility for the utility in the future.

What would the rate effects be of billing credits on customers that don't participate in the program?

Billing credits would be designed so that customers are neither harmed nor benefit financially by another utility's choice to take billing credits.

How long would billing credits last?

The billing credit would be provided in equal monthly amounts for the same period of time that BPA would have financed the EEI funding. This is currently 12 years.

What would happen if a customer's conservation efforts did not meet the minimum spending and acquisition levels agreed to in the contract?

The amounts of the billing credit would be reduced if a customer failed to meet the financial and energy savings minimum established in the language of the billing credit contract.



BPA facts

INFORMATION IS FOR FISCAL YEAR 2014, UNLESS OTHERWISE NOTED.

Profile

The Bonneville Power Administration is a federal nonprofit power marketing administration based in the Pacific Northwest. Although BPA is part of the U.S. Department of Energy, it is self-funding and covers its costs by selling its products and services. BPA markets wholesale electrical power from 31 federal hydroelectric projects in the Northwest, one nonfederal nuclear plant and several small nonfederal power plants. The dams are operated by the U.S. Army Corps of Engineers and the Bureau of Reclamation. BPA provides about 28 percent of the electric power used in the Northwest and its resources — primarily hydroelectric — make BPA power nearly carbon free.

BPA also operates and maintains about three-fourths of the high-voltage transmission in its service territory. BPA's territory includes Idaho, Oregon, Washington, western Montana and small parts of eastern Montana, California, Nevada, Utah and Wyoming.

BPA promotes energy efficiency, renewable resources and new technologies that improve its ability to deliver on its mission. It also funds regional efforts to protect and rebuild fish and wildlife populations affected by hydropower development in the Columbia River Basin.

BPA is committed to public service and seeks to make its decisions in a manner that provides opportunities for input from all stakeholders. In its vision statement, BPA dedicates itself to providing high system reliability, low rates consistent with sound business principles, environmental stewardship and accountability.

BPA Mission

The Bonneville Power Administration's mission as a public service organization is to create and deliver the best value for our customers and constituents as we act in concert with others to assure the Pacific Northwest:

- An adequate, efficient, economical and reliable power supply;
- A transmission system capable of integrating and transmitting power from federal and nonfederal generating units, providing service to BPA's customers, providing interregional interconnections, and maintaining electrical reliability and stability; and
- Mitigation of the Federal Columbia River Power System's impacts on fish and wildlife.

BPA is committed to cost-based rates and public and regional preference in its marketing of power. BPA will set its rates as low as possible consistent with sound business principles and the full recovery of all of its costs, including timely repayment of the federal investment in the system.

Core values

SAFETY

We value safety in everything we do. Together, our actions result in people being safe each day, every day. At work, at home and at play, we all contribute to a safe community for ourselves and others.

TRUSTWORTHY STEWARDSHIP

As stewards of the FORPS, we are entrusted with the responsibility to manage resources of great value for the benefit of others. We are trusted when others believe in and are willing to rely upon our integrity and ability.

COLLABORATIVE RELATIONSHIPS

Trustworthiness grows out of a collaborative approach to relationships. Internally we must collaborate across organizational lines to maximize the value we bring to the region. Externally we work with many stakeholders who have conflicting needs and interests. Through collaboration we discover and implement the best possible long-term solutions.

OPERATIONAL EXCELLENCE

Operational excellence is a cornerstone of delivering on the four pillars of our strategic objectives (system reliability, low rates, environmental stewardship and regional accountability) and will place us among the best electric utilities in the nation.

General Information

BPA established	1937
Service area size (square miles)	300,000
Pacific Northwest population	13,078,025
Transmission line (circuit miles)	15,156
BPA substations	259
Employees (FTE)	3,100 ^{1/}

^{1/} BPA FTE for fiscal year 2015 from the 2016 Congressional Budget.

Customers

Cooperatives	54
Municipalities	42
Public utility districts	28
Federal agencies	7
Investor-owned utilities	6
Direct-service industries	2
Port districts	1
Tribal utilities	2
Total	142
Marketers (power and transmission) ^{2/}	195
Transmission customers	490

^{2/} as of February 2015.

Rates

Wholesale power rates^{3/} (fiscal years 2014-2015)

Priority Firm Tier 1	3.15 cents/kWh (average ^{4/} , undelivered)
Priority Firm Avg. Tier 1 + Tier 2	3.29 cents/kWh (undelivered)

Priority Firm Exchange	5.91 cents/kWh (average, undelivered)
Industrial Firm	3.90 cents/kWh (average, undelivered)
New Resources	7.77 cents/kWh (average, undelivered)

^{3/} The rates shown do not include the cost of transmission. They also do not include the application of the Conservation Rate Credit.

^{4/} The actual rate paid by an individual customer will vary according to the shape of the load and the products and services purchased.

Transmission rates^{5/} (FYs 2014-2015)

Network rates:	
Firm	\$1.479/kWh/mo
Nonfirm	.426 cents/kWh
Southern intertie rates:	
Firm	\$1.128/kWh/mo
Nonfirm	.325 cents/kWh

^{5/} Reflects the rates for point-to-point transmission service. All short-term firm and nonfirm rates are downwardly flexible.

2014 Financial Highlights*

For the Federal Columbia River Power System

(\$ in thousands)

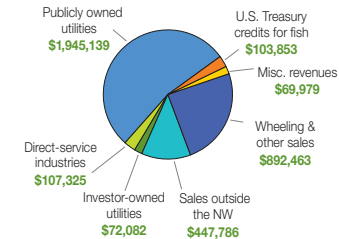
Total operating revenues ^{6/}	\$3,600,346
Total operating expenses	2,896,696
Net operating revenues	703,650
Net interest expense	260,138
Net revenues	\$443,512

^{6/} Includes both power and transmission revenues.

* This information is consistent with BPA's 2014 Annual Report.

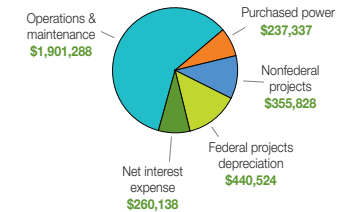
Sources of revenue^{7/}

(\$ in thousands)



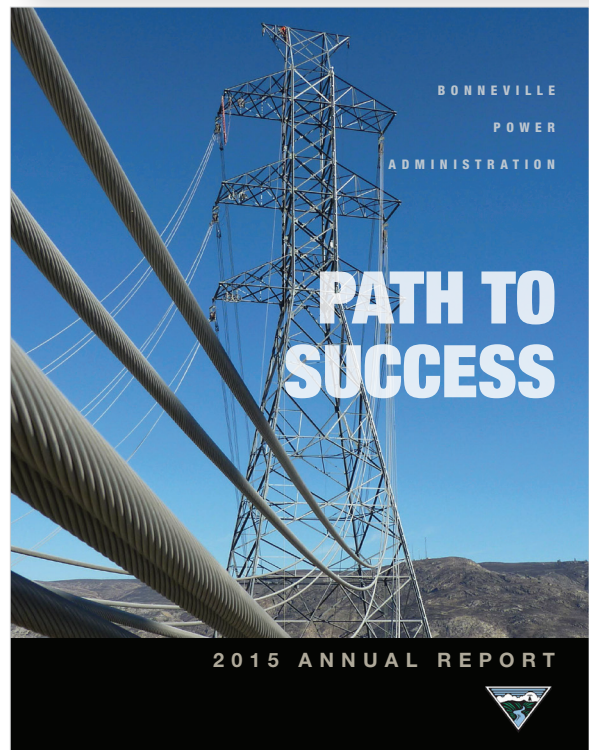
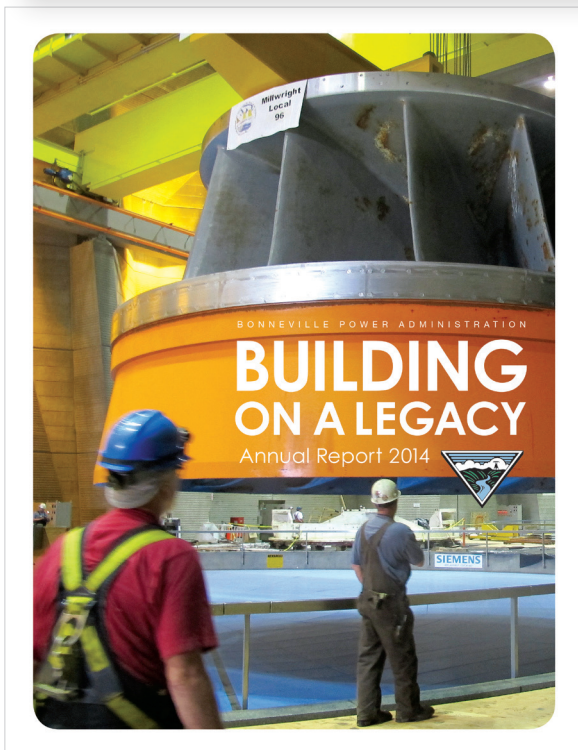
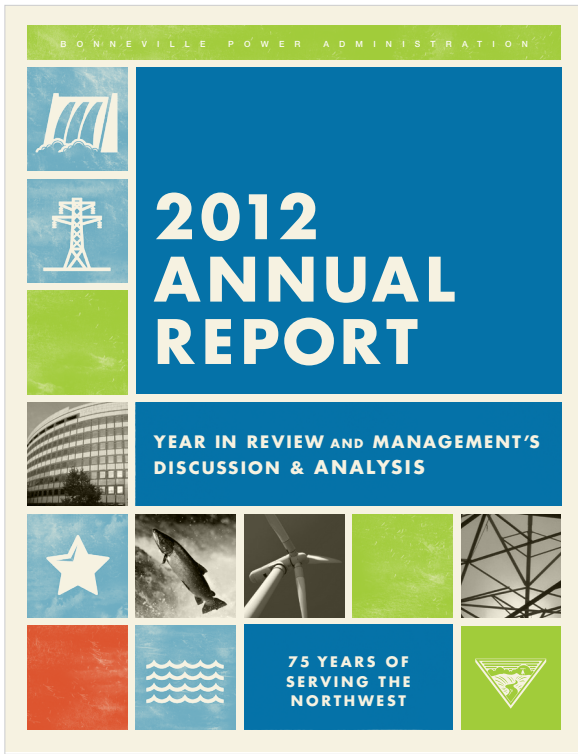
Disposition of revenue^{7/}

(\$ in thousands)



^{7/} Does not reflect bookouts of -\$38,281.





All BPA annual reports are available on www.bpa.gov or in the Library and Visitor Center at BPA headquarters.

BONNEVILLE POWER ADMINISTRATION



QUESTIONS? CONTACT CYBER SECURITY x5200

USE STRONG PASSWORDS

Weak Wimpy
Stronger WimpyKld
Strongest \$uPerboy-savesL^ves



BONNEVILLE POWER ADMINISTRATION



BRIGHT MINDS

BUILDING FOR TOMORROW

NOMINATE A COWORKER BY 10/15

SHINE A LIGHT ON EXCELLENCE
BPA CONNECTION > TOOL LINKS > AEA NOMINATION

BONNEVILLE POWER ADMINISTRATION

Learn the sport of running

Presented by Michael L. Strobel, PhD
Director, National Water and Climate Center
and running enthusiast

- ✓ Get tips on how to begin and maintain a successful running hobby.
- ✓ Learn about Strobel's goal of running a marathon in all 50 states.



Be Well | Physical BE FIT

Monday, August 5th
Noon to 1 p.m., HQ, Rm 122

BONNEVILLE POWER ADMINISTRATION



ITS LIVE!

↑ ↑ ↑

CONCUR
Government Edition
(CGE)

Easy to use ▪ Get the best rates ▪ View travel options and compare ▪ Track your costs



FOR MORE INFORMATION GO TO BPA CONNECTION

Internal promotions.

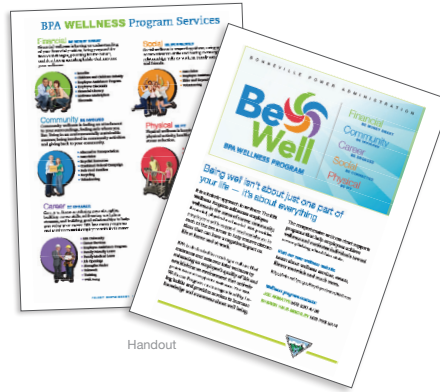
— Brand Tip Sheet —



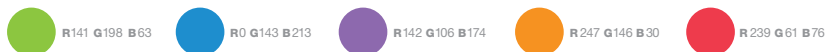
SECONDARY LOGOS
Website/Documents



LABELS
Posters/Flyers



COLOR PALLETTE



Internal sub-brand for BPA's Be Well Program.

BPA Connection Site Directory | Help | 508.gov

Home | Employee Center | Policy & Guidance | Services | The Agency | News | People & Places

All Internal Sources Advanced Search

Tool Links

- ABA nomination
- Bargaining Units
- BBB Portal
- BPA Dictionary
- BPA Hotline
- Careers & Hiring
- Click Web Interface
- Conference Rooms
- eCards
- eForms
- ePerformance
- Electronic Official Personnel Folder
- ENHS
- Library & Visitor Center
- People to People
- Phone book
- Presentation Templates
- Staff Directory
- Travel
- Weather

Need Help?

Civil Rights/EO Help: x4723
HR Help: x4320
IT Help: x4397

Get Ready

DISASTER PREPAREDNESS

Have concerns? Where to turn...

BPA, public utilities fueling the EE powerhouse

New fact sheet shows how BPA and Northwest publicly owned electric utilities fuel the region's second-largest power resource. [More](#)

April 9 update from the administrator and acting deputy CAO

Administrator Elliot Mainzer summarizes the feedback he's received since he requested comments last week. And John Hairston, acting deputy chief administrative officer, shares information about workplace violence and things we can do to foster a safe, positive work environment. [More](#)

Dedication ceremony welcomes petroglyphs home

Native American petroglyphs, saved from the floodwaters of The Dalles and John Day Dams are now on public display at the Columbia Hills State Park near Dallesport, Wash. [More](#)

You and your credit score - next Fiscally Fit

Come to the next Fiscally Fit and learn more about your credit. Find out how credit scores are determined and how to keep an already high score from dropping. [More](#)

News Zone

- BPA, public utilities fueling the EE powerhouse
- Federal Employee Viewpoint survey results align with BPA's action plan
- BPA, Energy NW launch demand response pilot
- BPA selects final path for its Hooper Springs Transmission project
- April 3 update from the administrator
- Mary Jensen named executive VP and General Counsel
- Mainzer outlines BPA's priorities and budget at House subcommittee hearing

Our People

- Take Your Child to Work Day
- Tours of BPA's High Voltage Lab offered on Take your Child to Work Day
- New exhibit features history of The Associates
- Science and energy education grants now accepting proposals...pass it on
- Associates Foundation accepting applicants for 2015

In the Field

- Going digital - Bell, Grand Coulee, Slickler Districts upgrade network
- Line crew puts innovative work plan into aerial action
- BPA and partners expand coordination of earthquake planning
- Snohomish, Covington districts show up for safety day
- Mock scenarios prepare linemen for emergencies in the field
- Energy Northwest executives honor Transmission Services for Ashe Substation work

Life at Work

- Become a great trainer through the Master Trainer Program
- Internet Explorer 11 coming soon
- Volunteer for river cleanup day April 30
- A month of activities in honor of Earth Day planned
- Spring yoga classes offered at HQ

BPA news

Search

SAFETY
Report a Safety Issue
NEVER DO BOTH THINGS AT AN ACCIDENT

Q3 Required Training Due: June 30

Announcements

Active Shooter training

Credit for BITE required Active Shooter training can be satisfied by either the in-person course or the online OLC course. BITEs must complete training by June 30. [\(more\)](#)

Be Well Be Fit Health & Lifestyle Program

Get support from the Club Fed Fitness Center and reach your health, fitness and weight loss goals. The eight-week program begins April 20. Call 503-872-7775 or email Nicole Hubart for more information.

Materials for Take Your Child to Work Day

The Library & Visitor Center has educational packets to help your child learn about BPA. You can order a packet through the library or create your own custom packet from the self-serve materials station. [\(more\)](#)

Upcoming Events

You and your credit score (HQ; room 199B)
4/14/2015 12:00 PM - 1:00 PM
Active Shooter Training (HQ; room 122)
4/15/2015 9:00 AM - 11:00 AM
Remembering the Holocaust (GSA Auditorium)
4/15/2015 1:00 PM - 2:30 PM
CYRS Monthly Meeting (HQ; TBD; VanMail: TPP-293)
4/16/2015 12:00 PM - 1:00 PM
Federally Employed Women Willamette Valley Member Meeting (HQ; 175A or prisonbridge)
4/16/2015 12:00 PM - 1:00 PM

BPA Connection Site Directory | Help | 508.gov

Home | Employee Center | Policy & Guidance | Services | The Agency | News | People & Places

All Internal Sources Advanced Search

Home > People & Places > Positive Work Environment

Positive Work Environment

Have concerns?

A healthy, positive work environment is essential to BPA's success. All employees, managers and contract personnel must feel they are respected and that they can express their opinions and report concerns without fear of discrimination, harassment or retaliation.

It is most beneficial to resolve issues at the lowest level by working through your management team. Often misunderstandings can be avoided or questions answered simply by involving your supervisor or manager right away in any concerns you have about the workplace. If you feel uncomfortable speaking to your own supervisor or manager, you may speak to any manager you trust, even if that person is not in your chain of command. In addition, BPA also has a range of resources available to help you address and resolve workplace issues as well as personal concerns.

If you are having a conflict with a co-worker or you think you may be the target of intimidation or harassment or retaliation, contact one of the people listed below or your supervisor to discuss the situation. And if you have a personal issue, such as dealing with a family crisis, you may contact the Employee Assistance Program. These resources can provide coaching, counseling or a referral to help you find resolution to your concern.

Whenever issues in the workplace or in your personal life arise, generally, it's best to address the situation proactively and thoughtfully. Often, the first step is simply considering your options. The contacts listed below can help you find a place to begin.

In addition, BPA's Harassment Free Workplace Policy provides other options to consider if you believe you are the target of harassment.

Where to turn...

BPA offers three primary service programs that address workplace issues and personal concerns - the BPA Ombudsman, the Civil Rights/Equal Employment Opportunity Office and the Employee Assistance Program. Depending on the circumstances, you may also contact your union representatives or the BPA Hotline. Managers may contact the employee relations section of Human Capital Management.

BPA Ombudsman

The BPA Ombudsman can provide assistance with workplace concerns and problems. This service is a good first point of contact when workplace issues arise.

As a trained neutral or impartial person, she does not take sides and won't serve as an advocate for any specific person in a dispute. The BPA Ombudsman provides coaching/consultation and facilitated discussions as well as referrals to other resources.

All communications with the BPA Ombudsman are confidential. That means she will not reveal the identity of a visitor and will not take action without that person's express consent. The only exception is when there is an imminent risk of serious harm.

Policy

Harassment Free Workplace

Employee Assistance Program
(PL 792-03)

BPA Equal Employment and Non-Discrimination Policy
(BPAH Chapter 400.713C)

Contacts

Jackie Shelburn-Woolery
BPA Ombudsman, 503-230-5315 (office) or 971-678-3273 (cell)

Anthony Jackson
Lead EEO counselor, 503-230-3451 or 800-631-1931

Judy Rush
EEO formal complaint specialist, 503-230-5586

Dr. Richard Joslin
Employee Assistance Program director, 503-230-3028 or 800-479-4734

Tool Links


- ABA nomination
- Bargaining Units
- BBB Portal
- BPA Dictionary
- BPA Hotline
- Careers & Hiring
- Click Web Interface
- Conference Rooms
- eCards
- eForms
- ePerformance
- Electronic Official Personnel Folder
- ENHS
- Library & Visitor Center
- People to People
- Phone book
- Presentation Templates
- Staff Directory
- Travel
- Weather

Need Help?

Civil Rights/EO Help: x4723
HR Help: x4320
IT Help: x4397

Get Ready


DISASTER



B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

bpa.gov
About | Careers | Contact | Investors | bpa.gov

[News & Us](#) | [Projects & Initiatives](#) | [Finance & Rates](#) | [Involvement & Outreach](#) | [Doing Business](#)



BPA line crew puts innovative work plan into aerial action

Using skills from long-line rescue training, linemen from The Dalles put the BPA helicopter to work in rugged terrain.

Customer Portal

BPA Customer access to bills, meter data, load/resource forecasts, contracts, and more.

[Sign in](#)

Navigate by function

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Engaging the public and developing long-term relationships with communities are critical to the success of the Bonneville Power Administration.

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I-5 Reinforcement

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I-5 Corridor Reinforcement

New interactive map of preferred alternative

Since BPA published the draft environmental impact statement (EIS) in 2012 and identified the preferred alternative, we have reviewed comments, met with landowners, listened to many concerns and completed more analysis. BPA has adjusted some tower and access road locations to reduce impacts along the preferred alternative. The final adjustments to the preferred alternative are shown on our [interactive map dated June 2014](#).


The original interactive map (updated in November 2012), which included all four action alternatives and identified the preferred alternative, is still online and available for review and reference. You can compare the June 2014 map and the 2012 version to see changes that have been made in the locations of interest to you.


Current project schedule and activities

We now plan to release our final EIS in late 2015, followed by a record of decision in early 2016. This allows us time to incorporate the revised preferred alternative in the final EIS, update our analysis and respond to the comments we received on the draft EIS.

We continue to conduct surveys and studies to determine the potential impacts of the project. More information is available in our [June 2014 Project Update](#).

The photo below shows archaeologists surrounded by large-leaf lupine (*Lupinus polyphylus*) as they conduct a shovel test probe excavation to screen and sift sediment for cultural resource artifacts. Photo at top right shows western yellow wood sorrel (*Oxalis suscottii*) growing near the existing substation in Troutdale, Ore.





News and Highlights

June 2014 project update

June 2014 interactive map

This map shows only final adjustments to the preferred alternative. This guide can help you use the new map.

November 2012 interactive map

This map shows all project route alternatives. This map does not reflect the latest design for the preferred alternative.

Fact Sheets

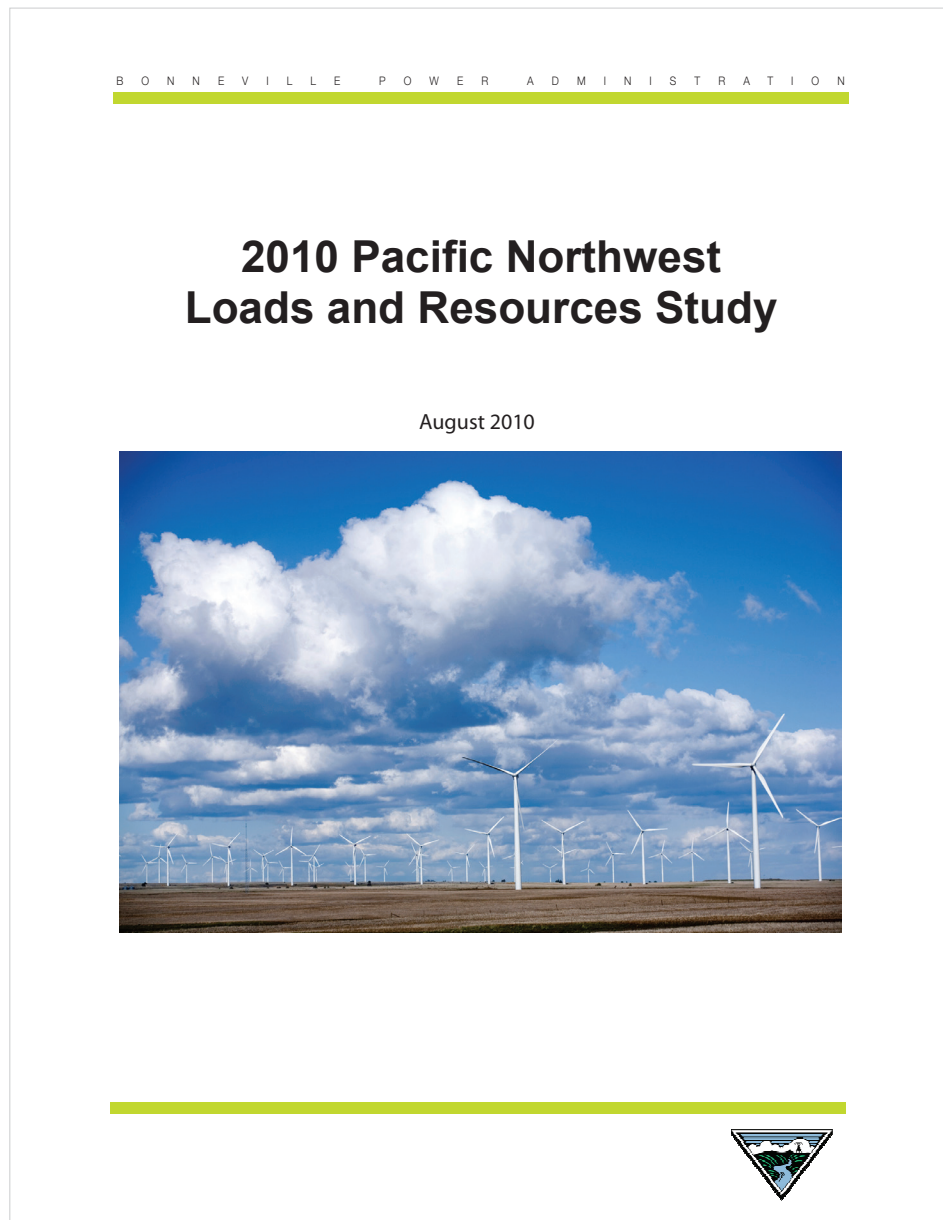
I-5 Corridor Reinforcement

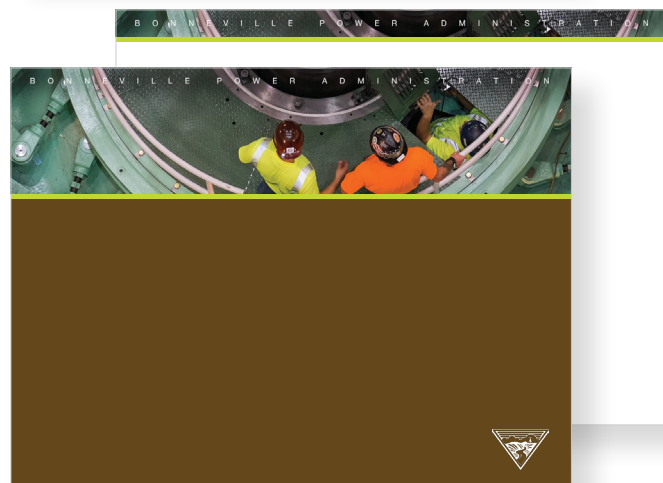
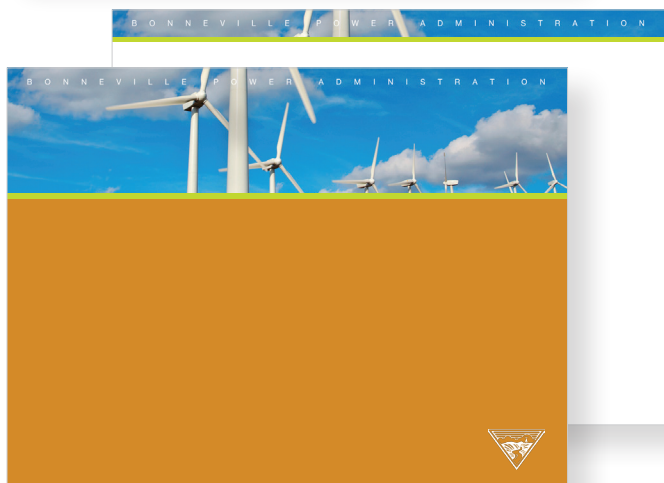
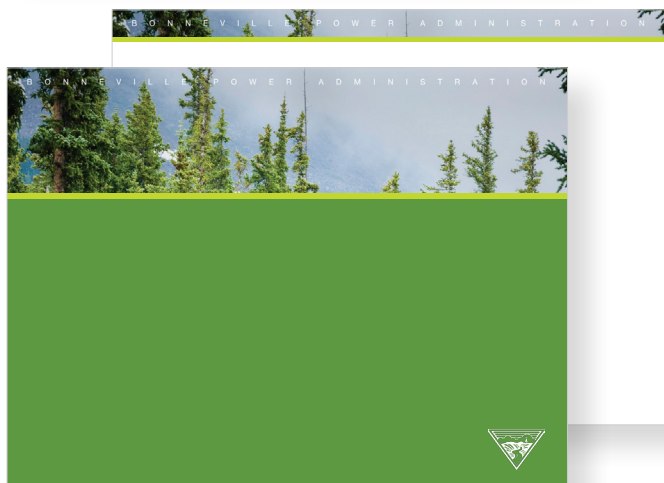
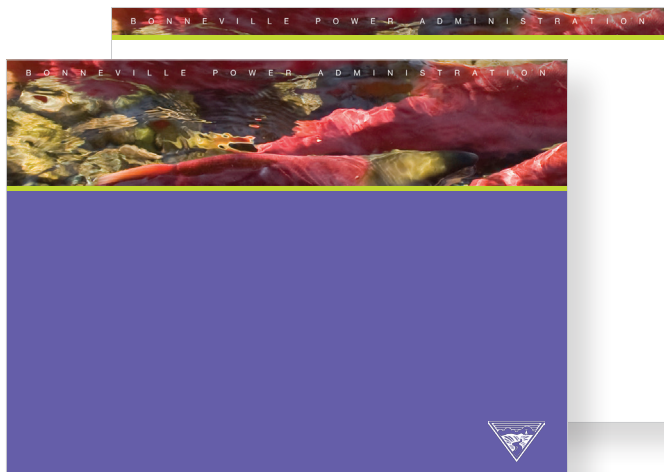
Project: Keeping local lights on - December 2011

External web: www.bpa.gov

Templates

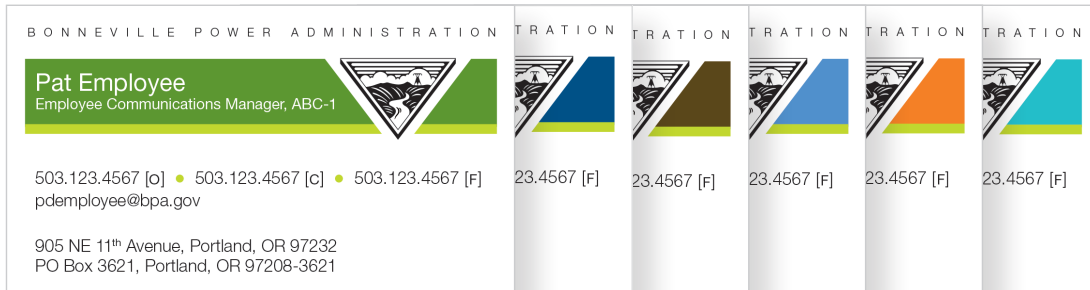
The following Word and PowerPoint templates are available for download on BPA Connection under tool links “Branding: Logos & Templates.”







BPA folders and note cards are available at BPA Service Centers.



Business cards are available to order from Media Services x4440.

Email signatures are available to download from “Branding: Logos & Templates.”

Federal Employees:

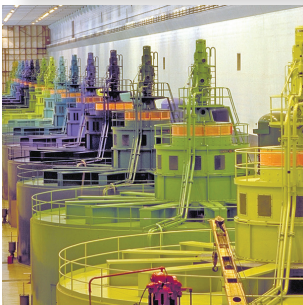
Employee Name
 Title | Department
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Contract Employees:

Employee Name
 (CONTR) Name of Employer
 Title | Department
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Event products

Event products, such as tablecloths and large displays, are available to check out from Communications, Public and Community Engagement. Contact: Heather Bain, hlbain@bpa.gov, x5305 or Jessica Rogowski, jlogowski@bpa.gov, x4399. Visit <http://portal.bpa.gov/orgs/publicaffairs/loan/default.aspx> for product photos.



Large 10' x 7.5' pop-up display.



Tablecloth



Banner



Flags

Contact us

BPA Communications

Director, Scott Simms

BPA Communications manages the BPA Strategic Communications Plan, develops and provides messages about BPA's business (issues, initiatives, policies, programs and projects) to internal and external audiences, and works with BPA business units to ensure a consistent, strategically aligned communication program.


Contact: Communications@bpa.gov

Employee Communications and Graphic Services (DKC) Manager, Joan Saroka

- is responsible for information, education and outreach to BPA's employees about BPA's business and internal services.
 - BPA Connection — DKC manages the flow of information to employees through this internal electronic newsletter. The group writes, edits, and manages the production and content of the newsletter.
 - Communication Planning — DKC works with internal clients to advise, plan, write and edit communication plans designed for providing information to employees about agency requirements, initiatives policies and programs.
 - Graphic Services — Manages the graphic and visual standards applied to all information materials developed for use with internal and external audiences.
-

Public and Community Engagement (DKE) Manager, Heidi Helwig

- is responsible for managing public engagement and community relations for BPA.
- Outreach plans and engagement — DKE works with BPA business units to strategize, advise, plan, write and edit communication and outreach plans to reach customers, stakeholders and other external audiences. The group conducts landowner engagement and stakeholder meeting preparation and facilitation.
- Public comments — DKE manages BPA's public comment program and provides a 1-800 phone line to collect and respond to feedback from external audiences.
- Community relations and sponsorships — Manages BPA's education grant and classroom education programs, designs and implements plans for BPA sponsored events (Science Bowl and Kids in the Creek) and manages sponsorship requests for all BPA workgroups.



Library and Visitor Center (DKEL) Supervisory Librarian, Kaye Silver

- is responsible for managing reference and historical materials.
 - Materials procurement and loan system — The library procures books, periodicals, standards and other materials for BPA use by purchasing them or through an inter-library loan system.
 - Research — in support of BPA's business.
 - Visitor's Center — Offers interactive and educational exhibits demonstrating the history of BPA.
 - Archives — DKEL provides access to historic materials created or commissioned by BPA from 1937 to the present including photos, videos, books and documents.
-

Media Relations and Web (DKP) Manager, Mike Hansen

- is responsible for providing information to the media and the public.
- Media relations — Develops communications for external audiences using press releases, media advisories, and informational articles, responds to media inquiries, and serves as BPA spokespersons.
- Writing services — Develops written products like talking points, fact sheets, articles, and the BPA Annual Report in support of BPA programs.
- Videography — DKP develops plans, scripts, films and edits videos for internal and external messaging.
- www.bpa.gov — DKP manages BPA's external website which includes writing and editing content to promote and further the understanding of agency initiatives, programs, projects and events.
- Social media — DKP manages and monitors BPA's presence and conversations on social media (Facebook, Twitter, YouTube, etc.).

www.bpa.gov

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