



United States Department of the Interior




FISH AND WILDLIFE SERVICE
Washington, D.C. 20240

In Reply Refer To:
FWS/AEA/DPPS DCN 040578

APR 10 2009

Memorandum

To: Service Directorate
Deputy
From: Acting Director 
Subject: Logos, Publications and Graphic Standards

I want to remind all Fish and Wildlife Service (Service) personnel that publications and printing projects must adhere to established design standards and approval processes. All logos, sub logos or branding elements must be approved by me through the Assistant Director for External Affairs via the Service's Printing Management Officer. This process is outlined in Service Manual chapter 041 FW2.

In June 1997, the Directorate approved the graphic standards for the Service's publications in an effort to create a unifying image for the Service. With this approval, the Service's visual information specialists (graphic designers) and contractors began producing publications to the new standards, debuting in 1997 with national wildlife refuge brochures. To date, thousands of publications meeting these standards including trail guides, bird lists, and various reports were, and continue to be, developed and produced. The standards are also incorporated into a host of products including exhibits, displays, compact disks, videos, fact sheets, name badges, reports, manual covers and business cards encompassing all facilities and program offices. This successful approach to our Service publications design standards has also been utilized on the world wide web. We are well on our way to branding the agency as "one Service" with these consistent design standards.

Recently it has been brought to my attention that several unauthorized publications, some with "home grown program logos," have been produced and are neither within established standards nor follow the established publications approval process. In addition, several program logos did not receive approval required for authorized use.

I request that all Assistant Directors, Regional Directors and Assistant Regional Directors ensure that your locally produced publications, logos, and branding elements comply with Service standards. Your regional and program publishing coordinators can assist you by providing source references and guidance on the Service's graphic design standards and publishing and printing procedures.

If you have questions or need additional information, contact Mark Newcastle, the Service's Printing Management Officer at (703) 358-2197. Thank you for providing leadership to ensure that the Service has a consistent image when communicating with the public.

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