

One Vision, One Agency

Conserving the Nature of America

The U.S. Fish & Wildlife Service's graphic design standards visually identify the Service as a unified, cohesive, professional agency. Consistent design elements help communicate our identity to the public that we serve.

Recognizing the wide variety of our wildlife conservation responsibilities, and that each refuge, each program and each hatchery is unique, the Service's publication design standards allow for flexibility. While common design elements ensure that all Service publications reflect a unified agency, each project brings its own individuality to life.

How we arrived at the Graphic Standards

Service designers and publication coordinators from across the country met in late 1996 in Minneapolis to discuss and develop a visual identity for the Service. They knew that the variety of Service publications communicated many different visual messages with no single, unifying theme. Working together, they constructed an agreement on basic design standards.

With the Directorate's approval, Service designers began producing publications in the new standards, debuting in 1997 with national wildlife refuge brochures. These professionals continue to clarify and refine the basic design standards, which now grace a host of products like exhibits, CDs, videos, fact sheets, name badges, business cards and manual covers.

Design decisions

The publication design process involves making decisions and judgements about design elements (ink color, paper weight and size, font type and size, binding, illustrations, and placement of visual elements). The Publications Committee carefully considered each of these elements before finalizing the standards.

For example, in order for the Service's message to compete among the abundance of visual communications, the committee decided to use full-color

photographic images, especially close-ups of wildlife, on the cover of major publications.

Coordinating your project

In the regions and headquarters, professional design staff are responsible for overseeing these projects. Please be sure to plan your projects (big or small) with your Regional Publication Coordinator (RPC) or Point of Contact (POC):

RPCs and POCs

Potland, OR

POCs: Brett M. Moule, Nicole McCarthy, Patrick Stark, Matthew Hasti

Albuquerque, NM

POCs: Abra Zobel

Bloomington, MN

RPCs: Kumiko Highley (NWRS only)
Monica Blaser (All other programs)

Atlanta, GA

RPC:
Ellen Marcus
POC: Liz Chebib

Hadley, MA

RPC: Katherine O'Donnell

Denver/Lakewood, CO

RPC: Erin Edgell

Anchorage AK

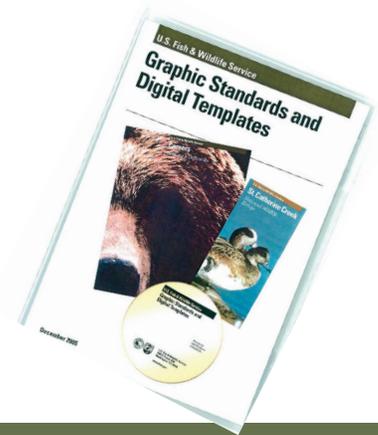
POC: Andrea Mederios

Headquarters

Printing Management Officer
Mark Newcastle
POC: Vicky Neatrou

Did you know?

Printing production and procurement (includes duplicating and copying) is regulated by law, Title 44 of the U.S. Code, and the Joint Congressional Committee on Printing (JCP) Binding and Printing Regulations. Additional regulations include the Departmental of the Interior Manual (314 DM) and Service Manual Chapter 121 FW 1.



"...the most effective design underscores the written message. It makes a statement that the information contained in the publication is reliable, the product of competent professionals. It tells the reader that he or she can rely on what we have to say, that the publication in hand is the product of people who strive for excellence in all facets of their work and who take pride in what they produce."

*(Comptroller General of the U.S. Government
Accountability Office)*

External Affairs - Division of Marketing Communications, Branch of Printing & Publishing

For more information visit:
<https://inside.fws.gov/index.cfm/go/post/printing-and-publishing>

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