

Social Media Graphic Standards Guidelines – Addendum to Approved U.S. Fish and Wildlife Service Publication Graphic Standards - Updated April 2013

The Service’s graphic design standards (<http://1.usa.gov/WBZ9Bv>) are intended to provide guidance to individuals across the Service who design official communications documents intended for public distribution. By presenting a consistent visual identity, or “Brand”, it is important the public identify the Service as a single organization, regardless if they are visiting a wildlife refuge in Georgia or Alaska, or reading a fact sheet on Endangered Species or International Affairs. .

These publication graphic standards, first approved in 1997, comprehensively outline layout and design practices for print media. As they were formalized prior to the widespread use of the Internet and social media, they do not specifically provide guidance for content created explicitly for distribution via social media platforms. This is the reason for a Social Media Graphic Standards Guidelines addendum.

The Service’s Social Media Coordinators Group and the Head of the Service’s Printing and Publishing Branch in Headquarters worked together to develop and provide this addendum in order to maintain brand consistency, but remain current in the virtual world. This addendum is intended to be a dynamic document, open to changes, additions, and growth as the Service experience in Social Media continues to grow and expand.

Text-Over-Images:

- While there are no official limitations regarding the use of specific fonts, Service employees are encouraged to adhere to community standards that currently exist within social media platforms. This includes avoiding fonts, such as Comic Sans, Brush Script, Papyrus and others that are universally regarded by designers as undesirable.
- Service employees may use either Serif or Sans Serif fonts
- Service employees may include the official Service logo on images that contain text overlay
- If further assistance is needed, Service employees are encouraged to contact the Head of the Audio-Visual, Web and Social Media Branch (David Yeargin) and /or the Head of the Printing and Publishing Branch (Mark Newcastle) in Headquarters if they have any questions or comments.

Text-Over-Video:

- The current Service standard for lower thirds is as follows:
Name (Univers Bold Condensed)
Title (Century Italics)

Image Editing:

- It is acceptable to change exposure levels, sharpen, and clean up images.

- The only filter permitted is black and white (grayscale).
- Any photo that is meant to display reality may not be distorted, blurred, liquefied, rendered, or otherwise modified in a way that would visually alter the subject from its true, biological nature. Use of these effects is acceptable for photo quizzes, inspirational memes, and other activities that clearly are not meant to display reality.