

# Policy and Procedure 13-1

## Agency Branding, Public Image and Logo Use

|                        |   |
|------------------------|---|
| <b>Issued By:</b>      | Robert W. Farrell, State Forester   |
| <b>Effective Date:</b> | September 15, 2019  |
| <b>Codes/Mandates:</b> | Code of Virginia: <a href="#">§ 42.1-92-§ 42.1-97 - Chapter 8. State Publications Depository Program</a><br><a href="#">§ 2.2-609. Copies of state publications furnished to Librarian of Virginia</a><br><a href="#">§ 42.1-85. Records Management Program</a> |
| <b>References:</b>     | LVA Digitool<br><a href="#">Library of Virginia Records Management</a><br><a href="#">LVA File Retention Schedules</a><br><a href="#">LVA General Schedules for State Agencies</a><br><a href="#">LVA GS-101 Administrative Records</a>                         |
| <b>Forms:</b>          | Form 13.1 Photo/Video Consent<br>Form 13.3 Public Information Project Request Worksheet   |

## CONTENTS

|  |          |
|--|----------|
| <b>PURPOSE</b> .....                                   | <b>2</b> |
| <b>POLICY</b> .....                                    | <b>2</b> |
| <b>DEFINITIONS</b> .....                               | <b>2</b> |
| <b>PROCEDURES</b> .....                                | <b>3</b> |
| <b>Agency Branding and Public Image</b> .....          | <b>3</b> |
| Commonwealth of Virginia Seal .....                    | 3        |
| Letterhead .....                                       | 3        |
| Business Cards.....                                    | 3        |
| Fonts .....  | 3        |
| Language.....  | 3        |
| Signage and Exhibit Displays .....                     | 4        |
| Patches .....  | 4        |
| Uniforms .....   | 4        |
| Email .....  | 4        |
| Google/Google Mail Profile Images.....                 | 4        |
| Website.....   | 4        |
| Social Media.....                                      | 4        |
| Documents.....   | 5        |
| PowerPoint Presentations.....                          | 5        |
| Photography and Videography.....                       | 5        |
| <b>Logo Use</b> .....                                  | <b>5</b> |
| Colors.....  | 5        |
| Appearance.....  | 6        |
| Use.....   | 6        |
| Size.....  | 6        |
| Proportion.....  | 6        |
| External Use .....                                     | 6        |
| File types.....  | 7        |
| <b>Special-Use Approved Logos</b> .....                | <b>7</b> |
| VDOF Nurseries .....                                   | 7        |
| VDOF State Forests 100 <sup>th</sup> Anniversary ..... | 7        |
| Camp Woods & Wildlife .....                            | 7        |
| Virginia Grown .....                                   | 8        |

|  |           |
|--|-----------|
| <b>Resources Available to Employees .....</b>    | <b>8</b>  |
| <b>Public Information Role in Projects .....</b> | <b>8</b>  |
| <b>Scope of Work.....</b>                        | <b>8</b>  |
| <b>Procurement .....</b>                         | <b>9</b>  |
| <i>Non-Custom Printed Materials .....</i>        | <i>9</i>  |
| <b>Submitting a Project Request .....</b>        | <b>9</b>  |
| <b>Time Frames to Remember .....</b>             | <b>9</b>  |
| <b>Materials Guidelines .....</b>                | <b>9</b>  |
| <b>Text Guidelines.....</b>                      | <b>10</b> |
| Tips for Success.....                            | 10        |
| <b>Table Guidelines.....</b>                     | <b>10</b> |
| Tips for Success.....                            | 10        |
| <b>Chart and Graph Guidelines.....</b>           | <b>10</b> |
| Tips for Success.....                            | 10        |
| <b>Image Guidelines.....</b>                     | <b>11</b> |
| For Print .....                                  | 11        |
| For Web .....                                    | 11        |
| Tips for Success.....                            | 11        |
| <b>Map Guidelines .....</b>                      | <b>11</b> |
| For Print .....                                  | 11        |
| For Web .....                                    | 11        |
| Tips for Success.....                            | 11        |
| <b>AUTHORITY .....</b>                           | <b>12</b> |
| <b>INTERPRETATION.....</b>                       | <b>12</b> |
| <b>APPROVAL.....</b>                             | <b>12</b> |

## PURPOSE

---

To define agency branding efforts, maintaining a positive public image for the agency and provide guidance on the use of the Virginia Department of Forestry logo.

To provide guidance on submitting projects to the Public Information Office to ensure all publications produced for the educational and promotional purposes of the agency meet with agency format standards, the Library of Virginia filing requirements are met and VDOF branding and image are sustained.

## POLICY

---

The agency seeks to maintain a consistent “style” or “brand” for the agency, thereby promoting a specific Department of Forestry brand and image. Consistency among all units of the agency ensures a solid brand and promotes name recognition, a fundamental element of brand recognition, image and reputation.

It shall be the policy of the agency to ensure that all publications meet agency-established standards and that the agency meets all requirements of the Library of Virginia for publication documentation, filing and retention. The agency will work to ensure that all materials produced, published, promoted, utilized and distributed by the agency and its staff to the public and other external audiences meet quality standards.

## DEFINITIONS

---

“**Agency**” and “**VDOF**” means the Virginia Department of Forestry.

“**Brand**” means identity, including a reflection of the organization and a representation of its reputation.

“**Commonwealth**” means the Commonwealth of Virginia.

“**Logo**” means the Virginia Department of Forestry shield, which is the trademark of the agency.

“**Photo**” means any photography taken by a camera or camera phone.

## PROCEDURES

---

### Agency Branding and Public Image

---

The employees, products and business activities are representative of the agency appearance and contribute to the overall image of the Department of Forestry. Something as simple as e-mail signatures and shared documents contribute to promoting the VDOF brand. By consistently incorporating the VDOF brand into our work, we continually promote a unified and recognizable agency.

#### Commonwealth of Virginia Seal

The formal Commonwealth of Virginia seal is reserved for specific commonwealth ceremonies and VDOF letterhead.



#### Letterhead

The agency will use a standard Commonwealth of Virginia seal letterhead, in reflex blue, as follows. This letterhead is not to be modified in any way. Any localized contact information may be added to the body of the letter. The letterhead shall appear as follows (template available on the Intranet <http://intranet.dof.virginia.gov/templates-dof/index.asp>) :

Rob Farrell  
State Forester



## COMMONWEALTH of VIRGINIA

### Department of Forestry

900 Natural Resources Drive, Suite 800 • Charlottesville, Virginia 22903  
(434) 977-6555 • Fax: (434) 296-2369 • [www.dof.virginia.gov](http://www.dof.virginia.gov)

#### Business Cards

Any agency employee may request official VDOF business cards. All business cards must be ordered through mandatory procurement practices in accordance with the standard VDOF business card template. Custom business cards are not permitted without the permission of the state forester.

#### Fonts

All business documents of the agency will use appropriate, professional, reader-friendly fonts (e.g., Times New Roman, Baskerville, Calibri or Arial). Comical and overly scripted, difficult-to-read fonts will not be used in the business communications of the VDOF.

#### Language

The language of VDOF encompasses style, usage, grammar and spelling norms of the Associated Press (AP) style. Any materials written by employees for business purposes are representative of the agency and will be done with reasonable care taken to ensure accuracy and professionalism (i.e., email correspondence, letter correspondence, publications, reports, presentations, news articles, planning documents.)

## Signage and Exhibit Displays

Signs and exhibit displays will include the VDOF logo and will be kept simple by using approved brand identity elements, fonts and photography.

Location and building signs should use approved logo, standard VDOF sign identity, fonts and colors.

## Patches

Only authorized patches through VDOF uniform procurement will be used.

## Uniforms

VDOF uniforms and insignia are considered proprietary by the agency and unauthorized use is prohibited. {See VDOF Policy and Procedure 8-3 Dress Code and Uniforms}

## Email

VDOF employees will use a consistent email signature in the following format:

—  
Name  
Title  
Virginia Department of Forestry  
Office Address  
Email Address  
Work Phone(s)  
www.dof.virginia.gov  
VDOF: Protecting and Serving Since 1914

### Example:

—  
Janet Muncy  
Integrated Media Manager  
Virginia Department of Forestry  
900 Natural Resources Drive, Suite 800  
Charlottesville, VA 22903  
janet.muncy@dof.virginia.gov  
(434) 220-9033  
www.dof.virginia.gov  
*VDOF: Protecting and Serving Since 1914*

## Google/Google Mail Profile Images

VDOF employees will utilize professional-appearing face photographs for their Google/Google mail profile image. VDOF strives to maintain a professional image for all its employees. Family photos, cartoons or other images are not appropriate identity profile images for VDOF employee accounts.

## Website

The VDOF professional image and branding will be represented on all website pages and documents.

## Social Media

Social media can be a powerful tool for sharing, but it should be managed properly to help ensure that it remains beneficial and represents the mission, values and image of the agency.

## Documents

Documents for dissemination outside of VDOF will include the VDOF logo and will use approved brand identity elements, fonts and photography. Any documents for external audiences are representative of the agency and contribute to the overall image of the Department of Forestry. Reasonable care will be taken to ensure accuracy and professionalism. A standard document template is available on the intranet <http://intranet.dof.virginia.gov/templates-dof/index.asp>.

## PowerPoint Presentations

By its nature, forestry is scenic, beautiful and can be controversial. Make every effort to ensure public presentations align with the agency mission, values and image requirements. PowerPoint presentation templates are provided on the Intranet to assist in promoting the agency brand (<http://intranet.dof.virginia.gov/presentations/index.asp>).

## Photography and Videography

When it comes to expressing the VDOF brand, photographs can truly be worth a thousand words. Professional quality images with a clear center of interest communicate the brand. Aim for photos that communicate the Department of Forestry's commitment and dedication to Virginia's natural resources. VDOF seeks to educate others while maintaining a professional appearance through the use of agency photography and videography. Work with public information photographers to obtain the desired images when needed. Horizontal/landscape-oriented photos and videos are recommended – these view better and have less cropping on social media platforms.

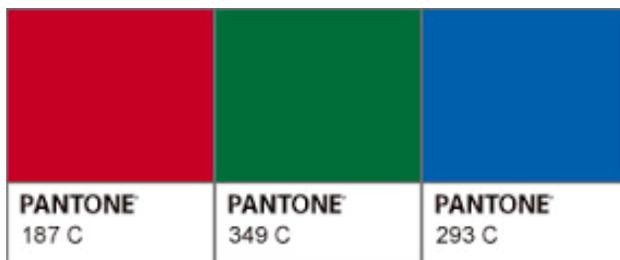
Ensure VDOF complies with privacy laws and obtains proper permission for photo and video use in promoting the agency mission {See Policy and Procedure 13-2 Photography and Videography for full guidance regarding the taking, using and sharing of agency photos and videos}. Utilize Form 13.1 Photo/Video Consent to obtain permission from photo subjects.

## Logo Use

The Virginia Department of Forestry logo, consisting of a shield with trees and water, is used to establish the organization's identity. Therefore, the integrity of the logo shall be maintained. Alterations to the logo itself are not permitted without the permission of the state forester.

## Colors

- ◆ The official VDOF colors are red Pantone 187, green Pantone 349 and blue Pantone 293.
- ◆ The logo may be used in black and white when appropriate.
- ◆ For one-color needs, use black or white, or alternatively the single red Pantone 187, green Pantone 349 or blue Pantone 293.
- ◆ The logo may be produced in silver, copper or gold foil inks when appropriate.



## Appearance



Red – Pantone 187  
Green – Pantone 349  
Blue – Pantone 293



Black or single color  
May be reversed white for use on dark background

## Use

With the exception of official correspondence on Commonwealth of Virginia seal letterhead, the VDOF color logo will be used on all documents, exhibits, promotional materials, signs, uniforms, etc.

The creation of new logos to represent the agency is prohibited. The creation of special purpose logos or logos to represent specific areas within the agency are not permitted without the permission of the state forester.

## Size

The size of the logo will be dependent upon the specific use: document, presentation, sign, promotional item, etc. The logo must appear readable, generally no smaller than 0.5 inches wide.

## Proportion

Maintain the exact spatial relationship shown on the left below when scaling the logo electronically.



## External Use

Requests to use the VDOF logo for presentations, websites, publications or other communications are granted for one-time use on a case-by-case basis. Logos may be used by external organizations to express the role of VDOF as a partner. Careful consideration is given to avoid the appearance of endorsement where inappropriate. If permission is granted, all communications displaying the VDOF logo shall adhere to the identity standards and requirements.

External requests for the VDOF logo on printed publications, websites or advertisements will be directed to the Public Information Office.

## File types

Use only officially prepared logos. No other typefaces or combinations of typefaces are permitted.

- ◆ For logos in print materials, use an AI (Illustrator), EPS, TIFF or PDF file type.
- ◆ For logos used on a screen or online, use a JPEG, PNG or GIF file type.
- ◆ If you need a logo with a transparent background, use the AI, EPS or PNG file type.
  - Use logos with transparent background when placing logo over a color background.

## Special-Use Approved Logos

There are several special-use logos approved for use in promoting specific VDOF programs and services. These logos will follow the same use guidelines presented previously for the standard VDOF logo.

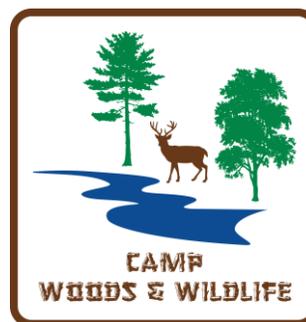
### VDOF Nurseries



### VDOF State Forests 100<sup>th</sup> Anniversary



### Camp Woods & Wildlife



## Virginia Grown



## Resources Available to Employees

A variety of templates and resources are available on the agency Intranet to assist in maintaining the VDOF standards:

- ◆ Templates (letterhead, document, policy and procedure templates): <http://intranet.dof.virginia.gov/templates-dof/index.asp>
- ◆ Logos: <http://intranet.dof.virginia.gov/pubinfo/index-images.asp>
- ◆ PowerPoint Templates: <http://intranet.dof.virginia.gov/presentations/index.asp>

The Public Information Office is also a resource.

## Public Information Role in Projects

The Public Information Office is responsible for the implementation of VDOF agency branding and standards in all public-facing information.

Public Information will handle the production and management of all VDOF publications to ensure agency standards and formats are maintained, as well as filing and retention requirements for the Library of Virginia. The agency maintains a standard format and numbering for all publications, regardless of whether a publication is produced in print format or published electronically.

Any projects requiring the production of a publication, report or other material to be published outside of the agency for the *“informational use of the public”* must be submitted to the Public Information Office for production and management. This allows for a consistent branding of our external information.

## Scope of Work

There are certain types of projects involving logos, publications, high-profile events and media that must be **managed through the Public Information Office**. Other types of projects should be **coordinated with the Public Information Office** or **communicated to the Public Information Office**. The Public Information Office is available to assist on many projects as needed. The following provides some guidance about various types of projects.

| Project Types  |  |
|--|--|
| Must be Managed by or with Public Information            | Public Information Can Assist (examples)             |
| Artwork/Logos  | Event Material Design                                |
| Brochures  | Event Coordination                                   |
| Media Ads  | General Editing Services                             |
| News Releases  | Internal or Administrative Flier Design and Editing  |
| Publications, Reports and Books for External Publication | Internal or Administrative Poster Design and Editing |
| Social Media   | Internal or Administrative Report Design and Editing |
| Custom Sign Design                                       | Photography for Publications and Materials           |
| Exhibit Design   | PowerPoint Presentation Editing                      |

|  |                                      |
|--|--------------------------------------|
| Marketing and Promotional Material Design                              | Promotional Product Recommendations  |
| Fliers for External Use  | Speech Editing                       |
| Mass Communication Efforts   |                                      |
| Large-Scale or High-Profile Events                                     |                                      |
| <b>Should be Communicated to Public Information (examples)</b>         |                                      |
| All Other Events   | Significant Happenings or Activities |
| Situations/Events with Potential Media Interest (positive or negative) | Significant Changes in Programs      |
| Cooperative Projects   |                                      |

## Procurement

State and agency procurement guidelines apply. Public Information will provide design services and supply ready artwork. The Public Information Office is available to assist in reviewing proofs, if needed. The appropriate division, unit or Finance procurement office will handle the procurement of printed materials, which must go through required procurement procedures (i.e., mandatory source contracts, such as: marketing and promotional materials, silkscreened or embroidered shirts, signs and printing).

### *Non-Custom Printed Materials*

The appropriate division, unit or Finance procurement office will handle the procurement of any printed materials or signs that can be bought off-the-shelf and require no custom artwork (i.e., No Trespassing signs, Handicapped Parking signs, etc.).

## Submitting a Project Request

For public information projects, get started with the Form 13.3 Public Information Project Request Worksheet. The Form 13.3 is simply a worksheet to assist employees in thinking through a project and communicating project needs to the Public Information Office.

- ◆ For any publications, design services or presentation assistance, submit the project request and all project materials via email, network drive or flash drive to the public information specialist. Include Word document with the text, all original digital image files and all original spreadsheets with graphs.
- ◆ For news release, media ads, marketing needs or event coordination, submit the project request and all project materials via email to the director of public information, or materials may be submitted via shared network drive or flash drive. Include Word document with the text, all original digital image files and all original spreadsheets with graphs.

## Time Frames to Remember

Plan ahead for any publication development. It takes time to develop content, locate or take necessary photos, budget planning, production, delivery and distribution.

- ◆ Printed materials (i.e., brochures) will take a minimum of two weeks from vendor submission to delivery in Charlottesville.
- ◆ Promotional and marketing materials (i.e., trinkets) can take four to eight weeks from vendor submission to delivery in Charlottesville.
- ◆ Signs can take four to eight weeks from vendor submission to delivery in Charlottesville.
- ◆ Back these deadlines up to allow time for actual project development.
- ◆ If seasonal outdoor photography is needed, remember the forest seasons and plan accordingly; you may need six months to a year to get appropriate seasonal photography completed for a project.

## Materials Guidelines

The following are tips for success when developing professional projects and working with Public Information on projects.

## **Text Guidelines**

- ◆ Provide documents in Microsoft Word (.docx format)
- ◆ Tables can be included in the Microsoft Word document. {See Table Guidelines}
- ◆ Images, charts and graphs can be inserted in the document for only placement purposes or providing captions (the original images, charts and graphs must be submitted separately as well).

## **Tips for Success**

- ◆ Most printed publications are done in 10-11 point font so you can use a 10-11 point font if you'd like to better gauge the length of your document.
- ◆ Avoid the use of ALL CAPS – text is very difficult to read in all caps.
- ◆ Single space after punctuation (with computer fonts, double-spacing is not necessary).
- ◆ Write at a level understandable to your audience. For the general public, we recommend a 6th grade reading level.
- ◆ Use layman's terms and avoid the use of forestry "lingo" that we understand but folks outside of forestry don't.
- ◆ Avoid acronyms and abbreviations (spell them out). When using acronyms or abbreviations repeatedly, spell them out the first time you use them.
- ◆ Keep your headings and subheadings clear and concise. Long headings inhibit the reader from using the heading to locate information in a long document.
- ◆ Do not use insure and ensure interchangeably (ensure is to make certain; insure is to cover with insurance).
- ◆ Recommended fonts are **Calibri**, Tahoma, Arial, Times Roman or other easy-to-read fonts.

## **Table Guidelines**

- ◆ Tables can be included in the Microsoft Word document.
- ◆ If tables are done in Excel, provide the original Excel file.

## **Tips for Success**

- ◆ Keep tables simple; avoid shading and fancy formatting, which do not transfer to publishing programs. Columns should have column headings.
- ◆ Recommended fonts are **Calibri**, Tahoma, Arial or other sans serif fonts.

## **Chart and Graph Guidelines**

- ◆ Provide the original Excel or PowerPoint files in which the chart or graph was created.
- ◆ Charts should be a separate worksheet tab in the Excel file – not placed on a worksheet page with the data.

## **Tips for Success**

- ◆ When completing multiple charts or graphs for a single publication, be consistent in your formatting with colors, fonts, font sizes, titles, borders, data labels, etc.
- ◆ Be cautious with your use of color – avoid use of lots of primary colors or colors that don't coordinate well together. Muted colors appear more professional for business use.
- ◆ Recommended fonts are **Calibri**, Tahoma, Arial or other sans serif fonts.

## **Image Guidelines**

### **For Print**

- ◆ Minimum of 350 dpi resolution at the final printed size.
- ◆ Provide photos in JPG, TIF or EPS format.
- ◆ Text graphics and clip art in AI, EPS, TIF or BMP format.
- ◆ Provide your original digital image file without manipulation.

### **For Web**

- ◆ Minimum of 72 dpi resolution at the final viewed size (generally 4 in. x 6 in.).
- ◆ Provide photos in JPEG or PNG format.
- ◆ Text graphics and clip art in AI, EPS, TIF or BMP format.
- ◆ Provide your original digital image file without manipulation.

### **Tips for Success**

- ◆ If you are taking photos and there is any chance you may want to use them in print, you need to set your camera on high resolution (fine or superfine) before taking the photos. You will be able to store less photos before filling your camera and having to download images, but you will have the photos in high enough resolution to submit for a printed publication.
- ◆ Be sure the photo depicts what you are trying to get across. For print, you want attractive photos, but also photos that the reader will understand and will demonstrate what you are writing about.
- ◆ Photos need to be clear and sharp – if the photo appears fuzzy to you on the screen, it will likely not be a good choice for display or print.
- ◆ If the file size is really small (500 KB) or so, the photo is likely not high enough resolution for print but may be publishable on the Website or Intranet.
- ◆ You can always downsize the images for other purposes, such as email or publication on the Website or Intranet, but you can't increase their resolution once the photos are taken in lower resolution.

## **Map Guidelines**

### **For Print**

- ◆ Minimum resolution of 350 dpi resolution at the final printed size.
- ◆ Provide image in high resolution AI, EPS or PDF with no compression. AI or EPS are usually clearer with smaller file size.
- ◆ Provide a high-resolution, large-size JPG format.

### **For Web**

- ◆ Minimum resolution of 72 dpi resolution at the final viewed size.
- ◆ Provide image in EPS, AI or JPEG format (ai or eps preferred).

### **Tips for Success**

- ◆ Avoid crowding the map with too much information.
- ◆ Be specific about what you are trying to show and be sure that the primary information is easily readable.
- ◆ Be cautious with the use of color – avoid use of lots of primary colors or colors that don't coordinate well together. The map can begin to look like a circus, which will detract from the information you are trying to convey. Business-like colors are usually best.

- ◆ Be sure words and labels are clearly readable. Word and labels must be a great contrast color from the background they are placed over.

## AUTHORITY

---

This policy and procedure is issued by the Virginia state forester.

## INTERPRETATION

---

The director of public information is responsible for the interpretation of this policy and procedure.

## APPROVAL

---

I certify that this policy and procedure is approved and ready for publication.

Janet Muncy

\_\_\_\_\_  
Integrated Media Manager Name (Print)

\_\_\_\_\_  
Integrated Media Manager Signature

Michelle Stoll

\_\_\_\_\_  
Director of Public Information Name (Print)

\_\_\_\_\_  
Director of Public Information Signature