

VISUAL IDENTITY GUIDELINES

BRAND GUIDE / BEST USAGE TIPS / LOGO RULES



TREASURY
OPERATIONS

Putting People First



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WHO WE ARE



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About Treasury Operations

Departmental Offices Treasury Operations, within the Office of Management, provides services and support for the offices and employees in Departmental Offices and across Treasury. These services include day-to-day operations in Treasury's headquarters facilities; renovations; historic preservation and curatorial services for the historic landmark Main Treasury and the Freedman's Bank Building; special events; food services; real property asset management; safety, health, and environmental compliance; printing; and graphics.

Our Mission is to be customer service champions in the delivery of innovative and cost-effective business solutions for the Department of the Treasury. Our Vision is to be the best-in-class service provider within the federal government.

Brand Principles

Our brand seeks to convey to our customers, partners and workforce that Treasury Operations:

- Creates an environment to keep top-talent by modeling the behaviors sought from others;
- Ensures the safety of comfort of the employees and guests of Departmental Offices;
- Equips and supports DO employees to ensure their effectiveness;
- Operates in close coordination, with unified strategies and shared decision-making;
- Expresses appreciation and support for each other's contributions.

OUR LOGO



Primary Logo

The Treasury Operations logo is the visual representation of our organization. The logo consists of two parts: The Operations symbol and the wordmark. These two elements work together to exemplify our strength and distinguish us.



Alternate Logo

The alternate logo is center-aligned, and should be used only when there isn't enough room for the primary logo, or it would look misaligned otherwise.

LOGO USAGE

Spacing

The primary logo should be used for most occasions and documents, including memorandums, PowerPoint slides, and reports. To protect the integrity of the logo, it should always appear with empty space around the logo. Use half of the column as a guide for the amount of empty space necessary. *(For example, if the primary logo is 3" wide, the column is ½ wide. Thus, leave ¼ space on all four sides.)*

Half-Column empty space on all sides



LOGO USAGE

Black & White

Black & white versions are also included when a color is not available or desirable. These versions are designed specifically to stand out in black & white print.



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LOGO USAGE

Logo Misuse

Logos are a brand's key visual representation, and a logo's integrity should be respected at all times in all places. Please do not stretch, condense, modify, or distort any logos. Changing any element of the logo will weaken its impact and detract from the consistent image we seek to project.

The images to the right show a number of ways to improperly use any logo (including the Treasury Operations logo). The images to the right show a number of ways to improperly use any logo (including the Treasury Operations logo).



Do not add any kind of effects like a drop shadow to the logo.



Be aware of how your background color will interact with your logo color.



Do not rotate or flip the logo.



Never change the logo's colors, shapes, or text.



Proportions should not be altered in any way. (*Hold the shift key when sizing the logos to retain the correct scale.*)



Never use the logo as a watermark, or place anything on top of it.



Never combine the logo with any other logo or seal.



Never use the logo smaller than 1/2".

USE OF THE TREASURY SEAL



Treasury's seal in full color

About the Treasury Seal

The Department of the Treasury seal is its official symbol and has two major elements: the coat of arms and a circular background. The Treasury seal represents the history, tradition, and mission of the Department.

The Treasury seal can be used on its own at any time on Treasury-produced work.

The Treasury seal is available in three variations:

- **full color** (navy blue, light blue, and gold)
- **single-color** (e.g. green, blue, black)
- **reverse** (white or gold) for use in special cases.



Treasury Green



Management Blue



Black & White



Special version for use on dark backgrounds



Special version for use with foil embossing

CO-BRANDING

Which Logo(s) Do I Use?

The chart below will help you determine acceptable logo usage. A useful rule of thumb: When your office is **communicating to Treasury**, use the **Management logo**.

When Do I Use the Treasury Seal?

You are **required** to use the Treasury seal when communicating with the public, or with any entity outside of Treasury (such as the White House, a bank, or a foreign government). The Treasury seal indicates an official Treasury communication.

When communicating with...	You must use this primary logo/seal	You may use this secondary logo	Never use a third logo!
Treasury Senior Leadership (e.g. Secretary, U/S TFI)	Treasury Seal	–	–
ASM	Treasury Seal	Management Logo	–
General DO Staff (e.g. PTR talking to all of DO)	Management Logo	Treasury Operations Logo	–
Internal Office Staff (e.g. CIO talking to OCIO)	Treasury Operations Logo	–	–
Treasury-Wide (e.g. Treasury CHCO talking to bureau CHCO)	Management Logo	Treasury Operations Logo	–
Shared Services Clients (e.g. TEI talking to its students)	Treasury Seal	Treasury Operations Logo	–
Government-Wide Applications (e.g. HRConnect talking to its users)	Treasury Seal	Treasury Operations Logo	–
Any Government Office Other Than Treasury (e.g. OPM, CXO councils, DoD, state/local gov)	Treasury Seal	–	–
External Non-Governmental Office (e.g. PPS)	Treasury Seal	–	–
Public and Other (via Public Affairs)	Treasury Seal	–	–

CO-BRANDING

Horizontal
Pairings



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Vertical
Pairings



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COLOR PALETTE

Color Palette

This page details color combinations that will work well with and highlight the brand.

Use the darkest blue as the primary color for document covers, in the titles of chapters, and on headlines.

RGB: #004482 / 21r-66g-112b
CMYK: c100-m80-y31-k16

The colors below compliment the signature colors. The first row features the signature colors. The second row shows the blends used in the logo, and the third row features the grey values that work well with the signature color. The next two rows show complimentary colors in both light and dark tones. Where possible, use these colors for graphic elements that surround the logo. They will ensure a successful, harmonious communication product.

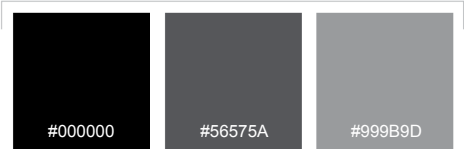
Signature Colors



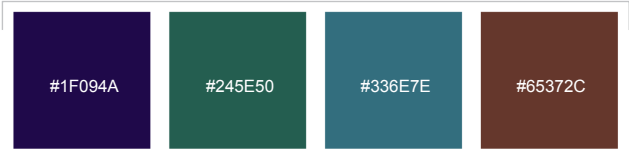
Gradient / Blend Colors



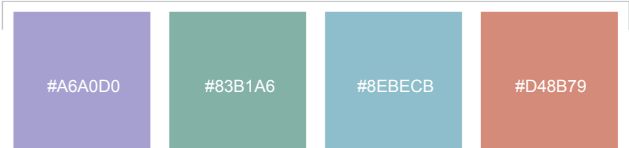
Grey Scale Colors



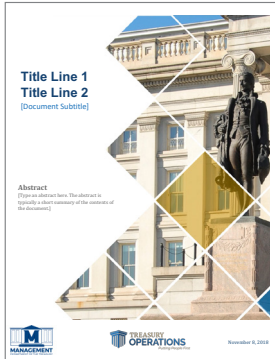
Complimentary Colors: Dark



Complimentary Colors: Light



SAMPLE PRODUCTS



Use this for Title/Headline – [H1]

Use this for second Title/Headline - H2

- * Use this style for *bulleted lists within the body copy*. *Verbena adspersione rili, ut diam muscum*
sub-raumem lincum ad lacum dilapso magis aliquam rili volupis.
- a) *Ut rili rem ad minis verum, quis rucum exeri latium aliquosque nupitil loboris nial*
aliquo ex ra commode conuenit.
1. *Use this style for detail level linkings, ad minis verum, quis rucum exeri*
latium aliquosque nupitil loboris nial ad aliquo ex ra commode conuenit.
Quis autem ut rui rili doli in lombis in vulpate rili ex rui modice
conuenit, ut diam dilapso ra lincum latia lincum ad rui rui in Numbewing
and the list will adjust accordingly. [Style Body Numbered List]

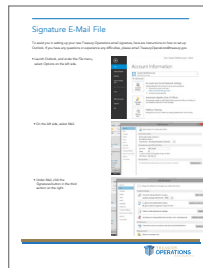
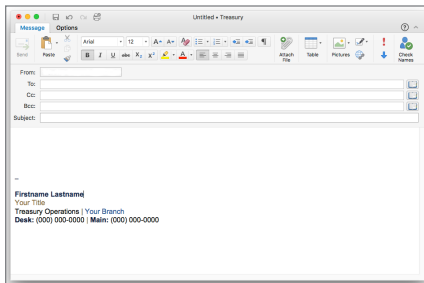
42

Sample Table - Heading 2

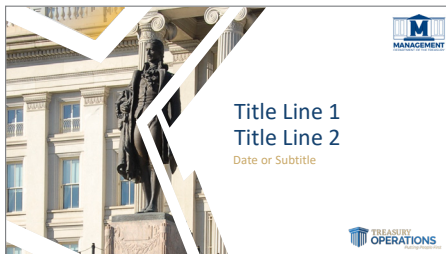
(Slide: Table Header)	(Slide: Table Header)	(Slide: Table Header)	(Slide: Table Header)
(Slide: Table Body Text)	(Slide: Table Body Text)	(Slide: Table Body Text)	(Slide: Table Body Text)
(Slide: Table Body Text)	(Slide: Table Body Text)	(Slide: Table Body Text)	(Slide: Table Body Text)

Page 2 of 2

Example of a Report/
Document cover template,
with loaded styles set for
various report formats



Example of Treasury Operations branded Email Signatures and Instructions for applying to your Email client



[Start Your Presentation](#)

- Talk about what you'll be covering
- Tell your audience what you'd like from them
- See if there are any questions before you start

10-20-30 Rule

- 10 slides
- 20 minutes of prepared remarks

[More Presentation Tips](#)

- Slides are cues for presenter & audience
- Use graphics, not tables
- Remove all distractors (no clip art!)

A PowerPoint template with pages detailing best practises to follow when producing your presentation



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