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DEPARTMENT OF THE TREASURY BUREAU OF THE FISCAL SERVICE WASHINGTON, DC 20227

July 15, 2014

Re: FOIA # 2014-06-121

This is in response to your Freedom of Information Act (FOIA) request for a copy of the Financial Management Service Style Manual. Your FOIA request has been assigned the above number.

Please note that the Department of the Treasury's Financial Management Service and Bureau of the Public Debt have consolidated into one bureau, and are now the Bureau of the Fiscal Service (Fiscal Service).

Fiscal Service conducted a search of its records and located a Style and Usage Guide for the Bureau of the Fiscal Service. Enclosed is a copy of the Style and Usage Guide.

If you consider our response to be a denial of your request, you may administratively appeal within 35 days from the date of this letter. Your appeal must be in writing, must be signed by you, and should contain the reason(s) why you are appealing. Your appeal should be addressed to:

U.S. Department of the Treasury Bureau of the Fiscal Service 401 Fourteenth Street, SW Room 508C Washington, D.C. 20227

Both your letter and its envelope should be clearly marked "Freedom of Information Act Appeal." The deciding official on your appeal will be the Fiscal Service Commissioner or her designee.

The above FOIA number should be included on all related correspondence.

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I hope this information will assist you.

Sincerely,

Cynthia Sydnor Co-Disclosure Officer

Enclosures

BUREAU OF THE FISCAL SERVICE

Style & Usage Guide



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Introduction

Branding is an important part of an organization's identity. It reflects how the organization is presented both to its employees and to the outside world. The seal and logo of the Bureau of the Fiscal Service were created to embody our mission and vision. As the public representation of our bureau, it must be reproduced with care and precision. Consistent reproduction across all types of applications - print materials, presentations, advertisements, websites, signage and even stationery - will reinforce our mission and result in a greater awareness of the Fiscal Service.

This guide explains the basic specifications for reproduction, including color specifications and size requirements. Please make use of these guidelines and the approved digital artwork when reproducing the Fiscal Service seal and logo.

Any questions regarding the use or application of the Fiscal Service seal and logo should be directed to the Office of Agency Outreach.

Mission, Vision, & Values

Our Mission

We exist to promote the financial integrity and operational efficiency of the federal government through exceptional accounting, financing, collections, payments, and shared services.

Our Vision

We will transform financial management and the delivery of shared services in the federal government.

At the Fiscal Service we know that...

At the Fiscal Service, we know that what we do is important, what we do makes a difference, and what we do, we do well.

Our Values

We are guided by our commitment to pursue process excellence while embracing the "Five I's" — Integrity, Individual Respect, Information Sharing, Inclusion, and Informality — in our dealings with each other and with those we support and serve.

Our Vision

The Fiscal Service will serve as a catalyst for transforming the way the government manages its finances and delivers shared services. We will introduce a level of efficiency, transparency, and accountability that positively affects the public perception of how government works. The Fiscal Service will be known as an entity that helps transform the federal government, demonstrating a deep commitment to serving the interests of the American people and the federal agencies we serve. We will be driven by a passion for improving financial management and shared service delivery through our own efficient and effective operations and through our guidance and assistance to others. We will lead and support, not simply process and account.

While never losing focus of our critical program responsibilities — essential to the operation of the federal government — we will use our proven abilities and strengths to make government better.

The Fiscal Service will become a sought-after resource. We will be a valued partner for agencies as they work to strengthen their own financial management or as they look for a quality service provider who can allow them to focus on their missions. We will provide exceptional service. We also will collaborate and help other organizations raise the level of their performance. When we exercise our authority, we will do so in partnership. We will collect, manage, and secure data. We will make financial information understandable and accessible to the public and federal agencies to promote transparency, better decision making, and more efficient operations.

The Fiscal Service will be the place where people most want to work in the federal government. We will be known as both a challenging and rewarding place to work, and an organization recognized for developing experts and leaders. Working at the Fiscal Service will be a credential in its own right and will carry a special prestige in the federal government, enabling us to recruit and retain the best talent. Ethical and values-based behavior will be the hallmark of our employees and organization. How we do our work will be as important as what we do.

At the Fiscal Service we know that...

What we do is important, what we do makes a difference, and what we do, we do well.

The Seal Usage

Two official seals, the Fiscal Service seal and the Department of the Treasury seal, represent our organization in different but related ways. The Fiscal Service seal clearly indicates that the Fiscal Service is a part of the Department of the Treasury. These official seals must NOT be used interchangeably with the Fiscal Service logo.

In 1968, the Department of the Treasury issued an executive order pertaining to the use of the seal for official purposes. Because the official Fiscal Service seal consists of elements similar to the Treasury seal, it too must be used only for official purposes.

Usage

The Treasury seal should appear on Fiscal Service products if the Department of the Treasury is the primary owner of the content, or if the use of the Treasury seal has been deemed necessary by a business line executive and/or the Office of Agency Outreach.

The Fiscal Service seal should only be used for formal correspondence to the public from the Fiscal Service. Examples of formal correspondence include:

- · Congressional letters and memorandums
- · Letters to the Secretary of the Treasury
- · Letters to the White House
- · Contracts and legal documents
- · Official quidance, i.e., CFO letter
- · Fiscal Service Letterhead
- · Ceremonial or historical materials

How to Comply

If you have questions about the acceptable use of the Fiscal Service or Treasury seals, please contact the Office of Agency Outreach or your Agency Implementation Team member.

The Seals

Fiscal Service Seal

There are three standard versions for formal correspondence. The Fiscal Service seal should be reproduced in full color whenever possible. Acceptable single color uses are either black or blue.







Full Color Seal

One Color Seal

Black & White Seal

Treasury Seal

The Treasury seal was designed in 1780. The Treasury's seal design includes a shield with a chevron of 13 stars representing the original 13 states. The surrounding text reads "The Department of the Treasury 1789." The balanced scales above the chevron represent justice and equity in managing federal funds. The key below the chevron signifies the official authority of, and trust in, the Department's safekeeping of the Nation's funds.







One Color Seal

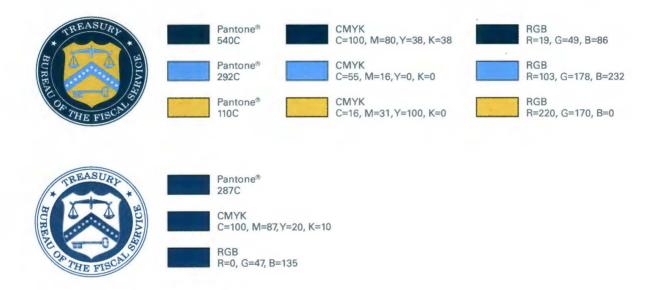


Black & White Seal

The Seal Color Palette

When reproducing the full color version of the Bureau of the Fiscal Service seal, the preferred colors are Pantone® 540 (dark blue), Pantone® 292 (light blue), and Pantone® 110 (gold). When the full color option is not available, the logo may be printed in Pantone® 287 (blue), black, or white.

Use the color guide below to determine the correct Pantone® colors, 4-color process, and web-ready color breakdowns.



The Logo

The Fiscal Service logo serves as the bureau's primary graphic identity. It is to be used for all marketing activities. These include:

- Business cards
- Presentations (includes video and PowerPoint)
- Websites
- · Marketing communications
- Press releases

The Fiscal Service logo has three main components: the columned building, the star, and the pathway. The building is a representation of our affiliation with the Department of the Treasury, and pays tribute to our strong legacy and history. The columns represent the strength and stability of our financial system. The star symbolizes our commitment to excellence. The pathway consists of two lines. Blue is an authoritative color that denotes our leadership and transformation of financial management across the federal government. Green is a calming color that denotes money, trust and value; and our shared and centralized financial management services. The lines also symbolize commitment to building close partnerships with our customers.

The Bureau of the Fiscal Service name is printed to the right of the main logo, with U.S. Department of Treasury underneath. This is to be used for all external uses of the logo. For an internal document, the tagline "Lead. Transform. Deliver." can be substituted in place of the Treasury name.

The Fiscal Service logo should be reproduced in full color whenever possible. When needed, a black or white version may be used instead of the full color version.

You may download the official logo and approved variations on the Alex intranet site.



The Tagline

A tagline is a short, memorable phrase used to communicate who we are and what we want our audience to know about us. The tagline provides a forward-looking view of the bureau.

The Fiscal Service tagline is: Lead. Transform. Deliver.

Lead.

Promotes our focus on leadership in financial management, as well as our goal to be a center of excellence for sound financial management.

Transform.

Represents our vision of transforming financial management and the delivery of shared services in the federal government.

Deliver.

Reiterates our core responsibility to deliver on time, every time, as well as our approach to delivering financial management products and shared services of the highest standard.

Tagline use is optional. However, when adding the tagline to a document that already contains the logo, the tagline should be kept a page-length apart from the logo. For example, using the logo in a header and a tagline in the footer is acceptable. Using both the logo and a separate tagline in the footer is unacceptable. This ensures that focus remains and the logo itself and the brand is not diluted by using the tagline in unacceptable locations, fonts and colors.

Logo Options

The Fiscal Service logo can be used in a horizontal format and a vertical format.

Primary Logo

The horizontal version of the Fiscal Service logo is the preferred logo to use for all applications.





Primary Logo - HORIZONTAL for EXTERNAL Use

Primary Logo - HORIZONTAL for INTERNAL Use

Secondary Logo

This is the secondary logo. It is only to be used where spatial and format restrictions do not allow the use of the primary logo.



Secondary Logo - VERTICAL for EXTERNAL Use

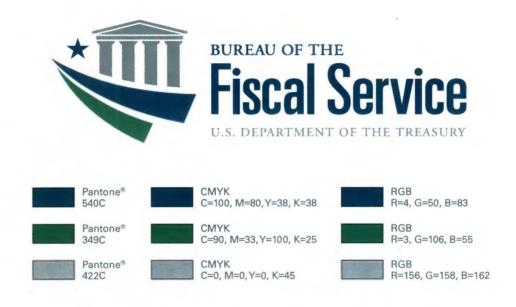


Secondary Logo - VERTICAL for INTERNAL Use

The Logo Color Palette

When reproducing the full color version of the Bureau of the Fiscal Service logo, the preferred colors are Pantone® 540 (Dark Blue), Pantone® 349 (Green), and Pantone® 422 (Gray). When the full color option is not available, the logo may be printed in Grayscale, Black, or White.

Use the color guide below to determine the correct Pantone colors, 4-color process, and web-ready color breakdowns.



The Color Palettes

Here is a list of approved colors to use as accent colors to the Bureau of the Fiscal Service Logo.

Primary Color Palette



NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



GREEN

RGB: R=3, G=106, B=55 Web: #036A37



RGB: R=156, G=158, B=162 Web: #9C9EA1

Accompanying Color Palette



ORANGE / RED

RGB: R=229 G=68 B=36 Web: #E54424



YELLOW / GOLD

RGB: R=254 G=191 B=36 Web: #FEBF24



LIGHT GREEN

RGB: R=91 G=174 B=70 Web: #5BAE46



BLUE

RGB: R=1 G=102 B=153 Web: #016699



LIGHT BLUE

RGB: R=54 G=173 B=225 Web: #36ADE1

Grayscale Palette



DARK GRAY

RGB: R=101 G=101 B=101 Web: #656565



Similar to Black Opacity 60%



GRAY

RGB: R=156 G=158 B=162 Web: #9C9EA1



Similar to Black Opacity 40%



LIGHT GRAY

RGB: R=221 G=221 B=221 Web: #DDDDDD



Similar to Black Opacity 15%

The Fonts

Here is a list of the fonts used in the Bureau of the Fiscal Service Logo.

- · Adobe Garamond Pro, Semibold
- Univers LT Std, 59 Ultra Condensed



Primary Logo Schemes

Primary Horizontal Logo for External use



Full Color / Horizontal



Grayscale / Horizontal



Black / Horizontal



White / Horizontal

Primary Horizontal Logo for Internal use



Full Color / Horizontal



Grayscale / Horizontal



Black / Horizontal



White / Horizontal

Secondary Logo Schemes

Secondary Vertical Logo for External use









Full Color / Vertical

Grayscale / Vertical

Black / Vertical

Full Color / White

Secondary Vertical Logo for Internal use









Full Color / Vertical

Grayscale / Vertical

Black / Vertical

Full Color / White

The Sub-Logos

Sub-logos can be divided into two different categories: Business Line sub-logos and Program/Service sub-logos. Business line sub-logos cover whole offices, while program/service sub-logos are specific to one particular product or program.

Use of sub-logos should conform to the overall Fiscal Service style guidelines. Please inform the Office of Agency Outreach if you are planning to trademark a logo.

If you have questions about using the sub-logos or need a sub-logo developed, please contact the Office of Agency Outreach or your Agency Implementation Team member.

Business Line (AC Area) Sub-Logos

Business line sub-logos should be used for internal communications only. Business line sub-logos should be limited to:

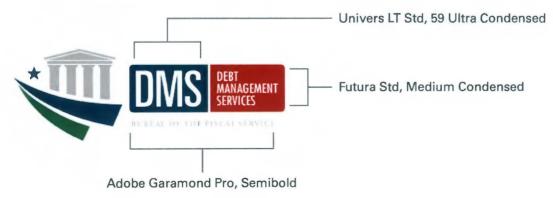
- · Internal memorandum
- Internal presentations
- · Internal displays (for example: electronic message boards)
- Signage displayed in a Fiscal Service building
- Intranet webpages

Business line sub-logos should not be used on external communications.

The Fonts

Here is a list of the fonts used in the Business Line logos.

- · Adobe Garamond Pro, Semibold
- · Univers LT Std, 59 Ultra Condensed
- · Futura Std, Medium Condensed



Below are the official Fiscal Service business line sub-logos with graphic information. Sub-logos can be downloaded from Alex.



Fiscal Accounting / Full Color



Fiscal Accounting Operations / Full Color



Fiscal Accounting & Shared Services / Full Color



Governmentwide Accounting / Full Color



Office of Public Debt Accounting / Full Color



NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



GREEN

RGB: R=3, G=106, B=55 Web: #036A37



GRAY

RGB: R=156, G=158, B=162 Web: #9C9EA1



FA - LIGHT BLUE

RGB: R=46 G=173 B=224 Web: #2DADE0

Below are the official Fiscal Service business line sub-logos with graphic information. Sub-logos can be downloaded from Alex.



Debt Management Services / Full Color



Financial Innovation and Transformation / Full Color



Office of Shared Services / Full Color



Payment Management / Full Color





NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



GREEN

RGB: R=3, G=106, B=55 Web: #036A37



RGB: R=156, G=158, B=162 Web: #9C9EA1



DMS - ORANGE

RGB: R=198 G=51 B=40 Web: #C53328



FIT - DARK GRAY

RGB: R=66, G=66, B=72 Web: #414147



OSS - GREEN

RGB: R=4, G=105, B=55 Web: #036936



PM - BLUE

RGB: R=2 G=103 B=154 Web: #026699



RCM - LIGHT BLUE

RGB: R=128 G=162 B=195 Web: #7FA1C2

Below are the official Fiscal Service business line sub-logos with graphic information. Sub-logos can be downloaded from Alex.



Information and Security Services / Full Color



Office of Chief Counsel / Full Color



Treasury Securities Services / Full Color



NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



GREEN

RGB: R=3, G=106, B=55 Web: #036A37



GRAY

RGB: R=156, G=158, B=162 Web: #9C9EA1



ISS - NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



TSS - LIGHT GREEN

RGB: R=130 G=188 B=0 Web: #81BC41

Below are the official Fiscal Service business line sub-logos with graphic information. Sub-logos can be downloaded from Alex.



Management / Full Color



Agency Outreach / Full Color



Enterprise Risk Management / Full Color



Legislative and Public Affairs / Full Color



Program/Service Sub-Logos

Program/Service sub-logos can be used when communicating a message specific to one particular program or service. These logos can be used with any audience, such as:

- Federal Government Agencies
- · State/Local Government
- · Financial/Fiscal Agents
- Contractors
- · The Public

Program/service sub-logos can be used for both internal and external communications. Some examples where the program/service sub-logo might be used include:

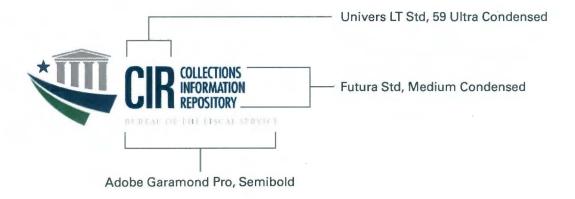
- Marketing materials
- · Websites (managed by the business line) and Presentations (including video and PowerPoint)
- Newsletters
- · Conference materials

The program/service sub-logos are not required to be used in conjunction with the Fiscal Service logo. If a communication is focused on more than one program, the Fiscal Service logo should be used. If a communication is program/service specific, a sub-logo or the Fiscal Service logo can be used.

The Fonts

Here is a list of the fonts used in the Program/Service logos.

- · Adobe Garamond Pro, Semibold
- · Univers LT Std, 59 Ultra Condensed
- · Futura Std, Medium Condensed



Program/Service Sub-Logos

Below are a few official Fiscal Service program/service sub-logos with graphic information. Sub-logos can be downloaded from Alex.

Standard Program/Service Format

Below are a few examples of the standard format that is used for most Program/Service logos. When an acronymn cannot be used, alternate formats are available.



Central Accounting Reporting System / Full Color



NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



GREEN

RGB: R=3, G=106, B=55 Web: #036A37



GRAY

RGB: R=156, G=158, B=162 Web: #9C9EA1



Judgement Fund Internet Claims System / Full Color



Treasury Offset Program / Full Color



Treasury Automated Auction Processing System / Full Color

Program/Service Sub-Logos

Below are a few official Fiscal Service program/service sub-logos with graphic information. Sub-logos can be downloaded from Alex.

Alternate Program/Service Formats

Below are a few examples of alternate formats that are used for Program/Service logos that cannot fit within the standard format parameters.



SmartExchange / Full Color



NAVY BLUE

RGB: R=4, G=50, B=83 Web: #0E3253



GREEN

RGB: R=3, G=106, B=55 Web: #036A37



RGB: R=156, G=158, B=162 Web: #9C9EA1



ITS.gov / Full Color

The Sub-Logos

Using Sub-logos With Another Entity

Sub-logos can be used in conjunction with another entity's logo. Use these guidelines to ensure the Fiscal Service branding is preserved:

- · When using a sub-logo on a program/service that is a partnership with another federal program agency or state/local government, the Fiscal Service sub-logo should be the same size as any other government entity logos.
- · When using a sub-logo on a program/service that uses a contractor, financial or fiscal agent, or private business, the Fiscal Service sub-logo should be larger than the other entities logo.
- · When the contractor uses a PowerPoint presentation, they should use the Fiscal Service PowerPoint template.

Official Letterhead

The official Fiscal Service letterhead features the external logo centered in the header. The footer is demarked with a horizontal line, and features the tagline to the left followed by Department of the Treasury, Bureau of the Fiscal Service and the location information to the right. The location information may be edited based on the office sending the letter.

The letterhead for official formal correspondence features the seal in place of the external logo.







Official Fiscal Service "Seal" Letterhead [Formal Correspondence Only]