

BSEE **Branding & Visual Identity Guidelines**



THE BSEE BRAND

Nature Themed Colorized Backgrounds

Elements of the bureau's brand include nature elements, like water, and colorized backgrounds in shades of blue, green and violet. The blue to violet gradient evokes a commitment to BSEE's mission of promoting safe and environmentally responsible operations on the Outer Continental Shelf.

Accent Square

A heavy bordered "BSEE blue" accent square can be used once per page around text or photos to draw attention to the subject.

The BSEE Brand – Why Is It Important?

The BSEE brand is visually represented primarily through our logo, colors and photos. Templates in various formats including Microsoft Word and PowerPoint are available now on BSEE Connect, and will be available via BSEE SharePoint in the future. ***Please be sure to use these versions*** because it is important to start with un-edited originals. This will ensure the correct fonts are applied, the resolution is appropriate, and the quality is maintained. The Office of Public Affairs can help you locate and create branding documents.

This guide was revised in May 2021 to freshen and modernize some elements of our brand, but the standard BSEE logo did not change.

This guide covers:

- Use of the BSEE logo.
- Typefaces and fonts.
- Graphic elements.
- Color palettes.
- Graphic styles.

One document cannot describe every possible use of the BSEE brand. Instead, this guide offers basic rules and examples. If you have questions, please contact BSEE's Office of Public Affairs, which is responsible for managing brand identity. A current contact list of key Public Affairs staff is available at <https://www.bsee.gov/newsroom/connect-with-us>. Deviations from this document can be made only when written waivers are granted by the Office of Public Affairs.

The Office of Public Affairs has a mandate to not only encourage consistent use of BSEE's branding tools, but also to enforce such use. When necessary, Public Affairs will work with you to design an effective communication product that will deliver your message effectively while maintaining BSEE's brand image. The Public Affairs office will also ensure all printed products comply with government printing and binding regulations.

Brand Strategy

The BSEE brand is one component of our strategy to continually enhance understanding and confidence. When people see the BSEE brand, it's important they see a consistent image that affirms we are the bureau that vigorously promotes safety, protects the environment and conserves resources throughout the U.S. Outer Continental Shelf.

Consistency and Standardization

Consistent use and application are vital to making the BSEE brand a success. Successful brands are always used in the same way, in all mediums. The repeated use of the BSEE logo on presentations, the internet, brochures, fact sheets, and wherever the public sees the BSEE brand, will help to solidify BSEE brand recognition.

Branding Terms

Brand – The sum total of how others perceive a particular organization.

Branding – An organizations effort to shape the brand perception.

Brand Identity – People recognize brands. Brand identities are symbolic through a name, such as “The Mayo Clinic,” logos like the Nike ✓ symbol, an organization’s letterhead, and a color and typeface, *Coca-Cola* for example.

Logo – The organization’s main visual symbol that allows an organization to be identified simply.

ABOUT THE BSEE LOGO



BSEE’s logo is made up of 4 elements: an offshore platform, water, the name of the organization and our acronym. The logo is outlined by an oval frame. The logo employs black, white and blue to achieve a visual scene that evokes the environment and working conditions of the Outer Continental Shelf. The font for the acronym BSEE is Euphemia Bold and the spelled-out name of our bureau employs the font Myriad Pro.

Variations of the Logo

Full Color

Color version used for all color applications. Blue is Pantone 297 and Black is Pantone 5.



Black and White

Used mainly for black and white applications or one-color printing processes.



PROPER USE OF THE LOGO

Logo Colors

The BSEE logo is primarily shown in full color; however, black and white use is acceptable. In the Pantone Matching System, the color logo uses Pantone PMS 297 for the blue and the black is Pantone PMS black 5.

Logo Colors

On any 8.5" x 11" page, the size of the BSEE's logo should be a minimum width of 1 inch, but never, in any circumstance, less than $\frac{3}{4}$ inch width on a printed page.

Logo Placement

The BSEE logo should be placed bottom center of the page with the gradated bar full bleed behind it.

High Resolution vs. Low Resolution

Although it is occasionally acceptable to use a "Low Resolution" (or low-res) image of the logo on the internet, it is always best to use the highest resolution image that will work for your purpose.

Print uses of a logo require much higher resolution. Commercial printers typically prefer vector images of logos, which are available from the Office of Public Affairs. Vector images have no

“resolution” associated with them. Most print applications can use high resolution raster files, such as a 600 or 1200 dots per inch (DPI) JPEG, PNG or TIFF file.

It is always important to use a logo that does not appear “pixelated.” Below is an example of an image that is the proper resolution and one that is low resolution.

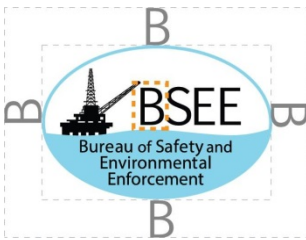


HIGH RESOLUTION



LOW RESOLUTION

White Space



In addition to the color specifications, a minimum amount of non-printed space must appear around the logo. The non-printed space is typically called “white space,” regardless of the actual color. The use of white space ensures the BSEE logo does not have any competing color too near the logo. The “white space” around the logo should be equal to the height of the letter B in the logo acronym. The image shown at left provides clarification.

Incorrect Use

Alteration of the logo, or any element of the logo, including the type, art, or frame, is prohibited.

Care should be taken to make sure images are not distorted when they are inserted into digital mediums, such as PowerPoint and Word. Some software may enlarge or shrink the graphic file incorrectly, and one side may become longer than it should be. You must ensure that the proportions (also known as “aspect ratio”) remain as designed.

Below are examples of inappropriate stretching of the logo vertically or horizontally.



One tip which may help ensure that no distortion occurs is to hold down your “Shift key” while you enlarge or shrink the logo. This tip should lock in the aspect ratio.

Four Don'ts

There are four things you should never do with a logo:

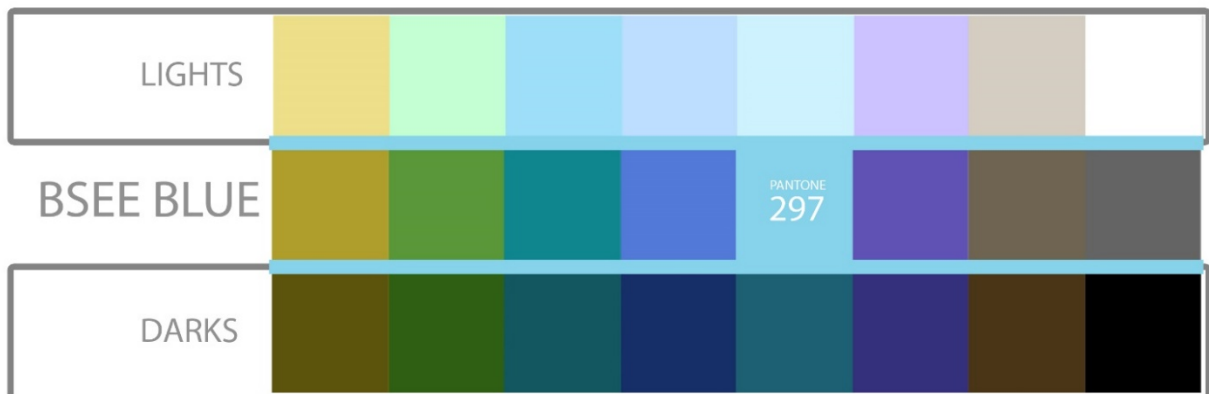
- Alter the digital format – use the formats on the BSEE intranet. If another file format is required, please contact Public Affairs and we will create what you need.
- Convert a color logo to grayscale – either use the black and white file on the intranet or contact Public Affairs and we will create what you need.
- Add graphic effects such as drop shadow, emboss, texturize or gradient.
- Reverse, rotate, or add any additional outlines.

Please limit use of other colors when you use the logo. More than two or three other colors on a page is excessive. Please see the “BSEE Color Palette” below for approved colors that are to be used.

COLOR SCHEME

Digital documents offer many colors for both screens and print versions. Care must be taken when pairing colors with the BSEE brand. Below are some colors which will help convey your message and still complement the BSEE brand. These colors are the best matches for Pantone 297:

BSEE Color Palette



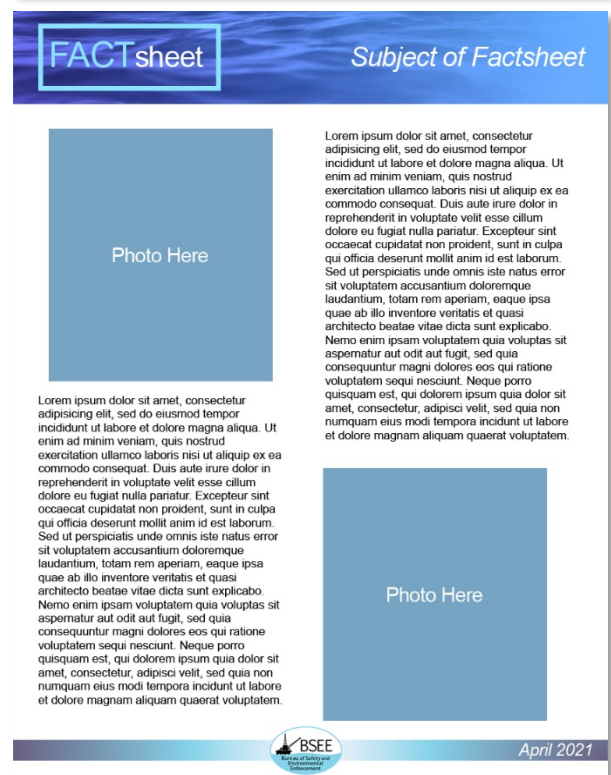
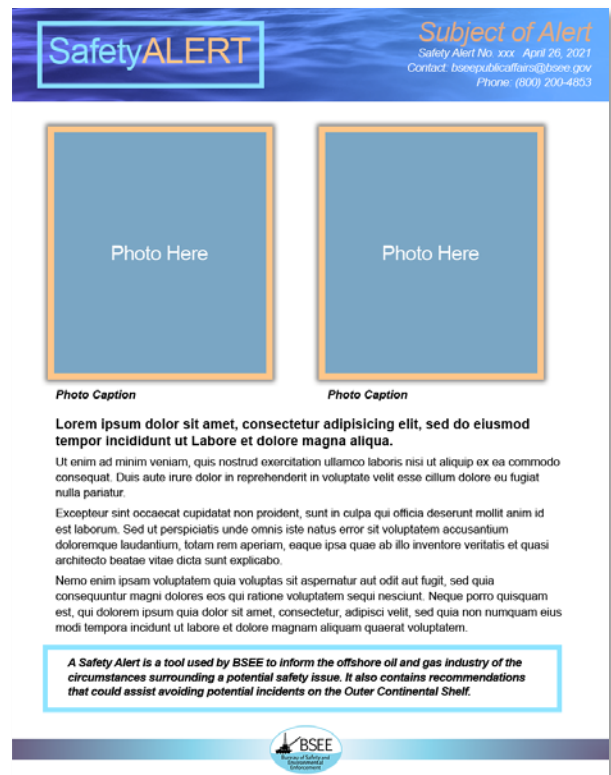
BACKGROUND CONTRAST

Make sure that lighter typeface is used on a darker background, and conversely that a darker typeface is used on a lighter background. This consideration is particularly important on websites because screen reader software and hardware help vision-impaired users understand your message. Proper distinction between the text and the background, usually referred to as

contrast, improves the overall readability of your message. It is a critical consideration when communicating with readers and viewers who may have certain disabilities, see Rehabilitation Act of 1973, Section 508.

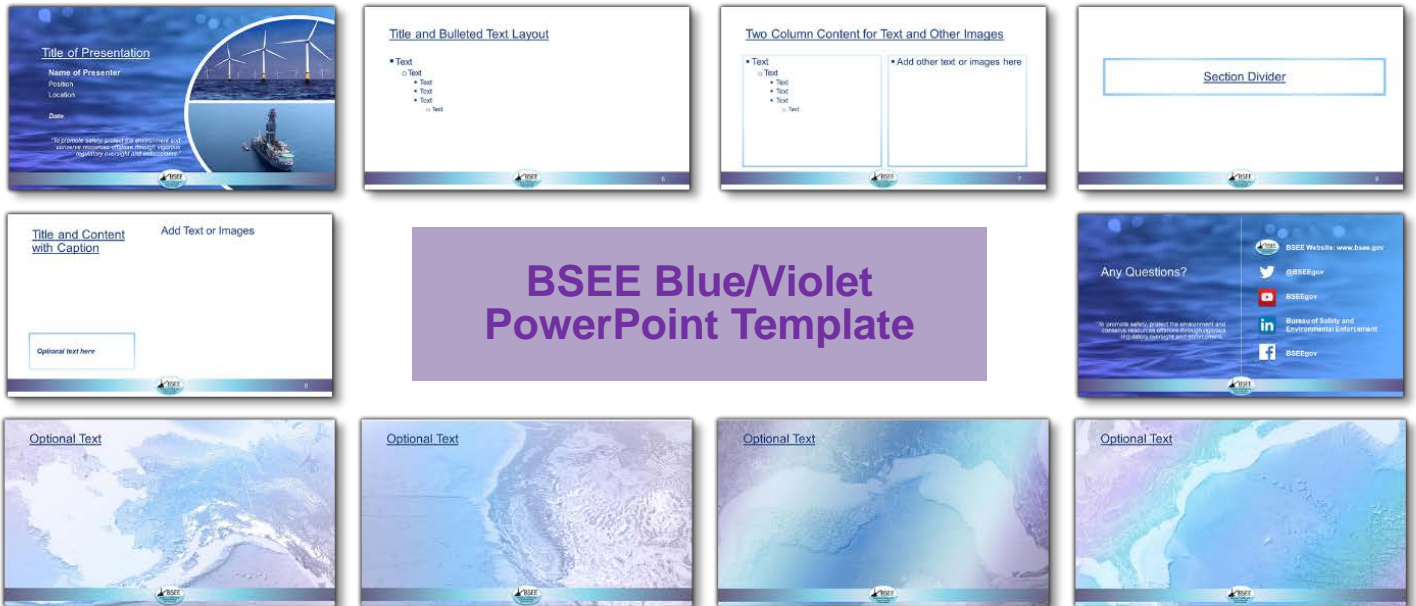
APPLYING THE ELEMENTS

The next four examples illustrate how the branding elements should appear on a cover page for publications, Safety Alerts, Biographies and Fact Sheets. Exceptions to these layouts as shown herein must be approved by the Office of Public Affairs. The font is Arial.



POWERPOINT PRESENTATION TEMPLATE

BSEE's Office of Public Affairs understands that our staff give presentations for a variety of purposes and to a variety of audiences. In order to maximize our brand, we have developed two PowerPoint templates: blue to violet and blue to green gradient themes. These will assure all presenters employ the BSEE brand while leaving plenty of space available for your message.



BUSINESS CARDS

BSEE uses one business card format, as shown. If there is a specific reason you need to add another feature to a card, clear the change with the Office of Public Affairs. Place your business card orders through <https://envisionprintservices.com/>. You will find instructions there on how to submit an order and have the option to see a preview before ordering.




EMAIL SIGNATURE BLOCK

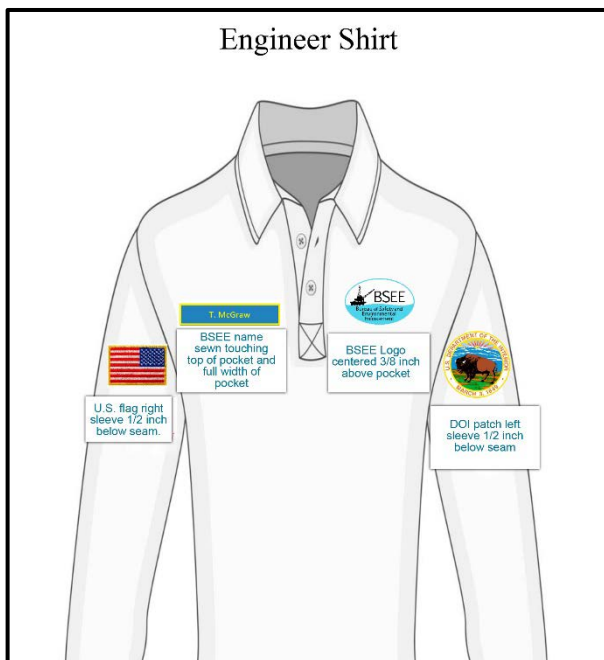
Please use the layout to the right for your BSEE signature block. Bold text is Arial Bold 10 pt., and the remaining text is Arial Regular 10 pt.

First and Last Name
Office Position
Bureau of Safety and Environmental Enforcement
Street Address and Mailing Information
City, State and Zip
Office: xxx-xxx-xxxx
Cell: xxx-xxx-xxxx
Email: [address with link](#)

Facebook, Twitter, YouTube, and LinkedIn social media icons are displayed below the contact information.



PLACEMENT OF BSEE PATCHES ON UNIFORMS

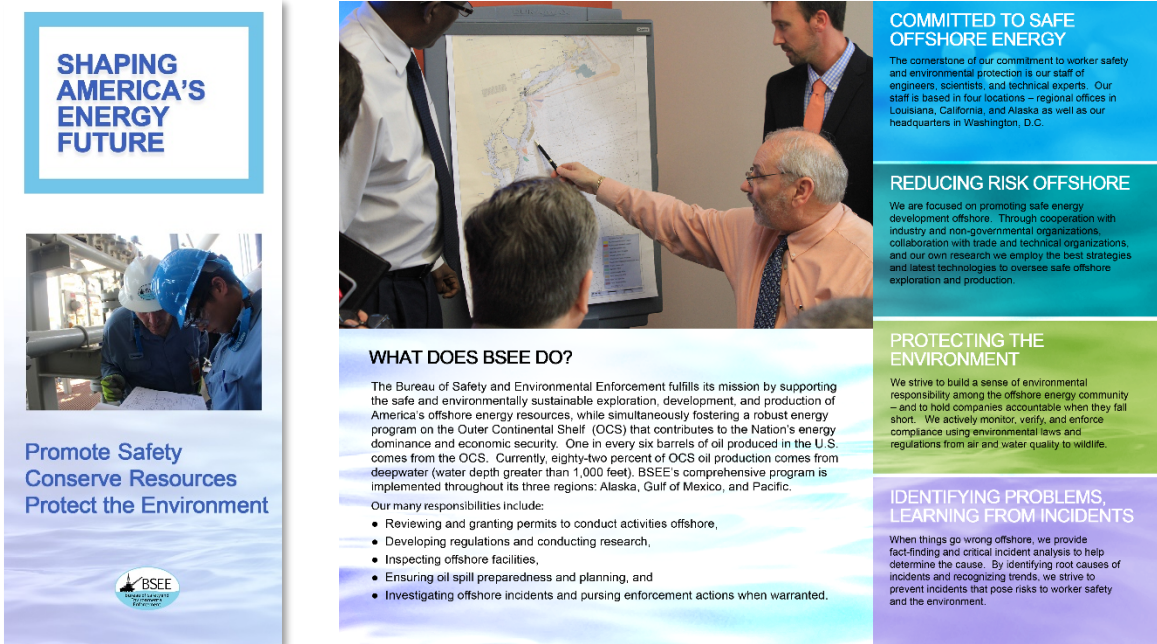


PUBLICATIONS PROGRAM

BSEE produces publications to convey the bureau's message effectively to particular audiences. Our publications program is robust, covering a broad spectrum of general information and mission-oriented topics, division and region functions and specific subject matter pertinent to BSEE's mission. The information presented is easily understood and visually appealing. The program includes a wide range of versatile formats to meet many needs.

TRI-FOLDS (FRONT AND INSIDE)

Used for a variety of promotional purposes, the trifold design is popular for staff who are trying to communicate information effectively and quickly to a large number of people.



MORE INFORMATION

For more information on BSEE's branding efforts, please feel free to contact Public Affairs. You will be connected to a staff member who can help. Staff contact information can be found at www.bsee.gov, or email bseeopaall@bsee.gov. We're happy to answer your questions and assist you. We can also help you define your audience and communicate your message to them in the most effective way.