

# Proposed Update: USGS Visual Identity System Web and Websites on Mobile Devices.

As stated in the USGS Visual Identity System (VIS) manual, the VIS was developed to visually reinforce who USGS is and what it does. With updates to the USGS website, web applications, and the emergence of mobile platforms, the VIS standards for Web products must be updated to fulfill the needs of online usability and accessibility across the desktop as well as mobile, tablet and future devices.

*The following is our proposed changes for consideration, the resulting update would totally replace the language and documentation within the current USGS VIS standards for Web products.*

All USGS VIS standards remain the same for all other products and can be referenced at <http://internal.usgs.gov/visual/>

This document will help you understand and how to implement the new VIS standards for the web across these main sections:

**Section 1: Web VIS ID - Website (Website on Desktop)**

**Section 2: Web VIS ID - Web Application (Web Application on Desktop)**

**Section 3: Web VIS ID - Mobile/Tablet (Website and Web Application on Mobile Device/Tablet)**

**Section 4: Web VIS ID - Interagency Cooperator Identification on the Web**

**Section 5: Mobile App VIS ID - Mobile Application, App (Installed software on Mobile/Tablet)**

**Section 6: Print Style Sheet VIS ID**

There are additional requirements for website development that are not covered in this document. For more information please contact, [Web Re-engineering Team](#).

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## Section 1: VIS standards for a Website (Website on Desktop)

New VIS standards will be implemented on the group of World Wide Web pages usually containing hyperlinks to each other and made available online under the usgs.gov domain. The web banner gives the USGS a consistent and uniform web presence and will not change depending on site. Items below the web banner such as titles, headlines, carousel imagery, sidebar content will be an area that is specifically for that website to be unique within their imagery and exceptional content.

### Specifications

Web headers include the USGS identifier in white centered vertically on a blue gradient that is 100 pixels high. The USGS identifier will be 67 pixels in height and must be exactly centered vertically within the banner and left hand side of the header. The baseline of the tagline in the identifier, baseline of the 2nd line of the navigation description, search radio buttons and text all must be 23 pixels from the bottom of the web banner (**See figure 1.1**).

The previous header height was 72 pixels but was increased to include navigational content to help the user make decisions on how to explore the site. Also for usability, the search bar is located in the top right-hand corner with options to search "All USGS" or "This Site Only."

The Web page footer includes the page information, page contact information, and page last modified date. To the right of page information should be the Department of the Interior Recovery Investments logo and the Recovery.gov logo (on the homepage only). Each logo links directly to their respective websites. Below the page information, the blue gradient footer is 120 pixels in height, including main navigation links, secondary navigation links, and the USGS social media icons. (See figure 1.2).

The Web header and footer width varies with the responsive design. The header adjusts and collapses to a smaller web header when viewed on a tablet or mobile device. See Mobile/Tablet VIS standards for specifications and functions.

Figure 1.1



Figure 1.2



## Section 2: Web VIS ID - Web Application (Web Application on Desktop)

The Web Application VIS ID will be embedded on all web applications under usgs.gov domain. A web application is not just a website; it is a set of web pages that uses the web browser as a way of connecting to networked tools and systems. Web applications are stored on web servers, and use tools like databases, JavaScript (or AJAX or Silverlight), and PHP (or ASP.Net) to deliver experiences beyond the standard web page or web form within a web browser.

Examples of web applications include:

- [Earthquake Maps](#)
- [National Water Information System \(NWIS\)](#)
- [USGS WaterNow](#)
- [USGS WaterAlert](#)

The Web Application VIS ID header gives the USGS a consistent and uniform web application presence and will not change depending web application. Items below the Web Application VIS ID will include the unique imagery, exceptional content, and functionality of specific web applications.

## Specifications

At 25 pixels high, the white USGS identifier is centered vertically, 20 pixels from the left edge of the blue gradient header, which is 40 pixels high. The baseline of the web application title is aligned with the baseline of the baseline of the USGS identifier. The web application title must be left aligned incorporating a clear space of 20 pixels from the USGS identifier. This treatment with a title to the left of the USGS identifier is only permissible on web applications viewed on desktop and mobile/tablet (**See figure 2.1**).

The blue gradient web application footer is 30 pixels high and includes the link “Page Information” (See figure 1.2). This link expands the Web VIS ID to include the page information, DOI Recovery Logos, and the blue gradient footer with main navigation, secondary navigation, and social media icons (**See figure 2.2**).

The Web VIS ID header and footer widths varies with the responsive design. The header adjusts and collapses to a smaller web header when viewed on a tablet or mobile devices web browser. **Section 5: Mobile App VIS ID - Mobile Application, App (Installed software on Mobile/Table)** for specifications and functions.

Figure 2.1



Figure 2.2



## Section 3: Web VIS ID- Mobile/Tablet (Website on a Mobile Device or Tablet)

Using responsive design, the USGS web will be accessible on mobile and tablet. The Web VIS ID- Mobile/Tablet will be implemented upon all web and web applications under usgs.gov domain. For more information about web applications, review Section 2 of this document.

### Specifications

At 25 pixels high, the white USGS identifier is centered vertically, 10 pixels from the left side of the blue gradient header, which is 40 pixels high (**See figure 3.1**). The search button and menu bar button are situated in the right-hand of the blue gradient header with a 10 pixel margin. The onclick function for the search button opens a drop down incorporating the same search options as the desktop version (See figure 3.2). The onclick function for the menu button performs a mobile/tablet swipe function to show the navigation in an accordion drop down (**See Figures 3.3 and 3.4**).

The Web VIS ID footer on mobile and tablet platforms includes a “Back to Top” button,” page information, page contact information, and page last modified date. Directly below the page information is the blue gradient footer is 120 pixels high including the white USGS identifier, and the links “U.S. Geological Survey,

that links to the USGS Homepage, and “Legal,” that links to the legal information page (See figure 3.5).

Figure 3.1



Figure 3.2



Figure 3.3

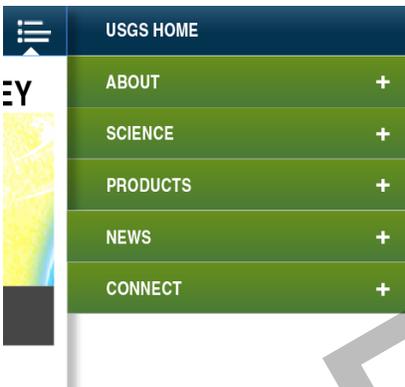


Figure 3.4

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	USGS HOME
	ABOUT <span>—</span>
	ABOUT USGS
	ORGANIZATION
	KEY OFFICIALS
	CONGRESSIONAL
	JOBS
	BUDGET
	DOING BUSINESS
	EDUCATION
	SCIENCE <span>+</span>
	PRODUCTS <span>+</span>
	NEWS <span>+</span>
	CONNECT <span>+</span>
	BACK TO TOP

DRAFT

Figure 3.5



## Section 4: Interagency Cooperator Identification on the Web

### USGS as a Major Partner

If the USGS is the major partner the Web VIS ID will be incorporated upon the group of World Wide Web pages usually containing hyperlinks to each other and made available online under the usgs.gov domain. The USGS is the major partner. The Visual Identity System is followed and the USGS identifier is placed according to the USGS Visual Identity System guidelines for web pages. Placement of the cooperators' identification can be one of the following:

1. The name of the cooperators' appear in the title of the web page below the Web VIS ID (**See Figure 4.1**).
2. A single cooperator logo appears directly to the right of the breadcrumbs and web page title, below the Web VIS ID, aligned left with the search bar (**See Figure 4.2**). The logo cannot appear larger than 107 px wide x 35px high.
3. More than one cooperator logo is shown below the Web VIS ID within a widget to the right of the main content directly below the search bar (**See Figure 4.3**).
4. The cooperators can be identified on a "partners" page that includes a comprehensive list of all participants. The list of partners may also include information on the USGS and partners' roles in the project (**See Figure 4.4**).

Figure 4.1



Figure 4.2

# THE NATIONAL MAP



Figure 4.3

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# CONNECT

HEADQUARTERS

USGS LOCATIONS

CONTACT USGS

ADDITIONAL CONTACTS

SOCIAL MEDIA

CITIZEN SCIENCE

Ecosystems and Biology

Ecosystems & Biology

Climate Change

Data, Tools, and Technology

Natural Hazards

Water

## Ecosystems and Biology



### Breeding Bird Survey

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Participants skilled in avian identification collect bird population data along roadside survey routes, following a complex protocol. Over 4100 survey routes are located across the continental U.S. and Canada. Once analyzed, BBS data provide an index of population abundance that can be used to estimate population trends and relative abundances at various geographic scales. Trend estimates for more than 420 bird species and all raw data are currently available via the BBS web site.



### Citizen Science Cattail Monitoring Project

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The project aims to inform the public about the changes going on in cattail populations, especially hybridization, that contributes to their invasiveness in wetlands. The goal is to show that cattail spread aggressively and reduce wetland biodiversity. Citizen scientists collect morphological data, habitat conditions, and plant materials that can be used for showing wetland changes across the landscape. Citizens learn about wetlands in various parts of the U.S.



### Cricket Crawl

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The Cricket and Katydid Crawl of New York City and Surrounds is a citizen science pilot project in which participants will venture out between dusk and midnight to locations of their choosing throughout the NYC metro area to listen for the calls of crickets and katydids and document their observations.

Partners:



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Figure 4.4

**USGS**  
science for a changing world

**ABOUT**  
Organization, jobs, budget

**SCIENCE**  
Topics, popular information

**PRODUCTS**  
Maps, data, publications

**NEWS**  
News releases, I'm a reporter

**CONNECT**  
Contact, chat, social media

Search

All USGS This Site Only

USGS Home > Doing Business > Partnerships

## ABOUT

- ABOUT USGS
- ORGANIZATION
- KEY OFFICIALS
- CONGRESSIONAL
- JOB
- BUDGET
- DOING BUSINESS**
- EDUCATION

### Partnerships

Acquisitions

Contracts

Grants

**Partnerships**

**Partnerships**

The USGS utilizes its resources and expertise in partnership with more than 2,000 agencies of state, local and tribal government, the academic community, other federal agencies, non-governmental organizations, and the private sector. These collaborations are integral to the success of USGS as we strive to understand the needs of our growing population in the rich, diverse, and sometimes hazardous natural environment we live in.

#### Partners

Given the increasingly global nature of the world's natural science problems, the USGS uses international partnerships to conduct a variety of science worldwide. Both foreign and domestic organizations help with global outreach from the USGS.

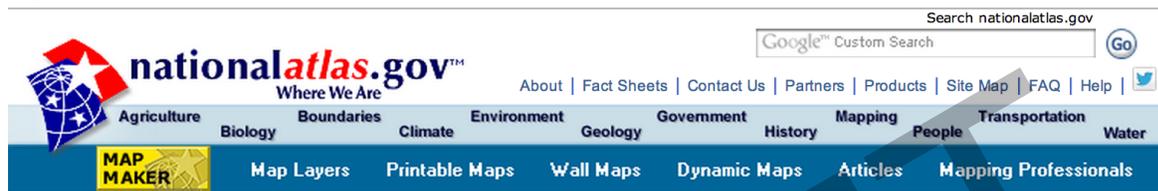
[View All Partners +/-](#)

- Defense Threat Reduction Agency**
- Department of Agriculture**
- Environmental Protection Agency**
- Food and Agriculture Organization**
- Foreign Agricultural Service**
- Inter-American Development Bank**
- Millennium Challenge Corporation**
- National Academy of Sciences**

## Interagency Websites Hosted by USGS

If the identification on consortium websites hosted by USGS or another organization where the USGS is a cooperator, the site is a consortium that has a separate identity from the USGS and the other partners. The site follows the identity of the consortium, not that of the USGS Visual Identity System or any other partner's visual identity system. An example of a consortium site can be found at <http://www.nationalatlas.gov/> (See Figure 4.5). USGS should be identified on a "partners" page that includes a comprehensive list of all participants. The list of partners may also include information on the USGS and partners' roles in the project. When appropriate, a line of text, such as "Technical support for this website is provided by the U.S. Geological Survey," should be included on the homepage of the site.

Figure 4.5



## Section 5: Mobile App Visual Identity

(To include: Website or Web Application on Mobile Device/Tablet that mimics a Native Application, App)

These requirements cover:

- Web applications or websites that are built to mimic a native application and take advantage of the sensors in the mobile device.
- Native applications that are downloaded from an "app store" such as the Apple AppStore, Google Play, etc. This application will have to be identified with an icon on the mobile/tablet platform and will require to show a splash screen for at least for two seconds including the identifier.

### Visual Identity Application Icons

Icons that allow for easy discovery and identification must be created. These icons are used on the home screens of mobile devices to launch the application.

- Web applications or websites that mimic native mobile applications, should include an appropriate "icon" that follows the standards set forth by the mobile platform as closely as possible.
- Native applications should include an appropriate "icon" that follows that standards set forth by the mobile platform requirements.

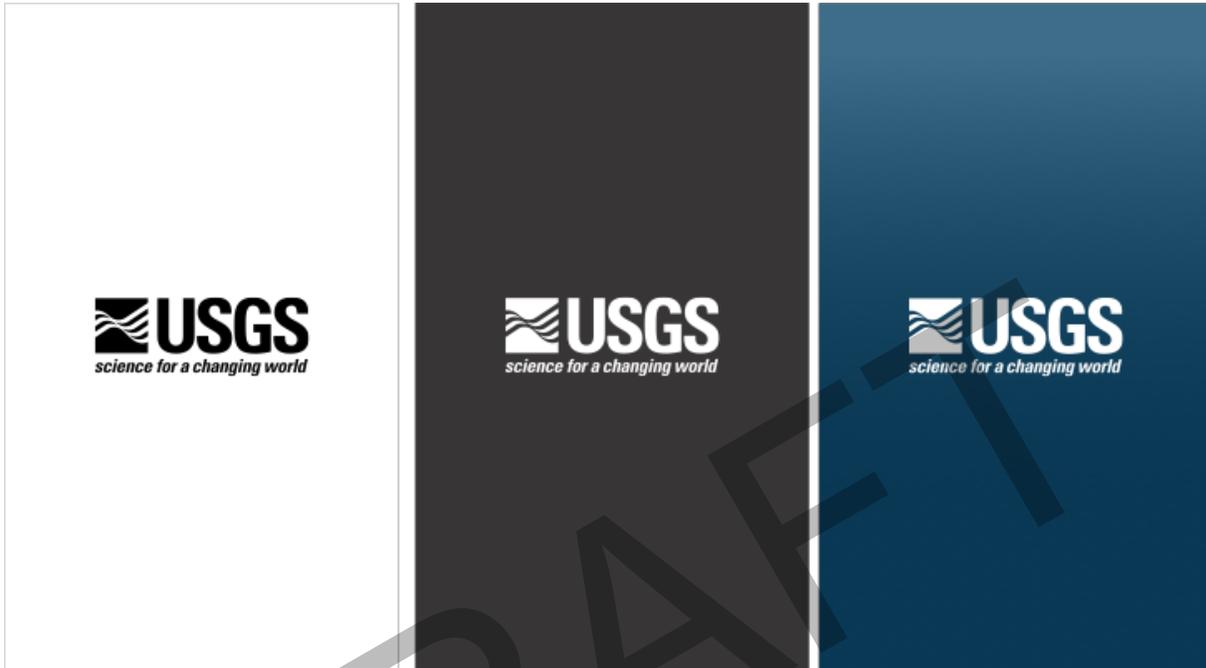
### Splash Screen

A splash screen is required that shows the USGS Visual Identity for a length of at least 2-seconds before switching to the application function. The Visual Identity can be centered in the middle of the screen and can appear as black on white, white on black, or white on blue (See Figure 5.1).

## Visual Identity and Legal

A link must be provided within the application to the USGS Legal website.

Figure 5.1



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## Section 6: Print Style Sheet VIS ID

The USGS Identifier must be present on all web print style sheets. The specs include:

1. The complete USGS Identifier (mark, monogram, and motto)
2. Color: black
3. Size: 2.25" wide
4. Margin: at least .5" from top and left

Page content immediately follows below USGS identifier.