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USGS Visual Identity System

To reinforce visually who we are and what we do, the USGS uses a visual identity system that provides planning and design solutions for USGS information products.

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component of the visual identity system is the USGS identifier. This identifier is trademarked and must be used in accordance with the rules outlined in the Visual Identity System. Information on who may use the USGS identifier and how to obtain a copy of it is available at [Use of the Trademarked USGS Identifier by Non-USGS Organizations](#).

For relevant USGS policy on the Visual Identity System, refer to the Survey Manual chapter entitled, “[USGS Visual Identity System](#).”

Questions?

If you have questions about the USGS Visual Identity System, contact the [USGS Visual Identity System Help Desk](#).

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