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USDA is committed to making its information materials accessible to all USDA customers and employees.
Introduction

Design standards have been established to bring consistency and readability to the Natural Resources Conservation Service’s information materials, and to reduce production costs. When materials are recognizable by their consistent appearance, the identity of the Agency is enhanced. Audience accessibility is served by basing the standards on recent research into readability. Finally, establishing standard formats eliminates the time spent determining what form a publication will take every time a new message is developed. Established standards will free writers and communicators to concentrate on content.

About these specifications
These specifications are meant for use in electronic page-layout applications. They are for users with a general familiarity with graphic arts industry production and terminology. Using the electronic templates provided, they can be followed to achieve the Natural Resources Conservation Service standards. A glossary of terms is included in the back.

For ease of use, the measures and specifications are shown in fractions of the U.S. customary unit, the inch, and the decimal equivalent. (See conversion chart, page 22.)

Typesetting specifications
Typesetting specifications are normally written by placing the size of the typeface in points (the standard graphic arts measuring system, along with picas), over a larger number to create the space between lines known as “leading.” Leading is also expressed in points. So a specification of 10/11 means that a typeface of 10 points in size is set on a base of 11 points. This would be a fairly small space between lines.

The leading is always larger than the type size, for example: 10/12, 11/14, 12/16 and so forth. Most computers automatically default to a 12 point type size set on “auto” for leading. The “auto” setting is usually 120% of the type size. So a 12 point typeface set “auto” would be 12 on 14.4.

See Appendix for more information on typography.
NRCS Symbol
The NRCS symbol always consists of two elements: (1) a blue raindrop atop a green land contour, and (2) “NRCS” to the right of the raindrop.

In most instances, the symbol should be accompanied by the Agency name, “Natural Resources Conservation Service” spelled out; materials for a public audience should also include the Department of Agriculture (USDA) symbol and the name “United States Department of Agriculture” spelled out. The proportions and relationships of these elements and the manner of their display are fixed by design. Do not re-create them in any manner.

When the NRCS symbol appears with the name and symbol of USDA, it shall appear in a subordinate position. However, when the NRCS symbol appears with the symbols of other agencies of USDA, or with the symbols of other Departments or partners, it is displayed in a position of equality.

The NRCS symbol shall be used with all information materials for all media, including print material, exhibits, video, Internet, and news media. The symbol shall be displayed only as demonstrated here. It is to be used as supplied in electronic format and must not be altered, constructed, or redrawn in any manner. The use and display of the NRCS symbol is governed by the Legislative and Public Affairs Division.

The NRCS symbol is the exclusive identifying mark of the Agency, and was cleared by a legal copyright review conducted by USDA. Logos created independently for NRCS staffs, programs, and centers, expose the Agency to the risk of copyright violations, and are prohibited.

The NRCS symbol shall not be displayed in a manner that constitutes endorsement of private sector organizations, products, services, or endeavors, or that appears to favor one private sector organization or product over another.

NRCS Symbol Official Colors
The NRCS symbol often appears in one color, black or one of the Pantone Matching System colors. The preferred color is Pantone 300 (blue). The two color version is Pantone 300 (blue), and Pantone Green. When shown in two colors, the colors within the symbol shall not be mixed or displayed in any other way than as shown. All elements are Pantone 300 (blue) except the curved line graphic underneath the raindrop, which shall be Pantone Green.

When four-color process printing is used, the two Pantone colors are separated into the four printing industry process colors known as CMYK: C=Cyan, M=Magenta, Y=Yellow, K=Black.

The screen percentages of the four process colors used to obtain the NRCS colors are:

- Pantone 300 (blue) = C-100%, M-43%, Y-0%, K-0%
- Pantone Green = C-100%, M-0%, Y-65%, K-0%
USDA Symbol
The USDA symbol always consists of two elements: (1) “USDA” above and (2) a green land contour below.

For NRCS information materials aimed at a public audience, the USDA symbol is used alongside the NRCS symbol. All the cautions cited above for the NRCS symbol apply to the USDA symbol, as regards the symbol’s integrity, exclusivity, use and display.

USDA Symbol Official Colors
The USDA symbol is designated for use in one or two colors. When reproduced in one color, it shall be the color of that ink or paint. When “reversed” (dropped out) of a color, it shall be the color of the paper, or other material.

For multiple-color printing, isolate the USDA symbol in a white box so it is not in conflict with the background colors.

The official colors for the USDA symbol are specified in the Pantone Matching System (PMS). They are: PMS 288 (dark purple) for the letters USDA, and PMS 343 (dark green) for the soil graphic.

When four-color process printing is used, the two Pantone colors are separated into the four printing industry process colors known as CMYK: C=Cyan, M=Magenta, Y=Yellow, K=Black.

The screen percentages of the four process colors used to obtain the USDA colors are:
- PMS 288 (dark purple) = C-100%, M-65%, Y-0%, K-30%
- PMS 343 (dark green) = C-100%, M-0%, Y-69%, K-60%.

NRCS Signatures
The combination of the NRCS symbol and name with the USDA symbol and name is referred to as a “signature.” The basic signature is available as an electronic file and the relative size and relationship of the elements should not be altered.

The signature is set flush left, ragged right (FLRR). On the first line is the USDA symbol, and on the same line, a little to the right, is the NRCS symbol. The names of the USDA and NRCS are spelled out on two lines below the symbols. The official font for use with signatures is Myriad Pro. The name “United States Department of Agriculture” is set in Myriad Pro Bold 10/12 and on the line below, “Natural Resources Conservation Service” is set in Myriad Pro Regular 10/12. These point sizes are for the signature as supplied in electronic format. The point sizes of the type will vary with the size of the signature, but the proportions and spatial relationships between the symbols and type remains constant.
Mission Statement
NRCS has adopted the phrase “Helping People Help the Land” as its mission statement in its public communications. This mission statement supersedes all other mottoes, slogans, tag lines, and catchphrases that have been used within NRCS. In particular, the former mission statement—“The Natural Resources Conservation Service provides leadership in a partnership effort to help people conserve, maintain, and improve our natural resources and environment.”—is replaced, and should no longer be used or referenced as such.

The mission statement is an integral part of the Agency identity and shall appear on Agency public information materials whenever possible as a separate element from the Agency symbol and name.

The mission statement is set in initial caps—Helping People Help the Land. While the actual typeface used may vary with the publication, this initial cap formulation should always be maintained. The mission statement is frequently set in italic, though this may vary for design reasons. The mission statement is given prominent placement, though secondary to and separate from the Agency and Department identities (logo, acronym, and name). It frequently appears as a footer and can be used effectively on the back cover or inside front cover of books and other publications.

Vision Statement
In addition to the mission statement, “Helping People Help the Land”, NRCS has adopted the Vision Statement, “Productive Lands—Healthy Environment”. While the mission statement refers to the products and services NRCS provides that enable people to be good stewards of the land, the vision statement describes a more fundamental notion of the kind of landscape that Americans want—a landscape in which a productive agricultural sector and a high-quality environment are both achieved.

The mission statement refers to the day-to-day activities of NRCS and is used with all public information materials. The vision statement is a foundational idea and is less frequently used. When it is judged appropriate to use the vision statement, it appears in the same typeface and in the same location as the mission statement, but on a separate line to itself, above the mission statement.
Staffs, centers and programs may not create their own logos (see page 2). The examples on this page show how a program can have an identity without creating a new logo.

The requirement to use the full Agency signature for public materials remains in place. However, for internal materials, such as the Earth Team stationery below, the Agency symbol may be used alone, with the Agency name and program name. For external correspondence, the Agency letterhead template is used (see page 17).

For public items, such as the exhibit and banner stand below, the full Agency signature is used. The signature is kept distinct from the program name. While Earth Team has incorporated the Agency symbol with its name, a line separates the two and the full signature is also present in its prescribed location.
### Print, 8.5 x 11/ Specifications

<table>
<thead>
<tr>
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<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>5/8 (.625)</td>
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<td></td>
</tr>
<tr>
<td>1/8 (.125)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 (1.0)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 3/4 (8.75)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/4 (.75)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### ZONES FOR COVERS
- Position for USDA symbol
- Position for identity and title

#### ZONES FOR PAGES
- One-column format left-hand page
  - 5 7/32 (5.218), Set type 31 picas
- Two-column format
  - 3 7/16 (3.425), Set type 20.5 picas
- Three-column format
  - 2 1/4 (2.25), Set type 13 picas
Fact sheet, 8.5 x 11/
Two column

Fact Sheet—two-column format
8.5” x 11” page

Margins. Maintain 3/4” (.75) all around.

Typography. All type in Myriad Pro.
Title—set 30/30 bold, FLRR, initial caps.
Subtitle—set 20/20 bold, FLRR, initial caps

Symbols. Place the Agency signature as shown in the specification sheet and examples.

Two Column Format. Main head
Myriad Pro bold, 12/15, FLRR. Text
10/15 Myriad Pro regular, FLRR by 20.5
picas. Set heads in bold.
Fact Sheet—three-column format
8.5” x 11” page

Margins. Maintain 3/4” (.75) all around.

Covers. All type in Myriad Pro.
Title—set 30/30 bold, FLRR, initial caps. Subtitle—set 20/20 bold, FLRR, initial caps

Symbols. Place the agency signature as shown in the specification sheet and examples.

Specifications. As given for 8.5” x 11” format on page 5.

Symbols. The USDA and NRCS symbols are placed as shown in the examples below.
Print, 5.5 x 8.5/ Specifications

ZONES FOR COVERS
- Position for USDA symbol
- Position for identity and title

ZONES FOR PAGES
- One-column format
  4 1/4 (4.25),
  Set type 25.5 picas

- Two-column format
  2 1/16 (2.063),
  Set type 20.5 picas
What is a Watershed?

A watershed is the land that water flows across or under on its way to a stream, river, or lake.

How do watersheds work?
A watershed is made up of steep interconnected slopes, or hillsides. Water from each watersheds flows to the lowest point—stream, river, or lake. On its way, water travels over the surface and across the farm fields, streets, lawns, and city streets, or its soaks into the soil and travels as ground water. Large watersheds like the ones for the Mississippi River, Columbia River, and Chesapeake Bay are made up of many smaller watersheds across several states.

Are all watersheds the same?
Not all. Watersheds come in many different shapes and sizes and have many different features. Watersheds can have hills or mountains or be nearly flat. They can have forests, grassland, small towns, and big cities. Parts of your watershed may be rough, rocky, or sandy that they’re suited only for certain trees, plants, and wildlife.

Your watershed community.
Everyone lives in a watershed. You and everyone in your watershed are part of the watershed community. The animals, birds and fish are, too. You influence what happens in your watershed, good or bad, by how you treat the natural resources—the soil, water, air, plants, and animals. What happens in your small watershed also affects the larger watershed downstream.

There are many things you and your community can do to keep your watershed healthy and productive. To learn what you can do to make control your runoff, call 1-888-LAND-CARE or your local Natural Resources Conservation Service office. It’s listed in the telephone book under U.S. Government, Department of Agriculture. Visit us online at www.nrcs.usda.gov.

On the farm
Keep plant residue on the surface of cropping land. This reduces runoff and prevents sediment, fertilizers, and pesticides from entering streams, rivers, lakes, and pools.

At home
Landscape your yard with plants that need a minimum of water and fertilizer. Use only the amount of fertilizer and pesticides that plants need.

In your community
Protect wetlands that serve as natural buffers against pollution, soil erosion, and flooding.

We all live in a watershed.
Everything we do in our watershed affects the soil, water, air, plants, and animals.

Let’s work together to keep our watershed healthy. Here are some things you can do.
Print, 4 x 9/
Specifications

**Brochure**—4" x 9" format.

**Margins.** Maintain 1/2" (.50) all around.

**Covers.** All type in Myriad Pro.
Title—set 30/30 bold, FLRR, initial caps. Subtitle—set 20/20 bold, FLRR, initial caps

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**ZONES FOR COVERS**
- Position for symbols
- Position for identity and title

**ZONES FOR PAGES**
- One-column format 3 (3.0)
- Set type 18 picas
Print, 4 x 9/
Example
Brochure—example of front and reverse panels

9”x12” (9.0”x12.0”) unfolded.

Waterbodies are regulators of natural processes and management practices that can affect the quality of water resources used by humans. Therefore, the conservation of water resources through the management of waterbodies is crucial. This brochure provides information on the Natural Resources Conservation Service (NRCS) Conservation Security Program (CSP) and how it can contribute to the conservation of water resources.

For More Information
For additional information about CSP, contact your local NRCS District Office. More information is found on the NRCS website at http://www.nrcs.usda.gov/programs/csp.

Conservation Security Program:
2006-01 Sign-up

The Conservation Security Program (CSP) is a voluntary, non-regulatory conservation program that promotes continued agricultural and forest land stewardship. It is designed to provide financial assistance to producers for implementing conservation practices that reduce the risk of soil and water erosion and pollution. The program is administered by the Natural Resources Conservation Service (NRCS) of the United States Department of Agriculture (USDA).

The program is available nationwide and is open to all producers of cropland and non-cropland agricultural and forest land. Producers are required to develop and implement a conservation plan that addresses the specific conservation needs of their operation. The plan must be approved by the NRCS before any payments can be made.

The CSP is designed to be flexible and responsive to the needs of individual producers. It provides financial incentives for producers to implement conservation practices that address the specific conservation needs of their operation. The program is open to all producers of cropland and non-cropland agricultural and forest land. Producers are required to develop and implement a conservation plan that addresses the specific conservation needs of their operation. The plan must be approved by the NRCS before any payments can be made.

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For More Information
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News release

**News Release**—one-column format
8.5” x 11” page

**Margins.** Maintain 3/4” (.75) around sides, 1/2” (.50) top and bottom.

**Availability.** Format is provided as downloadable MS Word file on NRCS Public Affairs sharepoint site.

Stationery, etc.

**Business Card**—3 1/2” x 2”
(3.50” x 2.00”)

**Availability.** May be ordered by NRCS employees through Light House for the Blind. Follow link on NRCS Public Affairs sharepoint site or NRCS Web site.

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Note: The top of the logo should align with the words: "United States Department of Agriculture".

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**Optional Card—Mission Statement**
Natural Resources Conservation Service
Design Standards

Letterhead—8 1/2"x11"
(8.50"x11.00")

Availability. Format is provided as
downloadable MS Word file on NRCS
Public Affairs sharepoint site or NRCS
Web site.

Text. In accordance with Department
rules, text for official correspondence
is set in Times Roman, 12 point.
Exhibit media/
Specifications

Specifications are for a typical four-panel magnetic hold, "pop-up" 10' trade show style exhibit. Configurations and dimensions vary from one exhibit manufacturer to another so measurements are approximate. Layout principles remain in effect.
Exhibit media/Example

**Measures**—Maintain an identity zone that is approximately 1/6 of the exhibit height.

**Symbol.** Place the Agency signature on the left side of the identity zone, about one symbol width from the edge.

**Typography.** Set title in Myriad or equivalent, write a 1-line title. For a 10’ trade show exhibit, the capital letters in the title should be 4” to 5” tall.

**Content.** Maintain the most important information in the top 1/3 of the exhibit space, the optimum viewing area.
Presentation materials/Specifications
Presentation Materials—This guidance covers digital presentation media, including presentations using PowerPoint, PDF files and HTML web browsers. More sophisticated software (e.g., Adobe Flash and Dreamweaver) are used for animated presentations.

PowerPoint presentations have a typical page set-up of 10” wide by 7.5” high, and this is the size used for our template. However projections vary in size and proportion depending on the output device. Wide-screen plasma dimensions are much different than more traditional CRT monitors. This makes consistent specification of font size and margins very difficult. Therefore, percentages or ratios will be used instead of actual numeric dimensions.

Margins. Allow about 10% of the image area for margins. This is equivalent to about a 1” margin on a typical page. If the presentation is being shown over broadcast media, increase the margins to 15% to allow for cutoff variations from screen to screen.

Symbol. The Agency Signature is placed flush right and centered vertically in the identity zone as shown on the specification sheet.

Color and Contrast. Unlike print material, text on projected images is easier to read if it is light on a dark background.

Identity Text. Set type in Helvetica, upper and lower case (avoid using all caps) at about half the size of the body text. Align the identity text with the Agency Signature in the identity zone as shown in the example.

Title. Set in Helvetica Bold, upper and lower case, with about a 25 character line length.

Content Text. Avoid using all caps. Set in Helvetica Regular with about a 40 character line length. Keep the amount of text to a minimum and avoid extraneous words. For good readability and audience focus, bulleted terms are better than narrative text. Maintain a maximum of 7 bulleted items per presentation image.
## Conversion chart

<table>
<thead>
<tr>
<th>U.S. Customary System</th>
<th>Pica System</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Fraction of an inch</td>
<td><strong>C</strong> Points</td>
</tr>
<tr>
<td>1/16</td>
<td>.062</td>
</tr>
<tr>
<td>6</td>
<td>.083</td>
</tr>
<tr>
<td>1/8</td>
<td>.125</td>
</tr>
<tr>
<td>12</td>
<td>1.00</td>
</tr>
<tr>
<td>3/16</td>
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<tr>
<td>15/16</td>
<td>.937</td>
</tr>
<tr>
<td>16/16</td>
<td>1.000</td>
</tr>
</tbody>
</table>

**Lines (rules) and Boxes.** Measures are shown in the Pica System (points) and the U.S. Customary System in decimals of an inch.

<table>
<thead>
<tr>
<th>Lines (rules) and Boxes</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 point (.007)</td>
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</tr>
<tr>
<td>1.0 point (.014)</td>
<td></td>
</tr>
<tr>
<td>2.0 points (.028)</td>
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</tr>
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<td>11.0 points (.152)</td>
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</tr>
<tr>
<td>12.0 point/1 pica (.166)</td>
<td></td>
</tr>
<tr>
<td>24 points/2 picas (.331)</td>
<td></td>
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<tr>
<td>36 points/3 picas (.497)</td>
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</tr>
<tr>
<td>48 points/4 picas (.662)</td>
<td></td>
</tr>
<tr>
<td>60 points/5 picas (.828)</td>
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</tr>
<tr>
<td>72 points/6 picas (.994)</td>
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</table>
Appendix/
Typography and layout

This appendix offers layout suggestions particularly for those without an academic background or experience in design who may be called upon to produce publication layouts. It discusses typography and introduces the grid system, a basic tool of design that makes organizing material for publication easier. Used in conjunction with the electronic templates and stylesheet, these suggestions will make possible consistent production of professional looking publications. These suggestions are tools to aid work at a basic level. More advanced designers may frequently violate one or more of these rules, but they do so knowingly.
Typography

Standard Typefaces
All type in the NRCS templates used for titles, heads, and identity is specified in the typeface Myriad, or near equivalent. The typeface equivalents to Myriad on PC and Macintosh platforms are named Helvetica, Arial and Helvetica Neue. While the template type for text material is Garamond, many other typefaces are suitable for mainstream text. In general, the typeface should be clean and legible with few embellishments. Good examples with excellent readability are Helvetica, Caslon and Frutiger.

Serif/Sans Serif
Letterforms are divided into Serif (those with end strokes, like the font you are reading now) and Sans-Serif (those without, as in the other text in this column). Traditionally, it was held that Serif faces were easier to read because of greater distinction among the letterforms. Therefore, Serif fonts were recommended for body text, and Sans-Serif reserved for titles and heads. More recent research suggests that differences between specific typefaces have more to do with readability issues than with the Serif issue. In fact, a Sans-serif typeface is preferred by people with low-vision and recommended for use in Large Print format documents meant to accommodate such individuals. Suggested typefaces for mainstream NRCS publications are Myriad (Sans-serif) and Garamond (Serif).

Alignment/
Which is more readable?
Flush left is the easiest to read. The eye knows where to go next. Justified Type is not as readable because of excess spacing and hyphenation. Flush Right is hard to read because you must search for the beginnings of lines. Centered Type is hardest to read because you have trouble adjusting to constant change.

Upper Case/Lower Case
Upper and lower case, as seen in the subhead above, is sometimes called initial caps, and is best used for titles and heads.

Initial cap and lower case, as in this sentence, is best for body text and some lower level headers.

All caps is best never used, except for acronyms.
Typography

Type Nomenclature: Font, Face and Family

- **Family**—All sizes, styles, and weights of a given name, i.e., all “Garamond” or all “Myriad” fonts.

- **Face**—Historically, a single weight and style of a family, i.e. “Adobe Garamond Bold Italic” or “Myriad Pro Black”.

- **Font**—Historically, a single size of a single weight of a particular face, i.e. “24pt Adobe Garamond Bold Italic” or “18pt Myriad Black”.

Today, many people use these terms interchangeably, which can cause confusion.

Line Length

If lines are too short there are choppy breaks and reading slows. When lines are too long, you tend to read the same line twice or skip a line by accident and reading is again slowed. So what is just right? The best combination is about 45 characters per line. When longer lines are necessary, more leading should be added.

Leading

Leading is the space between lines. For larger type and shorter lines, less leading is needed. Smaller type and longer line lengths call for more leading. Typically, two points of lead are added to lines of body type. This type is set in 11point Garamond with 2 points of lead (11/13), for instance. Headlines may not need any lead at all and lines above 70 characters need 3 or more points of lead between the lines. Captions may only require one point.

Letterspacing

Letterspacing, sometimes called tracking, can be adjusted so that all letters are closer or farther apart. Larger type needs less space between letters than smaller type.

Kerning

Kerning only adjusts the space between adjacent pairs of letters. Kerning is usually only used in heads, where it will be noticeable. Adjusting the space between certain letter pairs can make the letterspacing seem more natural.

Line length

NRCS provides products and services that enable people to be good stewards of the Nation’s soil, water and related natural resources on non-Federal lands. With our help, people are better able to conserve, maintain, or improve their natural resources.
Publication layout/ Grids

What is a grid?
The NASA standards manual defined the grid as a predetermined understructure that the designer employs to give a publication cohesive style and character. It is a great organizer of material and can save countless hours in execution.

Do grids restrict designers?
No, in fact they are an aid to the creative process. The various grids assist the designer in organizing the publication material in the most effective way.

Text Flow
When setting type, it is useful to remember that for readers of Western alphabets, reading follows a top-to-bottom and left-to-right order. This should inform all page layouts.

White Space
The page should achieve an appropriate balance of white space to text, images and data. The more white space there is on a page, the greater the opportunity for seeing and perceiving the information elements. Studies have established that the optimum ratio is 60% for the text/image/data area and 40% dedicated to white space.

Infozones
Zoned pages were developed for use in reference books, manuals and catalogs, where quick retrieval of information is important. In an increasingly competitive communication environment, it is advisable to organize your page efficiently using infozones, i.e., information ordered into zones. Organizing your material this way will make the most of your reader’s time. Using the grid system, you establish a hierarchy for the elements on your page. The zones are prioritized by content, with title/header at the top, text in the middle, and illustrations at the bottom.
The left hand page shows horizontal parallel design. The right hand page depicts vertical uses of 3 column type format.

Two and four column formats from the same grid.

One column and alternate two column formats.
Don’t center heads on uncentered layout.

Don’t make checkered patterns.

Don’t string out heads in long lines with small type.

Don’t emphasize the diagonal.

Don’t needlessly vary caption treatment.

Don’t make all photos the same size.
Don’t center

Don’t make facing centered layouts; they fight each other too much.

Don’t make pyramids.
Contrasting density of photos and white space is one style (emphasis on difference is used to enhance). Even density of photos and white space is another style (good variety in shape and size).

Use of alignment to make larger shapes out of smaller ones helps unify spread (bleeding across gutter not always needed).
An effective use of the grid system: With a nearly equal ratio of text to photos, reading continuity has been maximized by segregating title, text and photos.

Selectively integrating a photo into the text area can still maintain reading continuity in layouts with a high ratio of photo to text.
The tops of the text columns are aligned at a constant level, like curtains hanging from a rod. The photos are integrated towards the bottom of the page. This minimizes the disturbance of reading continuity in a layout with a high ratio of text to photos.

Reading continuity can be destroyed completely by improper photo integration, as in this example. Most readers would lose interest very quickly.

**Avoid** excessive disturbance of copy continuity. If you have convinced your audience to start reading, don’t force them to stop.
Exhibit layout

Layout
Maintain an identity zone in the top 1/6 of the exhibit. This zone will be occupied by the Agency and Department symbols.

The most important content should be confined to the top 1/3 of the exhibit. This is the optimum viewing area. When possible, copy should be at eye level, 62" from the floor, starting with the Headline. Set the title and heads in Myriad or equivalent, and write a one-line title. For a 10’ trade show exhibit, the capital letters should be 4” to 5” tall. Illustrations should generally be below.

Audience and Message
Identify a specific audience. Use one simple message, and remember that less is more: The more you say, the less people listen.

Copy and captions should be as short as possible, and set no smaller than 24 pt. Don’t be afraid to leave white space.