



February 25, 2014

IOWA INSTRUCTION 260-383 – UNITED STATES DEPARTMENT OF  
AGRICULTURE (USDA) AND NATURAL  
RESOURCES CONSERVATION SERVICE (NRCS)  
LOGO USAGE

IA383.0 PURPOSE

This Iowa Instruction provides information on the proper use of the NRCS and USDA logos.

IA383.1 SCOPE

This will be followed by all staff.

IA383.2 FILING INSTRUCTIONS

This Iowa Instruction will be posted on the Iowa NRCS Employee Website, which can be accessed under the Topics/People/NRCS Employees/Iowa NRCS eDirectives or at this link [Iowa NRCS eDirectives website](#).

IA383.3 EXHIBITS

See attachment.

Jay T. Mar  
State Conservationist

Attachment

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AGRICULTURE (USDA) AND NATURAL RESOURCES CONSERVATION SERVICE  
(NRCS) LOGO USAGE

1. PURPOSE:

This Iowa Instruction provides information on the proper use of the NRCS and USDA logos.

2. BACKGROUND:

Secretary Vilsack implemented a “One USDA” policy limiting the use of individual agency logos and setting policy for USDA logo use requirements. After discussions with the Department, NRCS developed policy allowing limited use of the signature version of the NRCS logo, which incorporates the USDA logo.

The proper use of the NRCS and USDA logos are explained below.

3. ROLES AND RESPONSIBILITIES:

This instruction will be followed by all NRCS employees.

4. PROCESS:

NRCS is no longer allowed to use any variation of the NRCS logo (pictured below) on new materials, supplies, publications, presentations, etc:



However, NRCS is allowed to use *all existing supplies* of materials featuring the NRCS logo until the inventories are exhausted. Replacement or new items must adhere to the 2013 Visual Guide (which is attached).

The **one** exception to the 2013 Visual Guide is for vehicles and apparel (shirts, hats, jackets, etc.) used when serving customers in the field. These items may retain the NRCS signature logo, as shown below:



**United States Department of Agriculture**  
Natural Resources Conservation Service

*(When serving customers in the field, employees are allowed to use existing clothing with the NRCS logo until they need to be replaced. New items must feature the signature version of the NRCS logo.)*

### **USDA Logo**

In all other cases, the USDA logo should now be used. This includes district newsletters, news releases, flyers, signs, brochures and other handouts. There are specific requirements on where and how the USDA logo should be used in agency documents. All of these are explained in the attached 2013 Visual Guide. Here are some highlights:

- The logo should always be at least ½ inch wide in all print uses.
- It should be placed in the top, left corner of documents.
- There are four acceptable variations of the USDA logo when used in combination with the words “United States Department of Agriculture.” Color JPEG versions are shown below. *(They are attached in color and black and white.)*

*USDAColorOne:*



*USDAColorTwo:*



*USDAColorThree:*



*USDAColorFour:*



## Electronic Communications

All electronic communications (PowerPoint, email, etc.) must use the new USDA logo immediately. Four sample PowerPoint templates for Iowa NRCS employee use are attached. These are four (4) new PowerPoint presentations. *Revision of existing presentations is not required.*

Please update your email signature as follows:

### (REQUIRED):

Employee Name  
Title,  
Office Address  
Natural Resources Conservation Service  
United States Department of Agriculture  
<http://www.ia.nrcs.usda.gov>  
Tel:

### (OPTIONAL TO ADD):

*Stay Connected with USDA:*




## NRCS Letterhead

All letterhead and templates used for bulletins, memos and other communication must use the USDA logo in the masthead. Please use the attached template letterhead.

## NRCS Business Cards

All replacement or new business cards must use the USDA logo and follow the following layout example from the 2013 Visual Guide. The NRCS logo or water drop must not be used.

	<b>Your Name</b> <b>Your Title</b>
	United States Department of Agriculture Natural Resources Conservation Service
	Address City, IA Zip
	Voice XXX XXX XXXX • Fax XXX XXX XXXX Email: name.name@ia.usda.gov <a href="http://www.ia.nrcs.usda.gov">www.ia.nrcs.usda.gov</a>

## NRCS Brochures, Displays and other PAS Materials

*All existing materials may be used until supplies are exhausted or need to be replaced.* In case a field office would design a brochure or flyer to promote programs, events and other opportunities at the local level, several Publisher file templates are attached. These include a tri-fold brochure, bi-fold brochure and

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8.5 x 11 flyer. Using these brochure and flyer templates is not required, but all designs must properly use the USDA logo per these instructions.

### Resources

The 2013 Visual Guide, templates, USDA logo files and other resources can be found on the Public Affairs section of the Iowa NRCS Share Point site under One USDA Resources.

Approved By:



Date: February 28, 2014

Jay T. Mar  
State Conservationist  
Natural Resources Conservation Service  
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Attachments:

- Exhibit 1 – USDA Color One
- Exhibit 2 – USDA Color Two
- Exhibit 3 – USDA Color Three
- Exhibit 4 – USDA Color Four
- Exhibit 5 – USDA Black and White One
- Exhibit 6 – USDA Black and White Two
- Exhibit 7 – USDA Black and White Three
- Exhibit 8 – USDA Black and White Four
- Exhibit 9 – USDA PowerPoint Template One
- Exhibit 10 – USDA PowerPoint Template Two
- Exhibit 11 – USDA PowerPoint Template Three
- Exhibit 12 – USDA PowerPoint Template Four
- Exhibit 13 – USDA-NRCS Bulletin
- Exhibit 14 – USDA-NRCS Instructions
- Exhibit 15 – USDA-NRCS Letter
- Exhibit 16 – USDA-NRCS Memo
- Exhibit 17 – USDA Trifold Template
- Exhibit 18 – USDA Bifold Template
- Exhibit 19 – USDA Flyer Template

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