NATIONAL COOPERATIVE SOIL SURVEY VISUAL STANDARDS GUIDE

HOW TO USE THE NEW NCSS LOGO

March 2018

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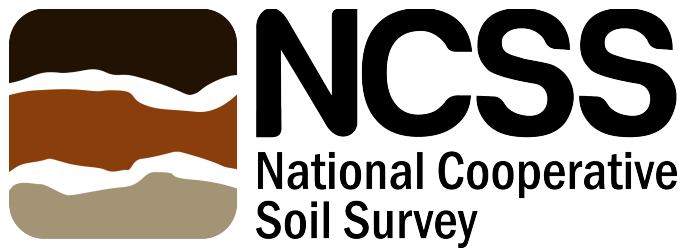
The NCSS logo is a design element used to identify and brand the national partnership known as the National Cooperative Soil Survey (NCSS).

The NCSS logo is the official and sole identifying mark for the NCSS partnership. The logo is designated for display on all information products of the partnership regardless of medium.

These guidelines provide an overview of the new NCSS logo. This guide is meant to keep creative efforts focused and consistent while allowing for flexibility, creativity, and growth.

The logo is available in five different configurations. Each configuration is rendered in five different color schemes to accommodate various applications.

All versions of the logo are available for download at http://go.usa.gov/xNwWn.

A New Visual Identity

The NCSS logo is a graphic representation of a soil profile—the foundation for all soil survey work—along with the partnership's name, initials, or both. The symbol colors—very dark brown (10YR 2/2), yellowish red (5YR 4/8), and light olive gray (5Y 6/2)—represent familiar horizons and features of soil in every form. Together, these elements comprise the logo.

The new NCSS logo was created in 2011 by graphic artist Sarah Odgers, who at the time was an employee of the National Soil Survey Center–Geospatial Research Unit at West Virginia University in Morgantown, WV. Approved in 2017, the logo is now the official visual identity for the NCSS.

How to Use the NCSS Logo

Out with the Old
The new NCSS logo replaces all previous versions of the logo. DO NOT USE any variations of the following logos.

In with the New
The new logo consists of two elements: the soil profile and the NCSS wordmark.

Both elements have been visually updated from the previous versions of the logo to create a new, modern logo that can be used in various formats.

It is important to maintain a consistent visual appearance of the logo; therefore, none of the elements may be altered in any way. Five different configurations are provided for your convenience. **These are the only acceptable configurations.**

Color Options

The full color version of the logo should be used whenever possible. When budget, printing restrictions, or design needs prevent the use of color, the grayscale, black, and white versions are acceptable.

It is crucial that the contrast between the background and the logo is sufficient enough to ensure that the logo is legible and clear. When the logo must appear on a dark background, the type should appear in white instead of black.
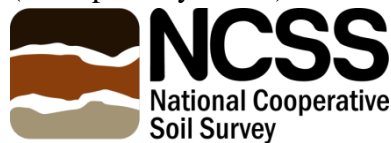
These five color options are the ONLY color options. The five color options are available for each configuration.

1. Full color
This is the preferred logo. Whenever possible, use the full color version.

Primary logo
(ncss_primary_color)

Stacked logo
(ncss_stacked_color)

Acronym only
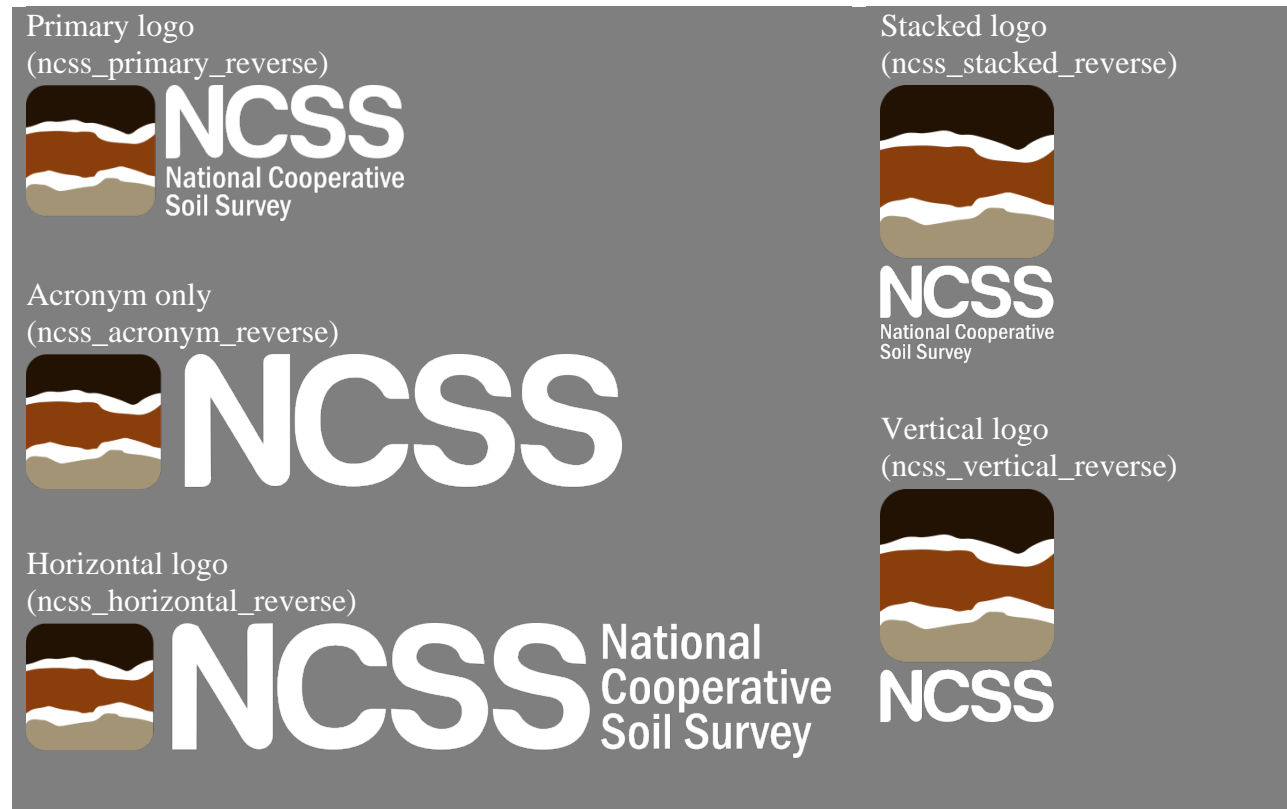(ncss_acronym_color)

Vertical logo
(ncss_vertical_color)

Horizontal logo
(ncss_horizontal_color)

2. Full color reverse

When the logo must appear on a dark background, the logo should appear with the type in white instead of black. This helps to make the logo legible and clear.

Primary logo
(ncss_primary_reverse)

Stacked logo
(ncss_stacked_reverse)

Acronym only
(ncss_acronym_reverse)

Vertical logo
(ncss_vertical_reverse)

Horizontal logo
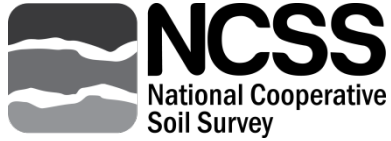(ncss_horizontal_reverse)

3. Grayscale logo
When full-color printing is not available, use the grayscale version of the logo.

Primary logo
(ncss_primary_grayscale)

Acronym only
(ncss_acronym_grayscale)

Horizontal logo
(ncss_horizontal_grayscale)

Stacked logo
(ncss_stacked_grayscale)
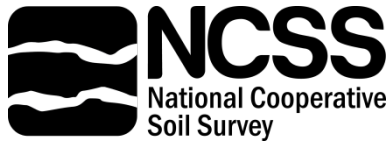

Vertical logo
(ncss_vertical_grayscale)

4. Black
When full-color printing is not available or legibility is a concern, use the black version of the logo.

Primary logo
(ncss_primary_black)

Stacked logo
(ncss_stacked_black)

Acronym only
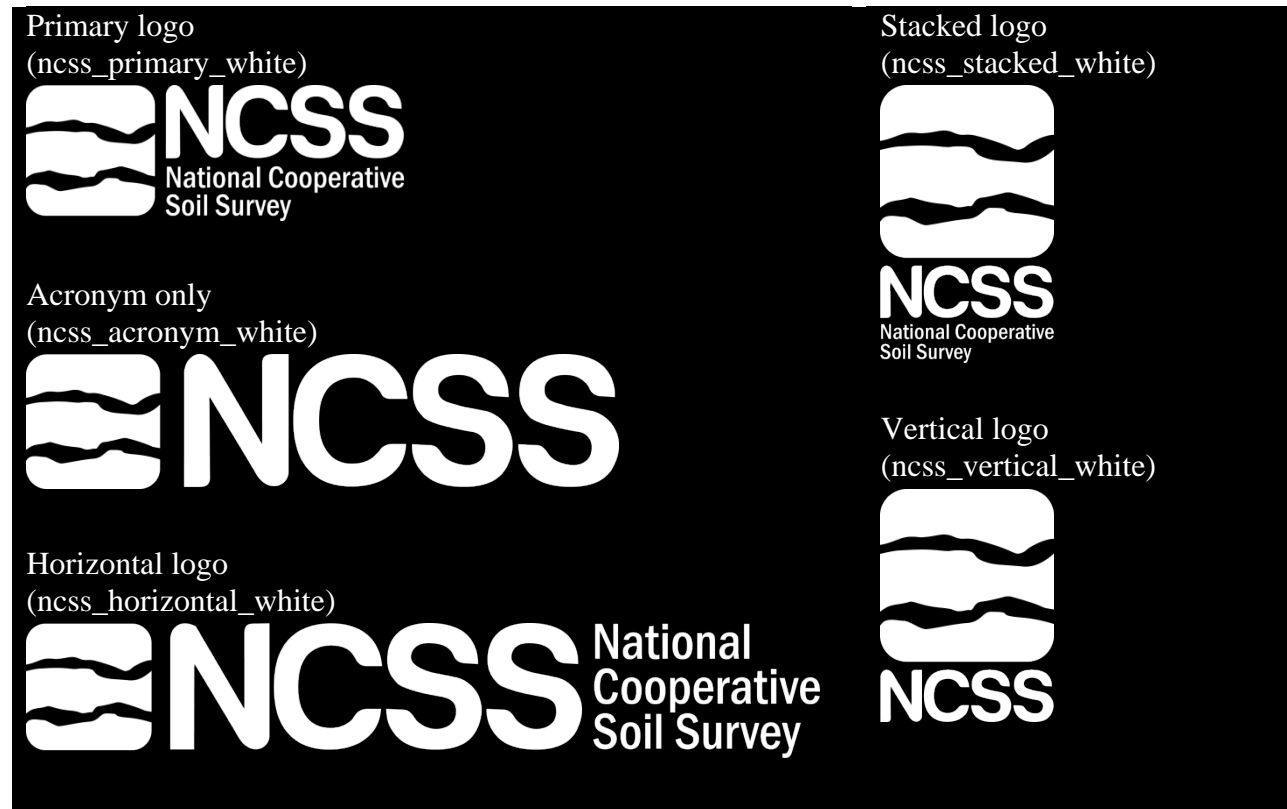(ncss_acronym_black)

Vertical logo
(ncss_vertical_black)

Horizontal logo
(ncss_horizontal_black)

5. White

When the logo must appear on a dark background, the logo should appear with the type in white instead of black. This helps to make the logo legible and clear.

Color Palette

The official colors for the logo are based on the CMYK color system. Approximations of these colors in other color systems (Pantone, RGB, Hex) are also provided.

For print applications, use the CMYK color values. Use Pantone color spot when the use of color is limited or specified. For PowerPoint or word processing applications (Word), use the RGB color values. For website applications, use the Hex color values.

NCSS Very Dark Brown	NCSS Yellowish Red	NCSS Light Olive Gray
CMYK: C41, M57, Y72, K90	CMYK: C10, M72, Y100, K46	CMYK: C36, M36, Y56, K6
Pantone Coated BLACK 4 C	Pantone Coated 1615 C	Pantone Coated 2325 C
RGB: R49, G38, B29	RGB: R139, G71, B32	RGB: R160, G144, B116
Hex: #31261d	Hex: #8b4720	Hex: #a09074

CMYK: C0, M0, Y0, K90	CMYK: C0, M0, Y0, K70	CMYK: C0, M0, Y0, K50
RGB: R25, G25, B25	RGB: R77, G77, B77	RGB: R128, G128, B128
Hex: #191919	Hex: #4d4d4d	Hex: #808080

Fonts

The preferred fonts for use with NCSS-branded products are Helvetica and Times New Roman. Helvetica can be used in all instances, including headings, subheadings, and body text. When Helvetica is not available, use Arial as a suitable replacement.

The preferred secondary font is Times New Roman. It is particularly suitable for lengthy body text and is legible with smaller text.
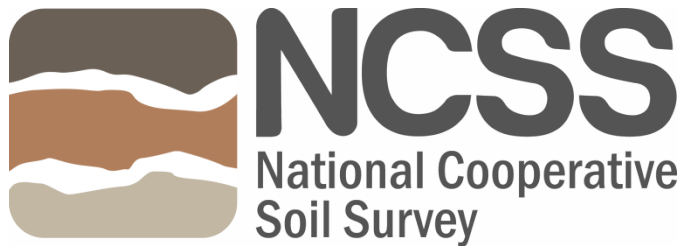
Unacceptable Logo Treatments

It is important to maintain a consistent visual appearance of the logo; therefore, the logo must not be altered in any way. Do not change the colors, fonts, or configuration.
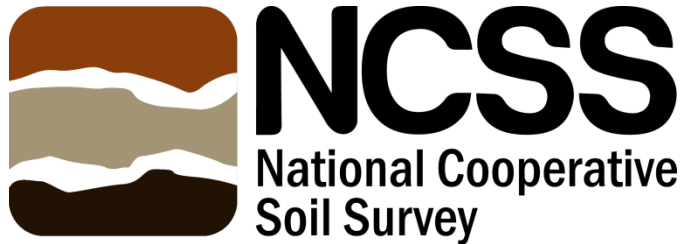
The following are examples of **unacceptable** ways of using the NCSS logo.
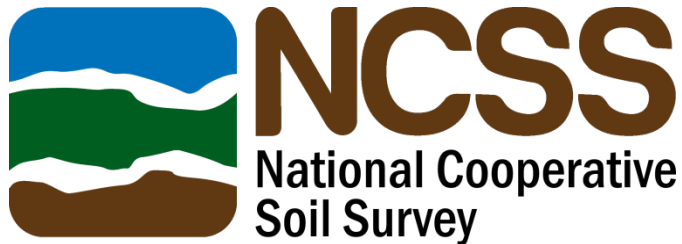
Unacceptable Color Treatments

1. Do NOT reduce opacity.

2. Do NOT rearrange the colors.
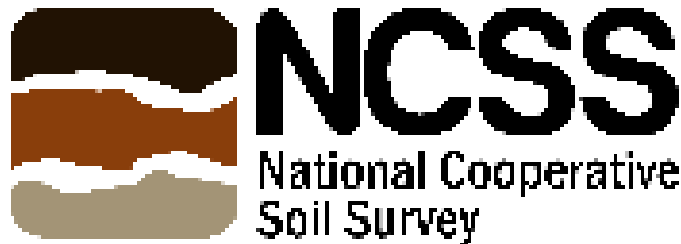

3. Do NOT modify the colors.
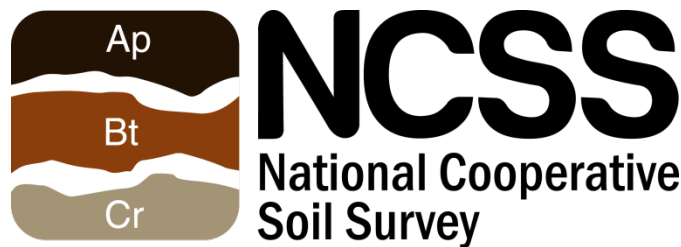
Unacceptable Configurations

1. Do NOT reconfigure.

2. Do NOT use low resolution.

3. Do NOT add elements.

4. Do NOT distort, stretch, or skew.

5. Do NOT change fonts.
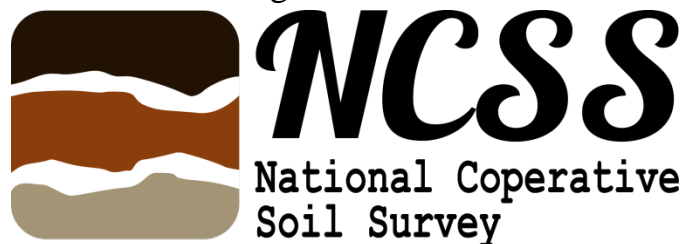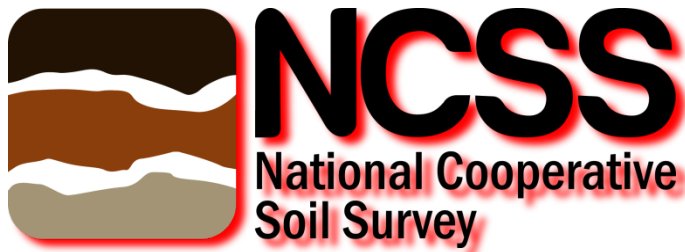
6. Do NOT use either element alone.

7. Do NOT apply any 3-D or shadow effects.

Unacceptable background applications
1. Do NOT use on a background with minimal contrast.

2. Do NOT use on a photograph with minimal contrast.

3. Do NOT put a colored box behind the logo or otherwise isolate the logo in a confining shape.

Placement

The logo is designed for display on all products of the NCSS. To ensure maximum visibility, the preferred position of the symbol on most information products is the top left corner.

An iso-bar shall be used on all products to ensure a clean, consistent background area for the NCSS logo. All versions of the NCSS logo can be used within the iso-bar. No images or gradations or can appear within the iso-bar.

NCSS
National Cooperative
Soil Survey

Image and Text Area
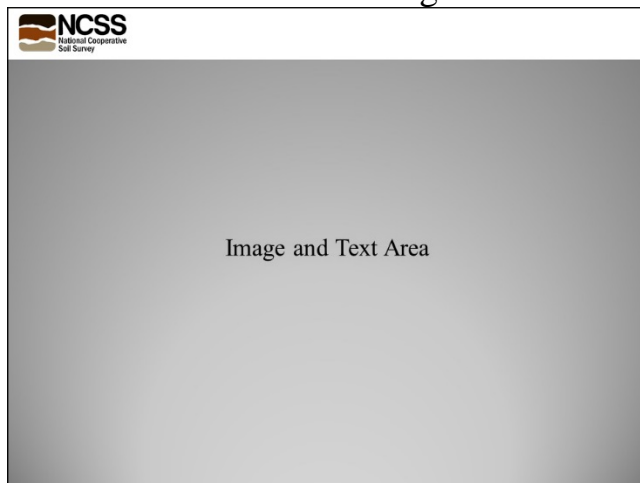
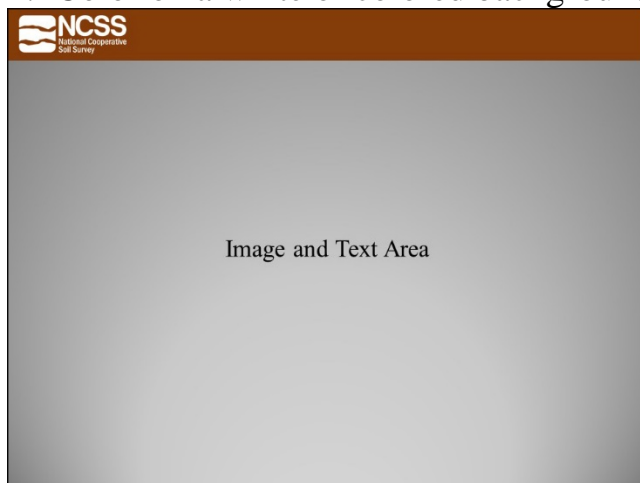The iso-bar should be at least 0.75 inches tall. The recommended size is ~10% of the media height

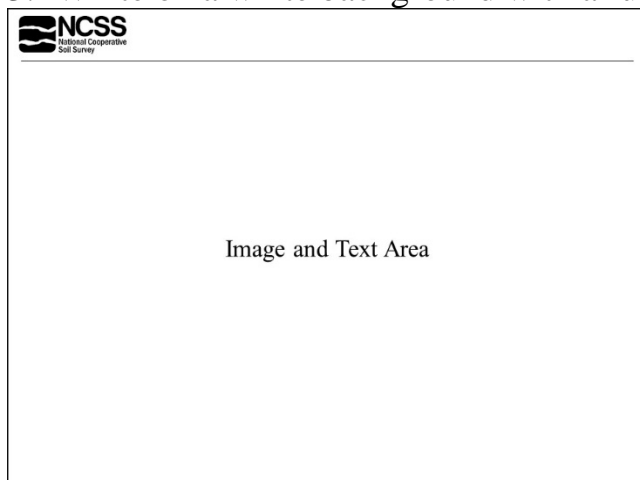Acceptable variations of the iso-bar include:

1. White on a colored background

2. Color on a white or colored background

3. White on a white background with a rule line

When used in conjunction with logos or symbols of other agencies, organizations, or partners, the logo should be given equal placement. The NCSS logo does not replace the NRCS logo or the logos of other partners.

When the organizations are a mix of Federal and non-Federal, the logo for the lead organization should appear first with the remaining logos ordered as dictated by the situation.

NRCS co-branding should comply with USDA Visual Standards. Other partners may have their own policies regarding co-branding. In such cases, follow the guidance of the primary organization regarding co-branding.

Clear Space

Clear space is the area surrounding the logo that must be kept free of competing text or graphics.

The NCSS logo should be surrounded with clear space to ensure its visibility and impact. In most instances, the minimum area of clear space required around the logo is equal to the height of the words "National Cooperative Soil Survey."

Lorem ipsum dolor sit amet, laoreet concludaturque vix no. Cu omnium saperet usu, sensibus iracundia ne his. Eam fugit augue in. No ius dissentiunt complectitur. Movet dicant postulant cum an. His malorum iuvaret admodum et, no legimus delectus sed. Dolores praesent delicatissimi ius at, nec doctus aperiam no, at qui eruditi facilisis conclusionemque. Dicam epicurei eu pro, omittam oporteat est te, ad vim facer eligendi perfecto. Ut per principes similique omittantur, sit sumo liber lobortis ad. Mel purto dictas suscipit no. Nulla voluptatum nam an, autem aperiam virtute ex qui. Vocent animal ne vim. No has clita dicant interpretaris. Usu facer molestie imperdiet ea, Omnium euripidis reprehendunt ad quo, suas eleifend expetenda gloriatur, dicat definiebas vel an. labors essent cu vix conceptam facilis electram. Mei at ullum vocent menandri nam, ad omnium eam diceret facilis eligendi. dolore docendi, qui ea etiam mei ex alterum deleniti, est aliquip mentitum eos. Has at munere pertinax consequuntur id pri. usu ne. Audire pertinax electram vix no timeam. An his sumo diam Nec ne augue nulla volutpat elitr, comprehensam et pri, ei mel esse mentitum. Eu malorum legimus numquam necessitatibus sit. In Exerci democritum ex usu, an nec putent eligendi. No qui reque an propriae philosophia cu, in dolores graeci. Ne usu dictas dolores, sea albucius forensibus necessitatibus te. An vim brute aliquid abhorreant, nostro accusam facilisis no duo. At pro audiam ornatus blandit, ut tantas assentior vim, mel impetus docendi ad. Sea graecis indoctum ea, fabulas lobortis his in, ea mea ullum conclusionemque. Ne justo platonem usu. No mei eripuit dolores maiestatis, ponderum pericula ad quo. Ut mollis adipisci vim. An erant dignissim duo. Ius omnium feugiat utroque ne. Eu errem iudicabit mea, debet corpora facilisi id usu. Ad dicam populo sea, erant saepe offendit eos at, aperiam dolorem mel in. Ius novum invidunt ei, ad has corrumpit temporibus. In soleat luptatum qui.
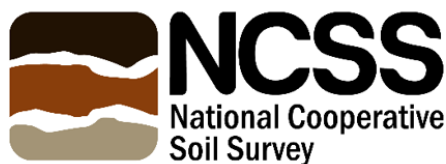
If you are using a version of the logo that contains only the initials, make sure that the clear space is equal to the height of the letters "NCSS."

Vivendum molestiae conclusionemque vel ei, has et ullum falli. His tale perpetua qualisque no, alii altera an quo. Duo prima harum imperdiet ei, has unum volumus ea, cu duis blandit pro. Nam eu quod aliquam facilis, at eam denique laboramus neglegentur, in pri unum scaevola. Ut enim saepe vix, nam eu tota brute constituam, vim tale congue ei. Mei ut iudico graecis commune, sed ut omnes praesent, mei ea erat integre. Ei eum dicta consequat, graeci noster placerat eu sit. Eam id nobis melius numquam, eum in debitis salutandi, at habeo cotidieque vel. Inermis albucius has id. Verear evertitur cu has, velit ridens adipisci cu mea. Ei diam liber voluptua cum, vix perfecto euripidis id enim assum democritum eum. Vim conceptam comprehensam, te eam scripta vitae impetus omittantur id pro, ut pro fugit vel suas magna posse. Id eos graeci augue nusquam te, vix tacimates maluisset accommodare, ea nec doctus suscipit Pro ex melius voluptua, duo cu alii propriae per meliore omittam. Populo mentitum torquatos, ei vis bonorum repudiandae. Ea eos in, in has dictas splendide. Ei has tritani mea, vim vitae inciderint ut. Et modo labitur, ut essent facilisis quo. Ea mei mutat mucius ne. Eruditi mentitum cu mei, dolor ne, cu has unum libris. Sea ea suas maiorum posidonium usu ei. Id saperet quot persius ei, at adhuc deterruisset vim. Ei Reque aeterno nonumes ea est, eripuit interpretaris eu. Eum et decore reformidans, albucius interpretaris ex, at nam dicam aliquid. Eius iudico maluisset pri an, liber dissentiet. Quot legimus dolorem per id, cu rationibus, his eros definitiones ei. Sit lorem in eius cu vix. Mei no nusquam scaevola eloquentiam, elit omnis rationibus sit ea. oportere. His admodum sadipscing ei, eu ponderum sit ut, mel ea tamquam facilisis mei case nonumes, urbanitas mnesarchum semper suscipit iracundia, ex saepe tempor similique per te gloriatur quo. Id mei affert mazim dicit, saepe torquatos vix cu, nam ei mei aliquid feugait convenire. Nam wisi fugit liber. Erat platonem qui at, graece nonumes nam, te quidam iudicabit vim. Mel maiorum atomorum mediocritatem pro. constituam an cum. Nec ut nihil nominavi, eu enim tamquam est, partem ancillae at mea. Decore vivendum gubergren an eam. Dicta minim an his. Vim an eius voluptua urbanitas. Te sea tempor aperiam blandit, vis ne veri inciderint. Pri et dicant partem pericula. Enim animal ea quo, deseruisse disputando vix ne, ne alia probo quo. Probo ullum appellantur est id, ea tation habemus corrumpit mea. Vis dico justo persecuti an, et luptatum consequuntur duo. Est id mucius utroque fierent. His te ornatus fierent moderatius, ea graeci cetero legimus ius. Quidam bonorum duo an, iriure nonumes mei ea. Eu qui error noluisse. Pri vocent ad maiorum ullamcorper eu, alii postea ex vel falli.