

Communicating Strategically

USDA NRCS Branding

USDA Official Signature

Basic Elements

Specific branding elements should always be included in every design product. Placement can vary depending on the item being created.

[Click here to download the USDA Transparency Logo in white, black and color](#)

Official Signature



Acceptable Variations



Natural Resources Conservation Service



Natural Resources
Conservation Service



USDA Signature Iso-Bar

A USDA Signature Iso-Bar shall be used on all visual communications media and products to provide a clean, consistent background area and position for the Signature Lock-up. All acceptable versions of the Signature Lockup can be used within the Iso-Bar. No images, gradations or other graphics can appear within the Iso-Bar. All other types of visual elements, images and content can fall below the Iso-Bar.

Signature Lockups

Only use Signature Lockups supplied by USDA's Office of Communications. Any substitution of fonts on Signature Lockups is unacceptable. Do not attempt to create Signature Lockups in any manner.

NRCS Identifier

An agency identifier is a common block of text which should appear on all communication material. It includes the complete name of the agency spelled out. Please refer to the USDA logo page for guidance.

To download images, navigate to our home page www.sd.nrcs.usda.gov > newsroom tab > photos and video > [Logos and Graphics](#)

Natural Resources Conservation Service

sd.nrcs.usda.gov/



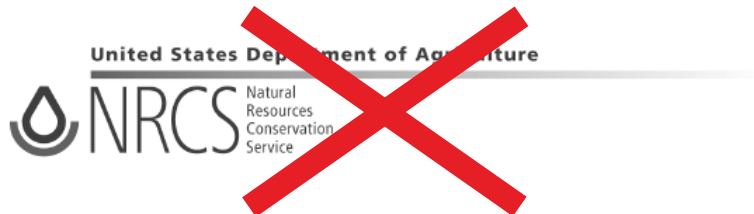
NRCS raindrop design element

(Click images to Download)

The NRCS raindrop is not our logo, but it can be incorporated as an identifying design element.

What NOT to do:

The raindrop should not be used with the NRCS acronym or name to appear as a logo.



Accommodation Statement

Statements for accomodating audiences should be included on publicity materials. Here is an example:

“Persons needing accommodation should contact ____ (POC) at least __ (days/a week?) before the event.”

Non-Discrimination Statement

The Non-Discrimination Statement or the Equal Employment Opportunity (EEO) Statement is to be included on all communication products in a font no smaller than 8pt. On long pieces, such as reports and booklets, the full version will be used and can appear along the bottom of the last page. The short version is acceptable for items such as brochures, bookmarks, single-page designs, exhibits, and signage.

Full Non-Discrimination Version

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

Short Non-Discrimination Version

USDA is an equal opportunity provider, employer, and lender.

NRCS Color Guide

Design standards are established to bring a consistent look and feel to informational materials. They assist audiences in recognizing style elements that over time, develop into instant agency recognition. The purpose of this guide is to provide design options for commonly used products. The guide will serve as a foundation in the effort to build a new portfolio of products, balancing creativity and flexibility with established branding standards.

More information can be found by clicking on the following link:

- Visual Standards Guide-January 2013
www.usda.gov/sites/default/files/documents/visual-standards-guide-january-2013.pdf

Color Palettes

Primary NRCS Color Palette

PMS 368

CMYK

45, 0, 100, 0

RGB

154, 202, 60

Hex#

9ACA3C

PMS 4766

CMYK

100, 0, 28, 0

RGB

0, 171, 192

Hex#

00ABC0

PMS 1225

CMYK

0, 20, 99, 0

RGB

255, 203, 11

Hex#

FFCB0B

Secondary Color Palette

PMS 288

CMYK

100, 65, 0, 30

RGB

0, 44, 118

Hex#

002C76

PMS 7568

CMYK

15, 51, 60, 47

RGB

130, 85, 63

Hex#

82553F

PMS 425

CMYK

0, 0, 0, 80

RGB

88, 89, 91

Hex#

58595B