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Purpose of 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 two design options for commonly used products among the three agencies comprising FPAC. 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 links:

- Visual Standards Guide-January 2013

- Facility Signage-April 2014
Secondary colors for FPAC products can be selected from any of the individual agency palettes as needed.
<table>
<thead>
<tr>
<th>Frutiger</th>
<th>Gotham</th>
<th>Humanist</th>
<th>Open Sans</th>
<th>FPAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light</td>
<td>Light</td>
<td>Light</td>
<td>Light</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Light Italic</td>
<td>Light Italic</td>
<td>Light Italic</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
</tr>
<tr>
<td>Italic</td>
<td>Italic</td>
<td>Italic</td>
<td>Italic</td>
<td>Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>Bold Italic</td>
<td>Bold Italic</td>
<td>Bold Italic</td>
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</tr>
<tr>
<td>Condensed</td>
<td>Condensed</td>
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<tr>
<td>Bold Condensed</td>
<td>Bold Condensed</td>
<td>Bold Condensed</td>
<td>Bold Condensed</td>
<td>Bold Condensed</td>
</tr>
<tr>
<td>Extra Black Condensed</td>
<td>Extra Black Condensed</td>
<td>Extra Black Condensed</td>
<td>Extra Black Condensed</td>
<td>Extra Black Condensed</td>
</tr>
<tr>
<td>Ultra Black</td>
<td>Ultra Black</td>
<td>Ultra Black</td>
<td>Ultra Black</td>
<td>Ultra Black</td>
</tr>
</tbody>
</table>

**Frutiger**
- Frutiger Regular-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%
- Frutiger Bold-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%

**Gotham**
- Gotham Book-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%
- Gotham Bold-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%

**Humanist**
- Humanist Regular-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%
- Humanist Bold-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%

**Open Sans**
- Open Sans Regular-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%
- Open Sans Bold-12pt
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890 !@#$%
When the primary fonts are not available, the default or secondary fonts are Arial and Times New Roman. All three agencies and the FPAC Business Center will use these secondary fonts.

**Arial**

- Regular
- Regular Italic
- Bold
- Bold Italic
- Black
- Black Italic

*Arial Regular-12pt*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%
```

*Arial Bold-12pt*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%
```

**Times New Roman**

- Regular
- Regular Italic
- Bold
- Bold Italic
- Extra Bold

*Times New Roman Regular-12pt*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%
```

*Times New Roman Bold-12pt*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%
```
Basic Elements
Specific branding elements should always be included in every design product. Placement can vary depending on the item being created.

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.

Official Signature

Acceptable Variations

United States Department of Agriculture

United States Department of Agriculture

United States Department of Agriculture
Clear Space
As the primary source of our organization, the USDA symbol should stand out from other graphic elements. The symbol should always be surrounded with a minimum area of clear space equal to the width of the USDA’s letter “A”.

Color
The symbol shall be reproduced in either one or two colors. The official colors for the USDA symbol are dark blue (PMS 288) and dark green (PMS 343). When reproduced in one color, the symbol shall be black or the dominant color used in the information product. When the symbol is placed on a color field, it should be reversed to white.

<table>
<thead>
<tr>
<th>Color</th>
<th>Minimum Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Blue</td>
<td>Print: .5”</td>
</tr>
<tr>
<td></td>
<td>Internet: 72 pixels</td>
</tr>
<tr>
<td>Dark Green</td>
<td>Video: 108 pixels</td>
</tr>
<tr>
<td>PMS 288</td>
<td></td>
</tr>
<tr>
<td>PMS 343</td>
<td></td>
</tr>
<tr>
<td>One Color</td>
<td></td>
</tr>
<tr>
<td>Reverse</td>
<td></td>
</tr>
</tbody>
</table>
**Signature Iso-Bar**

A 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.

Minimum clear space - 100% Signature Cap Height.
Agency 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. Multi-agency products will use the FPAC identifier.

Natural Resources Conservation Service
fsa.usda.gov

Risk Management Agency
nrsc.usda.gov

Solid area can be any of the three FPAC official colors.
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 Statement
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, audiotape, 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 Statement
USDA is an equal opportunity provider, employer, and lender.
SAMPLE LAYOUTS - POWERPOINT

**FSA**

Cover Option 1

Cover Option 2

**NRCS**

Cover Option 1

Cover Option 2

**RMA**

Cover Option 1

Cover Option 2

**FPAC**

Cover Option 1

Cover Option 2

FPAC Visual Standards Guide
Interior slides should include the USDA header and agency identifier at the bottom. Use the appropriate agency color palettes. Slides should have limited text, ideally two to four bulleted sentences.
Fact sheets can be set up for a single-page or multiple-page layout. Photos and images can span the width of one or two columns, depending on the amount of text. Use appropriate agency color palettes.
Multiple page fact sheets will have the EEO statement at the bottom on the final page.
Letterhead

Business Cards

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Administrative Support Assistant
Animal and Plant Health Inspection Service
Plant Protection and Quarantine

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Riverdale, MD 20737-1232
Voice: 301-734-7799   Fax: 301-734-5250
Email: kristine.morrison@usda.gov
www.usda.gov
Option 1 of the trifold brochure design has a layout for both a standard title length and long title length. Images should stay within the predefined column sizes but can be moved within the columns to align correctly with the corresponding text. The images can also be deleted if they are not necessary.

Inside Spread

**Headline of brochure here**

*Brochure sub headline here*

**Fold-in Panel**

Option 2 of the trifold brochure design has the main title running vertically along the right side. Paper size can be either letter (11” x 8.5”) or legal (14” x 8.5”) depending on the length of content.
Banner stands vary in size and the panels should be customized according to the individual vendor specifications.

Often the minimum file resolution is 100 dpi, 100% original size with bleeds.

Content should be limited to main ideas or a theme to maximize visual appeal. Corresponding handouts such as brochures can offer more detailed information about USDA programs.