



United States  
Department of  
Agriculture

Rural  
Development

*A USDA Visual  
Management Guide*

March 2004



# The USDA Rural Development Symbol

Its Purpose and Use



## Upholding Rural Development Brand Identity

USDA Rural Development (RD) has been proudly serving rural America for nearly 70 years. Although the name has changed over the years, the mission remains the same: To enhance economic opportunity and improve the quality of life in rural America.

The RD logo represents the USDA Rural Development brand and its mission. By using this logo, you help reinforce the organization's awareness, credibility and unifying messages. Along with this privilege comes the responsibility of using the logo consistently to maintain the integrity of Rural Development and USDA.

### Purposeful Communication

All organizations have an identity in the eyes of their public, whether or not an organization attempts to form one. These identities are derived from cumulative judgments of responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make

an effort to present itself in a consistent and clear manner with understandable communication materials.

Applying the RD symbol throughout the agency's information materials demonstrates a standard of visual consistency for all of the agency's endeavors, and reduces cost by gaining economy of scale.

### Meaning

The RD symbol represents a rural community overlooking rolling fields (similar to those in the USDA symbol).

### Uses

The RD symbol shall be used to identify the agency in all information materials for all media generated by the agency. This includes print material (stationery, publications, posters, advertising, banners, etc.), dimensional material (exhibits, trade shows, kiosks, seminars, conventions, sign systems), and electronic material (video, web sites, interactive exhibits).

Specific formats can be found in the guides: USDA Visual Information Standards—Print, Exhibit, and Presentation Media, Specifications and Uses; USDA Stationery Systems; USDA Web Site Standards; and USDA Service Center Signs.

### Relationship to the Department of Agriculture

The RD symbol represents one of USDA's many agencies. When used with the USDA symbol, it shall always appear as a subset (one of the agencies) of the Department, except for special functions. When used with the symbols of other agencies of USDA, it should be displayed in an equal manner or as may be agreed upon with another agency.

### With Private Sector Partners

If written permission has been obtained from RD's Legislative and Public Affairs Staff, private sector partners may display the RD symbol. However, it must not appear to constitute warranty of

### Basic Symbol and with Tagline



Committed to the future of rural communities.

### Typical Signatures



United States Department of Agriculture  
**Rural Development**

United States  
Department of  
Agriculture

Rural  
Development



### Symbol Reversed

When the symbol is presented in a single color on a dark background, it should be reversed to white. It is also permissible (in multi-colored printing) to show the symbol in color superimposed on a white rectangle.



private sector organizations, products, services, or endeavors (unless there is a legal agreement to do so). The symbol shall not be displayed in a manner that could be construed as favoring one private organization or product over another.

### The Symbol, the Agency's Signature, and Manner of Display

When the symbol is displayed with the agency and Department names, the agency's signature is formed. The proportions, spacing, drawing, and positioning agency and department names are fixed by design. Do not attempt to re-draw, distort, or re-create them in any manner. Printing or display-ready art in the form of electronic files are provided to help make reproduction simple and accurate. Electronic versions of the Rural Development logo are available online at [www.usda.gov/ruraldevelopmentlogos](http://www.usda.gov/ruraldevelopmentlogos) or on the USDA Visual Communications Center web site at [www.usda.gov/agency/oc/design/art\\_symbols.html](http://www.usda.gov/agency/oc/design/art_symbols.html).

### Tagline

- The tagline *Committed to the future of rural communities*, when used as part of the logo, is for use only as shown in this guide. The tagline may not be altered or modified in any way.
- When not used as a part of the logo, the tagline may be set in the typeface used in the surrounding elements. However, the words of the tagline itself may not be altered in any way.
- The Rural Development logo may be used with or without the tagline.

### Color

The RD symbol shall be shown in its standard two colors when reproducing multiple-color information materials. When reproducing one-color materials, black is the preferred color.

The colors for the RD symbol are specified in the Pantone Matching System (PMS), and the universal standard for multiple-color printing, CMYK (C=Cyan, M=Magenta, Y=Yellow, and K=Black).

For two-color materials the colors are PMS 343 (green) and PMS 288 (blue). For multiple-color printing the blue and green are obtained by "building" with four colors. Thus:

PMS 343; C=100, M=0, Y=69, K=55.

PMS 288; C=100, M=65, Y=0, K=30.



Townscape and letter forms, PMS 288 (blue)

Rolling fields, PMS 343 (green)

February 8, 2004

Agricultural Constituent  
1234 Main Street  
Minneapolis, MN 55101-1234

All organizations have an identity in the eyes of their public, whether or not an organization attempts to form one. These identities are derived from cumulative judgments of responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make an effort to present itself in a consistent and clear manner with understandable communication materials.

The reason for creating an identity for the Rural Development (RD) is to present an image that is purposeful rather than one that appears to have happened by chance. Applying the RD symbol throughout the agency's information materials demonstrates a standard of visual consistency for all of the agency's endeavors, and reduces cost by gaining economy of scale.

The RD symbol has two elements, a progressive, forward-leaning RD using weight reduction of letter forms to indicate a reduction of risk, and a baseline underscoring the RD acronym which is indicative of a distribution curve showing increased profitability.

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The RD symbol represents one of USDA's many agencies. When used with the USDA symbol, it shall always appear as secondary to the Department, except for special functions. When used with the symbols of other agencies of USDA, it should be displayed in an equal manner or as may be agreed upon with another agency.

*Jane Doe*  
Jane Doe  
RD Official

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Committed to the future of rural communities  
An Equal Opportunity Employer

United States Department of Agriculture  
Rural Development

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### Letterhead, business card, and tent card

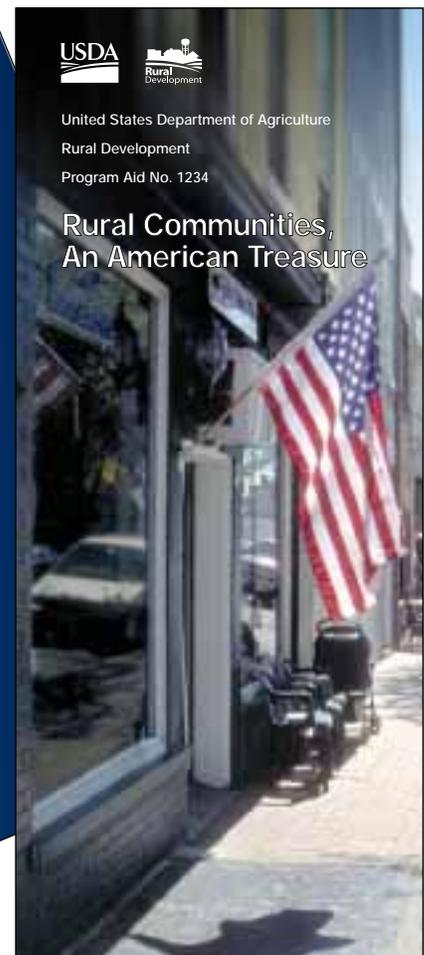
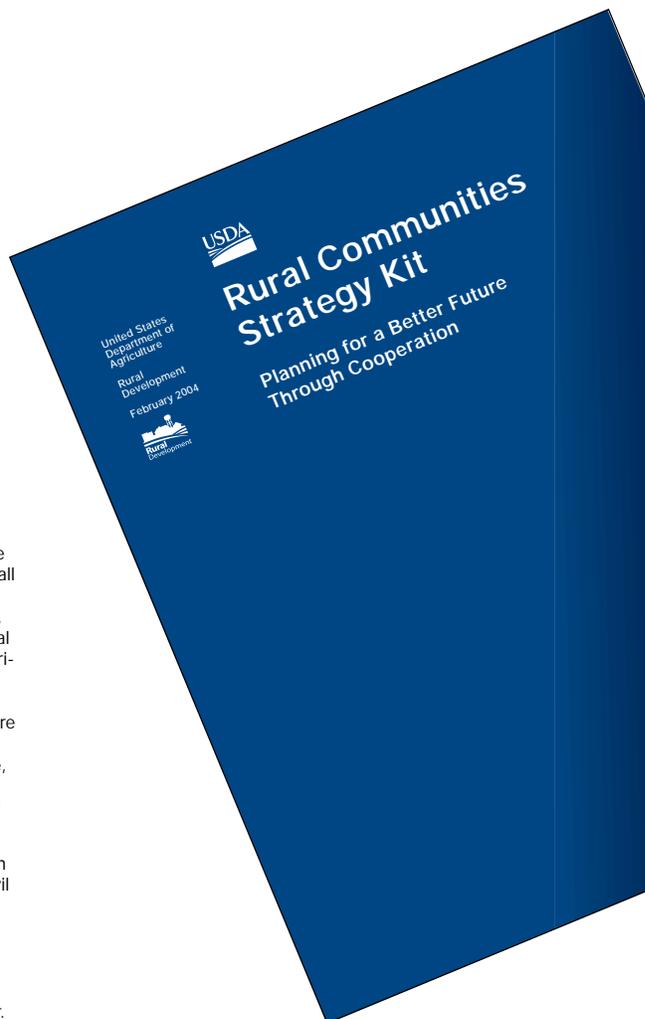
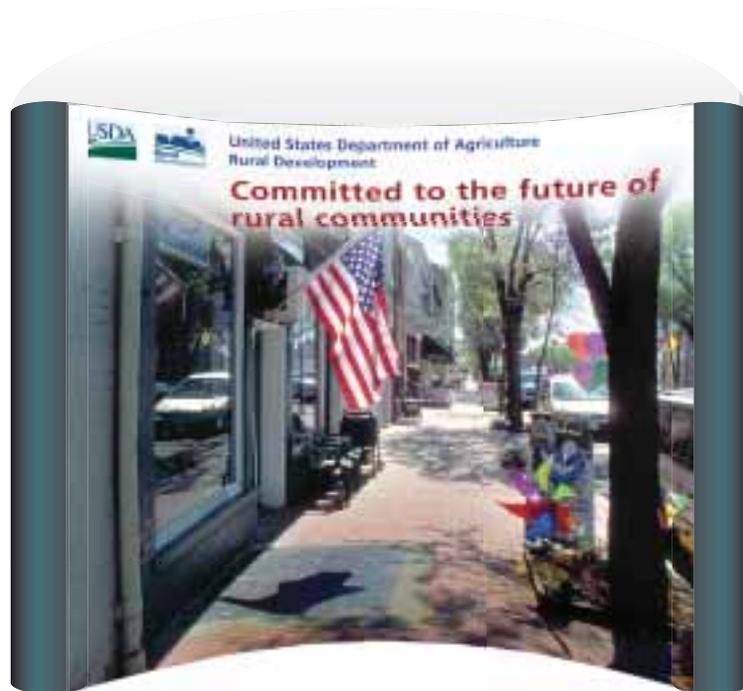
**Virginia K. Morrison**  
Community Development Loans

Committed to the future of rural communities

## Typical Applications of the RD Symbol

### Examples

Typical examples of RD information products for national public distribution (publication and covers, exhibit, and the official stationery) are shown on this and previous pages. Agency communications products adhere to the Department's Visual Management System. More complete guides are available on the web at: "[www.usda.gov/agency/oc/design/vis\\_man\\_guide.html](http://www.usda.gov/agency/oc/design/vis_man_guide.html)".

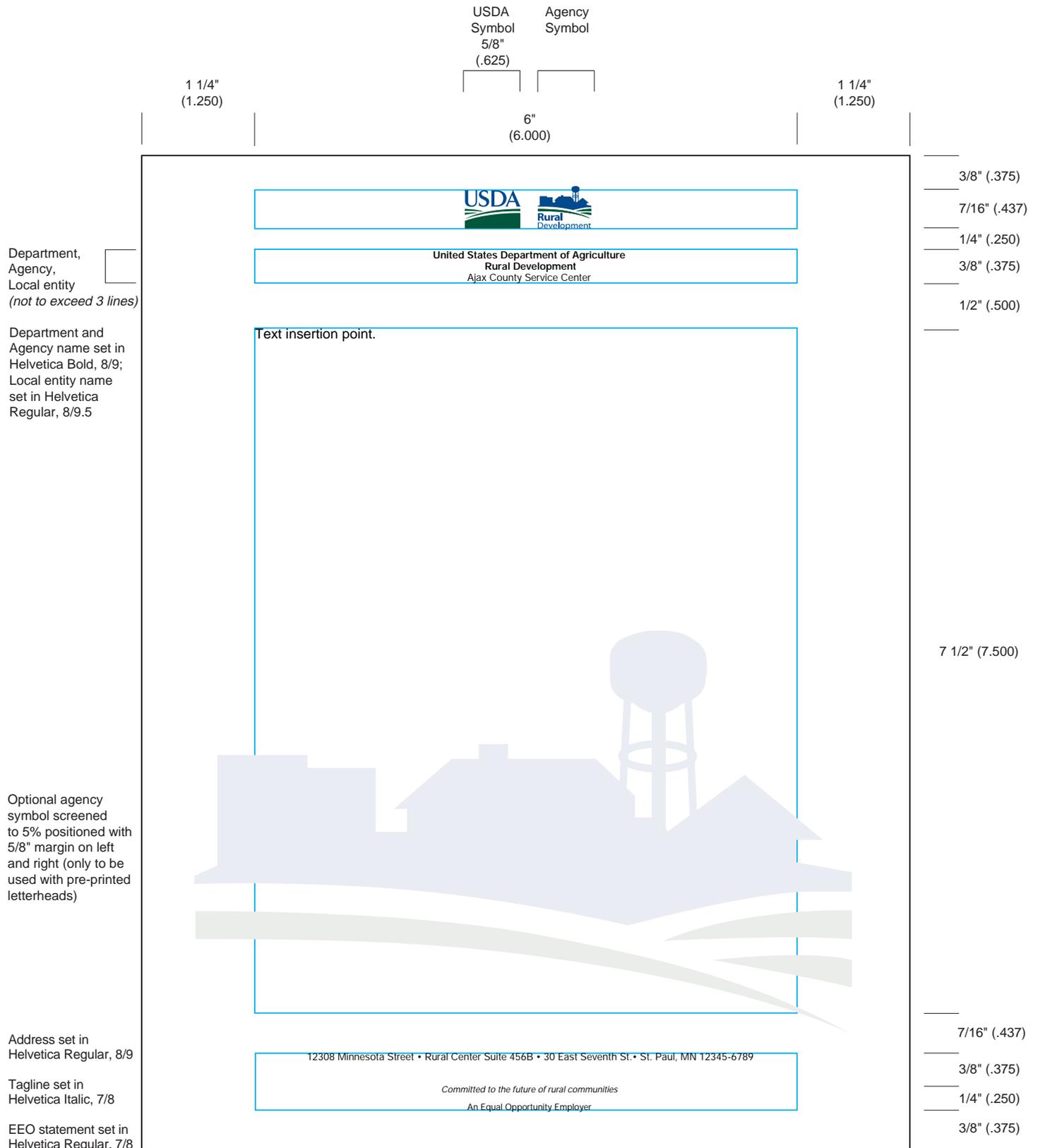


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## II. B. Special-Purpose Letterhead (with Agency Symbol)/Grid and Measures

Size: 8 1/2" (8.500) x 11" (11.000)



RD Business Card with Optional Printed Back

1/4" (.250)	USDA Symbol 7/16" (.437)	Agency Symbol	1/4" (.250)
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<b>Kristine W. Morrison</b> Fiscal Operations and Systems 4700 River Road, Unit 516-A, Riverdale, MD 20737-1232	
Voice: (301) 734 7799 • FAX (301) 734 5250 Email: kristine.morrison@usda.gov	

	1/4" (.250)
	5/16" (.312)
	3/16" (.187)
	1" (1.000)
	1/4" (.250)

Set all type in Helvetica, 7/8 regular or bold as shown except set person's name in 10pt Helvetica Bold,



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Rural Development

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Optional agency symbol screened to 5% printed on back with tagline