



Visual Management Guide

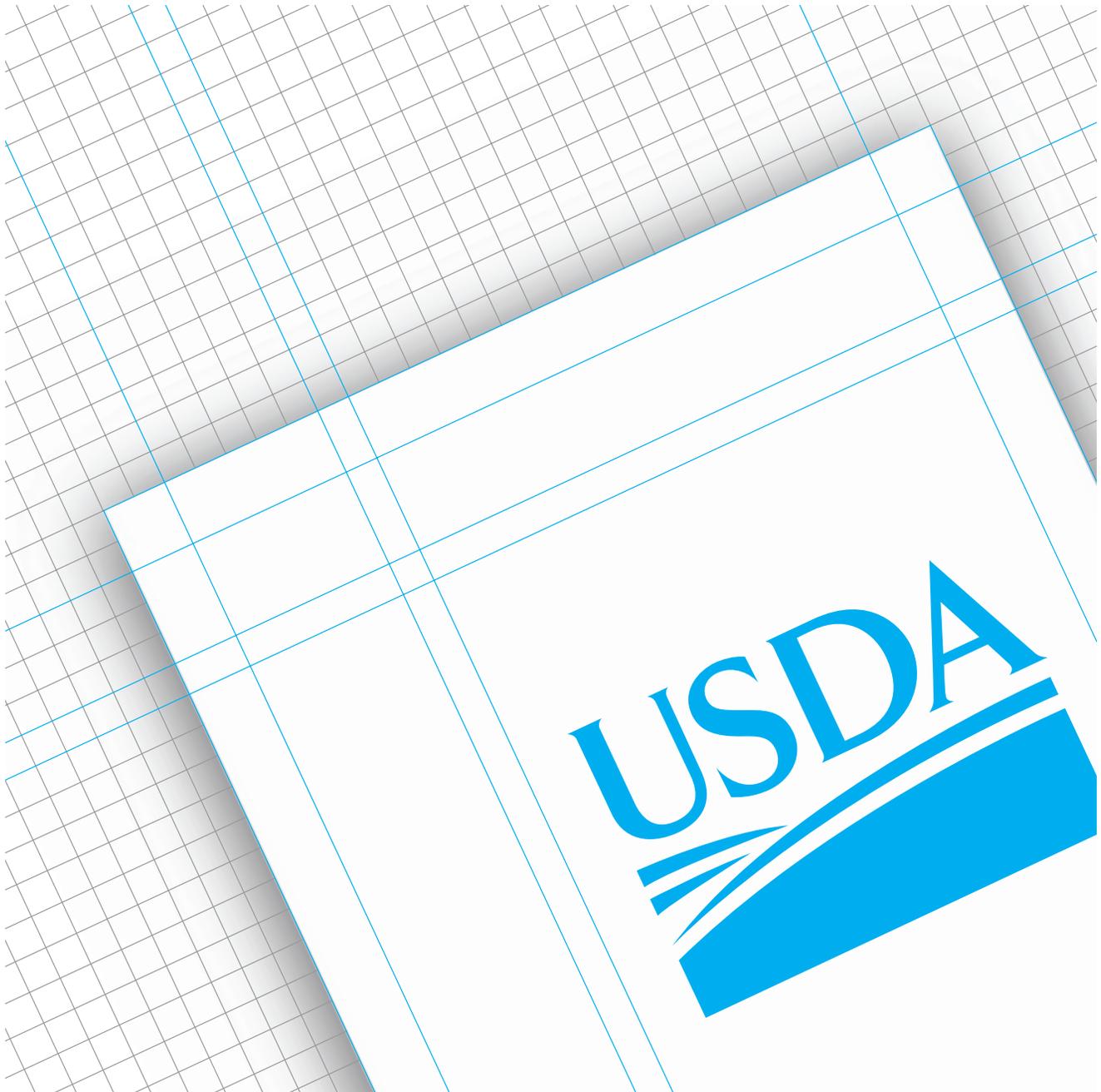
United States
Department of
Agriculture

Office of
Communications

Design Center

December 1998

USDA Stationery Systems Specifications and Uses



Contents

Introduction

Measurement Systems

Measurement Systems, Grid Systems, Typography 4

Conversion Chart 5

Stationery

I. Standard Business Letterhead 6

II. Special-Purpose Letterhead 8

III. Standard Business Envelope, Large Envelope 10

IV. Memorandum, Note Pad, Personal Note 12

V. Business Cards 14

Collateral Material

VI. Information Folder 16

VII. News Releases 18

VIII. Name Tag, Table Identification Card 20

Introduction

General: This Visual Management Guide for USDA Stationery Systems supports the Department's need to speak with "one unified voice," to maintain consistent corporate identity, and to accrue economy of scale with visual information.

This and related guides bring the Department's Visual Management Manual, published in 1980, up to date with current technology, Department policy, Department reorganization, and visual information. The impact of standards on visual communication holds as true today as when the first standards were released. "When various sources of identity are consistent and maintained by quality standards, the public is receptive to an organization's endeavors. In order to present consistent quality material to the public, it is imperative that an organization's visual materials be assembled deliberately, so that they do not appear to have been determined by chance."

Authority: These standards are approved by appropriate authorities and they are mandatory. Authorities for their use are found in Department Regulation (DR)1470: Policy for Visual Communication Standards. Certain variances arise due to technology, organizational functions, and unique audience needs. Variances must be approved in writing by the Office of Communications Design Center.

Compatibility: Other guides which are compatible with the Department's visual management system are *The USDA Symbol, Its Purpose and Use*, Office of Communications (August 1996); *Service Center Signs*, National Food and Agricultural Council (September 1996); *Design Standards*, Farm Service Agency (November 1997); *The RMA Symbol*, Risk Management Agency (May 1998); and *Newstyle Guide, USDA Policy and Style Guidelines for News Releases and Other News Material*, Office of Communications (June 1998). Guides for publication systems, exhibits, presentations, and certain electronic media will be forthcoming.

Specifications: Specifications are written to apply across the broadest spectrum of technologies in the Department and the graphic arts industry. Consequently, measurements are given in the U.S. Customary System while typographic specifications remain in the traditional pica system.

Color: In adherence to the U.S. General Services Administration's Property Management Regulations, USDA stationery materials are generally one color only. The color is black or dark blue (PMS 288). When two colors are approved, they follow the colors for the USDA symbol (PMS 288 and PMS 343, which is dark green). See "The USDA Symbol, Its Purpose and Use."

Measurement Systems

Layout specifications for USDA print materials are given in inches, the **U.S. Customary System**. The smallest increment used in this guide is 1/16 (.0625) of an inch. This chart gives the conversion for fractions of an inch to decimals for use on various computer platforms. Use the decimal equivalent given in column **B** on the conversion chart, for your stationery layout.

Typographic specifications (for the size of type, the space between lines, rules, line length, and the like) are given in the **Pica System**, the printing industry standard. There are 12 points to a pica and 6 picas to an inch. Therefore, 72 points equal one inch. A typical typographic specification would read “set Helvetica regular, 8/9 x 13,” which means: Helvetica = the name of the typeface; 8 = the size of the typeface in points; 9 = leading, the space between lines in

points; and 13 = the length of the line or the width of the column in picas. The smallest increment used for type specifications in this guide is 6 points.

Most users are familiar with the U.S. Customary System. However, both inch and pica measurement options appear on many computers. This conversion chart shows the relationship between the two systems as a general reference. While direct correlation between the two measurement systems is not exact, it can be seen that some increments of an inch are very close to the pica system equivalents. For instance, 1/4" (.250) is the same as 1.5 picas or 18 points (.248).

The size of lines, generally referred to as “rules,” are shown in both measurement systems for general reference.

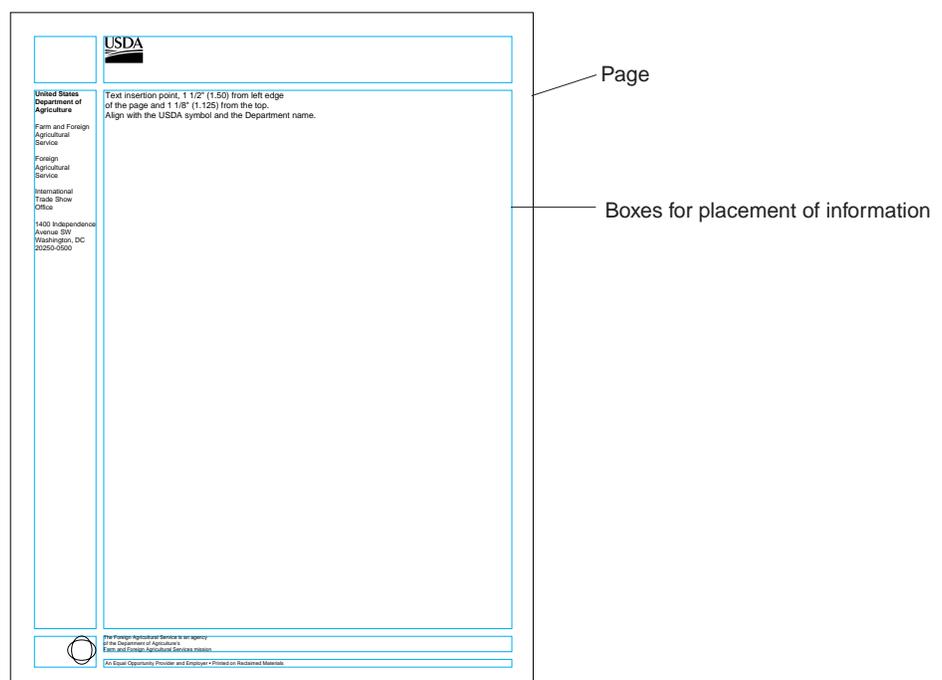
Grid Systems

A grid is an underlying structure for the placement of elements on a page. The grid system for USDA stationery is set up to create boxes which are easily defined in current computer systems. Each box contains an element such as the USDA symbol, an address, or a title. All USDA stationery can be created by drawing the appropriate size box and placing each element in it following the specifications.

Typography

All type for the USDA stationery system is specified in the typeface Helvetica. The typeface equivalent to Helvetica on PC platforms is named “Arial.” The preferred type for text material is Times Roman unless otherwise specified. An equivalent typeface to Times Roman is known as Times Ten.

Basis of the grid system.



Conversion Chart

U. S. Customary System

Pica System

Lines (rules) and Boxes.

Measures are shown in the Pica System (points), and the U. S. Customary System in decimals of an inch.

A	B	C	D	E	
Fraction of an inch	Decimal equivalent of an inch	Points	Picas	Decimal equivalent of an inch	
1/16	.062	3	0.25	.041	0.5 point (.007) 
1/8	.125	6	0.50	.083	1.0 point (.014) 
3/16	.187	9	0.75	.124	2.0 points (.028) 
1/4	.250	12	1.00	.166	3.0 points (.041) 
5/16	.312	15	1.25	.207	4.0 points (.055) 
3/8	.375	18	1.50	.248	5.0 points (.069) 
7/16	.437	21	1.75	.290	6.0 points (.083) 
1/2	.500	24	2.00	.331	7.0 points (.097) 
9/16	.562	27	2.25	.373	8.0 points (.110) 
5/8	.625	30	2.50	.414	9.0 points (.124) 
11/16	.687	33	2.75	.455	10.0 points (.138) 
3/4	.750	36	3.00	.497	11.0 points (.152) 
13/16	.812	39	3.25	.538	12.0 points/1 pica (.166) 
7/8	.875	42	3.50	.579	24 points/2 picas (.331) 
15/16	.937	45	3.75	.621	36 points/3 picas (.497) 
16/16	1.000	48	4.00	.662	48 points/4 picas (.662) 
		51	4.25	.704	60 points/5 picas (.828) 
		54	4.50	.745	72 points/6 picas (.994) 
		57	4.75	.787	
		60	5.00	.828	
		63	5.25	.870	
		66	5.50	.910	
		69	5.75	.952	
		72	6.00	.994	

I. Standard Business Letterhead/Use and Specifications

Use

The Standard Business Letterhead is designated for all of the Department's general business correspondence. Use it for preprinting of stocks for central offices. This format may also be used for field offices and small units where on-demand electronic printing is available and the names and locations are relatively constant.

Typesetting

Set all type in Helvetica, flush left, rag right, normal word and character spacing, upper and lower case.

Department name: Set on three lines, 8/9 bold.

Mission area, agency name, subunit, address: Set on lines to fit, 8/9 regular.

Note: The mission area designation is not applicable to staff offices. It applies to all line agencies that report to an Assistant Secretary.

Agency mission statement, partnership, affiliations: Set in one to three lines, 7/8.

EEO statement, paper stock: Set on one line, 7 points.

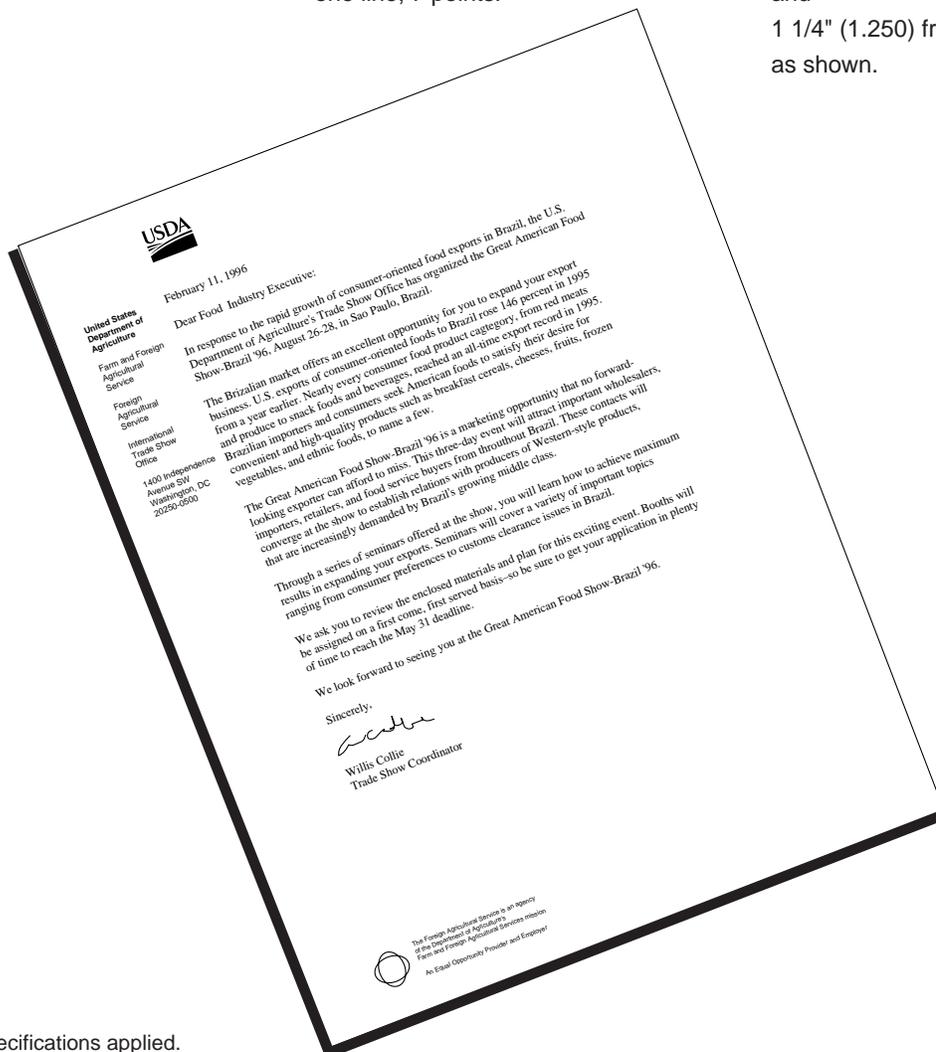
Identifiers

USDA symbol: Position the symbol 1 1/2" (1.500) from the left edge of the page and 3/8" (.375) from the top edge of the page as shown.

Agency symbols, other marks: Place 1/8" (.125) to the left of the agency mission statements, affiliations, and the EEO statement. Agency symbols should be smaller than the USDA symbol or not exceed it in width.

Body of the Letter

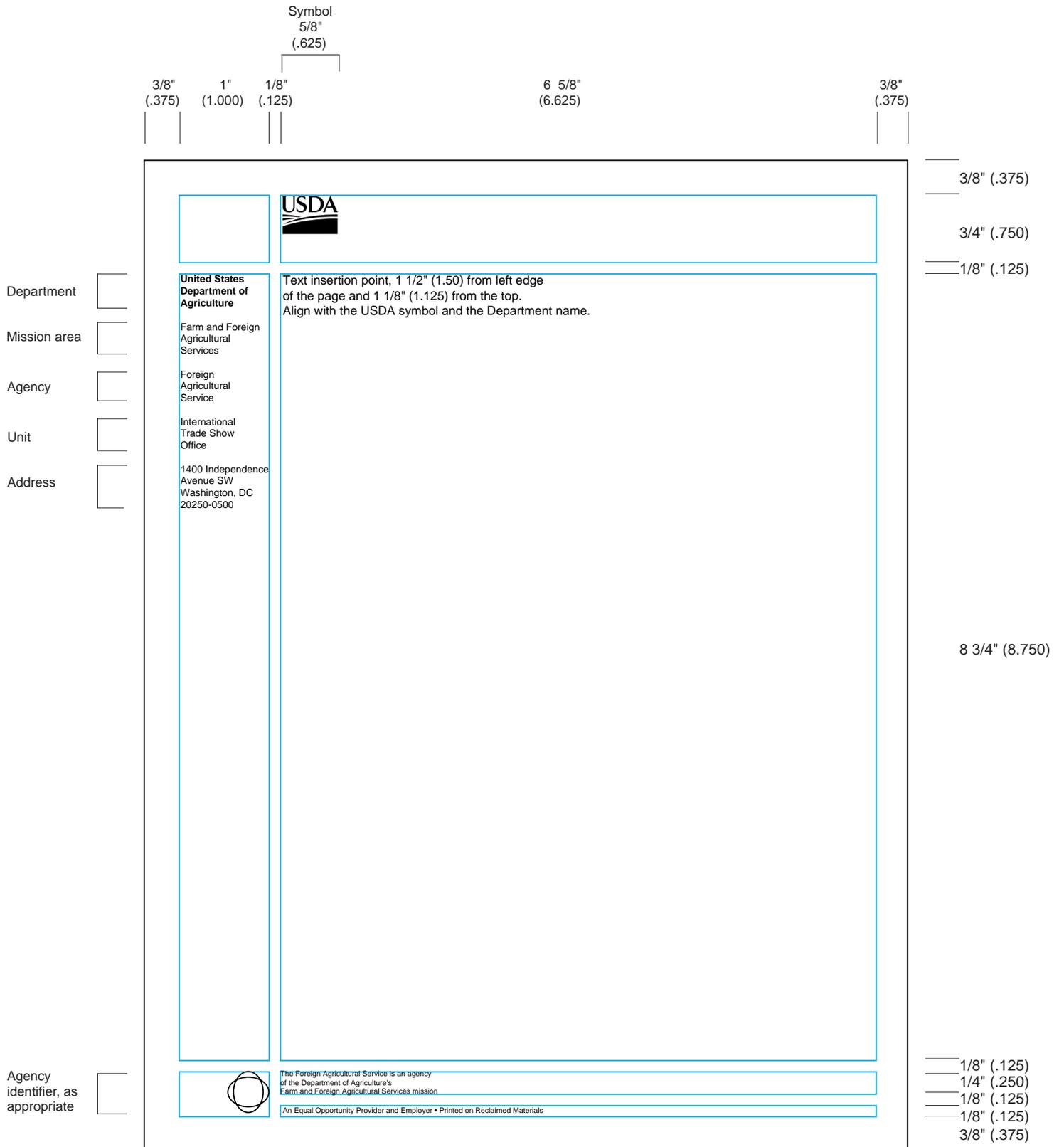
Begin the body of the letter 1 1/2" (1.500) from the left edge of the page and 1 1/4" (1.250) from the top of the page, as shown.



Example of specifications applied.

I. A. Standard Business Letterhead/Grid and Measures

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



Agency mission statement, partnership, affiliations.
EEO statement, paper stock

II. Special-Purpose Letterhead/Use and Specifications

Use

The Special-Purpose Letterhead is designated for the Department's general business correspondence when on-demand electronic printing is the norm as well as when window envelopes are required. It is applicable for use when the names and locations of units change with a frequency that prohibits the stockpiling of preprinted forms.

Typesetting

Set all type in Helvetica, centered, normal word and character spacing, upper and lower case.

Department name: Set on one line, 8/9 bold.

Mission area, agency name: Set on two lines, 8/9.5 regular.

Note: The mission area designation is not applicable to staff offices. It applies to all line agencies that report to an Assistant Secretary.

Address, partnership, affiliations: Set maximum of three lines, 8/9 regular.

EEO statement, paper stock: Set on one line, 7 points.

Identifiers

USDA symbol: Position the symbol 3/8" (.375) from the top edge of the page, centered, as shown.

Agency symbols, other marks: Place 1 1/8" (1.125) from the bottom of the page, centered. Agency symbols should be smaller than the USDA symbol, or not exceed it in width.

Body of the Letter

Begin the body of the letter 1" (1.000) from the left edge of the page and 1 13/16" (1.812) from the top of the page, as shown.



Example of specifications applied.

II. A. Special-Purpose Letterhead/Grid and Measures

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

Symbol
5/8"
(.625)



7 3/4"
(7.750)

1"
(1.000)

1"
(1.000)

Department,
mission area,
agency



United States Department of Agriculture
Research, Education and Economics
Agricultural Research Service

Text insertion point.

3/8" (.375)

7/16" (.437)

1/4" (.250)

1/2" (.500)

1/4" (.250)

7 9/16" (7.562)

Agency symbol



Address,
affiliations



North Atlantic Area • Poultry Processing and Meat Quality Research Unit
Russell Research Center • P.O. Box 5677 • Bangor, ME 30604-5677
Voice 706 546-3052 • FAX 706 546 3533 • E-mail: dmarshall@neiga.net

EEO statement,
paper stock



An Equal Opportunity Provider and Employer • Printed on Reclaimed Materials

1/8" (.125)

3/8" (.375)

1/8" (.125)

3/8" (.375)

1/8" (.125)

1/8" (.125)

3/8" (.375)

III. Standard Business Envelope/Use and Specifications

Use

The Standard Business Envelope is designated for use with all general business correspondence except when window envelopes or other special-purpose envelopes are required.

Typesetting

Set all type in Helvetica, flush left, rag right, normal word and character spacing, upper and lower case.

Department name: Set on one line, 8 point, bold.

Mission area, agency name. Set on two lines, 8/9 regular.

Note: The mission area designation is not applicable to staff offices. It applies to all line agencies that report to an Assistant Secretary.

Address: Set 8/9 regular.

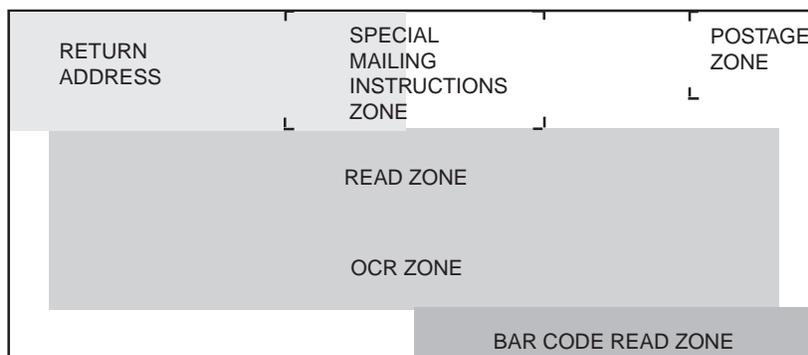
Penalty statement: Set in two lines, 6/7 regular.

Identifiers

USDA symbol: Position the symbol 3/8" (.375) from the top of the envelope and 2 3/4" (2.750) from the left edge, as shown.

Envelope Zones

The U.S. Postal Service has established certain zones for the placement of information on an envelope. The zones are set up generally as shown here. For detailed specifications on zones and other specific mailing information see *Designing Business Letter Mail, Addressing The Future*, publication 25, August 1992 edition, and *Designing Letter Mail*, publication 25, August 1995 edition, U.S. Postal Service.



Envelope zones.

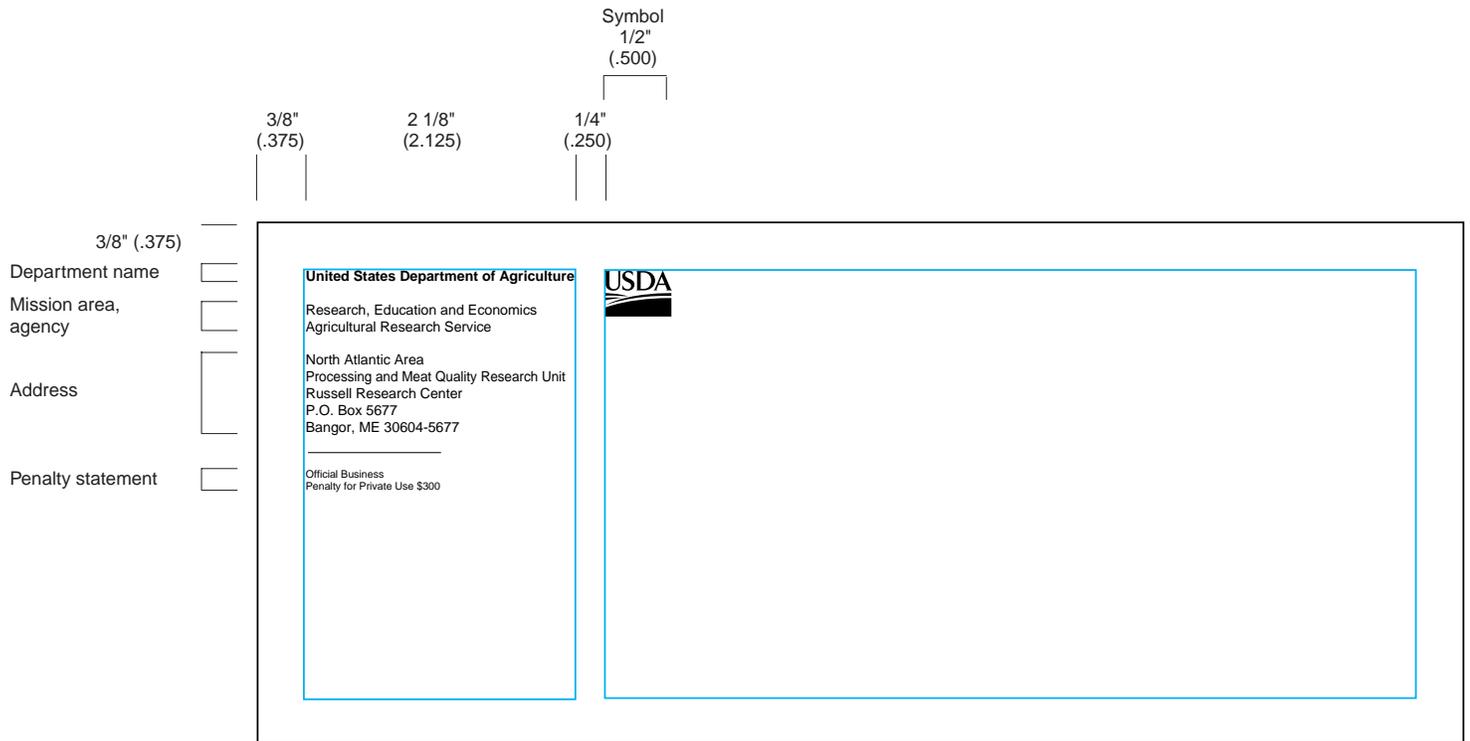


Example of specifications applied.

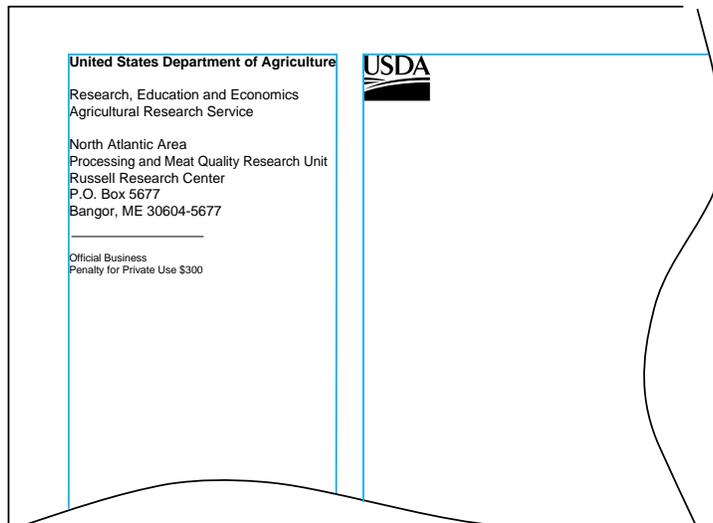
III. A. Standard Business Envelope/Grid and Measures

Size: 4 1/8" (4.125) x 9 1/2" (9.500)

Standard Business Envelope



The Measurements and Specifications Are the Same for Large Envelopes



IV. Memorandum, Note Pad, Personal Note/Use and Specifications

Use

Several memorandums and memo pads are in the Department's stationery inventory. A **formal memorandum** must adhere to instructions set forth in the Department's and the agencies' *Correspondence Manual*. The Special-Purpose Letterhead is designated for formal memorandum. In certain cases either letterhead may apply. Other information about formal memorandums may be found in the *U.S. Government Correspondence Manual*, published by the U.S. General Services Administration.

The **note pad** is designated for general use when the demand is justifiable.

Personal note pads are designated for executives of the Department.

Typesetting

Set all type in Helvetica, centered, normal word and character spacing, upper and lower case.

Department name: Set on one line, 8/9 bold.

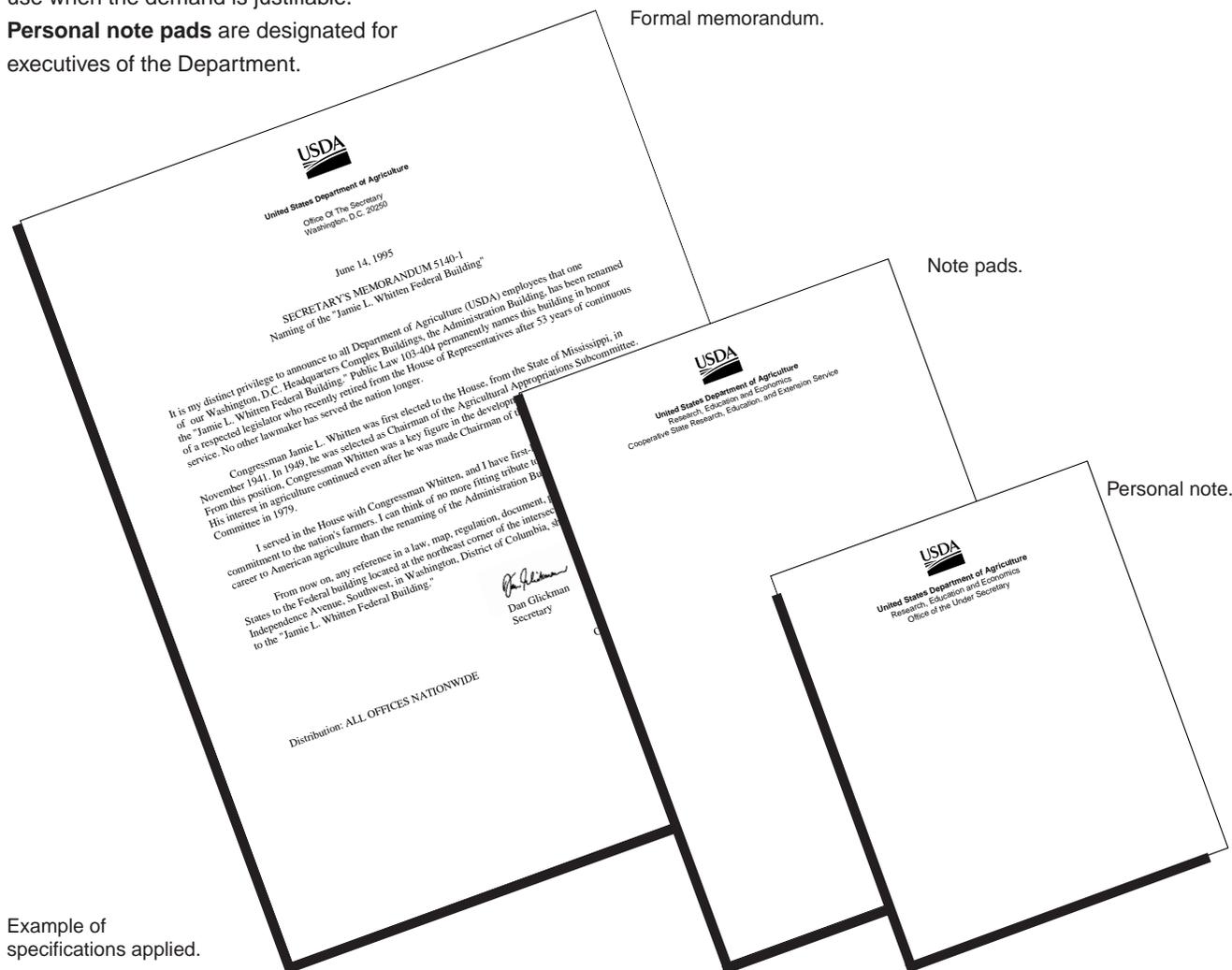
Mission area, agency name. Set on one to two lines, as applicable, 8/9.5 regular.

Note: The mission area designation is not applicable to staff offices. It applies to all line agencies that report to an Assistant Secretary.

Names or titles : Set on one line, 8/9.5 regular.

Identifiers

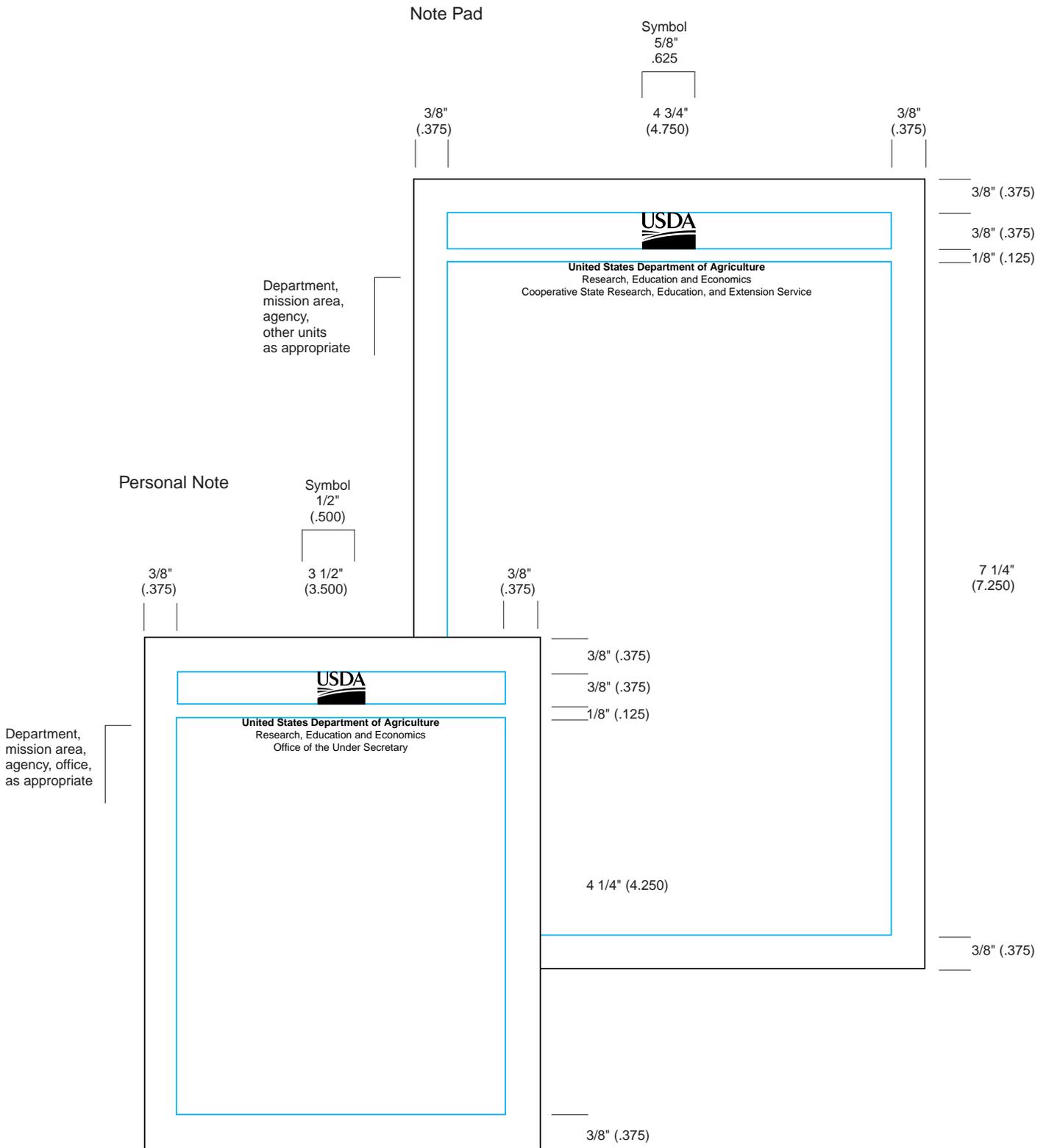
USDA symbol: Position the symbol 3/8" (.375) from the top, centered, as shown.



Example of specifications applied.

IV. A. Memorandum, Note Pad, Personal Note/Grid and Measures

Sizes: Note Pad, 5 1/2" (5.500) x 8 1/2" (8.500); Personal Note, 4 1/4" (4.250) x 5 1/2" (5.500)



V. Business Cards/Use and Specifications

Use

Note: The printing of business cards at Government expense shall abide by the ruling of the Chief Financial Officer of each agency. When printed at Government expense, business cards are for official use only and must follow these formats.

Three formats are available. The business card may be used with or without an agency symbol. The USDA symbol is always used.

Typesetting

Set all type in Helvetica, centered or flush left, normal word and character spacing, upper and lower case, regular or bold, as shown. All type is set 7/8 except for the individual's name. On the flush left format, the name is set 10 points bold. On the centered format, the name is 9 points bold.

Identifiers

USDA symbol: Position to the sizes shown.

Agency symbols or other marks: Position as shown. The size should be the same as the USDA symbol.

Flush left format, USDA symbol only.



Flush left format, with USDA and agency symbol.



Centered format, USDA symbol only.

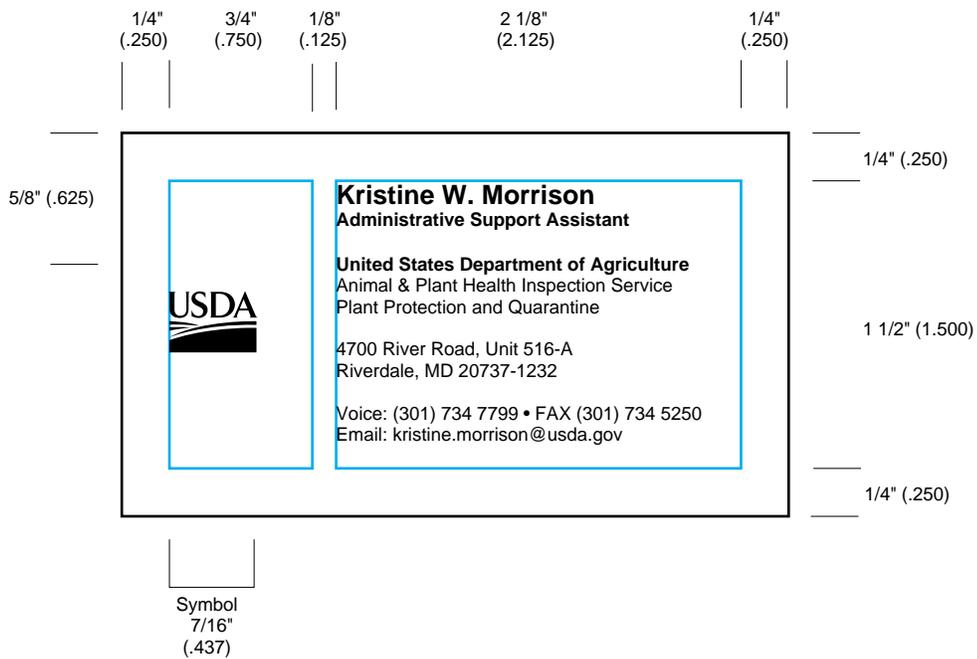


Example of specifications applied.

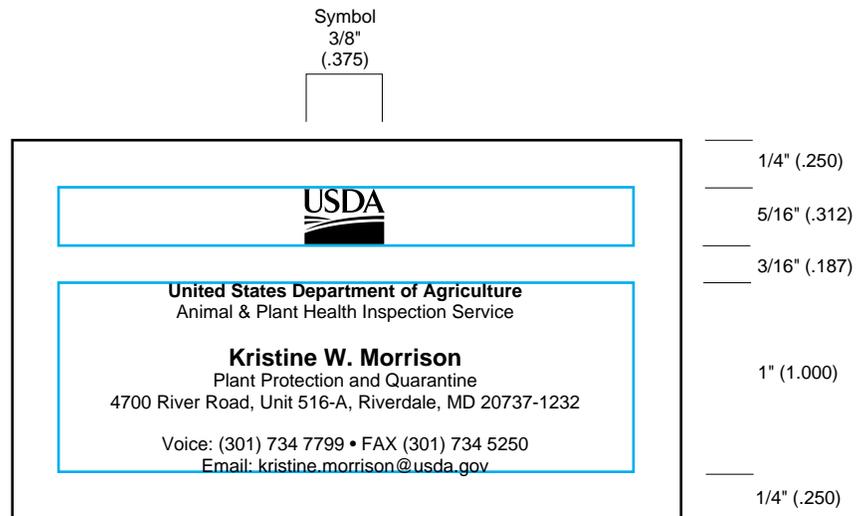
V. A. Business Card/Grid and Measures

Size: 3 1/2" (3.500) x 2" (2.000)

Business Card/Flush Left Format



Business Card/Centered Format



VI. Information Folder/Use and Specifications

Use

The Information Folder is used for packaging information given out to media and other groups during media and special events, symposia, and meetings. It may contain news releases, publications, program information, agendas, biographies, and the like.

Typesetting

Set all type in Helvetica bold, flush left, rag right, normal word and character spacing, upper and lower case.

Department name: Set on three lines, 14/14 dropped out (reversed) from the background color.

Agency name: Set 20/22.

Event and date: Set 36/38 or to fit.

Identifiers

USDA symbol: Place at the bottom of the folder with a 1/2" (.500) margin from the edges of the page.

Agency symbols, other marks: Position agency and partner symbols to the right of the name of the Department. It should be no higher than the background color for the Department's name.

Color

When printed in more than one color, print in the colors for the USDA symbol, PMS 288 (dark blue) and 343 (dark green). The acronym "USDA" in the symbol prints PMS 288. The field graphic underneath the acronym and all other elements print PMS 343.

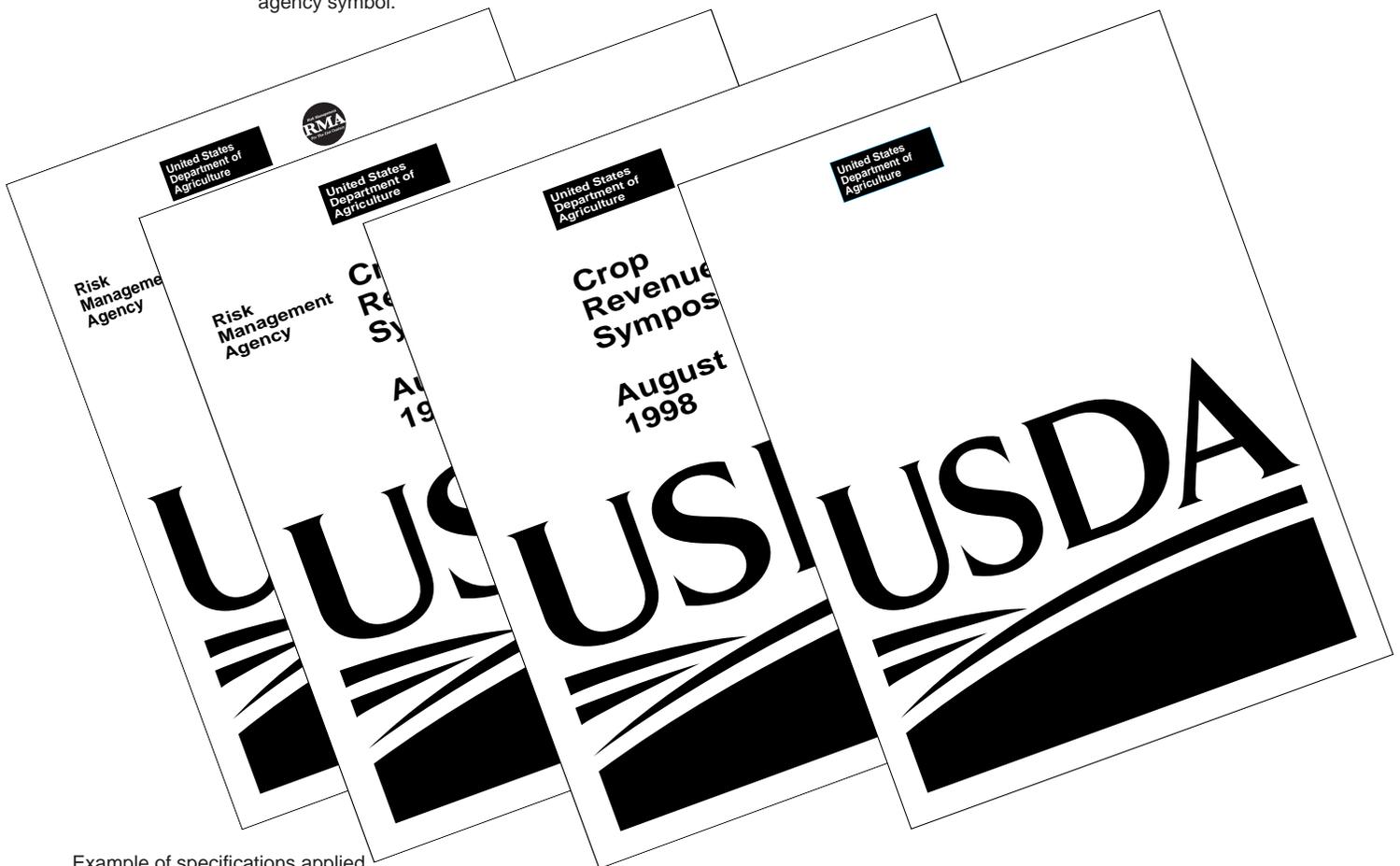
Examples:

Folder with event title, agency name, agency symbol.

Folder with event title and agency name.

Folder with event title only.

Basic folder.



Example of specifications applied.

VI. A. Information Folder/Grid and Measures

Size: 9" (9.000) x 12" (12.000)

1/2" (.500)	1 7/8" (1.875)	1/4" (.250)	1 7/8" (1.875)	1/8" (.125)	1 7/8" (1.875)	1/8" (.125)	1 7/8" (1.875)	1/2" (.500)
----------------	-------------------	----------------	-------------------	----------------	-------------------	----------------	-------------------	----------------

Department name, agency symbol when used.

Agency name (when used), event and date, as required.

USDA symbol.

The layout is a 9" x 12" information folder. At the top, there are four boxes: a white box (1/2" wide), a black box with white text 'United States Department of Agriculture' (1 7/8" wide), a circular logo for 'Risk Management Agency RMA For The 21st Century' (1/8" wide), and another white box (1/2" wide). Below these is a horizontal line. The main content area is divided into two columns. The left column contains the text 'Risk Management Agency' in bold. The right column contains the text 'Crop Revenue Symposium' in large bold font, followed by 'August 1998' in bold. Below this is a large 'USDA' logo in a very large, bold, serif font. At the bottom of the folder is a stylized graphic of a field with black and white curved lines representing furrows or hills.

1/2" (.500)

3/4" (.750)

1/8" (.125)

1/2" (.500)

1/8" (.125)

3 3/4"
(3.750)

1/8" (.125)

5 5/8"
(5.625)

1/5"
(.500)

VII. News Release/Use and Specifications

Use

New Releases are used for all official releases of the Department. The formats for text of releases is found in "Newstyle Guide, USDA Policy and Style Guidelines for News Releases and Other News Materials," published by the Office of Communications, July 1998.

Typesetting

Set all type in Helvetica, flush left, rag right, with normal word and character spacing in upper and lower case and all caps.

News release: Set on one line, all caps, 44 point black.

Basic Department address: Set on three lines, 8/10 regular.

Agency name: Set on one or two lines, all caps, 14/16 bold.

Regional identity: Set the agency name in all caps, and the region in upper and lower case, on two lines 14/14 bold.

Categories: Set 20 point bold.

Text: Set 12/14 Courier or equal.

Identifiers

USDA symbol: Position the symbol 1" (1.000) from the left edge and 3/8" (.375) from the top, as shown.

Agency symbols: When one agency is identified, use the agency symbol to fit on the line with the agency's name if the agency has a symbol. When two agencies are identified, drop the use of agency symbols.

Other Federal departments

When USDA shares releases with one or more Federal departments, refer to the Office of Communications, Communications Coordination and Review Center, for instructions.

Regional news release

3/8" (.375)

1/2" (.500)

1/4" (.250)

1/2" (.500)

1/4" (.250)

1/4" (.250)

1/8" (.125)

Agency news release

3/8" (.375)

1/2" (.500)

1/4" (.250)

1/4" (.250)

1/4" (.250)

1/4" (.250)

1/8" (.125)

News release category

3/8" (.375)

1/2" (.500)

1/4" (.250)

1/2" (.500)

1/8" (.125)

Category

VII. A. News Release/Grid and Measures

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

Basic Department news release

1" (1.000) 5/8" (.625) 1/4" (.250) 5 5/8" (5.625) 1" (1.000)

Symbol, name

Department address, agency name, regional address, as applicable

Text



NEWS RELEASE

United States Department of Agriculture • Office of Communications • News Distribution Room 460-A
 1400 Independence Avenue, SW • Washington, DC 20250-1350 • Internet: news@usda.gov
 Voice: (202) 720 9035 • World Wide Web: http://www.usda.gov

Release No.: 0015.98

Media Contact: Laura Trivers (202) 720-4623
 laura.trivers@usda.gov

Public Contact: Jim Borland (202) 690-0469
 jim.borland@usda.gov

USDA ACTS TO PROVIDE ASSISTANCE TO NEW ENGLAND STORM VICTIMS

WASHINGTON, Jan. 13, 1998--Agriculture Secretary Dan Glickman announced today that USDA is responding decisively to the need for disaster assistance in New England states hit by the week's severe winter storms.

"Our top priority is to help the people of upstate New York and northern New England who were directly affected by the ravages of these ice storms," said Glickman. "We responded quickly to requests for emergency food assistance and help to dairy farmers in the worst-hit areas, and we will continue to provide aid to those in need."

Glickman said that employees from USDA's Food and Nutrition Service, Farm Service Agency, and Natural Resources Conservation Service are on-site and working closely with federal, state, and local officials in New York, Maine, New Hampshire, and Vermont.

The Food and Nutrition Service, at the request of the New York Office of General Services, has begun a 3-day food distribution program to households in Jefferson County, N.Y., to assist about 3,000 families affected by the severe storms. Approximately 7,500 cases of commodities valued at \$99,000 were delivered to 13 Jefferson County food pantries on Jan. 12, for distribution to area households. Four additional New York counties covered by the Presidential disaster declaration have not yet indicated the need for disaster food assistance.

In Maine, USDA is providing food to the American Red Cross for use in congregate meal service for those displaced from their homes by the storms. USDA food that is in stock from on-going nutrition assistance programs like the National School Lunch Program is used in disaster situations to provide quick access to food for those in need. The food used is replaced by USDA when the need for emergency assistance has ended.

Glickman said that Farm Service Agency personnel are working in affected states as part of local community Emergency Management Boards to assess damage and match scarce resources to critical needs. The most critical agricultural need is getting electrical generators to dairy farms suffering power outages and that rely on electricity to milk their cows. Missed milkings can cause animal health problems and losses. In Minnesota, FSA personnel are coordinating National Guard shipments of generators from the Midwest to New England to meet emergency power needs.

-more-

3/8" (.375)

1/2" (.500)

1/4" (.250)

1/2" (.500)

1/8" (.125)

1/4" (.250)

1" (1.000)

VIII. Name Tag, Table Identification Card/Use and Specifications

Use

Name tags and table identification cards may be used at any function where employees represent their office or the Department in some manner.

Typesetting

Set all type in Helvetica, centered, normal word and character spacing, upper and lower case.

Identifiers

USDA symbol: Position the symbol in the center to the sizes shown.

Name tag:

Person's name: Set on one line, 18 point bold.

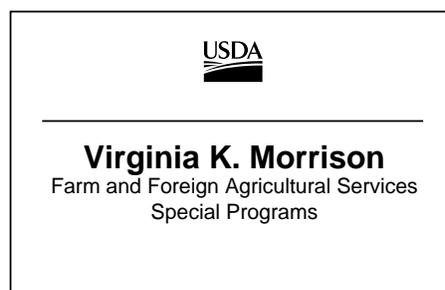
Representation: Set on one or two lines as applicable, 12/14 regular.

Table identification card:

Person's name: Set on one line, 48 point bold.

Representation: Set on one line, 24 point bold.

Department name: Set on one line, 21 point regular.

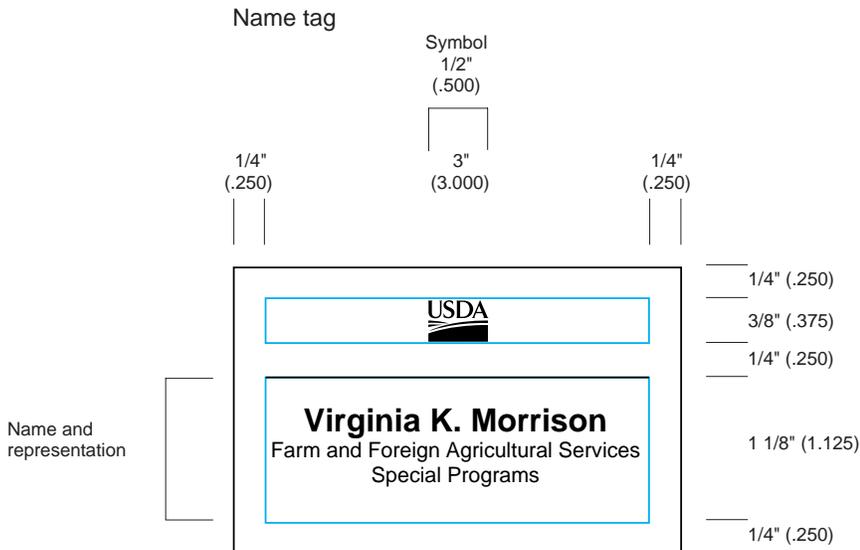
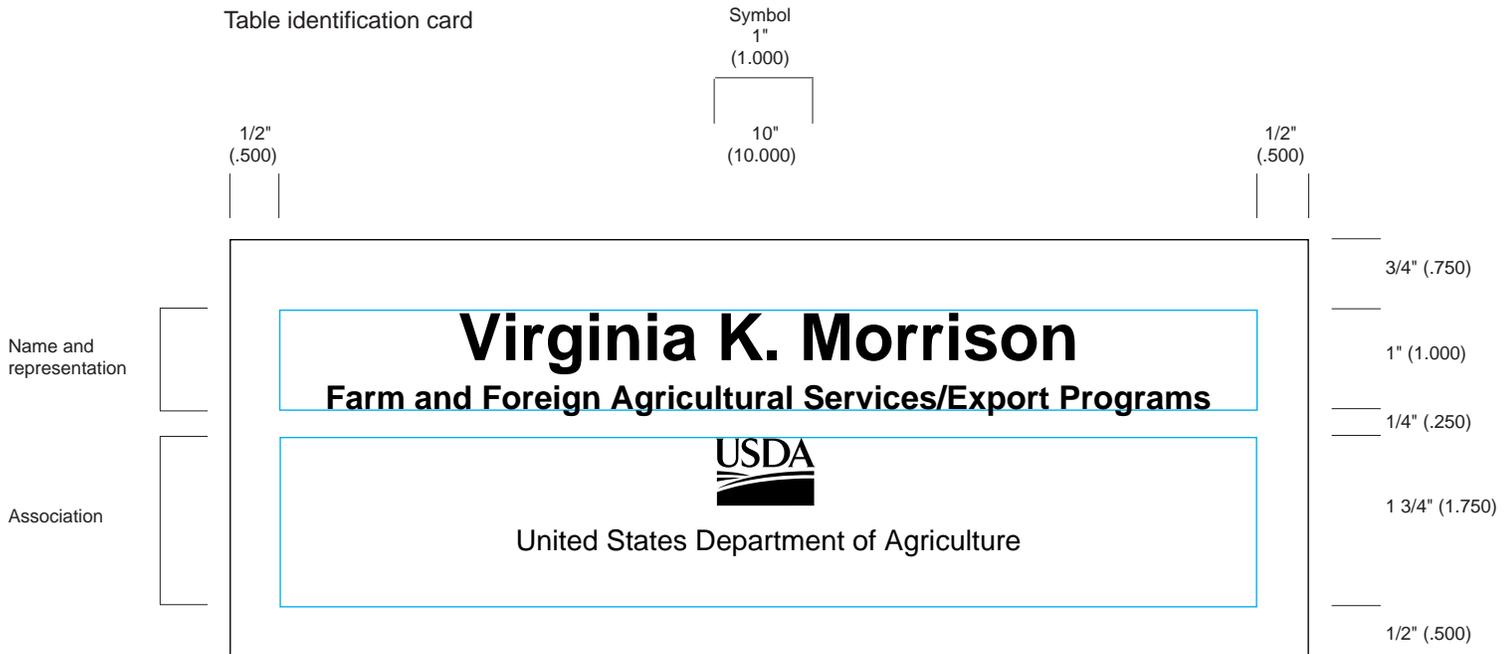


Examples of specifications applied.

VIII. A. Name Tag, Table Identification Card/Grid and Measures

Sizes: Table Identification Card: 11" (11.000) x 4 1/4" (4.250)

Name Tag: 3 1/2" (3.500) x 2 1/4" (2.250)



**To obtain an electronic copy of the
USDA Stationery Systems, Specifications and Uses**

Call up the USDA Home page:

<http://www.usda.gov>

Click

Agencies

Scroll to

Staff Offices

Click

Office of Communications

Under Services click

Design Center

Under the subjects sidebar click

Resources

In the Resources list click

USDA Visual Management Systems

Select

USDA Stationery Systems



United States Department of Agriculture

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.