Facility Signage Guide
Facility signs play a major role in projecting a clear, strong impression of USDA. This facility signage guide serves as a manual for the development and implementation of a comprehensive signage and wayfinding system for both exterior and interior signage. The purpose of this guide is to establish the image of USDA, creating a sense of space that welcomes visitors and staff; defining USDA as a destination, and informing, orientating, and directing visitors to and through all USDA facilities.

All USDA interior facility signage designating a permanent room or space must be ADA compliant. For the latest ADA signage standards and guidelines, contact www.ADA.gov

USDA facilities within the Washington, DC, metropolitan area must comply with special DC/Metro signage requirements. Contact the Office of Operations (OAO) for the latest version.

The objective of this guide is not to replace current signs but, rather, to ensure that when the signs need to be replaced with new signs, they comply with these new guidelines.
Facility Signage

Signature Lockups
Signature lockups must be used on all Department facility signage. Signature lockups combine the USDA Symbol and the Department name. Do not use the USDA Symbol without the Department name. 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.

Color
The signature lockup shall be reproduced in either one or three colors. The official colors for the USDA symbol are dark blue (PMS 288) and dark green (PMS 343), and the Department name is black. When reproduced in one color, the signature lockup shall be black or the most dominant color available. When the signature lockup is placed on a color background, it can be reproduced in one color, either black or white.

Acceptable Signature Lockup Variations

- Solid Black
- Three Color: Dark Blue PMS 288 and Dark Green PMS 343
- One Color - Black
- One Color - Black or White
Signature Lockups

Clearance Space, Proportions, and Placement
Signature lockups must be used on all Department facility signage. Signature lockups are comprised of the USDA Symbol and the Department name. To ensure maximum visibility, the signature lockup should be placed at the top of any signage above the Agency's name. Only use signature lockups supplied by USDA’s Office of Communications. Any substitution of typefonts on signature lockups is unacceptable. Do not attempt to create signature lockups in any manner.

Clearance space shall be used on all signage to provide a clean, consistent background area and position for the signature lockup. All acceptable versions of the signature lockups can be used. No images, gradations, or other graphics can appear within the clearance space. All other types of visual elements, images, and typography can fall below the clearance space. Helvetica and Arial are the preferred typefonts.
Free-Standing Signage

Signature lockup must be positioned above all other names.
Use street address or site number as required by the office complex or landlord. Signature lockup must be positioned above all other names.
Directional Signage

Directional arrows can be placed where appropriate outside the signature lockup clearance space.
Office Room Signage

USDA Facility

All USDA interior facility signage designating a permanent room or space must be ADA compliant. For the latest ADA signage standards and guidelines contact www.ADA.gov. Signature lockup must be positioned above all other names.
Office Room Signage

Non-USDA Facility
Signature lockup is not required.

9201
Agency Name
Division Name
Tenant Name
Tenant Name
Tenant Name
Building Directory

USDA Facility

Signature lockup must be positioned above all other names.

United States Department of Agriculture

Service Center

Farm Service Agency  201
Rural Development  201
Natural Resources  205
Conservation Service
Culpeper Soil and Water Conservation District  207
# Building Directory

**Non-USDA Facility**

The Department name must be fully spelled out and positioned above the Agency name.

<table>
<thead>
<tr>
<th>XYZ Office Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Tenant</td>
</tr>
<tr>
<td>Other Tenant</td>
</tr>
<tr>
<td>United States Department of Agriculture</td>
</tr>
<tr>
<td>Other Tenant</td>
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