

For: FSA Employees and Contractors

FSA Design Standards, Visual Management Guide Modifications

Approved by: Administrator



1 Overview

A Background

FSA OEA modified the FSA Design Standards, Visual Management Guide, which has been distributed to State Offices. The revision, supervised by USDA’s Office of Communication, reflects the current logo, new agency branding effort, and color modifications made recently. An informal survey of FSA printed and web materials, conducted in 2008, revealed that State and County Offices were designing their own “look” for letterhead, newsletters, news releases, and locally designed posters, and brochures. This wide use of varying styles made FSA publications difficult to recognize from office to office. Having a single, clean, and consistent visual standard for all publications will enhance agency awareness and assist our producers in recognizing official information.

B Purpose

This notice provides goals for implementing FSA’s visual design standards, uses, and situations in which changes must be administered.

C Contact

For questions or comments about this notice contact Kent Politsch, Public Affairs Chief, by either of the following:

- e-mail at kent.politsch@wdc.usda.gov
- telephone at 202 720-7163.

Disposal Date	Distribution
June 1, 2011	All FSA employees and contractors; State Offices relay to County Offices

2 Applying the FSA Design Standards to Documents

A Ensuring Consistent Design of Documents

The FSA Design Standards, Visual Management Guide defines procedures and standards for a consistent look. This will ensure that FSA meets the need to reinforce and protect the integrity of the USDA FSA brand. Therefore, it is critical that designers and developers use this guide to better understand how to apply the new USDA FSA logo and approved layout on all publications. The changes are intended to improve FSA identity, promote FSA awareness, and bring a consistent appearance but will also enhance cost effectiveness. Pre-established formats eliminate the need to recreate format and appearance of each new publication. The standards shall be followed for:

- all internal, administrative materials in operation of FSA and in the management of its programs
- material prepared for all external audiences, including special communication products.

Note: Special communications include outreach, recruitment, risk management, safety or special events or program information, exhibits, posters, brochures, power point presentations and fact sheets, et al.

B Accessing Templates With New Design Standards

Some documents affected by the design changes are commonly used by employees with administrative duties. The documents include letterhead and memorandum. Templates for these 2 documents in both vertical and horizontal layout designs can be found on the FSA Intranet site at <http://fsaintranet.sc.egov/dam/ffasforms/currentforms.asp>.

Click on “Find Current Forms Using Our Form Number Search.” The Advanced Search for Current Forms page will be displayed. Under “Form Title Keyword:” TYPE “letterhead” and then click on the “Submit” key. The location for downloading letterhead and memo templates will be displayed.

For an example of the letterhead template with:

- FFAS vertical address displayed see Exhibit 1
- FFAS horizontal address displayed see Exhibit 2
- CCC address displayed see Exhibit 3.

Conversely, a majority of the documents are used for specific communications tasks related to public affairs, such as news releases, fact sheets, biographies, and newsletter templates. Initially, these templates will be stored in the new Public Affairs SharePoint site, which is available to State communications coordinators for Statewide distribution. Additional sites may be designated for broader access at a later date.

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2 Applying the FSA Design Standards (Continued)

C Assistance Designing Materials

Design software for building items like fact sheets, biographies, multiple-fold fliers and other specialty items may not be readily available to all offices. Therefore, assistance may need to be requested from State Offices or MSD Forms, Graphics, and Records Section. Lack of design software is not justification for changing the visual design standards provided in the guide.

The FSA Design Standards, Visual Management Guide is available on the FSA Internet at www.fsa.usda.gov. On the FSA Home Page:

- CLICK “Ask FSA”
- in the “Search by Keyword” field, ENTER “FSA Visual Design Standards”.


D Action

Supervisor and managers shall ensure that:

- employees and contractors receive this notice
- employees and contractors are aware of the new FSA standards
- reproduced publications comply with the new FSA standards.

Example of FSA Letterhead With Vertical Address

The following is an example of the FSA letterhead with the address displayed vertically.




United States
Department of
Agriculture

Farm and
Foreign
Agricultural
Services

Farm
Service
Agency

[Replace text
with your
State/county
name or
organizational
entity;
mail stop code
and/or room number;
P.O. Box or street
address; and
city, State, ZIP code]


Start typing here.




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Example of FSA Letterhead With Horizontal Address

The following is an example of the FSA letterhead with the address displayed horizontally.


	United States Department of Agriculture	Farm and Foreign Agricultural Services	Farm Service Agency	State/county name or organizational unit Mail stop code and/or room number P.O. Box or Street Address City, State, ZIP Code
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Start typing here.


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Example of CCC Letterhead

The following is an example of the CCC letterhead.

 United States Department of Agriculture	Farm and Foreign Agricultural Services	Commodity Credit Corporation	State/county name or organizational unit Mail stop code and/or room number P.O. Box or Street Address City, State, ZIP Code
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Start typing here.



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