

**For:** State and County Offices

**Replacing FSA Logo With USDA Logo to Properly Brand “One USDA”**

**Approved by:** Administrator



**1 Overview**

**A Background**

DR 1430-002 establishes USDA policy about designing and using new and existing logos/marks (words, acronyms, symbols, insignia, devices, and combinations, thereof), in program materials, by the Department’s mission areas, agencies, and staff offices. A consistent and uniform USDA “brand” will identify mission areas, agencies, and offices, and their programs, initiatives, legislation, events, etc., and be used on products and services by program participants to certify participation in or compliance with Department programs.

DR 1430-002’s goal is to clarify and implement a new policy for branding the entire Department under “One USDA Speaking With One Voice”. This strategy is meant to establish a consistent and uniform “brand” for communicating with USDA’s various audiences, including farmers and ranchers, land-grant universities, agribusiness groups, the general public, and others. The belief is that independently and uncoordinatedly creating and using logos/marks by USDA’s agencies, mission areas, and staff offices has fragmented USDA’s identity and confused the public. Further, the Department reports that significant resources are spent in creating and placing individual USDA agency logos/marks.

**B Department Policy**

USDA policy is to design and use communication products in the most efficient and cost-effective manner. By more closely coordinating the use of the USDA symbol/mark, the Department will strengthen the public’s awareness of USDA’s role in their lives while conserving resources.

DR 1430-002 states that designing or using all new and existing logos/marks in program materials and in media, by the Department’s agencies, mission areas, and staff offices, to identify the agencies, etc., and on products and services by program participants to indicate participation in or compliance with Department programs, **must** be according to standards and guidelines established by USDA’s Office of Communications (OC).

Disposal Date	Distribution
January 1, 2014 4-26-13	State Offices; State Offices relay to County Offices

## 1 Overview (Continued)

### B Department Policy (Continued)

Designing and using new and existing logos/marks require approval by the OC, Branding, Events, Exhibits, and Editorial Review Division.

The USDA symbol shall be reproduced **only** from art supplied by OC. Do **not** attempt to recreate the symbol in any manner. Do **not** provide copies of the symbol art to external parties without the approval of OC. To review the entire DR, go to <http://teamrd.usda.gov/rd/LAPAS/materials/DR1430-002LogosJanuary2013.pdf>.

### C Purpose

This notice provides:

- specific guidance for removing, through attrition, the current FSA logo/mark, program icons, project emblems, and all other symbols that are described in DR 1430-002 as distractions from the USDA identity
- an example of the template formatting.

FSA logo/marks shall be removed from existing communications materials, media, forms and graphics, signage, awards, business cards, and similar items as they are being reproduced or replaced, including immediate action on electronic files for producing letters, memoranda, news releases, fact sheets, newsletters, forms, graphics, and other electronically attachable or printable materials.

### D Contacts

If there are questions about this notice, State Offices shall contact either of the following:

- Kent Politsch, OEA, Public Affairs Staff (PAS), by either of the following:
  - e-mail at [kent.politsch@wdc.usda.gov](mailto:kent.politsch@wdc.usda.gov)
  - telephone at 202-720-7163
- Isabel Benemelis, OEA, PAS, by either of the following:
  - e-mail at [isabel.benemelis@wdc.usda.gov](mailto:isabel.benemelis@wdc.usda.gov)
  - telephone at 202-720-7809.

## 1 Overview (Continued)

### E Authority and Guidance

Director, OC established DR 1430-002 pursuant to the authorities delegated at 7 CFR 2.36.

OC's "Visual Standards Guide" dated October 2012, available at [www.usda.gov/oc/](http://www.usda.gov/oc/) is the principal guide for all future production of communications materials. To download PDF copy of the guide, under "Divisions", CLICK "**Brand Events/Exhibits and Editorial Review**".

### F DR 1430-002 Guidance

DR 1430-002 applies to:

- all mission areas, agencies, and staff offices of USDA
- existing and new logos/marks, including "logos/marks" that are currently being developed
- logos/marks only to the extent to which the design and use, as defined in DR 1430-002, of a logo/mark is **not** provided for by laws and regulations specific to that logo/mark
- agencies using existing supplies of stationery and products until exhausted

**Note:** Agencies need approval to place existing logos/marks on any items from this date forward.

- using the official USDA symbol and seal.

**Note:** OC's "Visual Standards Guide" is the guidance for properly using the official USDA symbol and seal.

2 Action

A Washington, DC; Kansas City and St. Louis, Missouri; and Salt Lake City, Utah Action

Administrative and program personnel in Washington, DC; Kansas City and St. Louis, Missouri; and Salt Lake City, Utah, shall:

- follow the procedures and policy in this notice
- comply with the instructions and timelines in DR 1430-002 for removing the current and any former FSA logos, program icons, and artwork in which any of these identifying markers are used in publications, publication templates, correspondence, correspondence templates, forms, graphics, signage, clothing, and any other medium on which the logo may be used

**Note:** In general, changes are due when existing prepared supplies are exhausted. However, electronic files shall be updated **immediately**. **Exterior building signage and interior signage on doors**, wall mounts, framed identifiers, and other interior office markings shall be updated to the exclusive USDA logo when the signs are replaced for aesthetic reasons, because the office is relocating or the landlord chooses to remodel, or if the signage is damaged or destroyed through disaster, natural or caused by human error or criminal intent. For specific but temporary guidance on creating new signage, see 33-AS, paragraph 119, according to DR 5160-003, governing building signage. DR 5160-003 is currently being updated and will become the exclusive guidance source for signage when issued.

- submit request exceptions for future logos/marks to OC with adequate time to review the purpose and render a decision before the logo/mark is needed. See DR 1430-002, Part 7 and Appendix A.

2 Action (Continued)

B State Office Action

State Offices shall:

- ensure that State and County Office personnel follow the procedure and policy in this notice
- comply with the instructions and timelines in DR 1430-002 for removing current and any former FSA logos, program icons, and artwork in which any of these identifying markers are used in publications, publication templates, correspondence, correspondence templates, forms, graphics, signage, clothing, and any other medium on which the logo may be used

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- submit request exceptions for future logos/marks to OC with adequate time to review the purpose and render a decision before the logo/mark is needed. See DR 1430-002, Part 7 and Appendix A.

## 2 Action (Continued)

### C County Office Action

County Offices shall:

- ensure that personnel follow the procedure and policy in this notice
- comply with the instructions and timelines in DR 1430-002 for removing current and any former FSA logos, program icons, and artwork in which any of these identifying markers are used in publications, publication templates, correspondence, correspondence templates, forms, graphics, signage, clothing, and any other medium on which the logo may be used

**Note:** In general, changes are due when existing prepared supplies are exhausted. However, electronic files shall be updated **immediately**. **Exterior building signage and interior signage on doors**, wall mounts, framed identifiers, and other interior office markings shall be updated to the exclusive USDA logo when the signs are replaced for aesthetic reasons, because the office is relocating or the landlord chooses to remodel, or if the signage is damaged or destroyed through disaster, natural or caused by human error or criminal intent. For specific but temporary guidance on creating new signage, see 33-AS, paragraph 119, according to DR 5160-003, governing building signage. DR 5160-003 is currently being updated and will become the exclusive guidance source for signage when issued.

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## 3 Template Modification

### A Template Requirements


Part of OC's change implemented with the "One USDA" is the common look of the news release, advisory, fact sheet, and newsletter templates as illustrated in the USDA Visual Standards Guide, as follows:

- Fence Post and State and County newsletters will continue to use the prescribed masthead
- all FSA offices shall modify news release, fact sheet, and any other approved newsletter masthead electronic templates to comply with the new standard
- requests to modify or create an alternative appearance to approved newsletter mastheads shall be submitted to the Director, OEA, for consideration, and **must** include statements of justification.

### 3 Template Modification (Continued)

#### B Example of Template Formatting

The following is an example of the template and its style guide.

 United States Department of Agriculture	
Office Name Office Address Office Address Phone number Email address Website url	<h1>Newsletter Title</h1>
Insert Newsletter text Here Insert Newsletter text Here Insert Newsletter text Here	
Suggested fonts and sizes per DR 1430-002 are as follows:	
Address text box:	
Office name: Helvetica, BOLD, blue, 12 pt	
Office Address and info: Helvetica, black, 11 pt	
Newsletter Title: Helvetica, BOLD, gray, 48 pt	
Body text: Times New Roman, black, 12 pt	