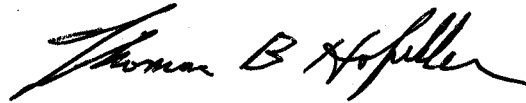


**For:** FSA Employees

**New FSA Logo and Branding Campaign**

**Approved by:** Acting Administrator



**1 Overview**

**A Background**

USDA is made up of 19 agencies that provide a variety of services, including, but not limited to:

- monitoring threatening diseases
- distributing food stamps
- exploring new markets for U.S. agricultural products
- providing food aid for those in need at home and abroad
- putting out forest fires.

FSA is one of the 19 agencies and it, too, performs a variety of services:

- distributing funds to farmers to ensure that specific crops are grown and that the farmers have sufficient income to stay in business
- offering farmers financial incentives to conserve land and natural resources
- providing a safety net against natural disasters
- lending individuals money to buy farmland or new equipment
- administering storage contracts and securing grains, cotton, and other commodities that producers forfeit if marketing loans are not paid
- distributing forfeited commodities to needy people and needy nations when hunger is an issue.

| <b>Disposal Date</b> | <b>Distribution</b>                                      |
|----------------------|--|
| June 1, 2009         | All FSA Employees; State Offices relay to County Offices |

## 1 Overview (Continued)

### A Background (Continued)

One-hundred-thousand people work for USDA, about 15 percent at FSA. FSA operates nationwide and functions much like its predecessor did in the 1930s when the agency was formed. It delivers services through a network of more than 2,200 County and State Offices. USDA's size and complexity make it difficult for FSA to lay claim to an identity that helps it stand out among the 19 agencies. While the Agency's duties, network of offices, and ties to grassroots county governance are unique, it is hard to put into a simple statement what the Agency does, why its constituents care, and what the Agency's work means to America.

### B Purpose

This notice advises employees that:

- FSA is launching a campaign to strengthen its identity, also known as “branding” the identity
- the FSA logo is changing and becoming a single contemporary image with which to work; recognizable, but easier to apply
- each FSA program area will be identified by an icon and stylized font for use in graphic materials
- icons are to be used to help identify areas of program importance but are not stand-alone images; they are to be used as ID's only when the FSA logo is present
- Office of External Affairs (OEA) is distributing USDA graphic guidelines for using logos, icons, and other branding materials at the county, State, and national level.

**Notes:** See Exhibit 1 for a visual standards summary with specific details for FSA's changes.

The USDA Visual Information Standards can be found at the following link [http://www.usda.gov/agency/oc/design/downloads/pdf\\_forms/VisualManGuides/Visual\\_Stand04web.pdf](http://www.usda.gov/agency/oc/design/downloads/pdf_forms/VisualManGuides/Visual_Stand04web.pdf).

### C Strengthening the Agency's Identity

The goal of the branding campaign is to strengthen the Agency's identity. This is important because a stronger identity will help employees when:

- implementing programs
- marketing loans
- encouraging young people to convert FFA and 4H projects into businesses
- encouraging female and minority farmers to be nominees for COC elections
- deploying the goodwill of the Agency.

## 2 Implementing and Using the New Logos

### A Logo and Program Icons

The branding mark or logo for FSA is new. A new color pallet and 3 new icons have been developed to represent the 3 program areas: Farm Programs, Farm Loan Programs, and Commodity Operations. See Exhibit 2.

Offices shall follow the USDA Visual Information Standards when applying the FSA logo. (See subparagraph 1 B.)

- The program icons are used individually to help identify the root source of communications distributed to farmers and ranchers, whether it is Farm Programs, Farm Loan Programs, or Commodity Operations. Therefore, each icon is a visual aid used only when the FSA logo is present.
- The primary use of the program icon is for printed material explaining a specific program. For instance, when creating a fact sheet about a CRP continuous sign up, the Farm Program icon may be used as a secondary identifier with the FSA logo. Likewise, when a Youth Loan Program brochure is created, the Farm Loan Program icon would be used as a secondary identifier.
- The icon can be used as a color image, a black and white image, or screened back and enlarged as a subtle image behind text. It can also be inserted as a watermark similar to the way television networks keep a small logo present in the corner of the screen during programs.
- Most important, the program icons are visual aids, not a logo. They are never used without the FSA logo present.

### B Printed Materials

The new logo and program icons shall be used in place of the old logo on all new printed materials, including,

- letterhead, postcards, and envelopes
- brochures, booklets, pamphlets, and flyers
- fact sheets, white papers, and biographies
- memoranda, reports, and faxes
- county and State newsletters
- tables, graphs, awards, and certificates
- posters, labels, stickers, and promotional materials
- conference and tradeshow floor and table top displays.

## Notice AO-1417

### 2 Implementing and Using the New Logos (Continued)

#### C Electronic Graphics

The new logo and program icons shall be used in place of the old logo in all electronically produced graphics, including,

- FSA web site, including State web pages
- PowerPoint presentations
- email messages
- video programs, including those for CD/DVD distribution.

#### D Signage

The new logo shall be used in place of the old logo on signs and painted markings when replacing these items, including,

- at FSA offices
- on billboard messages
- on vehicle markings.

#### E Implementation Judgement

To initiate using the new logo and program icons:

- use personal judgment when replacing old material with new images and colors
- consider costs when replacing materials
- written materials given to customers are the first priority.

### 3 Responsibilities

#### A OEA, Public Affairs Branch (PAB)

PAB is responsible for the overall execution of the branding campaign, therefore it shall:

- distribute materials necessary to implement changes
- distribute the the USDA Visual Standards and supplements
- monitor implementation
- solicit vendor support in creating and making available promotional items, gifts, awards, and clothing on which the FSA logo and web site are used to make others aware of the agency and share web addresses for easy purchase of all items

**3 Responsibilities (Continued)**

**B OEA, Web Team**

The OEA Web Team shall:

- apply the logo and color changes to the FSA web site
- supervise changes to:
  - content pages, including State web pages
  - printable materials downloaded from the FSA web site, including county and State information found only on State web pages
- work with other web sites that use the FSA logo as part of their identity to transition to the new logo, including FFAS Human Resources and the FSA Intranet
- post graphic materials and visual standardss online for easy access.

**C MSD, Information Management Branch (IMB) and Kansas City Administrative Services Branch (KCASB)**

IMB and KCASB shall:

- maintain the logo, icon, and color designs in all necessary electronic formats for professional reproduction of the images
- design printed materials, electronic graphics, and signage using the new logo, icons, and color pallet
- supervise contracted reproduction of all materials
- share electronic files of the logo, icon, and color designs with vendors contracted to reproduce materials for FSA.

**3 Responsibilities (Continued)**

**D State Offices**

FSA State Offices shall:

- assist OEA, Public Affairs with the overall execution of the branding campaign at the State level
- enable regional public affairs specialists and communications coordinators will monitor implementation
- notify OEA, Public Affairs when exceptions to the implementation targets are anticipated.

**E Employees**

Employees shall:

- apply the new logo, program icons, and color pallet when creating communication materials for internal and external purposes
- alert OEA, Public Affairs through supervision channels about missed opportunities to apply the FSA logo or program icons
- communicate to producers and the general public the purpose and goal for the change (see subparagraphs 1 B and C).

## Notice AO-1417

### 5 Additional Information

#### A Questions and Answers

**Q1:** When should we start using the new logo, program icons and colors?

**A1:** You can begin to use the materials immediately. However, we know that some applications will take longer to implement. Supervisors must use personal judgment when implementing the change.

**Q2:** What should we do with materials that have the old logo on them?

**A2:** Discard only those old items that have no further usefulness. If you have a large supply of internally useful documents, continue to use them. Public Affairs will begin to replace brochures and other materials shared with producers. When you receive replacement materials, throw old ones away. Farm Bill progress will dictate the timing of this effort.

**Q3:** Why are we making changes now?

**A3:** At some point, we will have new legislation to implement. Change is expected. The Farm Service Agency has a broad set of responsibilities that often are confused with the work of other agencies, even those outside USDA. Simple communications, such as stylized program names and icons associated with specific activities, help people remember easier.

While the expectation for change is present, we want to enhance the Agency's identity to help all potential users of our services understand who we are and what we do, whether they are producers, lawmakers, media or just curious citizens. A strong identity – or brand – lends value to the experience people have when they are served well.

#### B Contacts

Managers may direct questions about this notice or FSA's branding campaign by e-mail to 1 of the following:

- Patricia Klintberg, Director, Office of External Affairs, at [patricia.klintberg@wdc.usda.gov](mailto:patricia.klintberg@wdc.usda.gov)
- Kent Politsch, Chief, Public Affairs Branch, at [kent.politsch@wdc.usda.gov](mailto:kent.politsch@wdc.usda.gov)
- Jeff Kerby, Manager, Web Services, at [jeff.kerby@wdc.usda.gov](mailto:jeff.kerby@wdc.usda.gov).

**5 Additional Information (Continued)**

**B Contacts (Continued)**

FSA employees may direct questions or comments about the branding campaign to PAS using 1 of the following:

- e-mail to AskFSA through the FSA Web site

- mail to:

FSA Public Affairs  
Farm Service Agency  
1400 Independence Ave., S.W.  
Room 3624, Stop 0506  
Washington, D.C. 20250

- FAX to 202-720-2979.



# Visual Information Standards Supplement

Revised May 2008

## Introduction

Establishing standards for FSA visual information complements USDA’s visual communications mission by assisting audience accessibility, enhancing identity and bringing cost effectiveness to the production of information materials, including printed materials and electronically produced materials.

Standards have been established in order to bring consistency and readability to FSA’s information materials. Standards set a style that audiences will recognize and a format for legibility which helps make FSA information visually accessible.

When followed, the specifications for FSA print and electronic materials will ease production and reduce costs.

## Logo

A new branding mark or logo has been created for the Farm Service Agency to help bring a fresh look and consistent recognition throughout all agency materials. The mark creates the FSA corporate appearance and it is unique for the agency.



## Icons

Three new branding marks or icons have been created for FSA’s three program divisions: Farm Programs, Farm Loan Programs and Commodity Operations. Icons are not stand-alone logos. They are visual supports to help the audience quickly identify the program area about which a communication is presented. They must appear only when the FSA logo and agency name are present.



**Positioning and Sizing**

When appearing with the USDA logo...



- the FSA logo must not exceed the size of the USDA logo
- the FSA logo is positioned to the right of or below the USDA logo when used in close proximity

When the FSA logo is produced smaller than 1.5 inches or 4 cm in width, then...



- the words Farm Service Agency must be removed from under the logo
- the words Farm Service Agency are to appear in the same font, but enlarged and to the right of the logo, or
- the words Farm Service Agency are to appear elsewhere in the materials if putting them to the right of the logo is not aesthetically practical

When the program icons are produced smaller than 2.5 inches or 6 cm in width, then...



- the words Farm Service Agency must be removed from under the icon
- the words Farm Service Agency and the FSA logo are to appear elsewhere in the materials

**Color and Style**

Graphic designers have recommended a color pallet to be used with the new designs. The color pallet and font descriptions are attached as a separate item at the end of this supplement. When creating materials in color with the new logo and icons, use only pallet colors, which are listed below:

|             |               |                 |                |
|-------------|---------------|-----------------|----------------|
| Light blue  | Pantone 635C  | C30 M0 Y6 K0    | R172 G222 B230 |
| Autumn red  | Pantone 1675C | C5 M82 Y100 K26 | R163 G63 B31   |
| Slate blue  | Pantone 2965C | C100 M38 Y0 K64 | R0 G43 B69     |
| Autumn gold | Pantone 118   | C0 M18 Y100 K27 | R173 G136 B0   |

- Do NOT alter logo or icon proportions to accommodate space requirements by stretching or compressing width or height. Size alterations must be proportional.



- Use screening or watermark techniques to increase logo and icon exposure in communications materials.



**Standard Use**

For instruction on use of the FSA logo, go to the following web site for USDA standards:  
[http://www.usda.gov/agency/oc/design/downloads/pdf\\_forms/VisualManGuides/Visual\\_Stand04web.pdf](http://www.usda.gov/agency/oc/design/downloads/pdf_forms/VisualManGuides/Visual_Stand04web.pdf).

|   |  |   |              |              |                |               |                 |              |               |                 |            |             |                 |              |
|---|--|---|--------------|--------------|----------------|---------------|-----------------|--------------|---------------|-----------------|------------|-------------|-----------------|--------------|
| <p><b>ITC Clearface Std</b><br/>(text copy)</p>   |  | <table border="0"> <tr> <td>Pantone 635C</td> <td>C30 M0 Y6 K0</td> <td>R172 G222 B230</td> </tr> <tr> <td>Pantone 1675C</td> <td>C5 M82 Y100 K26</td> <td>R163 G63 B31</td> </tr> <tr> <td>Pantone 2965C</td> <td>C100 M38 Y0 K64</td> <td>R0 G43 B69</td> </tr> <tr> <td>Pantone 118</td> <td>C0 M18 Y100 K27</td> <td>R173 G136 B0</td> </tr> </table> | Pantone 635C | C30 M0 Y6 K0 | R172 G222 B230 | Pantone 1675C | C5 M82 Y100 K26 | R163 G63 B31 | Pantone 2965C | C100 M38 Y0 K64 | R0 G43 B69 | Pantone 118 | C0 M18 Y100 K27 | R173 G136 B0 |
| Pantone 635C  | C30 M0 Y6 K0   | R172 G222 B230  |              |              |                |               |                 |              |               |                 |            |             |                 |              |
| Pantone 1675C   | C5 M82 Y100 K26  | R163 G63 B31  |              |              |                |               |                 |              |               |                 |            |             |                 |              |
| Pantone 2965C   | C100 M38 Y0 K64  | R0 G43 B69  |              |              |                |               |                 |              |               |                 |            |             |                 |              |
| Pantone 118   | C0 M18 Y100 K27  | R173 G136 B0  |              |              |                |               |                 |              |               |                 |            |             |                 |              |
| <p>Between 2008 and 2013, many Conservation Reserve Program (CRP) contracts, covering millions of acres, will expire nationwide. A large number of participants may choose to return their acres back to crop production or grazing land.</p> | <p><b>FoodAid</b><br/> <b>FarmLoanPrograms</b><br/> <b>DisasterAssistance</b><br/> <b>CommodityOperations</b><br/> <b>ConservationReserve</b><br/> <b>FarmPrograms</b></p> |   |              |              |                |               |                 |              |               |                 |            |             |                 |              |
| <p>To maintain the environment benefits achieved in CRP, produc-</p>  | <p>Clearface Gothic Lt Std Programs Fonts</p>  |   |              |              |                |               |                 |              |               |                 |            |             |                 |              |

**New Agency Logos**

**A Farm Programs Icon**

Following is the Farm Programs icon displayed in color, black and white, and grayed-out.



New Agency Logos (Continued)

**B Farm Loan Programs Icon**

Following is the Farm Loan Programs icon displayed in color, black and white, and grayed-out.



**New Agency Logos (Continued)**

**C Commodity Operations Icon**

Following is the Commodity Operations icon displayed in color, black and white, and grayed-out.



**New Agency Logos (Continued)**

**D FSA Logo**

Following is the FSA logo displayed in color and black and white.



New Agency Logos (Continued)

D FSA Logo (Continued)

Following is the FSA logo displayed with both a green and blue background.

