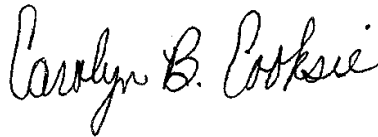


For: State and County Offices

Color Correction for the FSA Logo and Program Icons

Approved by: Acting Administrator



1 Overview

A Background

FSA initiated a new branding campaign in 2008. The new FSA branding effort has been widely successful at providing a fresh look and feel to FSA communications. Using a new logo and program icons creates a recognizable trademark for FSA.

As part of the effort to improve the appeal of FSA’s new logos and program icons, the harvest gold color was replaced with green to symbolize growth. All other aspects of the new visuals meet with the goals and standards set forth in the new branding campaign.

B Purpose

This notice:

- instructs employees on using green-colored logos or icons to employ symbols (PMS-370) instead of gold (PMS-118)
- obsoletes Notice AO-1417.

2 Action

A Implementing Symbols With Green PMS-370

FSA offices shall use the logos and icons that incorporate green in the color scheme when working with colored symbols. Logos and program icons with the correct color green will be posted on the FSA web site. Links to all acceptable logos and program icons may be accessed by clicking the “About FSA” tab and locating the link to “Logos and Usage” on the right. When users CLICK “Logos”, a screen will be displayed with links provided to access the correct logos and icons.

Disposal Date	Distribution
December 1, 2009	State Offices; State Offices relay to County Offices

2 Action (Continued)

B FSA's Visual Management Guide and Design Standards

The specific protocols governing the use of FSA logos and program icons are located in the Visual Management Guide and Design Standards, which will be issued soon. This guide will offer detailed instructions on creating printed materials. Printed materials include, but are not limited to, the following:

- letterheads
- postcards
- envelopes
- brochures
- booklets
- pamphlets
- flyers
- fact sheets
- reports
- FAXes
- newsletters
- tables
- graphs
- awards
- certificates
- stickers
- posters
- displays
- signage
- other forms of promotional items.

3 Responsibilities

A OEA, Public Affairs Branch (PAB) Responsibilities

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

- provide the necessary materials to implement changes
- issue the Visual Management Guide and Design Standards
- monitor implementation
- solicit vendor support in creating and providing available promotional items, gifts, awards, and clothing, on which the FSA logo and web site are used.

3 Responsibilities (Continued)

B OEA Web Team Responsibilities

The OEA Web Team shall:

- apply the logo and color changes to the FSA web site
- supervise changes to:
 - web content
 - downloaded files
- work with other web providers
- upload authorized graphic materials.

C State Office Responsibilities

State Office employees shall:

- assist OEA, PAB with the overall execution of the branding campaign
- enable Regional Public Affairs Specialists and communications coordinators to monitor implementation
- notify OEA, PAB when exceptions to the implementation are noticed.

D County Office Responsibilities

County Office employees shall:

- apply the new logo, program icons, and color palette when creating materials
- alert OEA, PAB about opportunities to apply the FSA logo.