



Visual Management Guide

**United States
Department of
Agriculture**

National Food
and Agriculture
Council

Guide 1, Volume 1

September 1996

Service Center Signs



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General

The signage system developed as part of USDA's communications program is designed to offer a flexible system of sign formats to accommodate different types of messages throughout USDA Service Centers. The different categories of signs have been developed by considering basic design criteria such as audience, environment, construction, maintenance costs, and installation. In conjunction with these criteria, the signage system has been developed as an integral part of the USDA visual management system.

Materials

Depending upon the site conditions, materials for signs are wood, metal, fiberglass or acrylic. Letters are applied by screening, die-cutting and anodized aluminum. In some situations die-cut vinyl or screened letters may be applied directly on glass front offices.

Typography

The typeface used for all USDA signage is Helvetica Bold. The messages on signs should always be prepared using Helvetica Bold typeface in upper and lower case. All capital letters should not be used.

The USDA Symbol

A new symbol has been created for USDA in conjunction with the Department's reorganization. It is designated for all information products in all media, including signs. The symbol is made up of two graphic elements, the Department's initials "USDA" and a graphic mark which represents "soil," the foundation of agriculture.

The symbol is designed with a specific proportion which is 1 : .686. It is to be reproduced only from reproduction art found in this and other USDA Visual Management Guides. Do not attempt to recreate it in any manner.

The Symbol's Color

The official colors for the USDA symbol are dark purple for the letters USDA, and dark green for the soil graphic. The two colors are specified in the Pantone Matching System (PMS), a standard in the printing and graphic arts industry. When paint, laminates, or other applications are used, match the PMS as specified by the manufacturer. The colors are:

PMS 288 (100%)

Dark purple

PMS 343 (100%)

Dark green



The Symbol On Signs

On signs, the symbol is “isolated” on a white background. This separates the symbol from the remainder of the sign and enables economic reproduction in one and two colors. When a two color sign is manufactured, the “USDA” initials are dark purple (PMS 288), and the soil graphic is dark green (PMS 343). When a one color sign is manufactured, both of the symbol’s elements are one solid color, either green (PMS) 343, or charcoal gray.



The Symbol Isolated

For two color or one color signs— isolate the symbol from the remainder of the sign.



Determining the Background Size:

When the symbol is isolated for printing on signs it “drops out” of a white background that is larger than the symbol. This creates a white rule around it. To determine the correct size and proportion of the white background multiply the width of the symbol by 1.069 and the height by 1.101. (The height is 68.6% of the width).

Example:

A symbol 12” wide is 8 1/4” high. $12” \times 1.069 = 12.828$ (about 12 13/16”)
 $8 \frac{1}{4}” \times 1.101 = 9.08$ (about 9 1/16”)
Therefore, a symbol 12” wide would be centered on a white background 12 13/16” x 9 1/16” and have a white rule all around it about 3/8” thick.

Site Sign
Freestanding

Sign Type: Site sign, freestanding, vertical format. Site signs usually mark the approach to a major site and should be clearly visible from the approach road to vehicular and pedestrian traffic.

Material: Wood, metal, or fiberglass

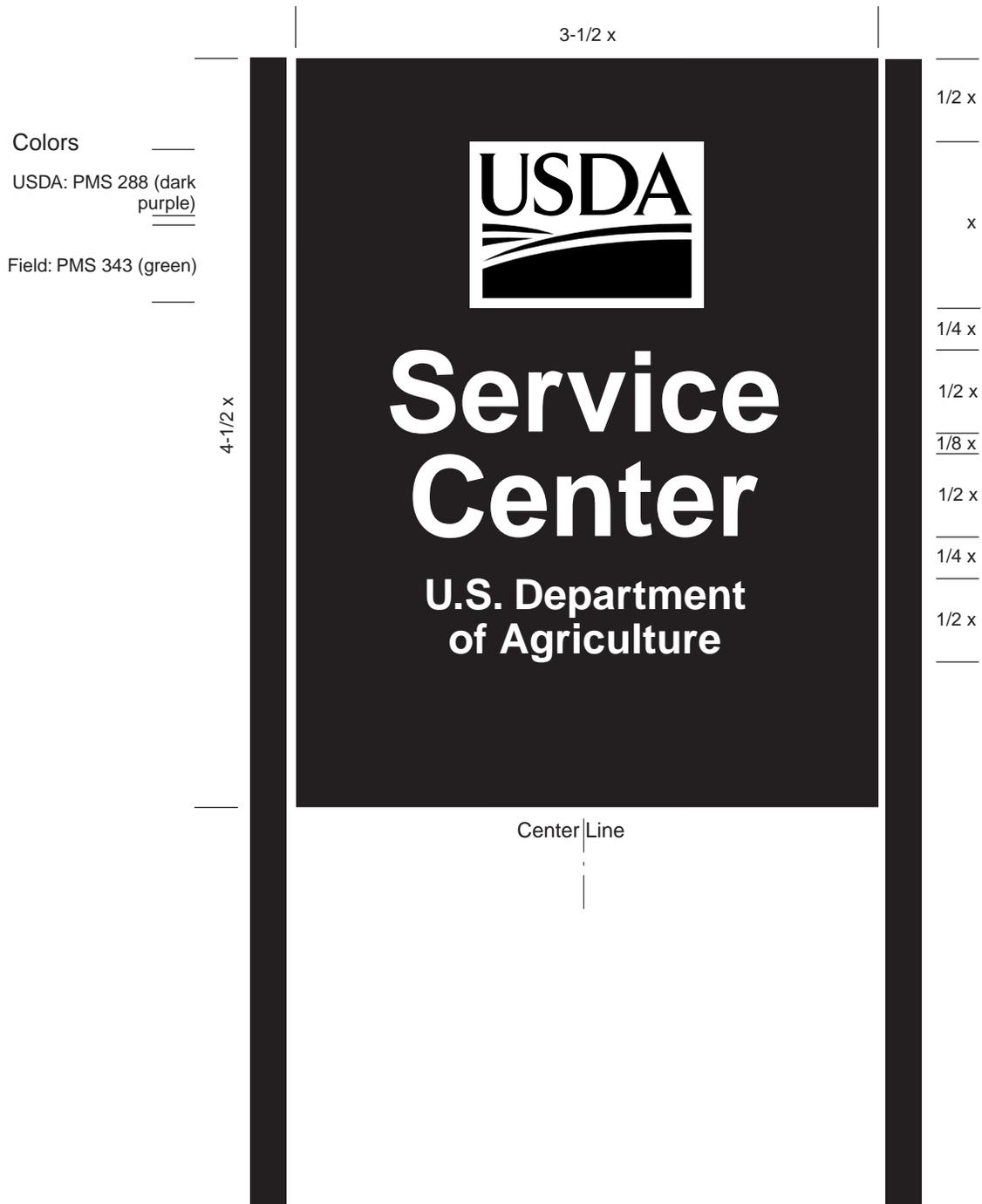
Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen or die-cut vinyl letters

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is then the charcoal gray background color on a white field.

Graphic Layout: The message is centered on the sign. Sizes and spacing are as indicated on the drawing.



Measures (x) are based on the height of the USDA symbol



Site Sign
Freestanding

Sign Type: Site sign, freestanding, horizontal format

Material: Wood, metal, or fiberglass

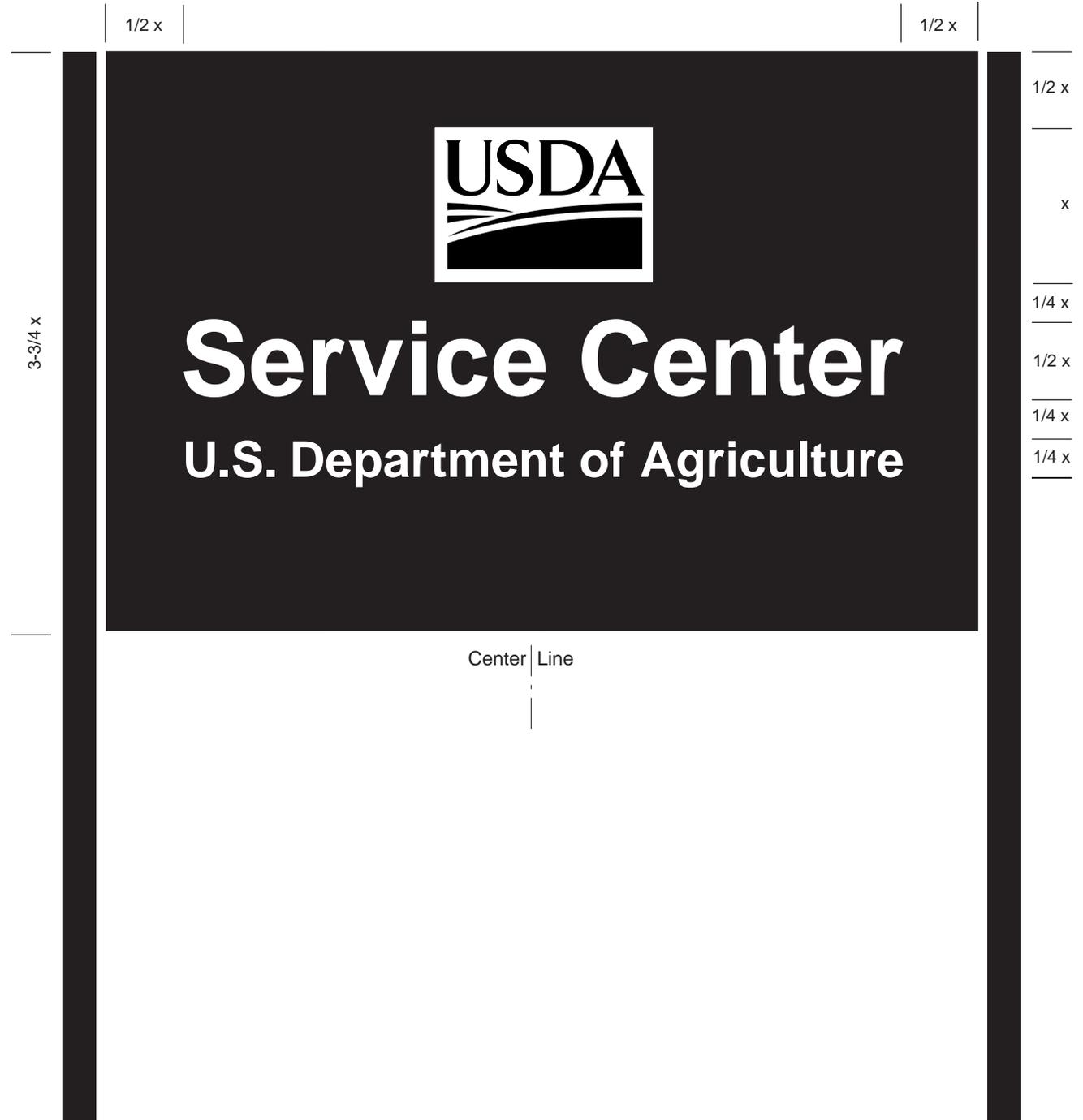
Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen or die-cut vinyl letters

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The message is centered on the sign. Sizes and spacing are as indicated on the drawing.



Site Sign
Building Mounted

Sign Type: Site sign, building mounted, vertical format, flush-left layout. When the sign contains a street number it is placed at the top of the sign.

Material: Metal or fiberglass

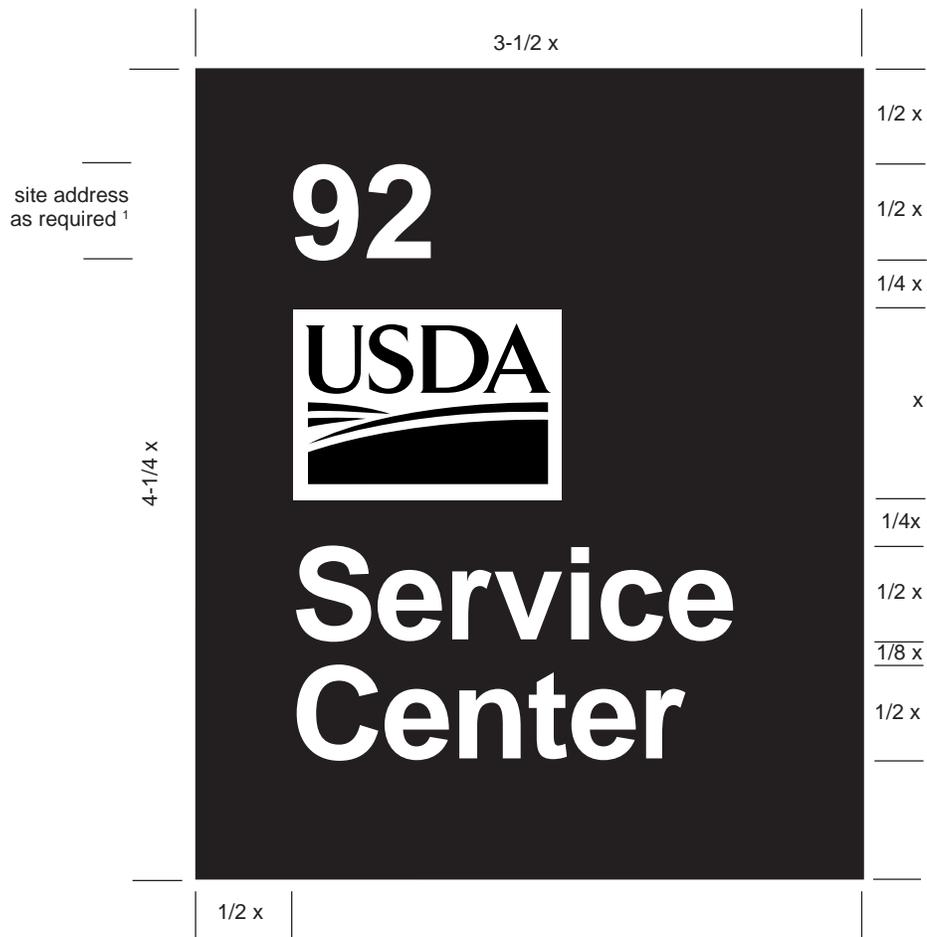
Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen or die-cut letters on anodized aluminum

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The message is centered on the sign. Sizes and spacing are as indicated on the drawing.



1. Note: The street address or site number, represented above as "92," is used when required by the office complex or landlord.

Site Sign
Building Mounted

Sign Type: Site sign, building mounted, vertical format, on-center layout. When the sign contains a street number it is placed at the top of the sign.

Material: Metal or fiberglass

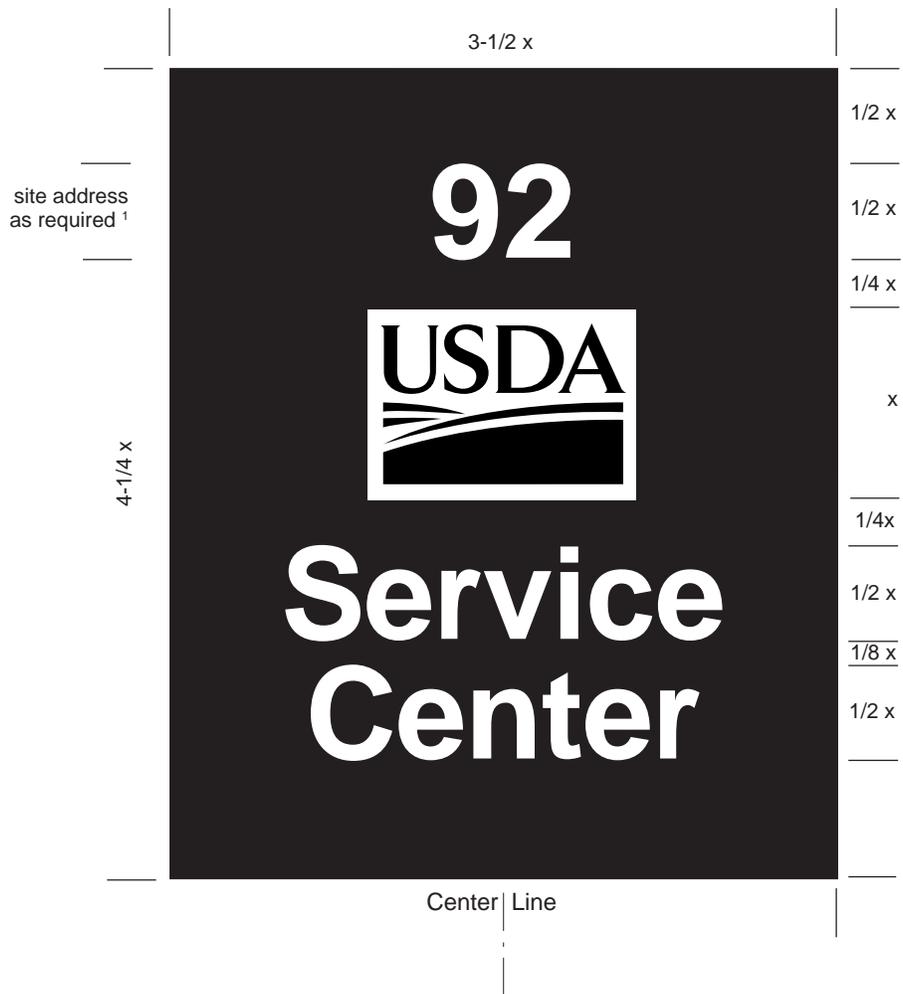
Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen or die-cut letters on anodized aluminum

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The message is centered on the sign. Sizes and spacing are as indicated on the drawing.



1. Note: The street address or site number, represented above as "92," is used when required by the office complex or landlord.

Site Sign
Building Mounted

Sign Type: Site sign, building mounted, horizontal format. When the sign contains a street number it is placed at the top of the sign.

Material: Metal or fiberglass

Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen or die-cut letters on anodized aluminum

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is in two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The message is centered on the sign. Sizes and spacing are as indicated on the drawing.



1. Note: The street address or site number, represented above as "92," is used when required by the office complex or landlord.

Directional Sign

Sign Type: Directional, freestanding or wall-mounted, vertical format

Material: Wood, metal, or fiberglass

Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen or die-cut vinyl letters

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

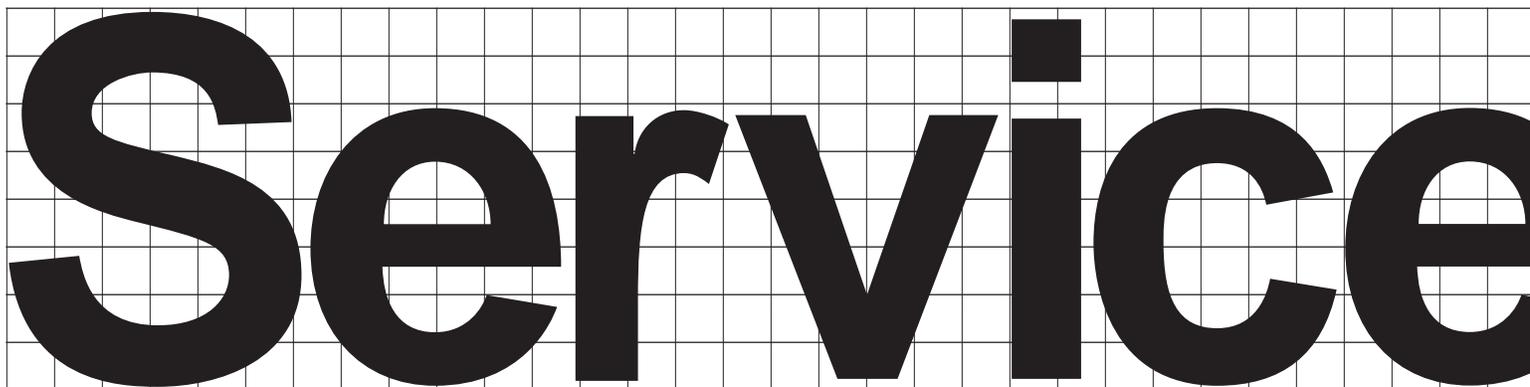
One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The message is centered on the sign. Sizes and spacing are as indicated on the drawing.

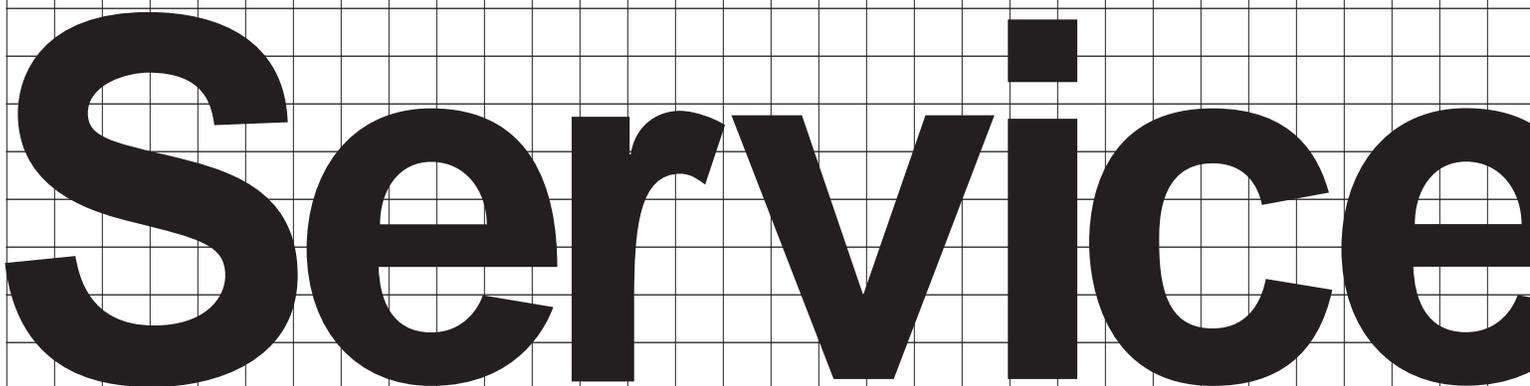


Spacing Guide

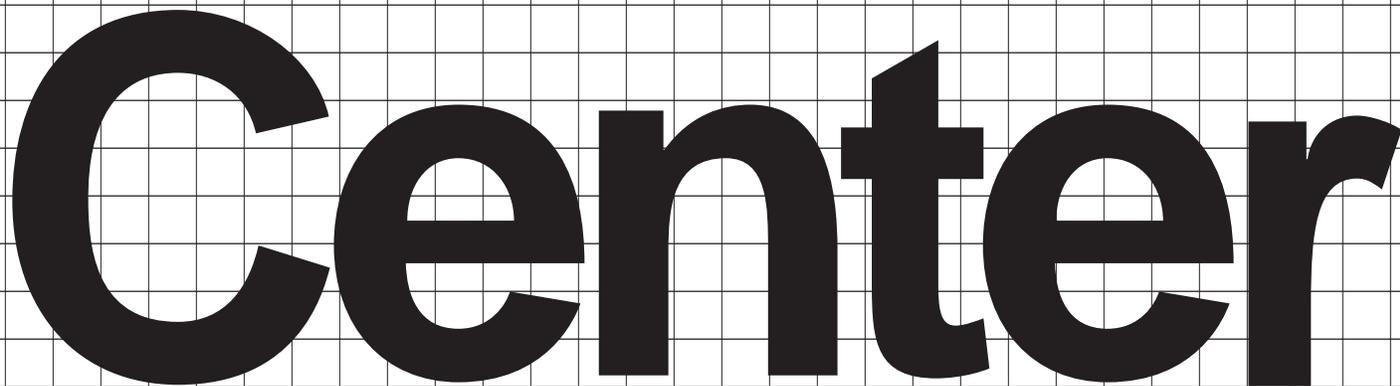
The sign maker should use this spacing guide when working with cast or cut-out letters.



Service



Service



Center

e Center

e

Building Directory
USDA Facility

Sign Type: Building directory, wall-mounted

Material: Wood, metal, fiberglass, or acrylic plastic

Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen

Color/Finish: Two-color directories have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color directories have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The listings are flush left and flush right. Sizes and spacing are as indicated on the drawing.

6-3/4 x

1/4 x

x

1/4 x

1/8 x

1/4 x

1/8 x

1/8 x

1/4 x

1/16 x

1/4 x

1/8 x

USDA Service Center

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

1/2 x

Building Directory
Non-USDA Facility

Sign Type: Building directory, wall-mounted; for use when USDA is only one of several tenants and not the building lessee.

Material: Wood, metal, fiberglass, or acrylic plastic

Typography: Helvetica bold, upper and lower case

Letter Technique: Silk screen

Color/Finish: Two-color directory entries have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color entries have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Note: Local office complex standards may require a different color for the background. In such cases, maintain the USDA color specifications for one or two color finishes for the symbol while adhering to other colors as may be required for a sign background.

Graphic Layout: The entry is flush left and flush right. Sizes and spacing are as indicated on the drawing. The USDA entry should conform to other entries.

6-3/4 x

XYZ Office Building

	Other Tenant	201
	Other Tenant	202
	 Service Center U.S. Department of Agriculture	203
	Other Tenant	204
	Other Tenant	205

1/8 x
1/4 x
1/8 x

1/8 x
x
1/8 x

1/2 x

1/8 x

1/2 x

1/2
1/2 x
1/2 x
1/2 x
1/8 x
1/4 x
1/8 x
1/8 x
1/8 x
1/2 x

Office Sign

Sign Type: Office identification, wall-mounted. Office identification signs are mounted on the wall—not on the door where they are not visible when the door is open. They should be mounted 5 feet from floor to top of sign, and should be positioned on the same side of the door as the door handle.

Material: Acrylic plastic mounted to the wall with vinyl tape squares or equal

Typography: Helvetica bold, upper and lower case

Letter Technique: Subsurface silk screen or die-cut vinyl letters; rule around “Farm Service Agency” indicates a slide-out nameplate for permanent or changeable office ID.

Color/Finish: Two-color signs have a background of PMS 343 green. The symbol is two colors, PMS 343 green and 288 dark purple, on a white field. The message is printed in white.

One-color signs have a background of PMS 343 green or charcoal gray with the message printed in white type. The symbol is the background color on a white field.

Graphic Layout: The message is placed flush left. Sizes and spacing are as indicated on the drawing.

6-3/4 x

1/2 x

3/4 x

1/4 x

1/2 x

x

1/4 x

1/2 x

1/8 x

1/2 x

1/2 x

1/4 x

1/2 x

1/4 x

1/2 x

201



Farm Service Agency

USDA Service Center

Holding line for white "drop-out" background. Do not print.



Service Center



Service Center



Service Center



Service Center



Service Center



Service Center

Holding line for white "drop-out" background. Do not print.



Service Center

U.S. Department of Agriculture



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Holding line for white "drop-out" background. Do not print.



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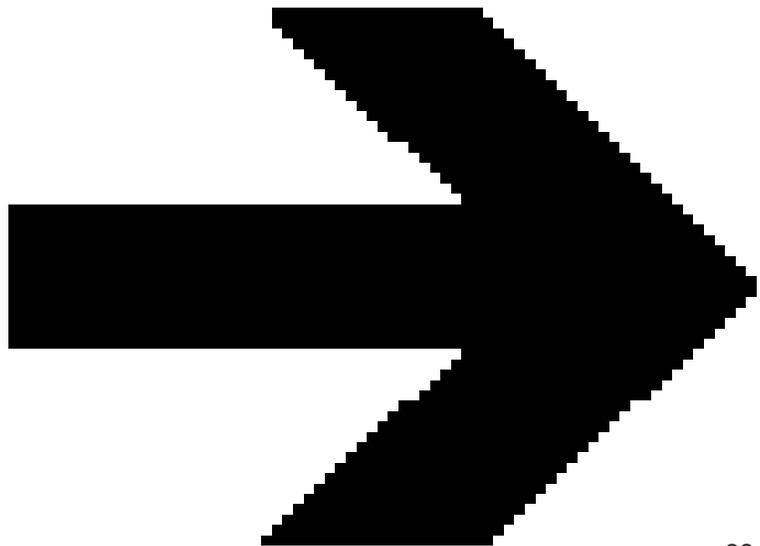
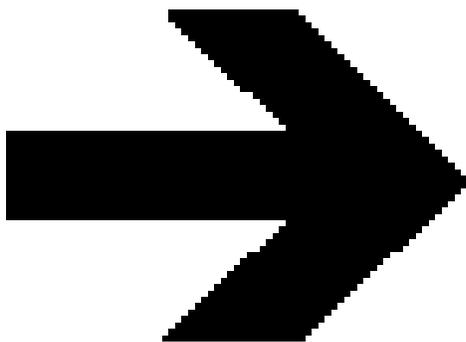
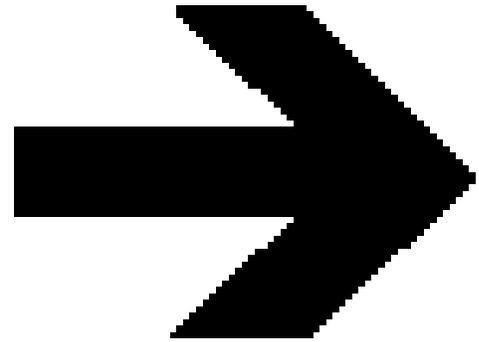
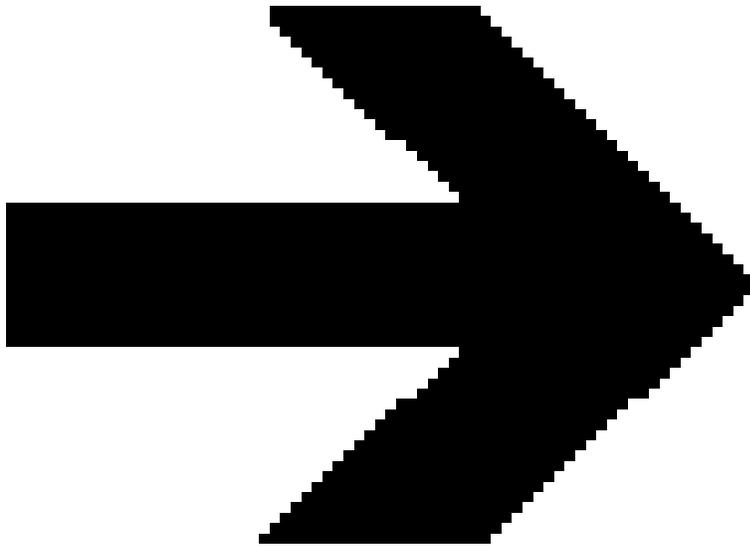
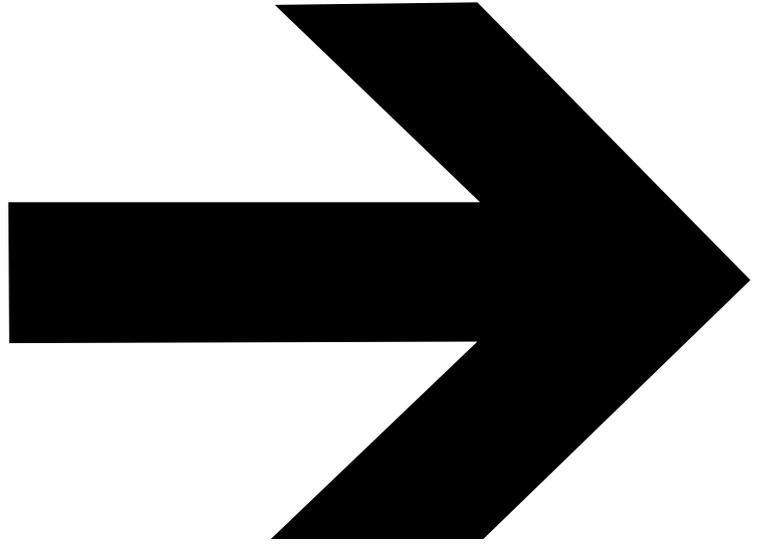
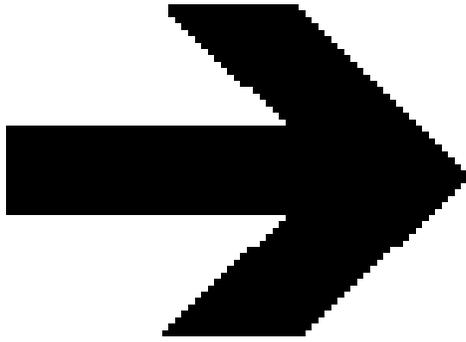
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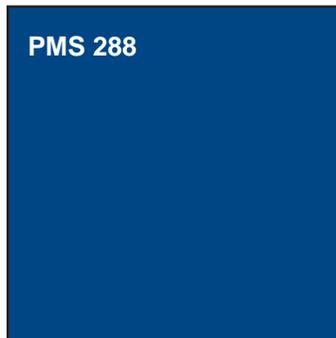
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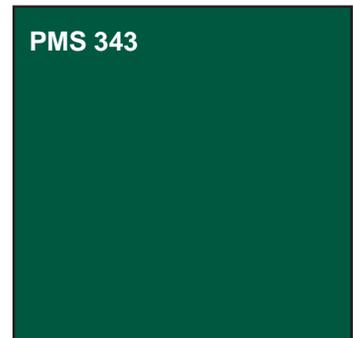




Example of two color sign. The symbol is PMS 288 (dark purple for the USDA letters), and PMS 343 (dark green for the soil graphic).



PMS 288



PMS 343