



United States Department of Agriculture

# FPAC VISUAL STANDARDS GUIDE



# TABLE OF CONTENTS

Introduction .....	2
Color Palettes .....	3
Typography .....	4
Branding .....	6
<b>Sample Layouts</b>	
Powerpoint .....	11
Fact Sheets .....	13
Stationary .....	15
Trifold Brochures .....	16
Banners .....	18



# INTRODUCTION

## Purpose of Guide

Design standards are established to bring a consistent look and feel to informational materials. They assist audiences in recognizing style elements that over time, develop into instant agency recognition. The purpose of this guide is to provide two design options for commonly used products among the three agencies comprising FPAC. The guide will serve as a foundation in the effort to build a new portfolio of products, balancing creativity and flexibility with established branding standards.

More information can be found by clicking on the following links:

- **Visual Standards Guide-January 2013**  
[www.usda.gov/sites/default/files/documents/visual-standards-guide-january-2013.pdf](http://www.usda.gov/sites/default/files/documents/visual-standards-guide-january-2013.pdf)
- **Facility Signage-April 2014**  
[www.usda.gov/sites/default/files/documents/usda-facility-signage-guide.pdf](http://www.usda.gov/sites/default/files/documents/usda-facility-signage-guide.pdf)



# COLOR PALETTES

## FSA

### Primary Color Palette



**PMS 370**

**CMYK**  
56, 0, 100, 27

**RGB**  
93, 151, 50

**Hex#**  
5D9732



**PMS 2965**

**CMYK**  
100, 38, 0, 64

**RGB**  
0, 58, 99

**Hex#**  
003A63



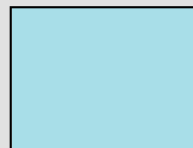
**PMS 1675**

**CMYK**  
0, 67, 100, 28

**RGB**  
185, 89, 21

**Hex#**  
B95915

### Secondary Color Palette



**PMS 635**

**CMYK**  
45, 0, 100, 0

**RGB**  
168, 222, 232

**Hex#**  
A8DEE8

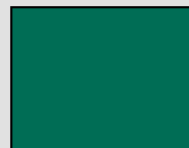


**PMS 110**

**CMYK**  
2, 24, 100, 7

**RGB**  
215, 169, 0

**Hex#**  
D7A900



**PMS 3298**

**CMYK**  
100, 8, 59, 38

**RGB**  
0, 109, 85

**Hex#**  
006D55

## NRCS

### Primary Color Palette

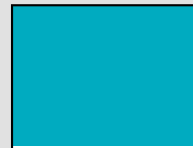


**PMS 368**

**CMYK**  
45, 0, 100, 0

**RGB**  
154, 202, 60

**Hex#**  
9ACA3C



**PMS 7466**

**CMYK**  
100, 0, 28, 0

**RGB**  
0, 171, 192

**Hex#**  
00ABC0



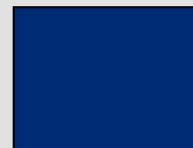
**PMS 1225**

**CMYK**  
0, 20, 99, 0

**RGB**  
255, 203, 11

**Hex#**  
FFCBOB

### Secondary Color Palette

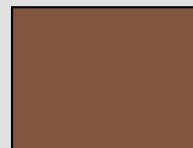


**PMS 288**

**CMYK**  
100, 65, 0, 30

**RGB**  
0, 44, 118

**Hex#**  
002C76



**PMS 7568**

**CMYK**  
15, 51, 60, 47

**RGB**  
130, 85, 63

**Hex#**  
82553F



**PMS 425**

**CMYK**  
0, 0, 0, 80

**RGB**  
88, 89, 91

**Hex#**  
58595B

## RMA

### Primary Color Palette

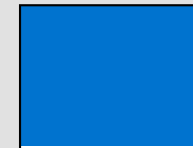


**PMS 343**

**CMYK**  
100, 0, 69, 60

**RGB**  
0, 86, 67

**Hex#**  
005643



**PMS 285**

**CMYK**  
90, 48, 0, 0

**RGB**  
0, 115, 207

**Hex#**  
0073CF



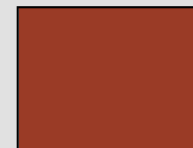
**PMS 144**

**CMYK**  
0, 52, 100, 0

**RGB**  
233, 131, 0

**Hex#**  
E98300

### Secondary Color Palette

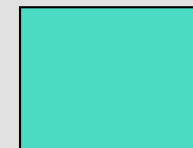


**PMS 174**

**CMYK**  
8, 85, 100, 34

**RGB**  
154, 59, 38

**Hex#**  
9A3B26



**PMS 333**

**CMYK**  
56, 0, 30, 0

**RGB**  
75, 219, 195

**Hex#**  
4BDBC3



**PMS 651**

**CMYK**  
40, 16, 1, 2

**RGB**  
155, 178, 206

**Hex#**  
9BB2CE

## FPAC

### Primary Color Palette



**PMS 349**

**CMYK**  
90, 12, 95, 40

**RGB**  
0, 105, 55

**Hex#**  
006937

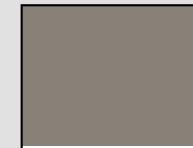


**PMS 293**

**CMYK**  
90, 48, 0, 0

**RGB**  
0, 61, 166

**Hex#**  
003DA6



**PMS 403**

**CMYK**  
18, 21, 27, 47

**RGB**  
136, 129, 120

**Hex#**  
888178

Secondary colors for FPAC products can be selected from any of the individual agency palettes as needed.

# TYPOGRAPHY - PRIMARY FONTS

## FSA

### Frutiger

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

Condensed

**Bold Condensed**

**Extra Black Condensed**

**Ultra Black**

Frutiger Regular-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

Frutiger Bold-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

## NRCS

### Gotham

Light

*Light Italic*

Book

*Book Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

Gotham Book-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

Gotham Bold-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

## RMA

### Humanist

Light

*Light Italic*

Regular

*Regular Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

**Ultra Black**

Humanist Regular-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

Humanist Bold-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

## FPAC

### Open Sans

Light

*Light Italic*

Regular

*Italic*

Semibold

*Semibold Italic*

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

Open Sans Regular-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

Open Sans Bold-12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#%\$?

# TYPOGRAPHY - SECONDARY FONTS

When the primary fonts are not available, the default or secondary fonts are Arial and Times New Roman. All three agencies and the FPAC Business Center will use these secondary fonts.

## Arial

Regular  
*Regular Italic*  
**Bold**  
***Bold Italic***  
**Black**  
***Black Italic***

Arial Regular-12pt  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%?

Arial Bold-12pt  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%?

## Times New Roman

Regular  
*Regular Italic*  
**Bold**  
***Bold Italic***  
**Extra Bold**

Times New Roman Regular-12pt  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%?

Times New Roman Bold-12pt  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%?

# BRANDING - USDA SYMBOL

## Basic Elements

Specific branding elements should always be included in every design product. Placement can vary depending on the item being created.

## Signature Lockups

Only use Signature Lockups supplied by USDA's Office of Communications. Any substitution of fonts on Signature Lockups is unacceptable. Do not attempt to create Signature Lockups in any manner.

### Official Signature



United States  
Department of  
Agriculture

### Acceptable Variations



United States Department of Agriculture



United States Department of Agriculture

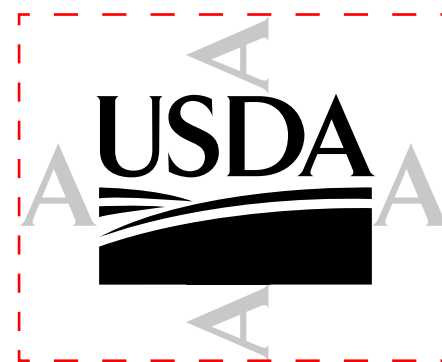


United States Department of Agriculture

# BRANDING - USDA SYMBOL

## Clear Space

As the primary source of our organization, the USDA symbol should stand out from other graphic elements. The symbol should always be surrounded with a minimum area of clear space equal to the width of the USDA's letter "A".



## Color

The symbol shall be reproduced in either one or two colors. The official colors for the USDA symbol are dark blue (PMS 288) and dark green (PMS 343). When reproduced in one color, the symbol shall be black or the dominant color used in the information product. When the symbol is placed on a color field, it should be reversed to white.



## MINIMUM SIZES

### Print

.5"

### Internet

72 pixels

### Video

108 pixels

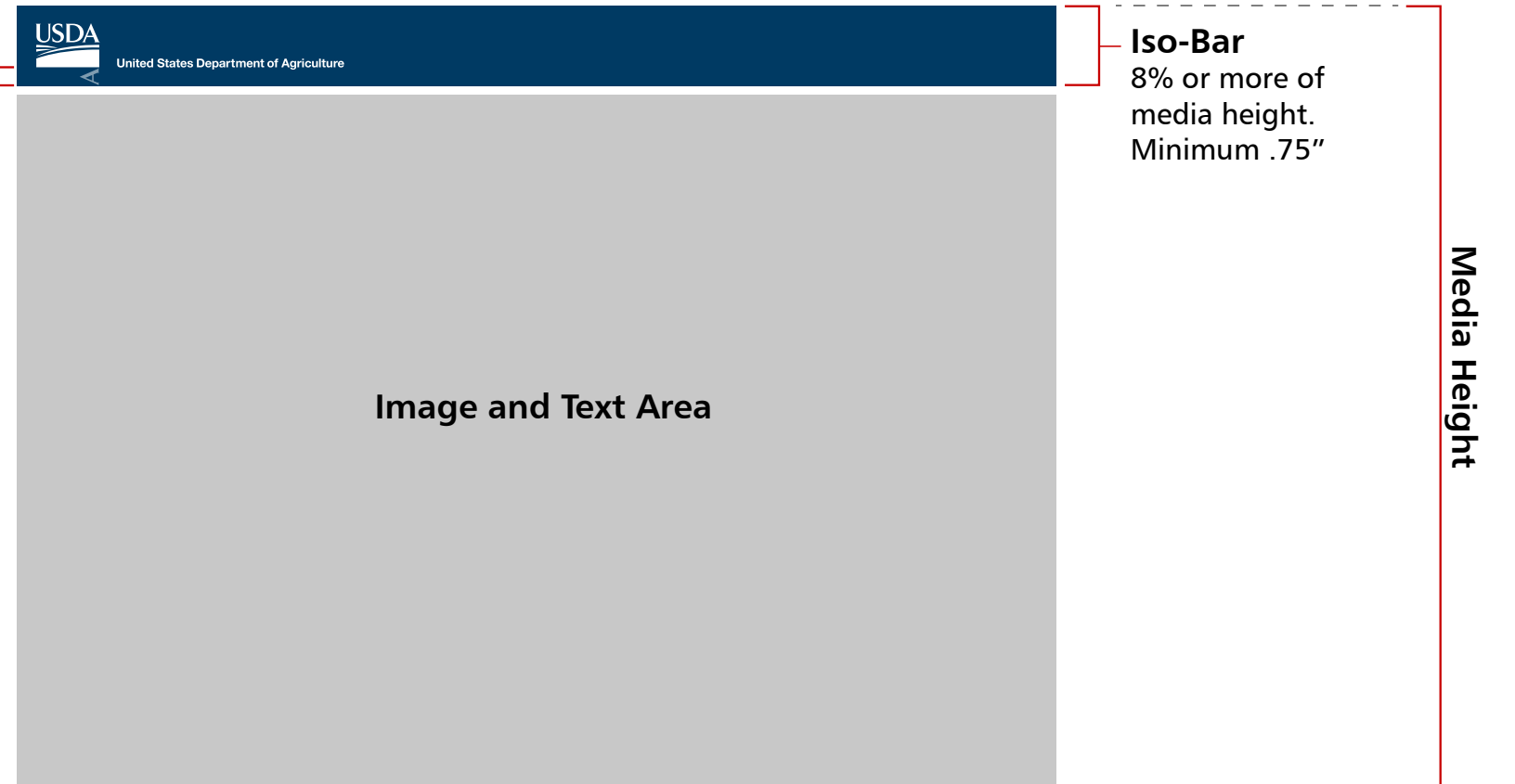


# BRANDING - ISO-BAR

## Signature Iso-Bar

A Signature Iso-Bar shall be used on all visual communications media and products to provide a clean, consistent background area and position for the Signature Lock-up. All acceptable versions of the Signature Lockup can be used within the Iso-Bar. No images, gradations or other graphics can appear within the Iso-Bar. All other types of visual elements, images and content can fall below the Iso-Bar.

Minimum clear space -  
100% Signature Cap Height.



# BRANDING

## Agency Identifier

An agency identifier is a common block of text which should appear on all communication material. It includes the complete name of the agency spelled out. Multi-agency products will use the FPAC identifier.

**Farm Production and Conservation**

FSA | NRCS | RMA | Business Center

**Farm Production and Conservation**

FSA | NRCS | RMA | Business Center

**Farm Production and Conservation**

FSA | NRCS | RMA | Business Center

Solid area can be any of the three FPAC official colors.



**Farm  
Service  
Agency**

[fsa.usda.gov](http://fsa.usda.gov)

**Natural  
Resources  
Conservation  
Service**

[nrcs.usda.gov](http://nrcs.usda.gov)

**Risk  
Management  
Agency**

[rma.usda.gov](http://rma.usda.gov)

# BRANDING

## Non-Discrimination Statement

The Non-Discrimination Statement or the Equal Employment Opportunity (EEO) Statement is to be included on all communication products in a font no smaller than 8pt. On long pieces, such as reports and booklets, the full version will be used and can appear along the bottom of the last page. The short version is acceptable for items such as brochures, bookmarks, single-page designs, exhibits, and signage.

## Full Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

USDA is an equal opportunity provider, employer, and lender.

## Short Non-Discrimination Statement

USDA is an equal opportunity provider, employer, and lender.

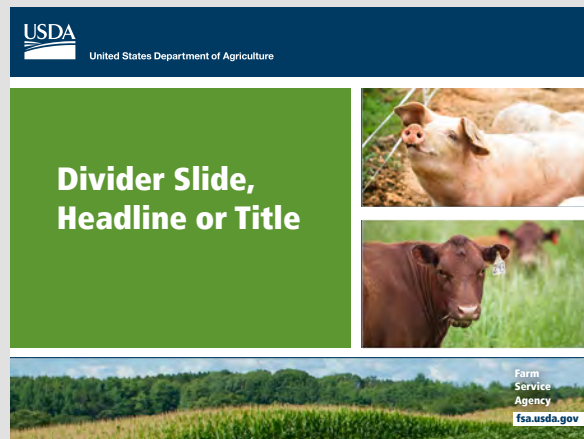
# SAMPLE LAYOUTS - POWERPOINT

## FSA

### Cover Option 1



### Cover Option 2

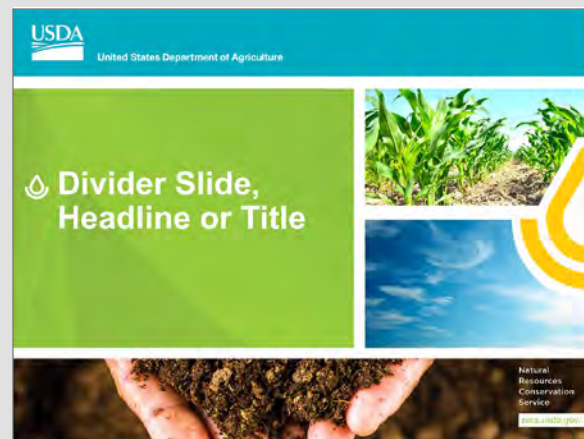


## NRCS

### Cover Option 1

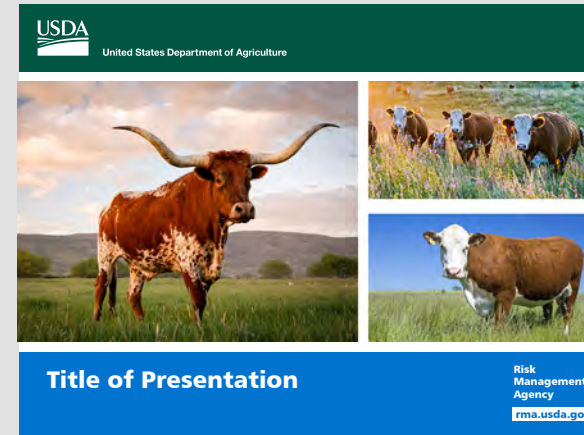


### Cover Option 2



## RMA

### Cover Option 1

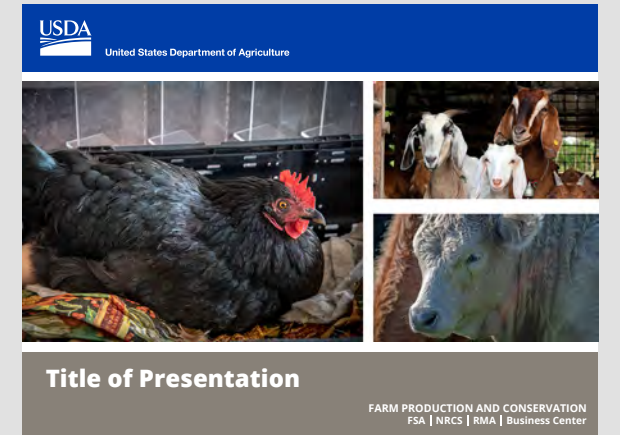


### Cover Option 2



## FPAC

### Cover Option 1



### Cover Option 2



# SAMPLE LAYOUTS - POWERPOINT

## FSA

### Interior Slide

USDA  
United States Department of Agriculture

**Title of Slide**  
Subheading

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec rhoncus massa. Pellentesque a bibendum massa. Sed a quam lacus. Donec gravida mi eget justo iaculis posuere. Nunc ut semper mi. Sed a diam augue. Integer in libero ac orci convallis sagittis.
- Mauris ac sapien hendrerit, tristique libero in, elementum odio. Suspendisse consequat mauris mauris, sit amet volutpat turpis aliquam quis. Aliquam sagittis dictum laoreet. Integer a sodales leo. Cras volutpat consequat leo, id molestie quam lobortis ut.

Farm Service Agency  
www.fsa.usda.gov

## NRCS

### Interior Slide

USDA  
United States Department of Agriculture

**Title of Slide**  
Subheading

- Consectetur adipiscing elit. Morbi imperdiet urna eget turpis tempus, ac sollicitudin urna viverra. Sed eget tortor tellus. Curabitur arcu urna, interdum non lobortis eu, imperdiet maximus nibh.
- Sed dictum erat sit amet tristique sagittis. Quisque eu pretium augue.
- Nullam dictum elit tincidunt enim luctus porta. Proin a risus a nisi fringilla dapibus. Suspendisse augue justo, malesuada eget dui a, rutrum posuere lorem. Etiam quis semper velit, eu venenatis justo. Mauris tempor nisi in neque volutpat maximus. Nam id ante sed lorem sagittis gravida ut nec leo.
- Etiam mollis, elit sed elementum porta, metus arcu ornare massa, non commodo turpis diam vitae odio. Fusce vulputate, ipsum non porta aliquam, diam ante cursus libero, in posuere mi orci sed purus. Aliquam eleifend finibus turpis, et consequat ex vestibulum a. Donec vestibulum enim a diam facilisis auctor.

Natural Resources Conservation Service  
www.nrcs.usda.gov

## RMA

### Interior Slide

USDA  
United States Department of Agriculture

**Title of Slide**  
Subheading

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec rhoncus massa. Pellentesque a bibendum massa. Sed a quam lacus. Donec gravida mi eget justo iaculis posuere. Nunc ut semper mi. Sed a diam augue. Integer in libero ac orci convallis sagittis.
- Mauris ac sapien hendrerit, tristique libero in, elementum odio. Suspendisse consequat mauris mauris, sit amet volutpat turpis aliquam quis. Aliquam sagittis dictum laoreet. Integer a sodales leo. Cras volutpat consequat leo, id molestie quam lobortis ut.

Risk Management Agency  
www.rma.usda.gov

## FPAC

### Interior Slide

USDA  
United States Department of Agriculture

**Title of Slide**  
Subheading

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec rhoncus massa. Pellentesque a bibendum massa. Sed a quam lacus. Donec gravida mi eget justo iaculis posuere. Nunc ut semper mi. Sed a diam augue. Integer in libero ac orci convallis sagittis.
- Mauris ac sapien hendrerit, tristique libero in, elementum odio. Suspendisse consequat mauris mauris, sit amet volutpat turpis aliquam quis. Aliquam sagittis dictum laoreet. Integer a sodales leo. Cras volutpat consequat leo, id molestie quam lobortis ut.

FARM PRODUCTION AND CONSERVATION FSA | NRCS | RMA | Business Center

Interior slides should include the USDA header and agency identifier at the bottom. Use the appropriate agency color palettes. Slides should have limited text, ideally two to four bulleted sentences.

# SAMPLE LAYOUTS - FACT SHEETS-SINGLE PAGE

Fact sheets can be set up for a single-page or multiple-page layout. Photos and images can span the width of one or two columns, depending on the amount of text. Use appropriate agency color palettes.

## OPTION 1

USDA United States Department of Agriculture

Agency Name

**Title of Fact Sheet Here**


FACT SHEET  
Date and Crop Year

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Aliquam sem fringilla ut morbi. Eget mauris pharetra et ultrices. Consequat interdum varius sit amet mattis.



USDA is an equal opportunity provider, employer, and lender.

One column width


Two column width

## OPTION 2

USDA United States Department of Agriculture


**Title of Fact Sheet That is Longer Than Usual**

Subheadline of Fact Sheet



**Lorem Ipsum Dolor Sit Amet**  
Consectetur adipiscing elit. Phasellus sollicitudin, auctor eu consectetur mollis, ex sem dapibus quam, a cursus felis leo vitae turpis. Mauris posuere lobortis sit amet. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas fermentum laoreet sapien, ac viverra ligula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam non egestas ante, sed vestibulum nunc. Proin lacinia arcu ac sapien pellentesque commodo. Nulla facilisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

**Pellentesque Habitant Morbi Tristique senectus et Netus et Malesuada Fames**  
Duis dictum felis lorem, ut laoreet orci consectetur quis. Cras quis vehicula purus, at cursus eros. Praesent posuere dignissim leo vitae tristique. Sed eget purus ut diam porta convallis et fermentum magna.



**Class Aptent Taciti Sociosq**  
Ad illos torquent per conubia nostra, per inceptos himenaeos. Nunc congue rutrum lacus, nec dapibus est sollicitudin sed. Nullam feugiat consectetur urna ac ultrices. Donec volutpat aliquet lacus et suscipit. Phasellus at eros pulvinar, pharetra elit id, dictum mi. Aliquam nec trincidunt risus. Pellentesque quis tellus bibendum, placerat tortor quis, eleifend diam. Maecenas odio nisi, trincidunt eget nisi quis, accumsan lacinia metus. Aenean vulputate sapien odio, ut eleifend libero vulputate a Pellentesque dapibus fermentum euismod. Curabitur nec nunc eget nibh commodo tristique. Quisque vel urna eleifend, gravida elit in, suscipit ex.

Aliquam pharetra sem quis sollicitudin, auctor eu consectetur mollis, ex sem dapibus quam, a cursus felis leo vitae turpis. Mauris posuere lobortis ante, semper dapibus enim venenatis sit amet. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Integer quis augue trincidunt, bibendum dui sed, accumsan libero. Suspendisse justo purus, mollis vitae aliquet non, imperdiet quis tortor. Donec feugiat egestas aliquet.

FARM PRODUCTION AND CONSERVATION | FSA | NRCS | RMA | Business Center

USDA is an equal opportunity provider, employer, and lender. [State Abbr. - Year] [Month Year]

One column width

Two column width

Side Bar

# SAMPLE LAYOUTS - FACT SHEETS-MULTIPLE PAGE

Multiple page fact sheets will have the EEO statement at the bottom on the final page.

## OPTION 1

USDA United States Department of Agriculture

Agency Name

Title of Fact Sheet That is Much Longer Than Usual

FACT SHEET  
Month Year

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquet sagittis id consectetur purus ut faucibus. Gravida quis blandit turpis cursus in

Commodo nulla facilisi nullam vehicula. Odio morbi quis commodo odio aenean sed. Aliquam ut porttitor leo a. Dui sapien eget mi proin sed libero enim. In egestas erat imperdiet sed euismod. Una neque viverra justo nec ultrices dui. Non curabitur gravida ex sem dapibus quam, a cursus

USDA United States Department of Agriculture

PROGRAM NAME - MONTH AND YEAR

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquet sagittis id consectetur purus ut faucibus. Gravida quis blandit turpis cursus in hac habitasse platea. Lacus luctus accumsan tortor posuere ac ut consequat. Odio pellentesque diam volutpat commodo sed egestas egestas fringilla. Et pharetra pharetra massa massa ultricies. Lorem sed risus ultricies tristique nulla aliquet. Dignissim cras incididunt lobortis feugiat vivamus at augue eget arcu. Quis eleifend quam adipiscing vitae. Sapien et ligula ullamcorper malesuada proin. Orci dapibus ultrices in iaculis nunc sed.

Aliquam sem fringilla ut morbi. Eget mauris pharetra et ultrices. Consequat interdum varius sit amet mattis.

**More Lorem Ipsum**  
Vel eros donec ac odio tempor orci dapibus ultrices in. Sociis natoque penatibus et magnis dis. Sagittis eu volutpat odio fac office visit <https://www.farmers.gov>.

Integer quis augue tincidunt, bibendum dui sed, accumsan libero. Suspendisse justo purus, mollis vitae aliquet non, imperdiet quis tortor. Donec feugiat egestas aliquet.

USDA is an equal opportunity provider, employer, and lender.

## OPTION 2

USDA United States Department of Agriculture

Title of Fact Sheet

Subheadline of Fact Sheet

**>Lorem Ipsum Dolor Sit Amet**  
Consectetur adipiscing elit. Phasellus sollicitudin, augue eu consectetur mollis, ex sem dapibus quam, a cursus leo vitae turpis. Mauris posuere ante, semper dapibus enim venenatis sit amet. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas fermentum laoreet sapien, ac viverra ligula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam non egestas ante, sed vestibulum nunc. Proin lacinia arcu ac sapien pellentesque commodo. Nulla facilisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

**Class Aptent Taciti Sociosque**  
Ad litora torquent per conubia nostra, per inceptos

**>Lorem Ipsum Dolor Sit Amet**  
Consectetur adipiscing elit. Phasellus sollicitudin, augue eu consectetur mollis, ex sem dapibus quam, a cursus leo vitae turpis. Mauris posuere ante, semper dapibus enim venenatis sit amet. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas fermentum laoreet sapien, ac viverra ligula. Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam non egestas ante, sed vestibulum nunc. Proin lacinia arcu ac sapien pellentesque commodo. Nulla facilisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

**Pellentesque Habitant Morbi Tristique senectus et Netus et Malesuada Fames**  
Duis dictum felis lorem, ut laoreet orci consectetur quis. Cras quis vehicula purus, at cursus eros. Praesent posuere dignissim leo vitae tristique. Sed eget purus ut diam porta convalis et fermentum magna.

FARM PRODUCTION AND CONSERVATION | FSA | NRCS | RMA | Business Center

USDA is an equal opportunity provider, employer, and lender. [State Abbr. - Year] [Month Year]

# SAMPLE STATIONARY

## Letterhead

 **United States Department of Agriculture**

**Name of Agency Here**      Date and Year

**Name of Office or Division Here**      Salutation:

**Address Line 1**  
**Address Line 2**  
**Address Line 3**  
**Zip Code Here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero. Sed dignissim lacinia nunc.

Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh.

Quisque volutpat condimentum velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi. Ut fringilla. Suspendisse potenti. Nunc feugiat mi a tellus consequat imperdiet. Vestibulum sapien. Proin quam. Etiam ultrices.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero. Sed dignissim lacinia nunc.

Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh.

Sincerely,



Name Here  
Title Here

USDA is an equal opportunity provider, employer, and lender.

## Business Cards

 **United States Department of Agriculture**

**Kristine W. Morrison**  
**Administrative Support Assistant**  
**Animal and Plant Health Inspection Service**  
**Plant Protection and Quarantine**

4700 River Road, Unit 516-A  
Riverdale, MD 20737-1232

Voice: 301-734-7799  
Fax: 301-734-5250  
kristine.morrison@usda.gov  
www.usda.gov

 **Kristine W. Morrison**  
**Administrative Support Assistant**

**United States Department of Agriculture**  
**Animal and Plant Health Inspection Service**  
**Plant Protection and Quarantine**

4700 River Road, Unit 516-A  
Riverdale, MD 20737-1232

Voice: 301-734-7799 • Fax: 301-734-5250  
Email: kristine.morrison@usda.gov  
www.usda.gov

 **United States Department of Agriculture**

**Kristine W. Morrison**  
**Administrative Support Assistant**  
**Animal and Plant Health Inspection Service**  
**Plant Protection and Quarantine**

4700 River Road, Unit 516-A, Riverdale, MD 20737-1232  
Voice: 301-734-7799 • Fax: 301-734-5250  
Email: kristine.morrison@usda.gov  
www.usda.gov



# TRIFOLD BROCHURES - OPTION 1

Option 1 of the trifold brochure design has a layout for both a standard title length and long title length. Images should stay within the pre defined column sizes but can be moved within the columns to align correctly with the corresponding text. The images can also be deleted if they are not necessary.

### Inside Spread

**Headline of brochure here**  
Brochure sub headline here



**Class Aptent Taciti Sociosqu**

Ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc congue rutrum lacus, nec dapibus est sollicitudin sed. Nullam feugiat consectetur urna ac ultricies. Donec vulputat aliquet tunc sit suscipit. Phasellus at eros pulvinar pharetra elit id. dictum mi. Aliquam nec tincidunt risus. Pellentesque quis tellus bibendum, placerat tortor quis, eleifend diam. Maecenas odio nisi, tincidunt eget nisi quis, accumsan lacinia metus. Aenean vulputate sapien odio, ut eleifend libero vulputate a. Pellentesque dapibus fermentum euismod. Curabitur nec nunc eget nibh commodo tristique. Quisque vel urna eleifend, gravida elit in, suscipit ex. ullam ullamcorper purus sit amet est varius, nec molestie nisi interdum. Quisque eu elit congue, dictum nisi sit amet, blandit ante. Nullam malesuada augue ut velit mattis.

**Pellentesque Habitat Morbi Tristique Senectus et Netus et Malesuada Fames**



**Class Aptent Taciti Sociosqu**

Ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc congue rutrum lacus, nec dapibus est sollicitudin sed. Nullam feugiat consectetur urna ac ultricies. Donec vulputat aliquet tunc sit suscipit. Phasellus at eros pulvinar pharetra elit id. dictum mi. Aliquam nec tincidunt risus. Pellentesque quis tellus bibendum, placerat tortor quis, eleifend diam. Maecenas odio nisi, tincidunt eget nisi quis, accumsan lacinia metus. Aenean vulputate sapien odio, ut eleifend libero vulputate a. Pellentesque dapibus fermentum euismod. Curabitur nec nunc eget nibh commodo tristique. Quisque vel urna eleifend, gravida elit in, suscipit ex. ullam ullamcorper purus sit amet est varius, nec molestie nisi interdum. Quisque eu elit congue, dictum nisi sit amet, blandit ante. Nullam malesuada augue ut velit mattis.

**Class Aptent Taciti Sociosqu**

Ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc congue rutrum lacus, nec dapibus est sollicitudin sed. Nullam feugiat consectetur urna ac ultricies. Donec vulputat aliquet tunc sit suscipit. Phasellus at eros pulvinar pharetra elit id. dictum mi. Aliquam nec tincidunt risus. Pellentesque quis tellus bibendum, placerat tortor quis, eleifend diam. Maecenas odio nisi, tincidunt eget nisi quis, accumsan lacinia metus. Aenean vulputate sapien odio, ut eleifend libero vulputate a. Pellentesque dapibus fermentum euismod. Curabitur nec nunc eget nibh commodo tristique. Quisque vel urna eleifend, gravida elit in, suscipit ex. ullam ullamcorper purus sit amet est varius, nec molestie nisi interdum. Quisque eu elit congue, dictum nisi sit amet, blandit ante. Nullam malesuada augue ut velit mattis.

### Fold-in Panel

Quote or Intro Text  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non libero eu risus molestie vestibulum. Cras rhoncus leo quis libero pellentesque, at malesuada libero gravida. Morbi cursus ipsum nec elementum.




**Title of the Brochure Here**








Brochure Number  
Natural Resources Conservation Service  
nrcs.usda.gov/

Cover-Standard Length Title




**Title of the Brochure That is Longer Than Usual**

Brochure Number  
Natural Resources Conservation Service  
nrcs.usda.gov/

Cover-Long Length Title

USDA is an equal opportunity provider, employer, and lender.  
[State Abbr.-Year] • [Month Year]


Back Cover

# TRIFOLD BROCHURES - OPTION 2

Option 2 of the trifold brochure design has the main title running vertically along the right side. Paper size can be either letter (11" x 8.5") or legal (14" x 8.5") depending on the length of content.

### Inside Spread

<p><b>1</b></p> <p><b> Lorem ipsum </b></p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec rhoncus massa. Pellentesque a bibendum massa. Sed a quam lacus.</p> <p> Donec gravida mi eget justo iaculis posuere. Nunc ut semper mi. Sed a diam augue. <b> Integer in libero ac orci convallis sagittis. </b></p> <p style="text-align: center;">3"</p>	<p><b>3</b></p> <p><b> Lorem ipsum </b></p> <p> Mauris ac sapien hendrerit, tristique libero in, elementum odio. Suspendisse consequat mauris mauris, sit amet volutpat turpis aliquam quis. Aliquam sagittis dictum laoreet. Integer a sodales leo. Cras volutpat consequat leo, id molestie quam lobortis ut.</p> <p style="text-align: center;">4"</p>	<p><b>4</b></p> <p><b> Lorem ipsum </b></p> <p> After we determine your eligibility to participate in FSA programs, we walk you through the application process. More information may be needed depending on the program.</p> <p style="text-align: center;">4"</p>
---	---	---

### Fold-in Panel

**2**

**Lorem ipsum**

During your first visit, be sure to bring:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ne lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ne lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ne lorem ipsum dolor sit amet, consectetur adipiscing elit.



**Agency Name**



4

**Easy Steps**

**to Get Started with Us**

*Donec gravida mi eget justo iaculis posuere. Nunc ut semper mi. Sed a diam augue. Integer in libero ac orci convallis sagittis.*

Get Started with Us

Cover



**Stay Informed**

[www.fsa.usda.gov/subscribe](http://www.fsa.usda.gov/subscribe)

 @USDAFSA

 @USDA

 @USDA

 @USDAGOV

USDA is an equal opportunity provider, employer and lender.

To file a complaint of discrimination, write: USDA, Office of the Assistant Secretary for Civil Rights, Office of Adjudication, 1400 Independence Ave., SW, Washington, DC 20250-9410 or call (866) 632-9992 (Toll-free Customer Service), (800) 877-8339 (Local or Federal relay), (866) 377-8642 (Relay voice users)

Brochure Number
Date

Back Cover

# SAMPLE LAYOUTS - BANNERS

Banner stands vary in size and the panels should be customized according to the individual vendor specifications.

Often the minimum file resolution is 100 dpi, 100% original size with bleeds.

Content should be limited to main ideas or a theme to maximize visual appeal. Corresponding handouts such as brochures can offer more detailed information about USDA programs.

