USDA

United States Department of Agriculture

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April 2014

Facility Signage Guide

Lessor _____ & Government_____

USDA Facility Signage

Facility signs play a major role in projecting a clear, strong impression of USDA. This facility signage guide serves as a manual for the development and implementation of a comprehensive signage and wayfinding system for both exterior and interior signage. The purpose of this guide is to establish the image of USDA, creating a sense of space that welcomes visitors and staff; defining USDA as a destination, and informing, orientating, and directing visitors to and through all USDA facilities.

All USDA interior facility signage designating a permanent room or space must be ADA compliant. For the latest ADA signage standards and guidelines, contact www.ADA.gov

USDA facilities within the Washington, DC, metropolitan area must comply with special DC/Metro signage requirements. Contact the Office of Operations (OAO) for the latest version.

The objective of this guide is not to replace current signs but, rather, to ensure that when the signs need to be replaced with new signs, they comply with these new guidelines.

Facility Signage

Signature Lockups

Signature lockups must be used on all Department facility signage. Signature lockups combine the USDA Symbol and the Department name. Do not use the USDA Symbol without the Department name. 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.

Acceptable Signature Lockup Variations

USDA United States Department of Agriculture

USDA United States Department of Agriculture

USDA

United States Department of Agriculture

USDA

United States Department of Agriculture

Color

The signature lockup shall be reproduced in either one or three colors. The official colors for the USDA symbol are dark blue (PMS 288) and dark green (PMS 343), and the Department name is black. When reproduced in one color, the signature lockup shall be black or the most dominant color available. When the signature lockup is placed on a color background, it can be reproduced in one color, either black or white.

Dark Blue PMS 288

Dark Green PMS 343

Solid Black

USDA United States Department of Agriculture

Three Color

USDA United States Department of Agriculture

One Color - Black

Color Background

USDA United States Department of Agriculture

One Color - Black or White

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Signature Lockups

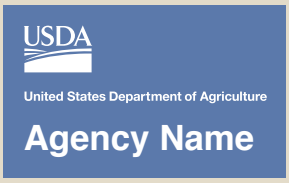
Clearance Space, Proportions, and Placement

Signature lockups must be used on all Department facility signage. Signature lockups are comprised of the USDA Symbol and the Department name. To ensure maximum visibility, the signature lockup should be placed at the top of any signage above the Agency's name. Only use signature lockups supplied by USDA's Office of Communications. Any substitution of typefonts on signature lockups is unacceptable. Do not attempt to create signature lockups in any manner.

Clearance space shall be used on all signage to provide a clean, consistent background area and position for the signature lockup. All acceptable versions of the signature lockups can be used. No images, gradations, or other graphics can appear within the clearance space. All other types of visual elements, images, and typography can fall below the clearance space. Helvetica and Arial are the preferred typefonts.

Free-Standing Signage

Monumental Signage



Building-Mounted Signage

Lessor _____ & Government_____

Free-Standing Signage - REQUIRED

Signature lockup must be positioned above all other names.

Lessor _____ & Government_____

Building-Mounted Signage - REQUIRED

Use street address or site number as required by the office complex or landlord. Signature lockup must be positioned above all other names.

Site address as required

9201

USDA

United States Department of Agriculture

Agency Name

9201

USDA United States Department of Agriculture

Agency Name Here

9201

USDA United States Department of Agriculture

Agency Name Here

Lessor _____ & Government_____

Directional Signage - REQUIRED (if needed)

Directional arrows can be placed where appropriate outside the signature lockup clearance space.

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Office Room Signage - REQUIRED

USDA Facility

All USDA interior facility signage designating a permanent room or space must be ADA compliant. For the latest ADA signage standards and guidelines contact www.ADA.gov. Signature lockup must be positioned above all other names.

Lessor _____ & Government_____

Office Room Signage - REQUIRED

Non-USDA Facility

Signature lockup is not required.

9201

Agency Name

Division Name

Tenant Name

Tenant Name

Tenant Name

Lessor _____ & Government_____

Building Directory - REQUIRED (if needed)

USDA Facility

Signature lockup must be positioned above all other names.

USDA

United States Department of Agriculture

Service Center

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

Lessor _____ & Government_____

Building Directory - REQUIRED (if needed)

Non-USDA Facility

The Department name must be fully spelled out and positioned above the Agency name.

Department name only

XYZ Office Building

Other Tenant	201
Other Tenant	201
United States Department of Agriculture	202
Other Tenant	205
Other Tenant	207

Department name with Agency name on second line

XYZ Office Building

Other Tenant	201
Other Tenant	201
United States Department of Agriculture Agency Name Here	202
Other Tenant	205
Other Tenant	207

Lessor _____ & Government_____