



Publishing Standards Manual

United States
Department of
Agriculture

Office of
Communications

Design Center

December 2000

Midewin National Tallgrass Prairie

Graphic Publishing Standards for Special Publications



General Guidelines for Midewin Special Publications

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Introduction

This publishing standards manual is intended to be used as a guide for the development of special publications for the Midewin National Tallgrass Prairie. This guide has been developed to standardize the use of the “Midewin identity” throughout a range of publications, while clearly presenting the identities of both the USDA and the Forest Service on all publications intended for public distribution.

These standards should be used as a framework for both staff designing in-house documents, and professional designers working with the Midewin staff. Within this framework creative and unique design solutions can be achieved while creating publications that are compatible with the USDA Design Center’s layout grids and identification standards.

These publishing standards should be used and considered in coordination with all applicable, existing USDA or Forest Service standards.

OBJECTIVE

To create for Midewin National Tallgrass Prairie a distinct and flexible graphic system that will allow a wide range of publications to be produced which rely on standard sizes and common concepts and therefore will appear consistent and expressive of the character of Midewin.

THE DESIGN CONCEPT

The main elements of Midewin—Nature, History, Science, and Agriculture can be expressed visually as textures and edges. When set together, they can create patterns and layers. Layers of history, growth, land use, time periods, land boundaries, different organizations can be shown.

THE TEXTURES

Soft—The prairie grasses, masses of plants, the landscape. Largely soft and flowing but not mushy. The existing meadowlark logo reflects this. The **Papyrus** headline typeface is grassy, organic, soft edged, whispers. Suggests poetry

THE EDGES

Tight croppings, slices, geometric shapes. Set together express the mosaic of Midewin. A closer look (a tight crop) of a single flower, insect, etc. reveals a hard-edged, sculptural symmetry present in the natural textures. The **Futura** typeface family is sans serif, scientific, excellent for presenting factual information such as flower descriptions. Suggests analysis

Using hard-edged slices of various textures and scales, a bold and unusual way of looking at Midewin appears. A distinct and flexible graphic system that works in an exhibition as well as a brochure can be devised. The **Arrow** typeface can work with either of the other two. For example, Juxtaposing distance views (possibly representing natural impressions) with close-ups (could represent scientific observation) begins to express the complexity of what is going on here.

The Wildflower brochure cover demonstrates these ideas and indicates how a unified series of publications on very different topics could look. The edge/layer system follows the new USDA brochure grid. The very light screen of the inside covers is another “layering” technique that could become varnish on another occasion, scrim on another, frosted glass somewhere else.

Towards a Standard System

The design concepts are unified with standard graphic production choices in typography, layout, colors and usage of elements such as logos.

Families of Publications

A color coded icon or field has been introduced in the upper left corner of cover layouts for use in identifying families of publications which may contain a number of different interpretive products or sizes. Possible families might be :

Natural History
Cultural History
Midewin Laboratory

or further delineation of sub-groups such as:

Ecology
Birds
Plants

Native Americans
Industry
Arsenal
Settlement

Seed beds
Horticulture
Volunteers
Tours
Recreation



The Typography

A set of three typefaces is suggested.

Headlines: Recommended to use headline type at least 6pt sizes larger than subtitle or date.

Papyrus – The official logo type and also used as headline type.

Arrow – Used for headlines and body copy.

Futura – Used as headlines and body copy. 11point size on 14points of leading for body copy standard in publications larger than 4x9".

The logotype is always **Papyrus**.

Layout

It is suggested that the Midewin portfolio of publications include 3 sizes: the 4x9" (fits a standard envelope), the 5.5x8.5" booklet (fits a 6x9" envelope) and the 8.5x11" flyer, report, book. These sizes fit with the new USDA publication standards, offer practical consistency and take advantage of efficient printing pricing.

An important layout feature of the Midewin identification system is a clear use of borders on publication covers and margins within. Borders should always be increments of 1/4 inch (.25, .5, .75, 1,1.5) and be even around all sides. This creates a "frame" which can be filled with solid color, different images or left empty. A sense of "frame" on all Midewin publications is important.

Internal layout grids for 1 and 2 column publications are included for the 5.5x8.5" size.

Accessibility

It is suggested that each publication be made available for on-line use. PDF formats should be provided when publications are printed, allowing an on-line user to page through the document and to view the document at a variety of sizes and resolutions.

Color

Suggested colors for Midewin include two approaches to developing palettes: one taking inspiration from the intense colors of the wildflowers, sky and grass in the landscape (used mostly as accent color); and one more neutral to be used as background, for earth tones and to express more subtle ideas such as memory or history. Color palettes should be developed as families or groupings of publications are developed.

saturated and bright colors:

PMS	C	M	Y	K
pms 123 (logo) yellow	0	17	80	0
pms 166 orange	0	64	100	0
pms 363 green	68	0	100	24
pms 285 blue	89	43	0	0
pms 1795 red	0	94	100	0

more subtle and neutral:

pms 402 grey	0	6	14	31
pms 477 brown	50	85	100	0
pms 556 green	42	0	33	27
pms 4645 tan	0	37	68	28

black

white

Meadowlark Logo pms 107U or 108C

Suggested Software

In-house, documents with changing information and no or minimal graphics may be best produced in a word processing program using the specified font family as well as eps files for such images as the logo and the grass border.

Special publications with heavy photographic use and/or requiring full color, can be handled in a desktop publishing program.

The Logo

The logo should be able to work both with and without its logotype underneath. Both are shown in the Wildflowers brochure.

The logotype is used in large size applications or as a piece of complete artwork (such as on a lapel pin).

The logo with separate type is used when the name also serves as a title or subtitle of a publication.

The width of the type is always five times the width of the logo when used as one line.

At this time it is not recommended that the Midewin logo name be used in more than one line.

Both versions are not used together on the same page although they can appear in the same publication.

The logotype is always **Papyrus**.



The logotype



Midewin National Tallgrass Prairie

The logo with separate type



The grayscale or B&W logo

EEO Statement

Prior to the publication of any documents intended for the Public, consult with the USDA Design Center to verify the EEO Statement that is appropriate to that specific client.

The EEO Statement and agency logo credits should appear on the back cover of the publication as shown in this example. The font should be no smaller than 8 pt. Futura. The box can be extended downward to facilitate the inclusion of more logos if necessary

Funding for this brochure was contributed by the National Forest Foundation, Recreational Equipment, Inc., Mobil Foundation, Midewin Tallgrass Prairie Alliance, and Illinois Department of Natural Resources.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audio-tape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).<

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.

The Midewin National Tallgrass Prairie is a member of Chicago Wilderness, a coalition of more than 90 agencies, organizations, and institutions that have come together to help assure the future of the natural biological wealth of the region.



Credits

USDA/Forest Service identification line is to appear on the front of all published documents in 8pt. Futura as shown in examples.

Credits for sponsors or corporate/private partners or partnering government agencies can be given in the information block as shown below, which should appear on the back panel of the publication.

Credits can also be located within the document or on the inside back cover

Funding Credits

EEO Statement

Partner Information

Agency/Partner Logos

Logos should be limited to three across and no more than two rows on any publication. One row is recommended.

Midewin Contact Information

Contact information, including name, address, phone number, fax number, and web information should be located on the last page or the inside back cover of the publication.

I. 5 1/2" x 8 1/2" BROCHURE/FLYER

Use

The 5 1/2" x 8 1/2" format can be used for general information brochures which may contain inserts. This format is also particularly useful for the creation of invitations and special purpose documents. It can be designed as a one panel (front only or two sided) or in a single fold format to be sent in a card envelope.

Typesetting

Set all type flush left, rag right, with normal word and character spacing in upper/lower case.

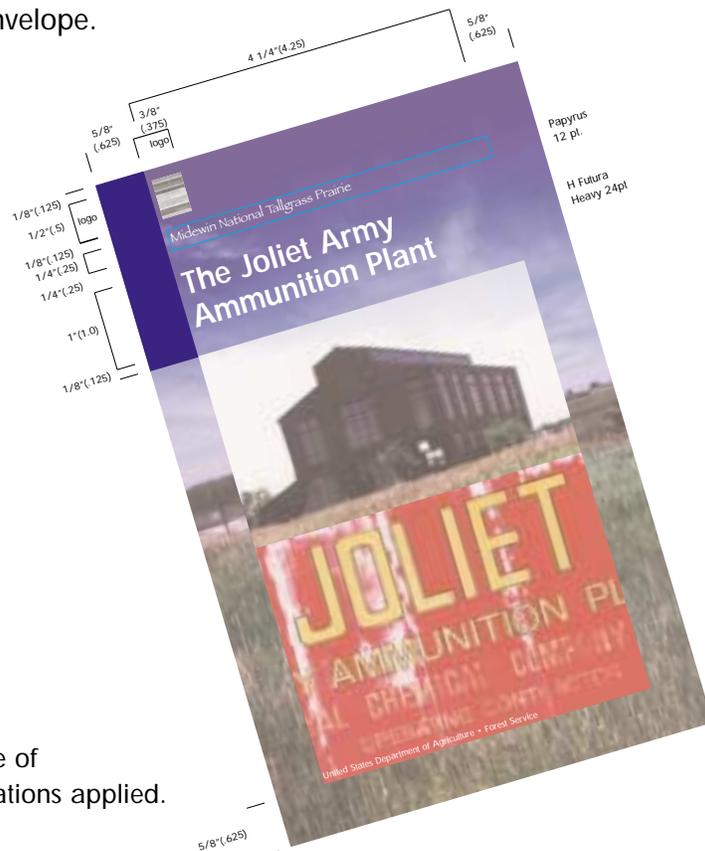
Publication Title: Set on two lines, upper/lower case, 28pt.
H Futura Heavy

Identifiers

Midewin Logo: Use logo w/out name attached. Use logo with background color to match image palette or logo with clear background.

Department/Agency: Provide identification line as shown in 8pt Futura, white or black (depending on background contrast) set to bottom of graphic inset panel.

Department/Agency logos: Place on the back panel of the publication in the solid color field as shown in section 1 of this document. Position logos below (most current) EEO statement.



Example of specifications applied.

4 1/4"(4.25)

5/8"
(.625)

3/8"
(.375)

5/8"
(.625)

logo

1/8"(.125)

1/2"(.5)

logo

1/8"(.125)

1/4"(.25)

1/4"(.25)

1"(1.0)

1/8"(.125)



Midewin National Tallgrass Prairie

The Joliet Army Ammunition Plant



Papyrus
12 pt.

H Futura
Heavy 24pt

5/8"(.625)

Example of a 5.5x8.5 publication with solid color background, also prints well as black & white

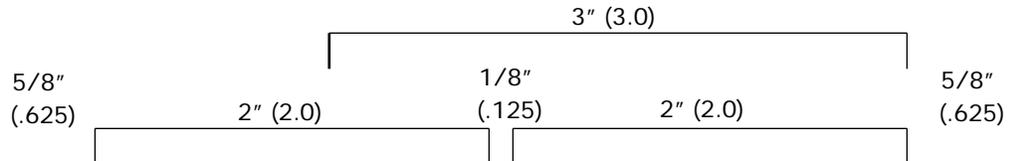


Midewin National Tallgrass Prairie

The Joliet Army Ammunition Plant



United States Department of Agriculture • Forest Service



5/8" (.625)

3/8" (.375)

3/16" (.18)

Arsenal Tours at Midewin

Midewin Bird Guided History Tour

Sarts at Noon from the Admin. Site

The cultural history of Midewin will be explained by our native meadolark. The tour will incorporate stops at a homesite, the Group Two explosion site, and a historic cemetery. Participation will be limited to 25 individuals or 10 vehicles.

Midewin Introductory Tour (West Side) (East Sides)

Both start at 9:30 am from the Admin. Site

An auto caravan tour will introduce participants to the natural and cultural history of the Midewin National Tallgrass Prairie. Topics will include the evolution of tall-grass prairie, the history of human use and occupation of the area now known as Midewin, the ceation of Midewin and management challenges facing the USDA

Birds of the Prairie Arsenal

Sarts at 7:30 am from the Admin. Site

Tours are designed to observe grassland birds at Midewin during the breeding and migration seasons. Topics covered will be the natural history and habitat needs of the grassland birds at Midewin. An emphasis will be placed on observing and photographing these birds. These tours will be limited to 20 individuals.

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5/8" (.625)

5/8"
(.625)

5/8"
(.625)

3 5/8"
3(.625)

5/8"
(.625)

5/8" (.625)

3/8" (.375)

3/16" (.18)

Arsenal Tours

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3/16" (.18)

5/8" (.625)

II. 8 1/2" x 11" REPORT/DOCUMENT COVER

Use

The 8 1/2" x 11" format can be used for report covers, general information books, manuals, and training guides. This cover page can also be used in cover sleeves for binders.

Typesetting

Set all type flush left, rag right, with normal word and character spacing in upper/lower case.

Publication Title: Set on multiple lines, upper/lower case, 24-30pt. Futura. Bold may be used for emphasis.

Signature grass image: can be full bleed at bottom or shifted up to accommodate the margins of specific local printers. (ink jet or laser)

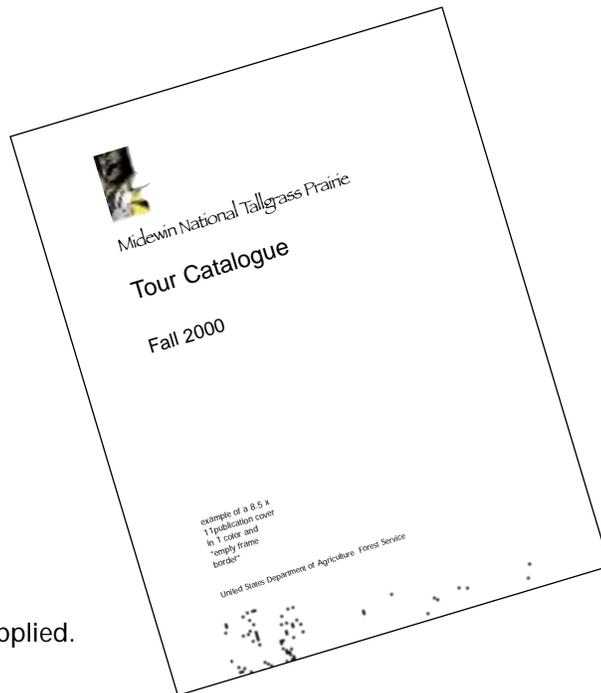
Identifiers

Midewin Logo: Use logo w/out name attached. Use logo with background color to match image palette or logo with clear background.

Midewin Name: Place under the logo aligned left in 20-24pt. Papyrus upper/lower case.

Department/Agency: Provide identification line as shown in 8pt Futura, white or black (depending on background contrast) set to bottom of graphic inset panel.

Department/Agency logos: Place on the back panel of the publication in the solid color field as shown in section 1 of this document. Position logos below (most current) EEO statement.



Example of specifications applied.

5 1/2" (5.5)

1 1/2" (1.5)

3/16 (.18)

1/2

3/16 (.18)

1 1/2" (1.5)

1 1/8" (1.125)

3/16" (.375)

1 1/4" (1.25)

3/16" (.18)

1/2 (.5)

3/8" (.375)

3" (3.0)



Midewin National Tallgrass Prairie

Tour Catalogue
Fall 2000

example of a 8.5 x 11 publication cover in 1 color and "empty frame border"

United States Department of Agriculture • Forest Service



1 1/2" (1.5)



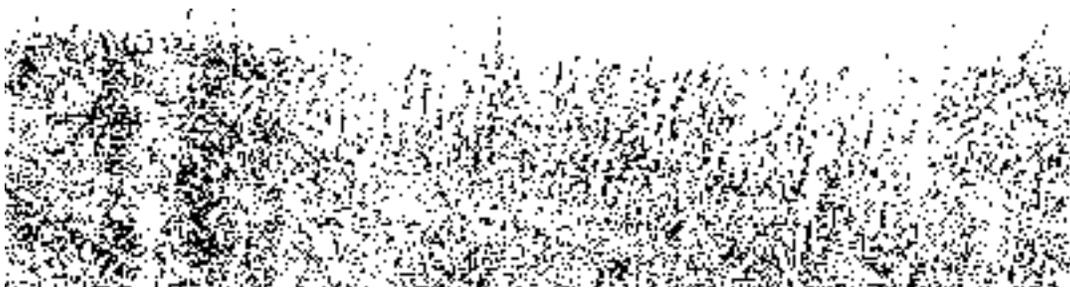
Midewin National Tallgrass Prairie

Tour Catalogue

Fall 2000

example of a 8.5 x
11 publication
cover in 1 color
and "empty frame
border"

United States Department of Agriculture • Forest Service





Midewin National Tallgrass Prairie

Tour Catalogue

Fall 2000

example of a
8.5 x 11 publica-
tion cover in 1 or
more colors show-
ing "frame"

United States Department of Agriculture • Forest Service





Midewin National Tallgrass Prairie

Tour Annual Report

Fall 2000

example of a
8.5 x 11 publica-
tion cover in 1 or
more colors show-
ing a use of the
signature image
"in the frame"

United States Department of Agriculture • Forest Service

III. TOUR INFORMATION SHEET (foldable for rack display)

Use

The 8 1/2" x 11" format can be used for presenting tour information or any other type of calendar or handout information for the public and staff. It can be folded in half and placed in a rack with title and date clearly visible at top.

Typesetting

Set all type flush left, rag right, with normal word and character spacing in upper/lower case.

Publication Title: Set on two lines, upper/lower case, 18pt. H Futura Heavy. Bold may be used for emphasis.

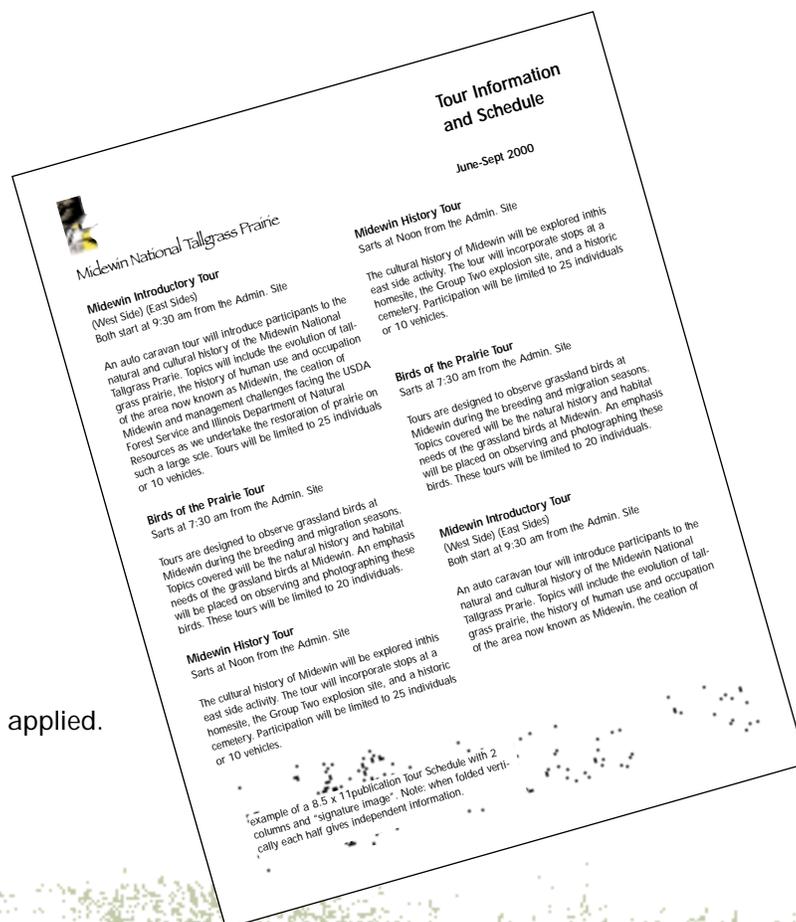
Date: 12 pt. H Futura Heavy
Signature grass image can be full bleed at bottom or shifted up to accommodate the margins of specific local printers. (ink jet or laser)

Identifiers

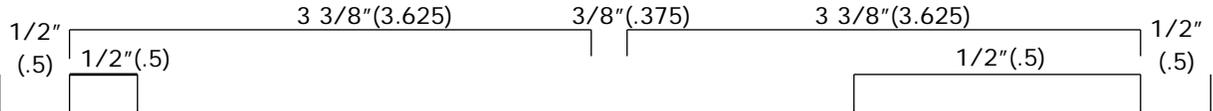
Midewin Logo: Use logo w/out name attached. Use logo with full color or logo with clear or white background.

Midewin Name: Place under the logo aligned left in 16pt. Papyrus upper/lower case.

Department/Agency: Provide identification line as shown in 8pt Futura, black set below signature grass image.



Example of specifications applied.



- 1/2" (.5)
- 1 3/8" (1.375)
- 1/16" (.06)
- 3/8" (.375)
- 3/16" (.18)



Midewin National Tallgrass Prairie

Tour Information and Schedule
June-Sept 2000

Midewin Introductory Tour
(West Side) (East Sides)
Both start at 9:30 am from the Admin. Site

An auto caravan tour will introduce participants to the natural and cultural history of the Midewin National Tallgrass Prairie. Topics will include the evolution of tall-grass prairie, the history of human use and occupation of the area now known as Midewin, the ceation of Midewin and management challenges facing the USDA Forest Service and Illinois Department of Natural Resources as we undertake the restoration of prairie on such a large scl. Tours will be limited to 25 individuals or 10 vehicles.

Birds of the Prairie Tour
Sarts at 7:30 am from the Admin. Site

Tours are designed to observe grassland birds at Midewin during the breeding and migration seasons. Topics covered will be the natural history and habitat needs of the grassland birds at Midewin. An emphasis will be placed on observing and photographing these birds. These tours will be limited to 20 individuals.

Midewin History Tour
Sarts at Noon from the Admin. Site

The cultural history of Midewin will be explored inthis east side activity. The tour will incorporate stops at a homesite, the Group Two explosion site, and a historic cemetery. Participation will be limited to 25 individuals or 10 vehicles.

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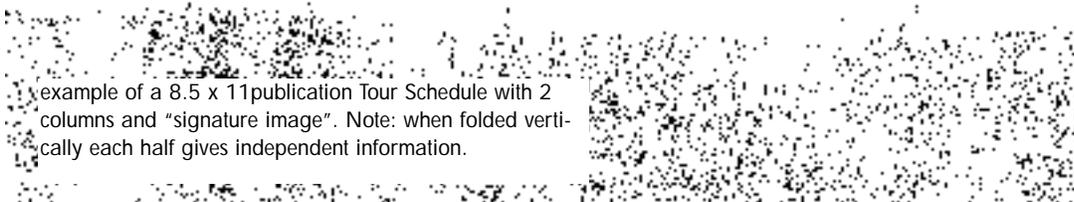
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- 1/16" (.06)
- 1 1/2" (1.5)
- 5/8" (.625)



example of a 8.5 x 11publication Tour Schedule with 2 columns and "signature image". Note: when folded vertically each half gives independent information.

United States Department of Agriculture • Forest Service



Midewin National Tallgrass Prairie

Tour Information and Schedule

June-Sept 2000

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example of a 8.5 x 11publication Tour Schedule with 2 columns and "signature image". Note: when folded vertically each half gives independent information.

IV. GENERAL PURPOSE MEMOS AND FLYERS

Use

This general purpose format can be used for newsletters, interoffice memos or any document that will be issued in multiple editions. The volume/issue and date information, is located at the upper right for ease of filing and referencing. This information can be changed for (one of a kind) memos or newsletters. Contact information is also provided in this upper right hand information block.

Typesetting

Set all type flush left, rag right, with normal word and character spacing in upper/lower case.

Publication Title: Set on one or two lines, upper/lower case, 36pt. Papyrus.

Column Headings: 14 pt. H Futura Heavy

Body Text: 11 pt. Arrow

Signature grass image can be full bleed at bottom or shifted up to accomodate the margins of specific local printers. (ink jet or laser)

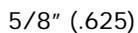
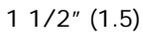
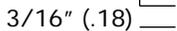
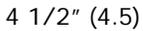
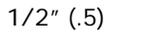
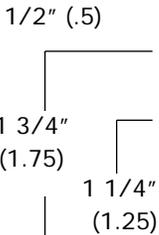
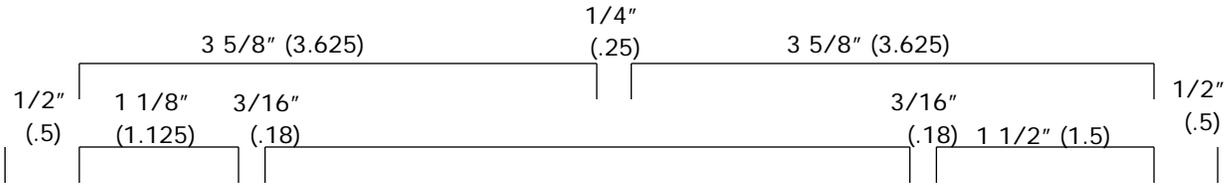
Identifiers

Midewin Logo: Use full logo with name attached in color or B/W.

Department/Agency: Provide identification line as shown in 8pt Futura, black set below signature grass band an align left.

Example of specifications applied.

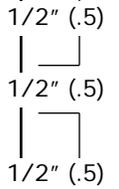




Midewin Quarterly

Volume 1, No. 4
July-September 2000

30071 State Route 53
Wilmington, IL 60481
(815) 423-6370
www.fs.fed.us/mntp



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(West Side) (East Sides)
Both start at 9:30 am from the Admin. Site

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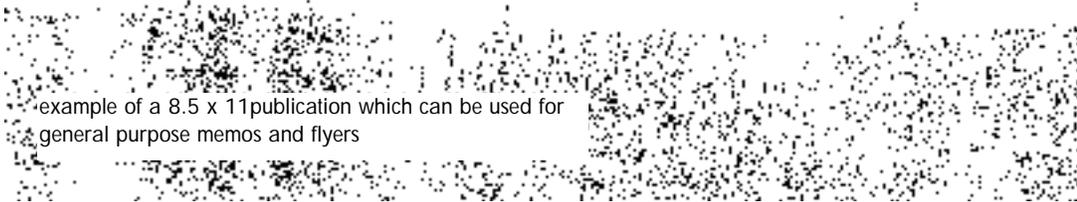
Midewin History Tour
The cultural history of Midewin will be explored inthis east side activity. The tour will incorporate stops at a homesite, the Group Two explosion site, and a historic cemetery. Participation will be limited to 25 individuals or 10 vehicles.

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example of a 8.5 x 11 publication which can be used for general purpose memos and flyers



Midewin Quarterly

Volume 1, No. 4

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30071 State Route 53
Wilmington, IL 60481
(815) 423-6370
www.fs.fed.us/mntp

Midewin Introductory Tour

(West Side) (East Sides)

Both start at 9:30 am from the Admin. Site

An auto caravan tour will introduce participants to the natural and cultural history of the Midewin National Tallgrass Prairie. Topics will include the evolution of tallgrass prairie, the history of human use and occupation of the area now known as Midewin, the ceation of Midewin and management challenges facing the USDA Forest Service and

Birds of the Prairie Tour

Tours are designed to observe grassland birds at Midewin during the breeding and migration seasons. Topics covered will be the natural history and habitat needs of the grassland birds at Midewin. An emphasis will be placed on observing and photographing these birds. These tours will be limited to 20 individuals.

Midewin History Tour

The cultural history of Midewin will be explored inthis east side activity. The tour will incorporate stops at a homesite, the Group Two explosion site, and a historic cemetery. Participation will be limited to 25 individuals or 10 vehicles.

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V. HORIZONTAL TITLE PAGE

Use

The 8 1/2" x 11" landscape (horizontal) format can be used for report covers, special notices, or special events flyers.

Typesetting

Main Title: Set on one or two lines, upper/lower case, 30pt. H Futura Heavy.

Subtitle: Set on one or two lines, upper/lower case, 24pt. Futura.

Location/Time: Set on multiple lines, upper/lower case, 18pt. Futura.

Contact Information: Set on multiple lines, upper/lower case, 14pt. Futura.

Date: 12 pt. H Futura Heavy

Signature grass image can be full bleed at bottom or shifted up to accommodate the margins of specific local printers. (ink jet or laser)

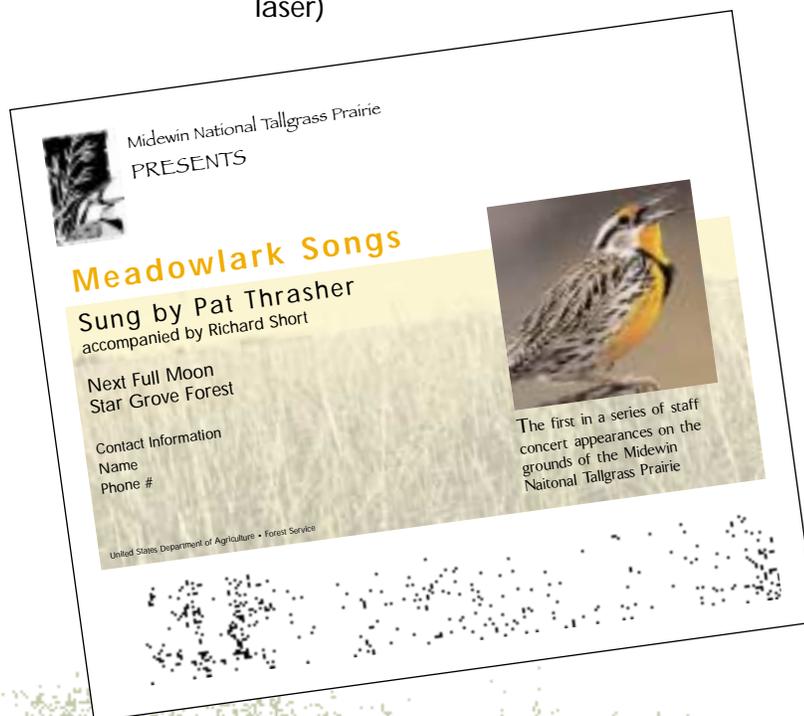
Identifiers

Midewin Logo: Use logo w/out name attached. Use logo with full color or logo with clear or white background.

Midewin Name: Place under the logo aligned left in 18pt. Papyrus upper/lower case.

Department/Agency: Provide identification line as shown in 8pt Futura, black set above left of signature grass image.

Example of specifications applied.



3/8" (.375)

1" (1.0)

3 7/8" (3.875)

1/8" (.125)

3 7/8" (3.875)

1/8" (.125)

1" (1.0)

1" (1.0)

3/4" (.75)

1 1/2" (1.5)

1/2" (.5)

3 7/8" (3.875)

1/8" (.125)

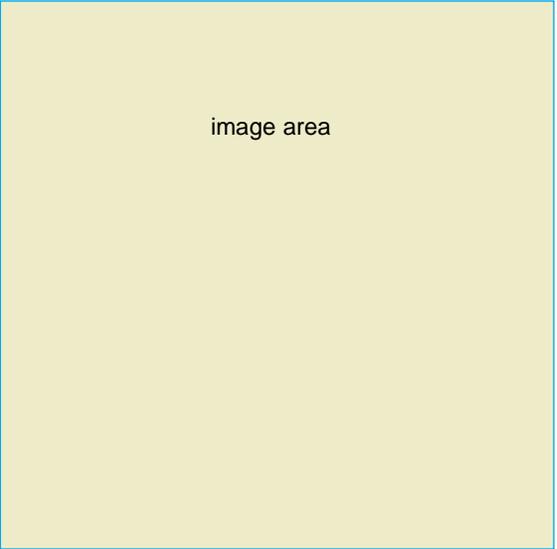
1 1/2" (1.5)

1/4" (.25)



Midewin National Tallgrass Prairie

Events Title
 Events Subtitle
 Event Time
 Event Place
 Contact Information
 Name
 Phone #



United States Department of Agriculture • Forest Service





Midewin National Tallgrass Prairie

Events Title

Events Subtitle

Event Time

Event Place

Contact Information

Name

Phone #



United States Department of Agriculture • Forest Service



Midewin National Tallgrass Prairie
PRESENTS

Meadowlark Songs

Sung by Pat Thrasher
accompanied by Richard Short

Next Full Moon
Star Grove Forest

Contact Information

Name

Phone #



The first in a series of staff
concert appearances on the
grounds of the Midewin
National Tallgrass Prairie

United States Department of Agriculture • Forest Service



Visual Management Guide

United States
Department of
Agriculture

Office of
Communications

Design Center

August 1996

The USDA Symbol Its Purpose and Use

USDA



Introduction

The USDA Symbol

A new symbol has been created for the Department and approved by the Secretary for use. It stands for all of USDA's activities in its mission areas and agencies.

The symbol was created in conjunction with the Department's recent reorganization. When used appropriately, it will give consistent identity to the Department, increase public perception of the value of USDA information products, and bring economy of scale to visual information work.

Source

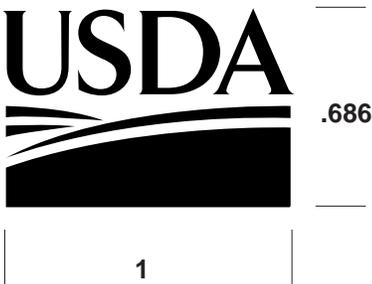
The symbol resulted from a collaborative effort of private and public sector team members working through an objective process. Over 21,000 existing agriculture-related symbols were reviewed. Approximately 20 new symbol designs were created and modified before a working committee made its recommendation. The Secretary made the final selection.

The symbol is a graphic representation of the foundation of all agriculture, the soil. The Department's initials are the most recognizable element and unique to the U. S. Department of Agriculture. These two elements combined form the new symbol. It has been tested for use across all media.

The USDA Seal

The USDA seal was created in 1895. It was adapted for use as a general identifier with publication of the Department's *Visual Management Manual* in 1980. The seal will maintain a role within the Department's information system. Generally, it will be relegated for use on legal materials, in the Office of the Secretary, and for other functions as may be determined. The seal is being withdrawn from use as a departmental identifier on information products.

When To Use the Symbol



For reference, the proportion of the symbol is 1: .686. It is to be reproduced only from camera-ready art supplied by the Office of Communication's Design Center. Do not attempt to recreate it in any manner.

When To Use

The symbol is designated for display on information products of the Department throughout all media.

When Not To Use

The symbol is not to be used to constitute warranty of private sector products, organizations, or their endeavors. It shall never be displayed or presented in a manner that suggests that the Department recommends one product or project over another without written permission from the Office of Communications.

The USDA Signature

Typical Application

The new symbol, when used with the Department's name, becomes the Department's signature. These examples show the proper use of the USDA signature. The typeface to be used with the symbol is Helvetica.



United States Department of Agriculture

Farm and Foreign Agricultural Services

Foreign Agricultural Service

Used With Other Symbols

Position

When used with other symbols of the Department, the USDA symbol takes the dominant position. It is placed to the left or above agency symbols. When used in conjunction with symbols of other public and private sector partners, it is desirable for the USDA symbol to have equal placement.



Used With Intervening Descriptions

Special Conditions

For signs and special situations, other descriptions may come between the symbol and the Department's name.



The Symbol's Color

One Color

The USDA symbol is designated for use in one or two colors. When reproduced in one color, it shall be the color of that ink or paint. When "reversed" (dropped out) of a color, it shall be the color of the paper, material, paint, laminate, embedment, or other application.

Two Colors

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:

Four-color Process

For four-color process printing, the PMS colors are "built" out of the standard four-color printing inks—cyan, yellow, magenta, and black, specified as CYMK. Four-color process printing to match PMS is:

PMS 288 = Cyan 100%, yellow 0%, magenta, 65%, and black 30%.

PMS 343 = Cyan 100%, yellow 69%, magenta 0%, and black 60%.

PMS 288 (100%)
Dark purple

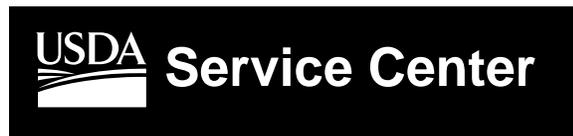
PMS 343 (100%)
Dark green



The Symbol Reversed

Reverse or Isolate the Symbol

For one-color printing, reverse (drop out) the symbol. For multiple-color printing, isolate the symbol in a box so it is not in conflict with the background colors.



One-color reproduction—reverse the symbol.



Multiple-color reproduction— isolate the symbol.

Electronic Formats

Platforms

The symbol is available on disk in Macintosh and PC platforms. Contact the Design Center, Office of Communications.

Internet

The symbol is on the Internet for use on home pages and other electronic display. Do not use the Internet version for printing. It is a low-resolution bit-mapped version not suitable for reproduction. Use

the camera-ready art provided with this guide or contact the Design Center for other reproducible materials.