



United States Department of Agriculture

April 2014

# Facility Signage Guide



# 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](http://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.

## 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.

## Acceptable Signature Lockup Variations



United States Department of Agriculture



United States  
Department of  
Agriculture



United States Department of Agriculture



United States Department of Agriculture

Dark Blue  
PMS 288

Dark Green  
PMS 343



Three Color

Solid Black

United States  
Department of  
Agriculture



One Color - Black

United States  
Department of  
Agriculture

Color  
Background



United States  
Department of  
Agriculture

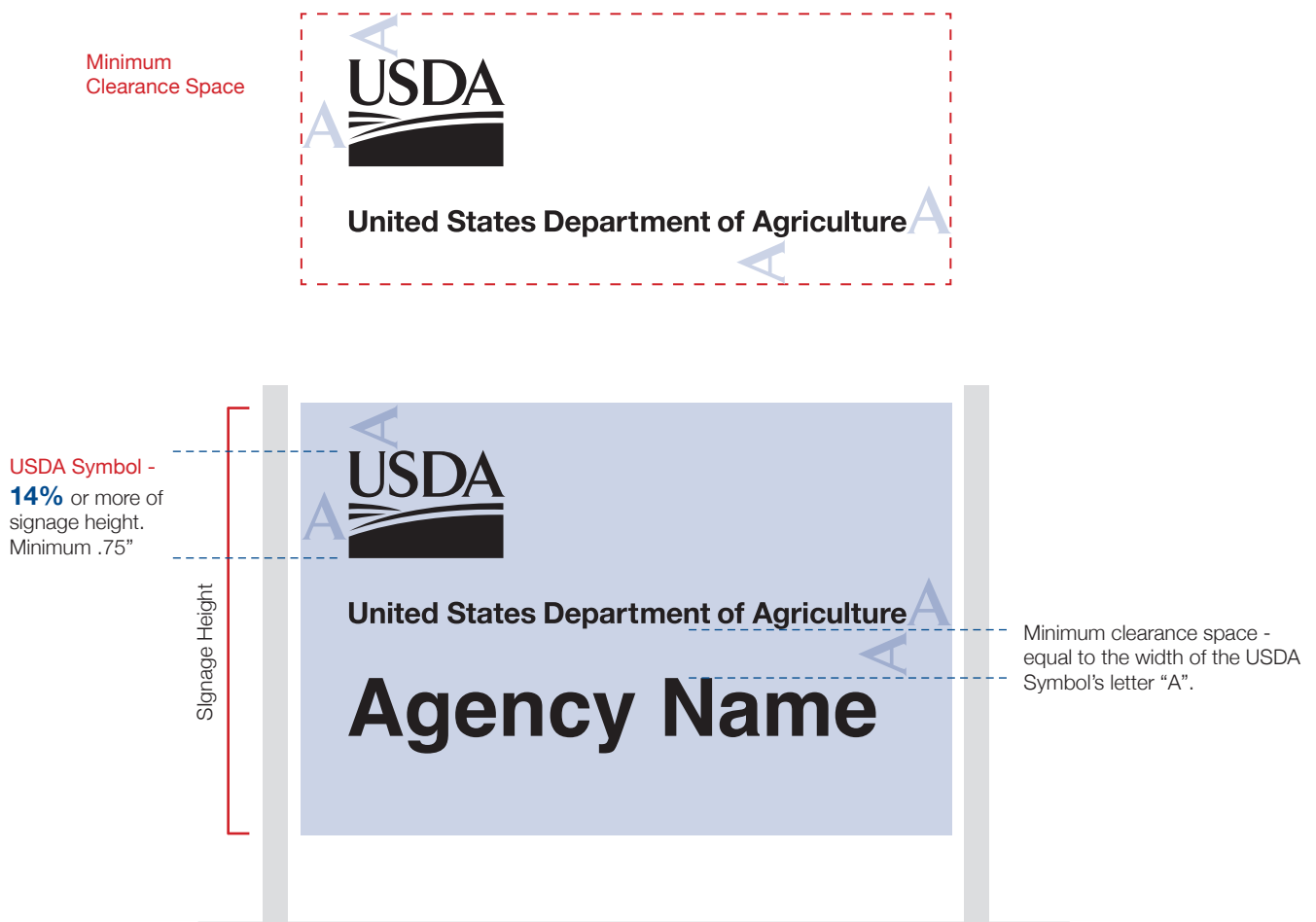
One Color - Black or White

# 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 typefaces 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 typefaces.



# Free-Standing Signage

Signature lockup must be positioned above all other names.



# Building-Mounted Signage

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



# Directional Signage

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



# Office Room Signage

## USDA Facility

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# Office Room Signage

## Non-USDA Facility

Signature lockup is not required.

**9201**

**Agency Name**

**Division Name**

**Tenant Name**

**Tenant Name**

**Tenant Name**

# Building Directory

## USDA Facility

Signature lockup must be positioned above all other names.



United States Department of Agriculture

## Service Center

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

# Building Directory

## Non-USDA Facility

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

Department  
name only

# XYZ Office Building

<b>Other Tenant</b>	<b>201</b>
<b>Other Tenant</b>	<b>201</b>
<b>United States Department of Agriculture</b>	<b>202</b>
<b>Other Tenant</b>	<b>205</b>
<b>Other Tenant</b>	<b>207</b>

Department  
name with  
Agency name  
on second line

# XYZ Office Building

<b>Other Tenant</b>	<b>201</b>
<b>Other Tenant</b>	<b>201</b>
<b>United States Department of Agriculture</b> <b>Agency Name Here</b>	<b>202</b>
<b>Other Tenant</b>	<b>205</b>
<b>Other Tenant</b>	<b>207</b>