



**United States
Department of
Agriculture**

Animal and
Plant Health
Inspection
Service

October 2003



Visual Management Guide

The APHIS Symbol Its Purpose and Use

APHIS



Purposeful Communication

All organizations have an identity in the eyes of their public, whether or not an organization attempts to form one. These identities are derived from cumulative judgments of responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make an effort to present itself in a consistent and clear manner with understandable communication materials backed by the delivery of quality products.

The APHIS Identity

The Animal and Plant Health Inspection Service (APHIS) is an established agency within the United States Department of Agriculture. The previous agency symbol was used for nearly 25 years. However, that symbol did not reflect the agency's complexity nor did it reflect the recent organizational changes. A new symbol was needed to re-introduce the agency to the general public.

Meaning

The APHIS symbol has three graphic elements: the name of the agency placed over a field graphic contained within the shape of a shield. The symbol represents APHIS' mission to safeguard agriculture. The position of the letterforms "APHIS" over the field graphic suggests that APHIS is looking toward the horizon, protecting the Nation's agriculture against the incursion of foreign pests and diseases, while the shield shape suggests the regulatory nature of the agency.

Uses

The APHIS symbol shall be used with all information materials for all media generated by the agency. This includes print material (stationery, publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, events, conventions, sign systems), and electronic material (video, Internet, Web sites, and interactive exhibits).

Relationship to Other Symbols

The APHIS symbol is a representation of one of the Department of Agriculture's many agencies. When used with the USDA symbol, it shall appear as a subset (one of the agencies) of the Department. When used with the symbols of other agencies of USDA, or with other Departments, it should be displayed in an equal manner or as may be determined by agreement. Its relationship to other symbols being utilized by APHIS is governed by the APHIS Public Affairs Office.

With Private Sector Partners

With private sector partners the APHIS symbol may be displayed as appropriate, with the following caveat: The APHIS symbol shall not be displayed in a manner that constitutes warranty of private sector organizations, products, services, or endeavors, or that appears to favor one private sector organization or product over another. Private sector partners must obtain written permission to use the APHIS symbol from the APHIS Public Affairs Office.

Basic Symbol and Reversed



Horizontal Signature



Horizontal Signature with Slogan



The Symbol, the Agency's Signatures, and Manner of Display

Symbol. The basic APHIS symbol is the APHIS letterforms over a field graphic contained within a shield graphic.

Signatures. The elements of the symbol are used in different configurations for various products and media, and at times with the name of the Department. These configurations become the agency's signatures. The type font selected for the APHIS identity is Frutiger in the weights Roman, Bold, and Italic. The proportion and relationship of the APHIS initials, the graphic, and the manner of display with the agency and Department name are fixed by design. Do not re-create them in any manner.

For an electronic version of this guide, examples for using the APHIS symbol, and camera-ready art of the symbol go to: http://www.aphis.usda.gov/lpa/art_symbols/symbols.html

Color

Generally, the APHIS symbol shall be shown in one color, usually black, or in one of the Pantone Matching System (PMS) colors. The preferred single color other than black is dark blue. The selected two-color version of the symbol is specified in PMS 288 (blue), and PMS 343 (green). When shown in two colors, the colors within the symbol shall not be mixed or portrayed in any other way than as shown.

The words that are part of the symbol (APHIS initials, the agency name spelled out, the Department name spelled out, and the slogan) are always in the preferred colors, black or blue. When multiple-color reproduction is needed, the two PMS colors are formed by "building" with the four basic colors used in the printing industry known as CMYK (C=Cyan, M=Magenta, Y=Yellow, K=Black). Percentages of the basic colors are specified in order to obtain the APHIS colors. Thus: PMS 288; C=100, M=65, Y=0, K=30.5. PMS 343; C=100, M=0, Y=69, K=60.

PMS 288
(APHIS letters,
Department and
Agency name)



United States Department of Agriculture
Animal and Plant Health Inspection Service
Safeguarding American Agriculture

PMS 343
(Field graphic
and Slogan)

Vertical Signature

United States
Department of
Agriculture

Animal and
Plant Health
Inspection
Service



With Department Symbol



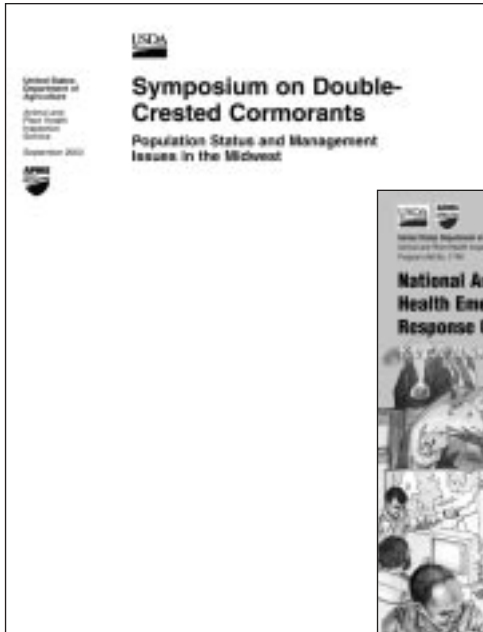
United States Department of Agriculture
Animal and Plant Health Inspection Service

Typical Applications

These products represent typical ways in which the APHIS symbol may be applied to information products. Materials for national public distribution, and

administrative materials such as the APHIS letterhead shown below, adhere to the Department's Visual Management System. Products unique to the

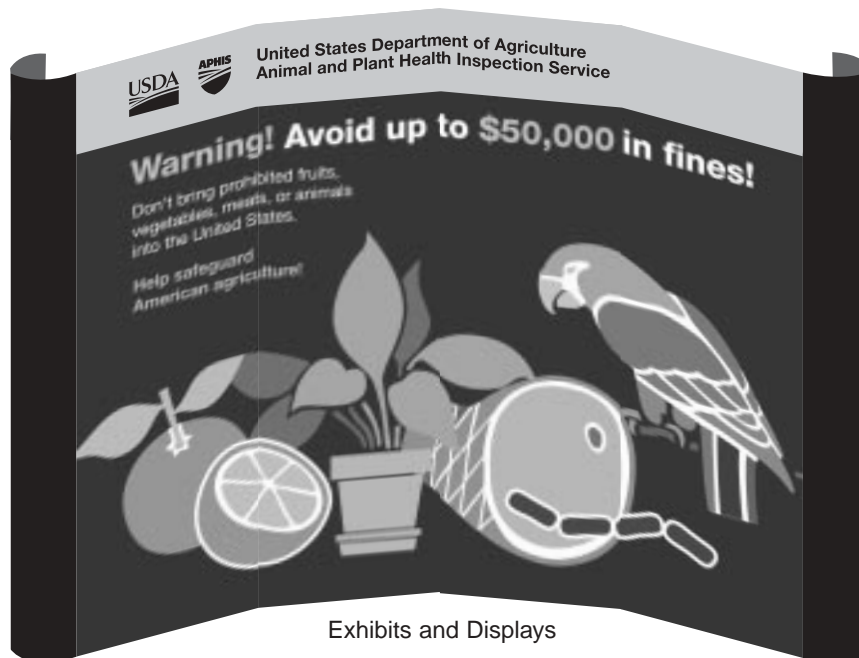
agency adhere to standards established by the USDA's Office of Communications and the APHIS Public Affairs Office.



Publications and Reports



Stationery and Business Cards



Exhibits and Displays