

# USDA Rural Development Visual Identity Guidelines

December 2022



Rural Development  
U.S. DEPARTMENT OF AGRICULTURE

ICE CREAM



# Visual Identity Guidelines

The purpose of this guide is to help ensure all marketing materials and communications under the USDA Rural Development brand are consistent on all platforms and throughout all channels.

This guide outlines the most basic components of the USDA Rural Development brand and provides best practices for execution. To maintain brand integrity, it is important to follow the rules in this guide.

## Creative Approach

It takes small rural towns, the people who live in them and the people of USDA Rural Development to help America prosper. Through all creative elements, including imagery and iconography, the USDA Rural Development brand represents the growing rural community and the prosperity they bring to all of America.

# USDA Rural Development Logo Lock Up

## For Digital and Print Materials

When using the USDA Rural Development lock up, use the version shown below. An earlier version that was used for printed products is being phased out. Until those supplies are depleted you may see that version on printed materials.

The lock up must always be legible, without obstructions and remain unchanged. Typically, the lock up appears very clearly in the top left corner of a product.



# Typeface

Primary Typeface

## Arial Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz1234567890!?!@#\$  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq*  
*RrSsTtUuVvWwXxYyZz1234567890!?!@#\$*

## Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz1234567890!?!@#\$  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq*  
*RrSsTtUuVvWwXxYyZz1234567890!?!@#\$*

## Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz1234567890!?!@#\$**  
***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq***  
***RrSsTtUuVvWwXxYyZz1234567890!?!@#\$***

## Arial Extra Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq**  
**RrSsTtUuVvWwXxYyZz1234567890!?!@#\$**  
***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq***  
***RrSsTtUuVvWwXxYyZz1234567890!?!@#\$***

## Arial Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq**  
**RrSsTtUuVvWwXxYyZz1234567890!?!@#\$**

# Typeface

Digital/Web Typeface

## Source Sans Extra Light

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*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq*  
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## Source Sans Light

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*RrSsTtUuVvWwXxYyZz1234567890!?!@*

## Source Sans Regular

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## Source Sans Semibold

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## Source Sans Bold

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# Typeface

Digital/Web Typeface

## Merriweather Light

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*RrSsTtUuVvWwXxYyZz1234567890!?!@*

## Merriweather Regular

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*RrSsTtUuVvWwXxYyZz1234567890!?!@*

## Merriweather Bold

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## Merriweather Black

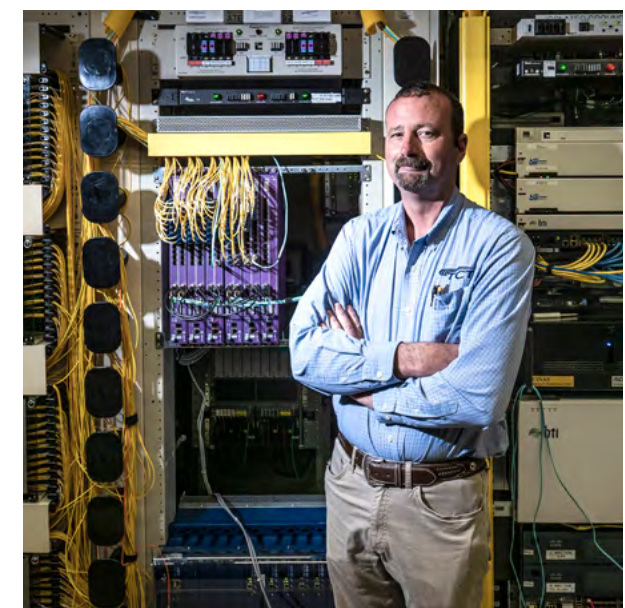
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*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq*  
*RrSsTtUuVvWwXxYyZz1234567890!?!@*



# Photography

Photos should have a soft, warm glow and natural lighting. Whenever possible subjects should directly face the camera to establish a connection with the viewer.

Some exceptions can be made to establish rural elements and environments.





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Photos should have a soft, warm glow and natural lighting. Whenever possible subjects should directly face the camera to establish a connection with the viewer.

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# Photography Do's and Don'ts

**DO** use Main Street photos that exemplify life in rural small towns. Images should have an iconic quality to them — depicting rural prosperity, resilience, hard work, and strong values — what rural America aspires to be.

**DO** use images that have natural lighting and bright as well as vibrant colors.

**DO** use photos of people that capture a moment in time, showing rural Americans in their daily life.

**DO** use photos where the subject is looking at the viewer whenever possible.

**DO** crop photos to put emphasis on the subject.

**DO NOT** alter or tint photography, such as with sepia tones.

**DO NOT** add gradients to photos to create space for logos and type. Use photos in their purest form possible.





# Color Palette

The USDA Rural Development brand colors are inspired by nature - representing open blue sky, vibrant green foliage and golden grains ground in rural America. Guidelines for 508 compliance are different for each color and are indicated within each color swatch.

## PRIMARY COLOR



Dark Blue  
R22 G37 B76  
#16254C  
C100 M90 Y40 K40

**DO** use colors to give variety to materials.

**DO** use colors in their purest form, whenever possible.

**DO NOT** screen colors within color blocks whenever it can be avoided.

## SECONDARY COLORS



Medium Blue  
R41 G90 B142  
#295A8F  
C91 M68 Y20 K4



USDA Green  
R2 G88 B65  
#025841  
C100 M0 Y69 K60  
PANTONE® 343



Light Green  
R102 G158 B128  
#669E80  
C64 M21 Y58 K2



Charcoal  
R38 G37 B36  
#262524  
C70 M66 Y65 K70



Gray  
R206 G202 B200  
#CECAC8  
C19 M16 Y17 K0



Dark Gold  
R156 G110 B41  
#9c6e29  
C33 M54 Y100 K16



Harvest Gold  
R200 G139 B42  
#C78A2A  
C20 M47 Y100 K3



Light Gold  
R198 G170 B118  
#E8C37C  
C13 M25 Y52 K6



Rust Red  
R148 G55 B31  
#94371f  
C27 M87 Y100 K26

The colors shown on this page and throughout this guide have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone LLC. Each Pantone color has a code and colors can be selected from swatch books that display these colors and list the codes for each one. You can view Pantone palettes on a computer screen, but please do not rely on this. Looking at a Pantone color on a computer screen is not an accurate representation of how it will print. Only by viewing a swatch book or doing a test run can you see the actual color as it will print. Your local commercial printer will have Pantone swatch books on hand as reference. Keep in mind Pantone colors will look different when printed on a matte paper as opposed to glossy paper. Printers will have a coated swatch book and a matte swatch book showing your chosen Pantone color on each type of paper. There can be a noticeable difference in the coated version of a Pantone number versus the uncoated version.

# Super Graphic

The super graphic is not a logo but a decorative element that serves as a metaphor for rural America's prosperity. The stripes taper into an apex to denote growth and progress. The super graphic can be deconstructed, rotated or changed in tint. Additionally, it can bleed off the edge or be presented as a whole element.





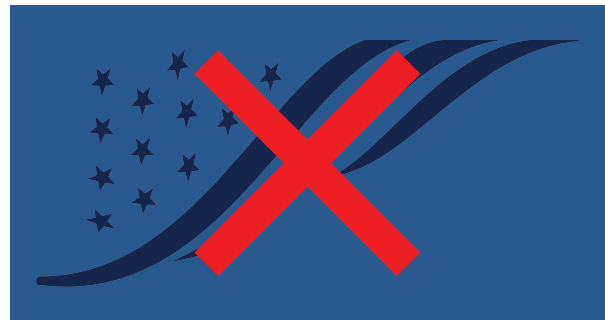
# Super Graphic Do's and Don'ts



**DO** use the white super graphic over color blocks with a 15% opacity.



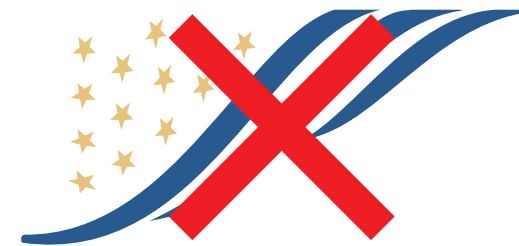
**DO** use the super graphic over a light or white background in gray or either of the blues in the USDA Rural Development palette with a 15% opacity.



**DO NOT** use the super graphic in a color within a color block.



**DO NOT** use the super graphic over photos.



**DO NOT** use multiple colors in the super graphic at once.

# Super Graphic Do's and Don'ts



The super graphic **CAN BE** deconstructed and the elements can be rotated and enlarged to fit the composition.

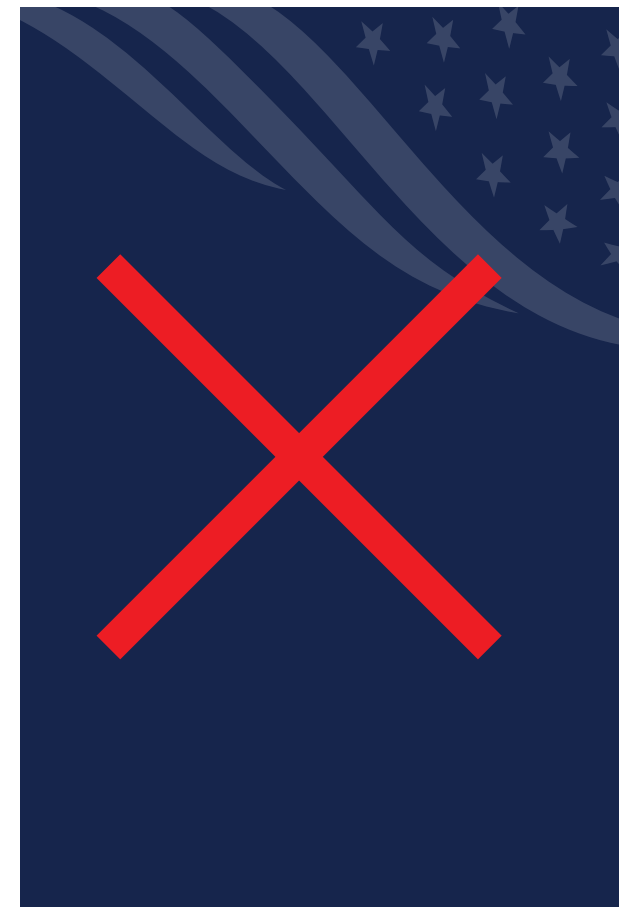


**DO** crop the super graphic in a dynamic way. This is achieved by the elements bleeding off at least two sides of the shape it is contained in.



**DO NOT** use more than one piece of the super graphic within the same composition (on a page, panel of a brochure or spread of a brochure).

**DO NOT** use the deconstructed elements of the super graphic at different scales. They should appear proportionate to each other within a design — even if they appear on different pages.



**DO NOT** use the super graphic backward. A reversed American flag is a sign of distress.



## Tagline

The tagline “Together, America Prospers” should be included on materials whenever possible. It should be set in Arial Light, title case, and should be displayed at a size between a headline and body copy. Note that the tagline does not end with a period.

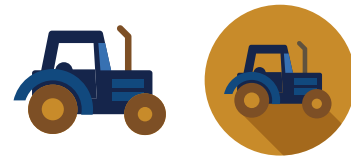
# Together, America Prospers

# Iconography

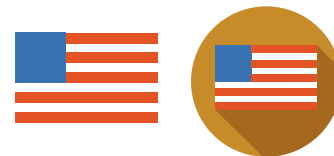
Iconography should be simple illustration made of colorful shapes. Icons can stand alone or be used within a containing circle. They should represent the essence of what is being depicted and not be complex symbolism. Do not use clip art for icons. Programs and offices should not create icons on their own. Please see OEA to have an icon created.



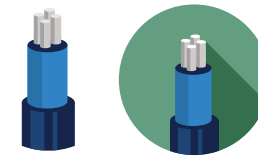
Accessibility



Agriculture



America



Broadband/ReConnect/  
Telecommunications



Business Programs



Calendar



Civil Rights



Community Programs



Computer



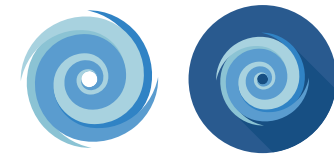
Disaster Assistance



Disaster Assistance Flood



Disaster Assistance Forest Fire



Disaster Assistance Hurricane



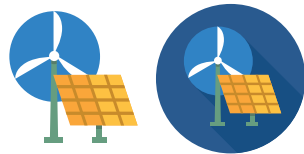
E-connectivity



Electric Utilities



# Iconography



Energy Programs



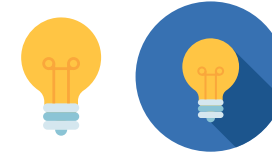
Equal Employment  
Opportunity Branch



Hospital



Housing Programs



Innovation



Limited English Proficiency



Location



Main Street



Mask



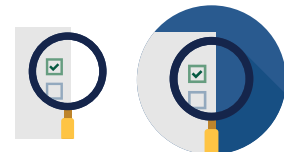
OneRD Guarantee



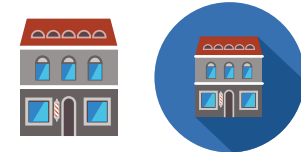
Partnerships



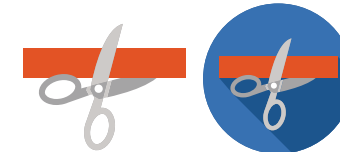
Phone



Program Compliance  
Branch



Rural Business



Streamlining Programs/  
Cutting Red Tape



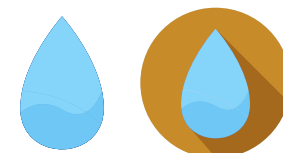
Tools & Resources



Training



Warning



Water Utilities

# Collateral Materials

# USDA Rural Development Executive Overview

The USDA RD Executive Overview booklet is a general overview of RD programs and initiatives. It is a useful tool to use as an introduction of RD to stakeholders and as a leave behind for staying power. It has a folder in the back that should house relevant program factsheets, as well as the Summary of Program, financial fact sheets, etc. There is a slot for a business card, as well. Two versions available: 1) print version for in person events; 2) on-line version for email. OEA recommends delivery by hand or mail, when possible, to take full advantage of the presentation.



## Rural Housing Service

USDA Rural Housing Service (RHS) builds and improves housing and essential community facilities in rural areas. We offer loans, grants, and loan guarantees for single- and multi-family housing, childcare centers, fire and police stations, hospitals, libraries, nursing homes, schools, first responder vehicles and equipment, housing for farm laborers, and more. We provide technical assistance loans and grants in partnership with non-profit organizations, Tribes, State and Federal Government agencies, and local communities. And, we work with our partners to ensure rural America continues to be a great place to live, work, and raise a family.

### Single-Family Housing

USDA's Single-Family Housing Programs help rural communities build robust and sustainable economies with direct loans or loan guarantees to help low- and moderate-income residents build or buy housing in rural areas. By working with partners to leverage funding from private lenders, non-profit organizations, and State and local agencies, we serve more customers and use tax dollars more efficiently.

Our innovative partnerships for self-help housing and loan application packagers promote ownership, as well as work with potential homeowners to navigate the

home buying process. USDA RD also offers seniors loans for site infrastructure, home repairs, and grants to provide accessibility and other safety improvements. This will provide a way to help seniors stay in their homes and age in place, if that's what they desire.

### Multi-Family Housing

Our Multi-Family Housing programs offer loans to provide affordable rental housing for very-low-, low-, and moderate-income residents, the elderly, and persons with disabilities. Funds may be used to buy and improve land and provide necessary facilities. In addition, USDA offers rental assistance.

### Community Facilities

USDA's community facilities programs provide loans, grants, and loan guarantees for essential community facilities in rural areas. Priority is given to health care, education, and public safety projects. Typical projects include hospitals, health clinics, schools, fire houses, community centers, and first responder vehicles and equipment.

## Strong communities help rural Americans become homeowners:

- Single-Family Housing Direct Home Loans
- Single-Family Housing Guaranteed Loan Program
- Multi-Family Housing Loan Guarantees
- Community Facilities Technical Assistance and Training Grant
- Rural Community Development Initiative Grants
- Housing Preservation and Revitalization Demonstration Loans and Grants











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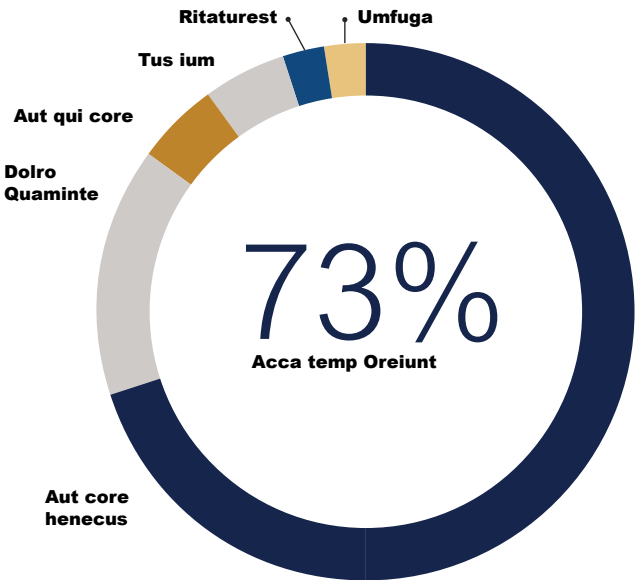
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4-panel Brochure Template



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Information on all USDA Rural  
Development programs is available  
online or from the office serving  
your area.

rd.usda.gov  
(800) 670-6553 (toll free)

USDA United States  
Department of  
Agriculture  
Rural Development

USDA is an equal opportunity provider, employer, and lender.  
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Together, America Prospers



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# Community Facilities Direct Loan & Grant

## Who may apply for this program?

**Eligible borrowers include:**

- Public bodies
- Community-based nonprofit corporations
- Federally recognized Tribes



## What does this program do?

**This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area, and does not include private, commercial or business undertakings.**

**What is an eligible area?**

Rural areas including cities, villages, townships and towns including Federally Recognized Tribal Lands with no more than 20,000 residents according to the latest U.S. Census Data are eligible for this program.

**How may funds be used?**

Funds can be used to purchase, construct, and/or improve essential community facilities, purchase equipment and pay related project expenses.

Examples of essential community facilities include:

- Healthcare facilities such as hospitals, medical clinics, dental clinics, nursing homes or assisted living facilities
- Public facilities such as town halls, courthouses, airport hangars or street improvements
- Community support services such as child care centers, community centers, fairgrounds or transitional housing

- Public safety services such as fire departments, police stations, prisons, police vehicles, fire trucks, public works vehicles or equipment

- Educational services such as museums, libraries or private schools

- Utility services such as telemedicine or distance learning equipment

- Local food systems such as community gardens, food pantries, community kitchens, food banks, food hubs or greenhouses

For a complete list see Code of Federal Regulations

7 CFR, Part 1942.17(d) for loans;  
7 CFR, Part 3570.62 for grants.

**What kinds of funding are available?**

- Low interest direct loans
- Grants
- A combination of the two above, as well as our loan guarantee program. These may be combined with commercial financing to finance one project if all eligibility and feasibility requirements are met.



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**Rural Development**

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Together, America Prospers



PowerPoint Template



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Option 1

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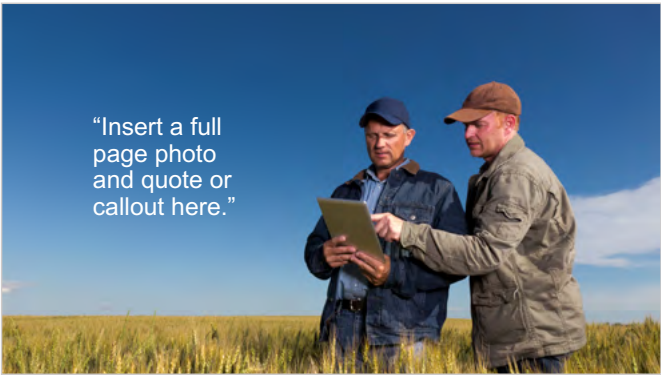






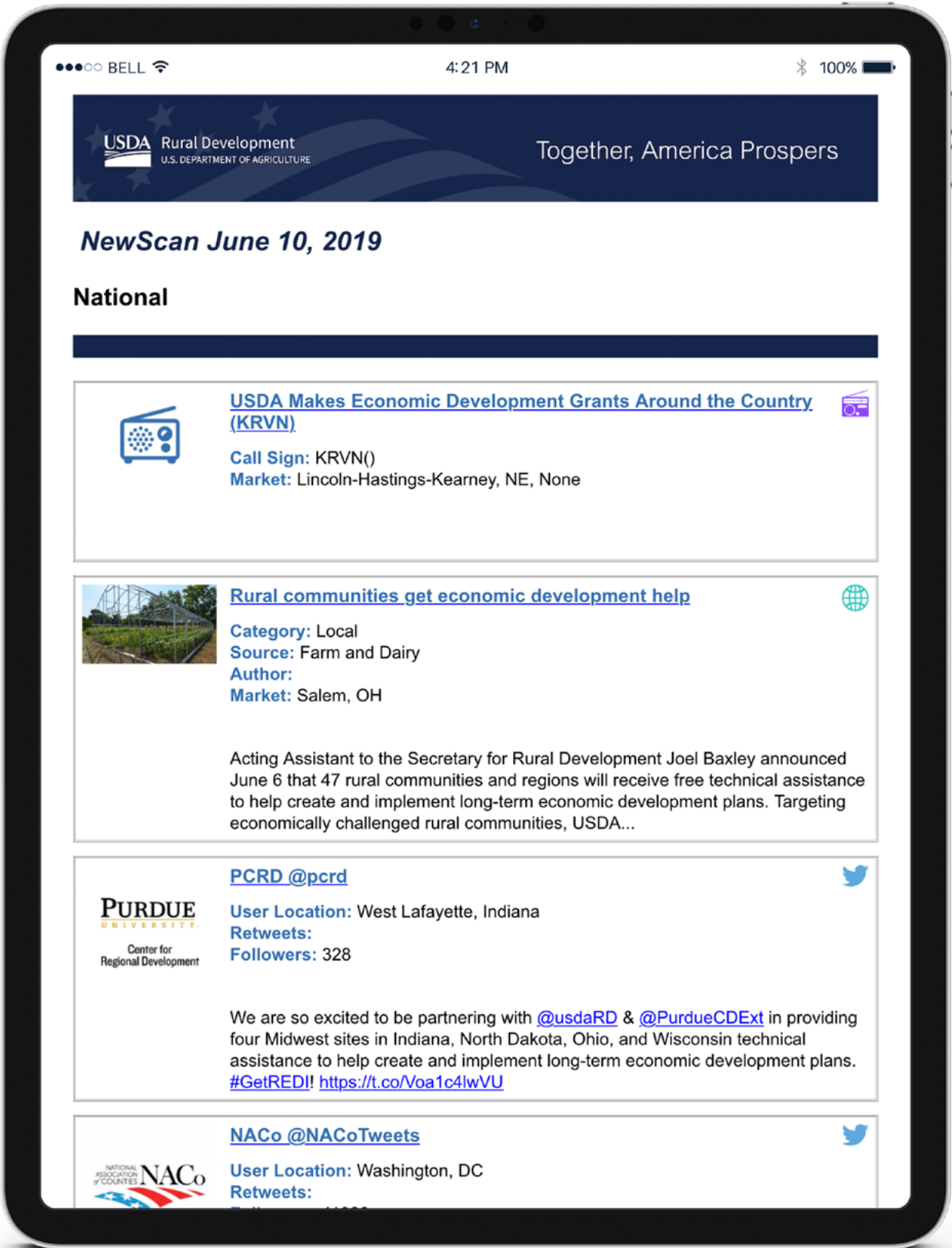




Table Top Banner Template

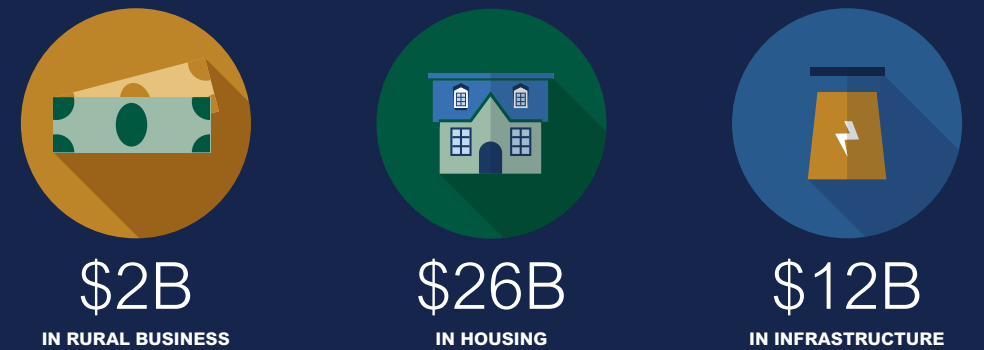






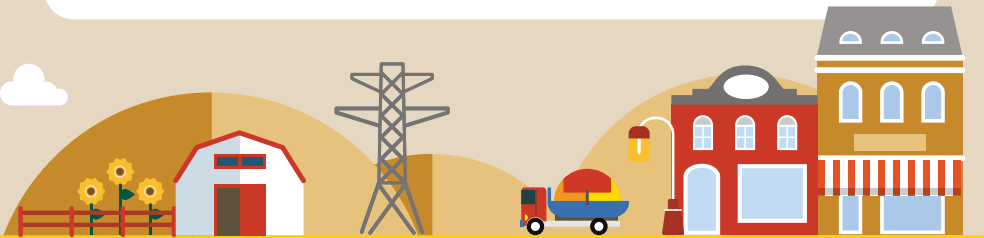
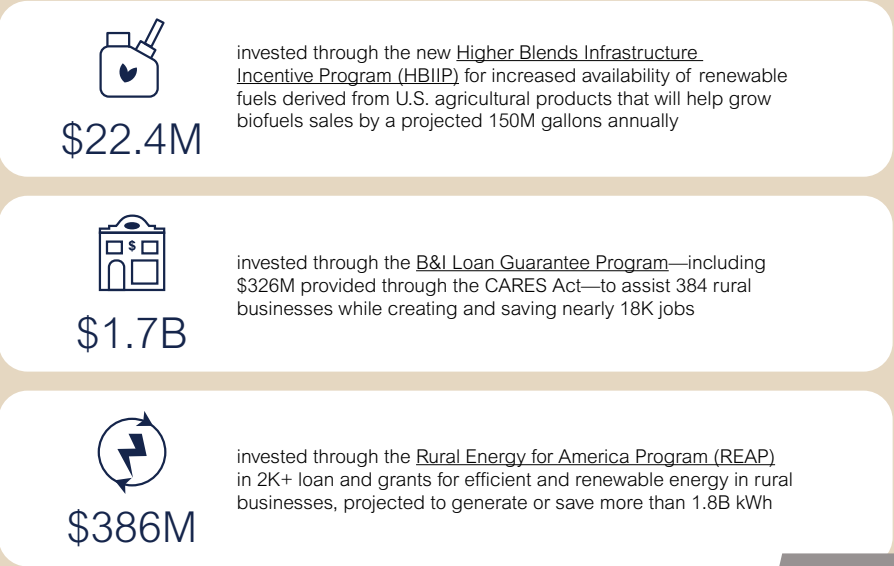
# USDA Rural Development Highlights

A **\$40B** Overall Investment in Rural America in 2020  
Partnering with communities to create jobs, foster innovation, and build resiliency



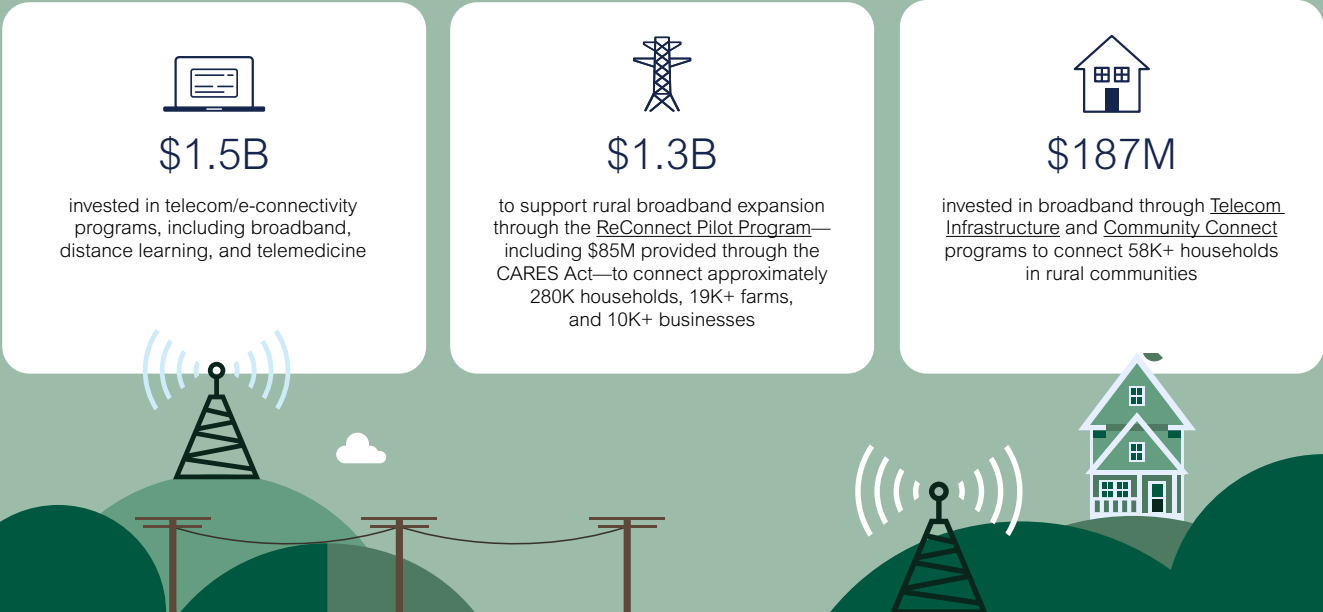
## Rural Economic Development

Encouraging innovation to accelerate growth in rural businesses



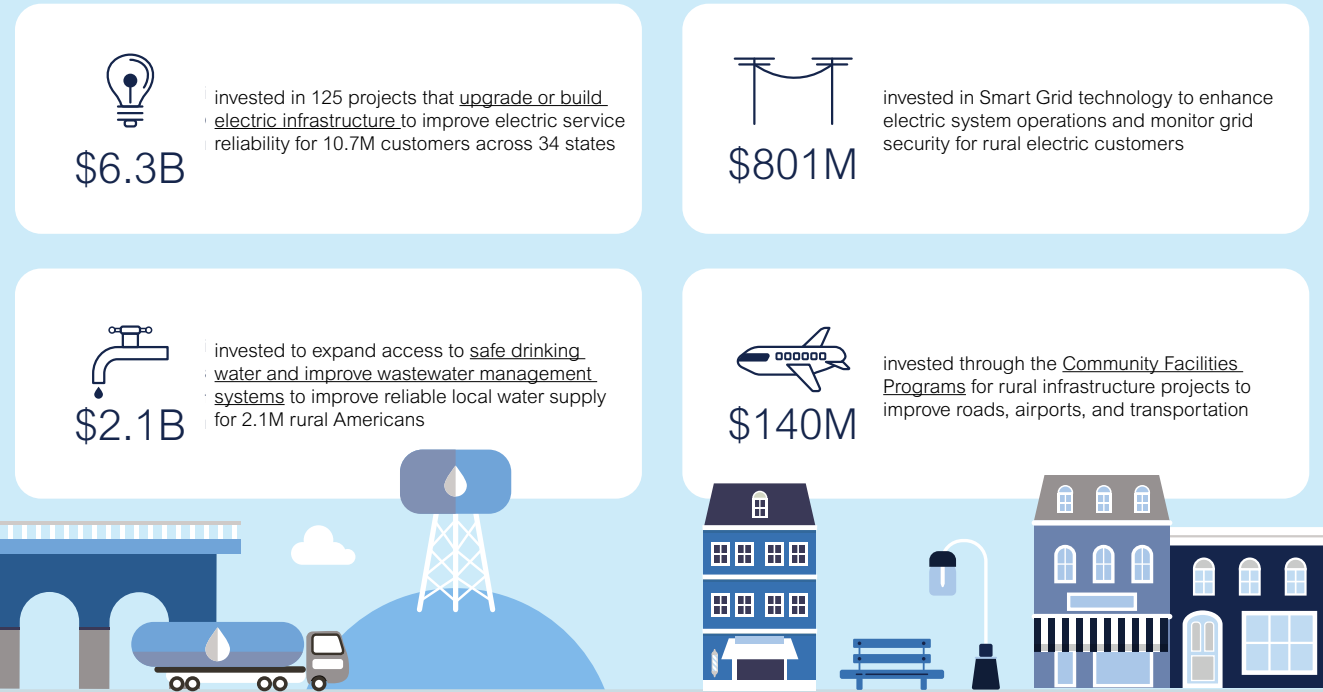
## Prioritizing E-Connectivity and High-Speed Broadband

Helping connect rural Americans to critical broadband service



## Essential Investments to Rebuild Rural Infrastructure

Delivering progress to millions of rural Americans through electric smart grids, water, renewable energy, electric programs, and essential systems





# Federal Employee Viewpoint Survey (FEVS)



We are listening  
and want to hear  
from you!



May 15 to  
June 26, 2019



## Questions?

Contact OPM with any questions at  
[evag@opm.gov](mailto:evag@opm.gov) or email FPAC at  
[WorkforceEngagement@usda.gov](mailto:WorkforceEngagement@usda.gov).



Masthead Template



Height of the masthead should be 1" tall.

A7 Note Cards and Envelopes Template



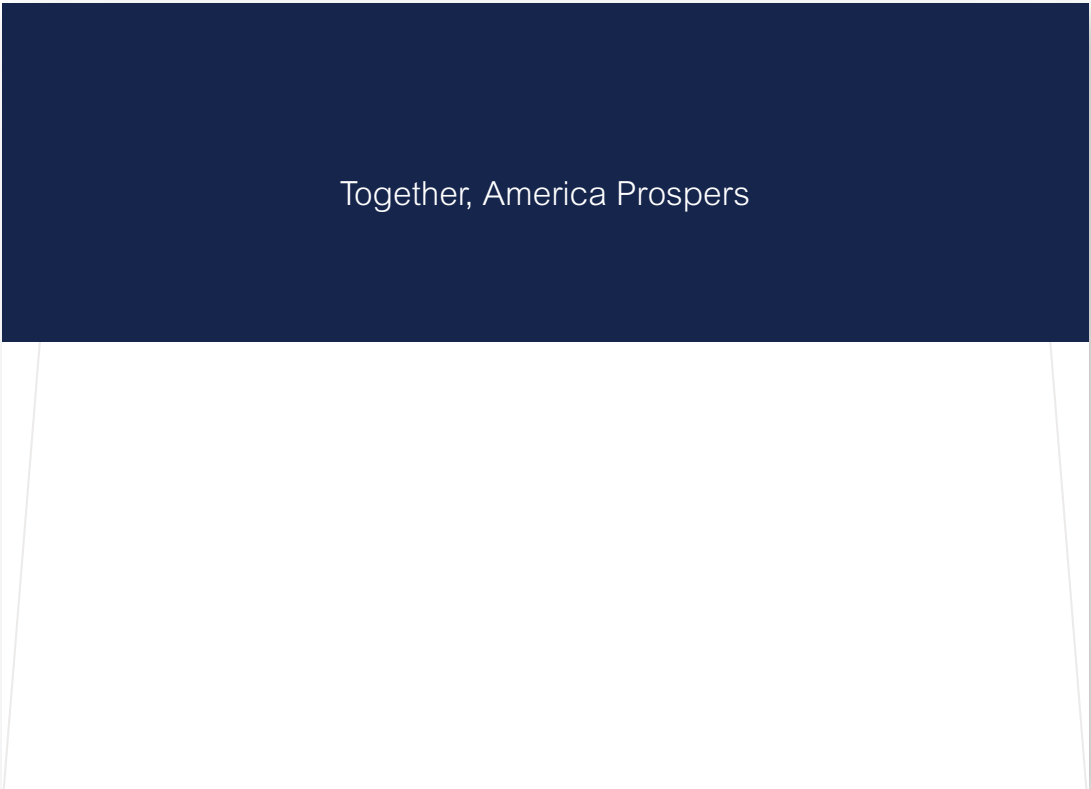
Note Card



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State Envelope Back



National Envelope Back



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State Director's Name

Date

State Director

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# Collateral Materials Do's and Don'ts



**DO** use color blocks to create clear space for logos and type elements.

**DO** use white rules to add separation between color blocks and photos when blocks are above and below photos.

**DO** change color themes to give materials variety.



**DO** select photos with clear space for logos to be placed or darken areas of photos with simple backgrounds to ensure legibility of the logo.

**DO** use the available templates for cover treatments and banners to create a unified suite of materials.



**DO NOT** add gradients on top of photos to create clear space for logos to be placed.



**DO NOT** use the super graphic in a way that overpowers the photography.

**DO NOT** use clip art or icons for cover treatments

