FSIS DIRECTIVE	2680.1 Revision 3	3/16/21

PRINTING, COPYING, GRAPHICS DESIGN, AND DISTRIBUTION SERVICES

I. PURPOSE

This directive identifies printing, copying, graphic design, and distribution services available to FSIS offices. This directive is completely revised to update procedures and responsibilities for printing, copying, graphic design, and distributing materials and information internally and to the public.

II. CANCELLATION

FSIS Directive 2680.1, Revision 2, *Printing, Graphics, and Copying Services*, 4/28/10

III. BACKGROUND

A. The Office of Management (OM), Administrative Services Division (ASD), Printing, Graphics and Distribution staff (PGDS) is the office that provides printing, copying, graphic design for internal purposes, and distribution services for all FSIS material.   These services are for the field and headquarters. FSIS uses the most economical printing method available without impacting quality and delivery, using guidelines established by the Joint Committee on Printing (JCP), Government Publishing Office (GPO), and the USDA Office of Communications (OC).

B. Only PGDS has the authority to negotiate directly with outside printing contractors. 44 U.S.C section 501 prohibits other FSIS personnel from going to outside sources for printing and binding services without approval from PGDS. The PGDS Branch Chief or Team Lead can request a waiver if circumstances prevent an FSIS office from executing its mission (i.e., The inability to have a 42" x 84" banner produced and available at a public health conference out of state within 24 hours.)

IV. RESPONSIBILITIES

A. PGDS is responsible for assessing employee service requirements, writing specifications, and making determinations on printing, distribution, and related services to meet the needs of FSIS employees. PGDS provides consulting services for technical advice and guidance (i.e., printing procedures, production methods, and cost estimates). To ensure the highest printing quality, PGDS assists customers in reviewing color proofs and performs press sheet inspections at commercial printers. PGDS can travel to a printer's location on behalf of the customer to review the publication while it is on the printing press to review color, registration and binding and ensure the standard of printing is established and acceptable before final printing.

B. PGDS works jointly with headquarters and field offices to ensure adherence to FSIS, USDA, and GPO standards. Employees are to consult with PGDS during the planning stages to develop materials and to ensure that reproduction is cost effective and efficient.

C. PGDS monitors Agency practices for proper seal and logo use, ensures adherence to the

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[USDA Style Guide](#) and provides advice or recommendations, as needed.

D. Program offices are responsible for ensuring that all copy material submitted to PGDS is complete and print ready. Additional editing of copy after being submitted for printing delays production schedules and may increase the final cost of the job.

V. DEPARTMENT GUIDANCE

A. The USDA Symbol stands for all of USDA's activities in its mission areas and agencies. It is not used to support private sector products, organizations, or their endeavors. It is not to be displayed or presented to suggest that the Department recommends one product or project over another without written permission. The symbol uses one (black or dark blue) or two colors. The official USDA symbol colors are dark blue (PMS-288) for the letters and dark green (PMS-343) for the soil graphic.

B. The [USDA Style Guide](#) provides complete direction regarding the use and application of the USDA symbol and Signature Lockups. Agency and program logos are prohibited. PGDS ensures Agency compliance with the USDA Style Guide, including providing advice and guidance on appropriate logo usage. The following examples show proper use of the USDA signature. The typeface with the symbol is Helvetica or Arial.

Signature Lockups
Acceptable Variations

U.S. DEPARTMENT OF AGRICULTURE

Food Safety and Inspection Service
U.S. DEPARTMENT OF AGRICULTURE

Position with Other Federal Organizations (Alphabetical)

USDA Symbol

Incorrect Use

Do not distort,
stretch, or skew
the symbol.

Unacceptable Variations

United States Department of Agriculture
Food Safety and Inspection Service

United States

Department of

Agriculture

Food Safety
and Inspection
Service

Office of
Management

VI. GRAPHIC DESIGN SERVICES

A. The USDA Style Guide contains the graphic design standards for all formats, covers, and publications. Requests for elaborate or costly revisions are normally prohibited and should be avoided. Most of the government printing is done in black ink. There are some exceptions:

1. **Administrative material** is information that the Agency issues to manage its operations and implement its programs. The information includes publications on regulations, training, personnel procedures, planning documents, reports, budgets, forms, and other general administrative material. It also includes information directed to entities such as states and other outside

interested parties responsible for program implementation. Consideration may be made for color use as follows:

    a. Technical diagrams where additional color is necessary for clarity; and

    b. Object identification (e.g., specimens or diseases).

2. **External material** is information on subjects of widespread interest to the public that is presented in a non-technical manner. Using color is permissible for promotional, recruiting, or motivational purposes (e.g., public health, safety, consumer education, or to encourage government facility use). A written justification may be required by OC Editorial for color printing. OC Editorial reviews and approves a publication's content and ensures it reflects the Agency appropriately. PGDS will make the final decision for color printing. To avoid costly changes and delays, employees are to consult with PGDS during the early planning stages if the use of color in a publication does not meet the previous examples.

B. **The** Office of Public Affairs and Consumer Education (OPACE) oversees Agency branding and provides graphic design for communication to external customers, stakeholders, and constituents to improve, educate and safeguard public health. OPACE also may provide design for communication materials that are internal but are likely to become external. For further information, contact the Congressional and Public Affairs Staff Director or Deputy Director.

C. PGDS provides graphic design services that are internal; however, PGDS may support external communications that are mission, program, regulatory, seasonal and corporate focused to assist OPACE. Employees should contact PGDS for such offerings, including, but not limited to:

1. Graphic design of internal materials;

2. Counsel to employees during the planning stages, to help develop project concepts and designs that meet customer requirements and fiscal limitations; and

3. Onsite graphic specialists to design various materials, as needed. Complete FSIS [Form 2600-1](#) (Level 2 e-Authentication required) and submit it to PGDS at fsis.printing@usda.gov to request onsite graphic specialists.

D. PGDS design services take approximately 2 weeks from the initial consultation with the employee to the final design. This service is for designs only and does not include printing (see Section XIII). The design process allows room for flexibility to ensure time sensitive delivery of the highest quality product. The 2-week timeline can change depending on various factors, such as:

1. Employee revisions or delays;

2. The nature of the request and priority of the requesting office; and

3. The design staff's current workload.

E. Programs have the option to use the Department's design services, which is a fee for service payable by the requesting office. Employees should complete [FSIS Form AD-652](#), *Request for Visual Services*, when requesting Department Graphic Design Services and submit it to OC, Creative Services, Room-0091 South Building.

VII. PHOTOGRAPHY SERVICES

Upon request, photography services are available to employees at Headquarters locations only. Contact PGDS for assistance (see Section XX).

VIII. PUBLICATION CLEARANCES

A. Before printing or electronic publishing can occur, program areas are to clear all external publications (e.g., food safety education, and recruitment) through their program Director, Assistant Administrator, and the Office of Public Affairs and Consumer Education (OPACE). USDA's OC Editorial Review and Clearance Staff (ERCS) provides final approval on all publications.

B. To begin the clearance process, employees are to prepare the print document, the FSIS Form 2680-9, *Program Publication Clearance Sheet,* and AD-59, *Request for Manuscript Review*, for OPACE review and approval. A justification is required to print in two or more colors and the following is to be completed:

1. Submit all materials for clearance to OPACE's Digital and Executive Communications Staff through the Enterprise Content Management System (ECM).

2. After OPACE approves the document in ECM, the employee forwards it to OC/ERCS, along with a text only (no graphics) print document, double-spaced in Microsoft Word format. For employees in the field, PGDS can act as a liaison.

C. OC/ERCS ensures that the information in the document is grammatically and stylistically correct and that it appropriately represents USDA and the Agency. The editorial review and clearance process can take up to 6 weeks for new materials and 2 weeks for reprints with minor revisions. For requestors outside of the Washington Metropolitan Area, PGDS will assist with the review process and update the customer on required changes before printing. The following applies:

1. For new or major revisions to non-administrative publications (e.g., Food Safe Families Activity Book or FSIS Annual Plan) requests:

   a. Type the text in double-spaced manuscript format for review and clearance and do not incorporate graphics;

   b. Submit two copies of the manuscript, a completed and signed AD-59, and the program clearance sheet to OC/ERCS;

   c. If needed, OC/ERCS will revise the document and contact the requestor to make the necessary changes; and

   d. Once the manuscript has been updated to reflect OC/ERCS' changes, prepare the document for printing to include graphics.

2. For publications with slight revisions, provide the old publication and a copy of the new publication. Highlight the new information and provide a completed and signed AD-59.

3. For reprinted publications, provide the publication, a copy of the previously approved AD-59, and a newly completed and signed AD-59 that states no changes were made since the last printing.

4. After all required changes are made and approvals are granted by OC/ERCS, submit the approved manuscript, FSIS Form 2600-1, the AD-59, the edits from the original manuscript that OC/ERCS made, a program clearance sheet, a printed copy of the publication, a CD-ROM or physical storage device such as a USB thumb drive, and GPO Form 952 to PGDS to be processed for printing. PGDS will submit the final copy to the OC/ERCS for final approval.

5. Employees should consider the following when submitting requests for document clearance:

   a. FSIS program areas should obtain written approval from another Agency to use that Agency's information;

   b. Employees should obtain publishing rights to incorporate documents or information from a private organization. This includes a written statement from the private organization that the program area has permission to use their information in the format specified (print, electronic, etc.). The written statement will be sent to OC/ERCS for reference and a copy retained by PGDS for record purposes;

   c. OC's ERCS is the approving authority on the posting of electronic documents (web); and

   d. All publications are to have the original edition date followed by the reprinted or revised date below it.

D. For photographic services, photo review ensures that photos are acceptable and that permission (no copyright infringement) for use is granted. For photos or photographic services:

1. Complete Form AD-271, *Request for Photographic Services*, to acquire Departmental photos;

2. For all other photos used in non-administrative publications or displays, complete FSIS Form 2680.10, *Photographic Review and Clearance form;*

3. On the clearance form, list and identify each photo being used. After listing the photos, indicate whether the requestor has provided written permission for use of photos or all photos are the property of USDA FSIS and in the public domain;

4. Submit the photos and FSIS Form 2680.10 for approval to USDA OC, Photographic Services, Room 534-A Whitten Building; and

5. PGDS will forward the photos for review and clear any photos that PGDS incorporates into a customer's document.

IX. PRINTING PREPARATION

A. **Camera copy** material consists of typesetting, art, and graphic design for reproduction. Prepare material using standard computer software, desktop publishing, or electronic media (e.g., CD-ROM, USB thumb drive). The following applies when submitting camera copy materials:

1. Employees should submit materials (by hand or through courier) that cannot be produced on their desktop publishing equipment and software to PGDS for processing. The camera copy should be free from wrinkles, creases, and smudges. Avoid using photographic copies for camera copies.

2. Carefully consider the use of color when designing brochures, reports, cover sheets, or newsletters. The design should be cost effective, professional, and reflect the contents of the subject matter. Arrange multi-color designs to depict color and screens. Registration marks are used by designers and necessary to assure proper alignment.

3. Employees should avoid requesting photographic enlargements or reductions. When a photographic copy is enlarged or reduced, flaws in the copy are enlarged or reduced proportionately. Prepare the copy as large as or larger than the desired finished product when possible. Electronic photos should be at 300 dots per inch (dpi) for professional quality.

4. When using hard copy signatures, employees should use black ink because blue ink does not reproduce well.

B. **Electronic media** and desktop publishing changes copy preparation and submission requirements. The following applies when submitting electronic media requests:

1. Submit electronic media on CD-ROM, DVD, or thumb drives (for internal use only). Sometimes electronic media requires additional manipulation by a contractor to produce the desired results. This additional work increases the cost.

2. Employees attempting to create documents using electronic media often do not perform a proper quality inspection. Proper quality inspection involves the designer checking the design files before submitting for printing. This ensures the fonts, colors, etc. are available. A camera copy allows you to visually check materials for print quality. When using electronic media, inform PGDS of the hardware and software used by submitting a completed GPO Form-952.

3. Documents created for professional printing should be designed in cyan, magenta, yellow, and black (CMYK) or Pantone Matching System (PMS), and not red, green, and blue (RGB). Images are to be saved in either a Tagged Image File (TIF) or an Encapsulated Postscript (EPS) format. The Joint Photographic Group (JPG) format is acceptable; however, color shift and blurriness can occur.

4. The overall color of the final printed piece may not match a furnished color visual. A color visual is not always a good representation of the final piece due to the differences between the ink in traditional printing and the colorants used in desktop color printers.

5. Use the following procedures to produce electronic media:

   a. Use OCIO-approved desktop publishing or image editing software (such as Adobe InDesign, Photoshop or Illustrator) to produce the electronic media, and

   b. Complete FSIS Form 2600-1 and GPO Form 952 and submit them, along with electronic media and hardcopy visual to PGDS. The hardcopy should be actual size and contain as much information as possible with markings that include size information, file reference, and color breaks as appropriate.

X. PROOFS

A. PGDS arranges for employees to receive print proofs for their print requirements. The customer is responsible for reviewing the proofs for accuracy. The project will proceed once the final approval is given by the customer. Making author alterations at the proof stage is highly discouraged. Changes

made to the copy at this point will result in additional costs and will delay the delivery of the finished product.

B. If the printer cannot incorporate the requested changes, the printer returns the media to PGDS for changes. PGDS will forward the media to the employee for revisions. The employee will resubmit the revised electronic media and hardcopy visual to PGDS. The printer will then provide an updated proof for review and approval. Standard turnaround is 2-3 business days and may vary depending on the number of changes needed. For every day the proofs are returned late, the printer is entitled to 2 additional production days.

C. When 4-color printing is required, PGDS will assist in reviewing color proofs and, when necessary, will perform press sheet inspections at commercial printers to ensure the highest printing quality.

XI. DUPLICATING SERVICES

A. For budget purposes and quality control, all requests for printing services performed in-house by DM, Office of Operations, Copier and Duplicating Services, located in both the George Washington Carver Center and South Building (Print Plant), are to first come through PGDS. PGDS receives and reviews monthly bills for all Agency printing and will deduct payment from the requestor's program area allocation if prior approval for printing is not received.

B. To request copying services, employees are to prepare the FSIS Form 2600-1 and deliver it along with the camera copy materials to PGDS. A separate request is to be made for each item to be printed.

C. To request color copying, submit requests to PGDS during the planning stages to avoid costly charges. Some requests may require a justification letter (see Section IX.).

D. For field copying services, field offices are to plan ahead for printing to allow time for both printing and shipping.

E. PGDS arranges for printing and copying that cannot be handled by in-house equipment. Contact PGDS in the early stages to assure timely completion of printing and mailing needs as follows:

1. Mail or e-mail requests to PGDS for unusual specifications approval or higher quality requirements that exceed in-house capability;

2. Contact PGDS for unique or recurring printing requirements. PGDS develops special contracts to accommodate these needs; and

3. Provide your program code/shorthand code when requesting printing services.

XII. COSTS

A. Cost estimates for printing are available upon request. The following applies:

1. The Central Fund account funds Agency costs for printed items produced by the USDA Departmental Management (DM) Copier and Duplicating Services (Printing Plant) (i.e., laminated wallet cards and special emphasis posters);

2. The requesting program area is responsible for funding specific printing it requires; and

3. OM/ASD funds Agency costs for:

    a. Common-use materials printed by GPO or other outside printing sources; and

    b. Common-use mail preparation and handling services provided by contractors.

B. The USDA Office of Communications (OC), Printing Services Division establishes year-end cut-off dates for submitting requests to GPO. PGDS announces these cut-off dates each year through the *FSIS Wednesday Newsline* publication.

C. FSIS employees are not authorized to use the Government Purchase Card to acquire printing services without prior approval from PGDS.

XIII. TURNAROUND SCHEDULE

A. Many factors affect the time needed to complete printing jobs. They include quantity, complexity, and proofs. PGDS can negotiate with printing sources for recurring work that requires quick turnaround times. Contact PGDS when printing requirements have special needs (e.g., rush printing or a high volume of print requests).

B. For GPO printing, writing specifications and awarding to the lowest bidding contractor are additional steps that are to be considered when obtaining printing. The following applies:

1. Under 2 weeks – Accelerated schedule. GPO charges a surcharge fee for an accelerated schedule. The print request is expedited before other requests to complete the printing job by the preferred date. The accelerated schedule does not guarantee the printing job will be completed in 2 weeks. Less technical printing jobs (e.g., memoranda) are not considered accelerated and can be completed in approximately 1 week.

2. 3 to 4 weeks – Standard for non-specialty printing. Items include brochures, books, folders, posters, laminated cards, standard forms, etc.

3. 6 to 8 weeks – Standard for jobs with special specifications and large quantities. Items include specialty forms, multicolored kit folders, magnets, etc.

C. For DM, Office of Operations, Copier and Duplicating Services requests for printing can usually be completed within 5 business days. Determining factors include complexity, paper, quantity, etc. In addition, scheduled or high-profile jobs take higher priority (i.e., printing needs for the Secretary of Agriculture).

XIV. OBTAINING FSIS BUSINESS CARDS

A. Business cards are available to all employees who interact with the public for official business or conduct business with other Agency or Department personnel (e.g., managers, supervisors, and specialists).

B. If approved by management, employees may order business cards with program area funds.

C. The official US Government cards with the gold foil stamped seal are used exclusively for political appointees (i.e., Secretary, Under Secretary, non-career SES, Schedule C). All other employees must select from 5 standard designs approved by the Agency as demonstrated below:

Version 1
Imprint type may be all black or all blue.

USDA
First Name, Last Name
Management Analyst

United States Department of Agriculture
Food Safety and Inspection Service
Office of Management

1400 Independence Avenue, SW
Room 8888-South Building
Washington, DC 20250

Voice: 301-734-7799 • Fax: 301-734-5250
Cell: 301-734-7798
Name@usda.gov

Version 2 (Default version)
Imprint type may be all black or all blue.

USDA
**United States
Department of
Agriculture**

First Name, Last Name
Management Analyst
Food Safety and Inspection Service
Office of Management

1400 Independence Avenue, SW
Room 8888-South Building
Washington, DC 20250

Voice: 301-734-7799
Fax: 301-734-5250
Cell: 301-734-7798
Name@usda.gov

Version 3
Imprint type may be all black or all blue.

USDA
United States Department of Agriculture

First Name, Last Name
Management Analyst
Food Safety and Inspection Service
Office of Management

1400 Independence Avenue, SW, Room 8888-South Building
Washington, DC 20250
Voice: 301-734-7799 • Fax: 301-734-5250 • Cell: 301-734-7798
Name@usda.gov

Version 4
Imprint type may be all black or all blue.

USDA
United States Department of Agriculture

First Name, Last Name
Management Analyst
Food Safety and Inspection Service
Office of Management

1400 Independence Avenue, SW
Room 8888-South Building
Washington, DC 20250
Voice: 301-734-7799 • Fax: 301-734-5250
Cell: 301-734-7798
Name@usda.gov

Version 5
Imprint type may be all black or all blue.

USDA
United States Department of Agriculture

First Name, Last Name
Management Analyst
Food Safety and Inspection Service
Office of Management

1400 Independence Avenue, SW
Room 8888-South Building
Washington, DC 20250
Voice: 301-734-7799 • Fax: 301-734-5250
Cell: 301-734-7798
Name@usda.gov

XV. ORDERING BUSINESS CARDS

A. PGDS issues cards in lots of 250, 500, and 1000. The following specifications apply:

1. The standard size of a business card is 2 inches in height (vertical) and 3.5 inches in width (horizontal);

2. Business cards print on white, 100 lb. cardstock with 30 percent recycled material, which meets Federal guidelines. This is the only stock approved by the Department;

3. The USDA logo is raised with blue and green ink. Employees can select black or blue ink for text;

4. See section XIV. C. for the standard business card options. For an additional charge, business cards may be printed on the reverse side if additional information needs to be communicated. Adjustments to the layout may occur depending on the length of the information;

5. For visually impaired employees, business cards are available in Braille. Braille text is limited to four lines of 13 characters/spaces each, with no punctuation or capitalization;

6. Refer to the annual FSIS Notice, *Standards and Procedures for Ordering FSIS Business Cards* for current pricing; and

7. Turnaround for printing all business cards is approximately 3-4 weeks.

B. To submit an order for FSIS business cards, employees should complete the FSIS Form 2600-1, *Request for Copying/Duplicating Services* (Level 2 e-Authentication required) as follows:

1. Enter in Block 8, Program Code/Shorthand Code, Appropriation No. Chargeable, your program area's management code;

2. Enter in Block 9, Title or Description of Material(s), "Business Cards" and your name;

3. Enter in Block 17, **Special Instructions**, the desired format option;

4. Enter in Block 19, in the **Other** (Specify one location), the address where you would like the business cards sent; and

5. In Block 21, **Requested by** section of the **Approvals of Requesting Office**, obtain your supervisor's or approving official's signature.

C. Submit the following employee information on a blank sheet of paper along with a completed FSIS Form 2600-1. Submit this information EXACTLY as it should appear on the cards (e.g., if your name is William, but you want your cards to read Bill, include "Bill"). For reprinting business cards with minor revisions, provide a previous sample with the requested changes indicated.

1. Name and title;

2. Program area, division, branch, and section;

3. Work address telephone, and fax numbers. Employees are to identify e-mail address or mobile number, if they prefer to be contacted by these methods; and

4. Mail, or e-mail fsis.printing@usda.gov, FSIS Form 2600-1 (Level 2 e-Authentication required) and the employee information sheet to PGDS. (See Section XX. for full contact information).

XVI. DISTRIBUTION SERVICES

When mailing agency documents, PGDS uses address labels for the mailing address for establishments furnished through the Public Health Information System (PHIS) to create mailing labels. PGDS is not authorized to maintain or update field and inspection employees' addresses. The following applies:

1. PGDS arranges for distribution of Agency-printed material;

2. Program offices are to plan ahead to ensure timely distribution and shipping;

3. OHR provides mailing addresses for distribution to employees' home addresses;

4. PGDS utilizes the addresses listed on the FSIS website for offices such as Office of Investigation, Enforcement and Audit regional offices, District Offices and FSIS Laboratories;

5. Program areas provide mailing addresses for distribution to specific audiences outside of PGDS' standard PHIS addresses; and

6. Distribution of printed items begins the day after the materials are received and is completed in 4 business days.

XVII. GPO RIDERS

A. GPO allows Federal agencies to receive copies of a publication at a reduced rate prior to printing. PGDS annually surveys Agency programs for GPO publication interest (i.e., Code of Federal Regulations (CFR)). Only the interested offices receive additional e-mails for opportunities to ride publications before printing. To receive the publications at the reduced rate, requestors are to respond within the request for survey interest timeframe. If you would like to receive notifications, please contact PGDS at fsis.printing@usda.gov.

B. The following applies for CFRs:

1. If you miss a survey deadline, you can view and print the publications from GPO's Web site at https://www.ecfr.gov/cgi-bin/ECFR?page=browse. The option to purchase at the full cost is also available on the Web site; and

2. Past CFRs are immediately available. However, newly requested publications are accessible approximately 2-3 months after the deadline.

C. The CFR is updated and printed by GPO per the following schedule: Titles 1-16, January; Titles 17-27, April; Titles 28-41, June; Titles 41-50, October.

XVIII. ONSITE PUBLICATION SERVICES

For the Agency's convenience, a small quantity of Federal Acts, certificates, envelopes, and other supplies are available to customers. PGDS does not supply a full quantity of certificates and envelopes. FSIS program areas should procure necessary supplies. If you are interested in whether an item is stocked, visit Room 0175-South Building or contact PGDS at fsis.printing@usda.gov.

XIX. COPIER SERVICES

A. With Agency approval, PGDS arranges the use of Department-leased copiers and copier supplies for select USDA sites. Requesting offices may contact PGDS for specific requirements (see Section XX).

B. PGDS accepts and pre-approves each field office in-house copier request through the Integrated Acquisitions System (IAS). Approved copier equipment is then acquired through the OM/ASD Procurement Management Branch. Only copiers with required security functions approved by the Office of the Chief Information Officer (OCIO) will be acquired.

XX. QUESTIONS

For questions regarding this directive, please contact PGDS:

> USDA FSIS
> Administrative Services Division (ASD)
> Printing, Graphics, and Distribution Staff
> 5601 Sunnyside Ave.
> Maildrop 5241
> Beltsville, MD 20705-5241
>
> PHONE: 301-289-9720
>
> E-MAIL: fsis.printing@usda.gov

Assistant Administrator
Office of Policy and Program Development