

Visual and Product Standards

GRAPHICS MANUAL

June 2021 (Revised from March 2011)



Introduction

EPA's Office of Research and Development (ORD) is recognized worldwide as a leader in environmental and public health research. Science results are shared with stakeholders and the general public through a variety of platforms and communications products, including printed reports and other publications, presentations, social media, and posters.

Well-designed, high quality and cost-effective product designs serve an important role in communicating research results and other information to stakeholders, partners and the general public. For this reason, ORD's Science Communications Team developed the first Visual and Identity Standards Manual in 2011 to provide a unified, recognizable and professional visual identity for communications products. Visual identity establishes a set of design elements including templates and the use of logo, color, typeface, photographs and other images.

The benefits of a visual identity standard will help to:

- Create a recognizable visual style, or “brand”.
- Ensure consistency of use and application.
- Save time and create efficiencies in product development.
- Achieve short-term and long-term savings in both staff time and costs for graphic design and printing.
- Develop high quality, cost effective and technically sound documents and other communications materials.

A Science Communications Team workgroup was formed in 2021 to review the manual and provide an update. The manual has been revised with new product templates that offer more design and layout options in a contemporary style. The workgroup sought input from scientists and staff to develop the new design template options and incorporated suggestions into the revisions.

The existing color palette remains and a suite of pre-designed product templates provide a variety of creative presentation options for science communication and outreach products.

All ORD staff and contractors are responsible for complying with these visual identity guidelines . If you have any questions regarding these guidelines, please contact Carolyn Hubbard, Communications Director in EPA's Office of Research and Development, hubbard.carolyn@epa.gov or Dayna Gibbons, Internal Communications Lead in ORD, gibbons.dayna@epa.gov. You can also contact your Center Communications Director.

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Using the EPA Logo

The EPA logo is the primary graphic symbol for internal and external communication. EPA does not permit any other logos or symbols to be used.

New logos or graphic symbols that represent ORD's Centers, Programs and Offices should not be developed and used for external purposes.

The EPA logo must be reproduced with consistent high quality. Always use approved artwork when reproducing the EPA identity. The relationship between the logo and logotype should never be shifted or adjusted. The preferred versions of the EPA logo, shown below, should be used for all of ORD's communication materials.

Using the EPA Seal vs. the EPA Logo

The EPA logo is the primary identifier for internal and external communication, promotional and outreach materials. The EPA seal is reserved for official communication for the Administrator's Office, legal and ceremonial use, speaker podiums, awards and plaques, videos and in conjunction with other agency seals on print documents.

Appropriate use of the seal

- podium
- video
- social media page
- official letterhead
- official memo
- folders
- awards
- certificates
- lapel pins
- banners
- displays
- when other agency seals are used

Appropriate use of the logo

- fact sheets, brochures, pamphlets
- backdrops and banners (behind podium)
- video
- infographics
- email
- documents
- posters
- books, booklets
- mailing labels

Preferred logo use and alternate use:

PREFERRED USE



ALTERNATE USES



Signature below



Signature beside



Signature beside
on one line

For more information on the use of the EPA logo and EPA seal, visit the EPA's Office of Multimedia web page on EPA@Work at <https://intranet.epa.gov/media/graphics/seals.html#updated>.

Grid System

All of the document templates follow a basic, yet versatile 3 column by 4 row grid system. For additional flexibility, each column and row can be divided in half.

Example of grid system:



Color Palette

ORD has identified a color palette that draws from colors of our environment. The Signature Palette, which includes the colors of the official EPA seal, provides consistent identity recognition, while offering a wide variety of color options. The colors in the printed manual and online have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards.

Signature Palette	PANTONE	CMYK	RGB	HEXADECIMAL WEB
	660 (79%)			
	660	C-91 M-53 Y-0 K-0	R-0 G-112 B-185	# 0070B9
	362	C-78 M-2 Y-98 K-9	R-38 G-161 B-70	# 26A146
Applications Palette				
	298	C-68 M-3 Y-0 K-0	R-14 G-188 B-238	# 09BCEF
	632	C-93 M-2 Y-13 K-6	R-0 G-163 B-202	# 00A3C9
	5483	C-62 M-9 Y-20 K-27	R-68 G-143 B-156	# 448F9C
	2955	C-100 M-55 Y-10 K-48	R-0 G-63 B-105	# 003E69
	569	C-86 M-6 Y-45 K-20	R-0 G-142 B-134	# 008D86
	349	C-94 M-11 Y-84 K-43	R-0 G-103 B-62	# 00673E
	383	C-26 M-3 Y-93 K-17	R-169 G-181 B-51	# A9B533
	584	C-15 M-0 Y-73 K-1	R-220 G-226 B-105	# DCE269
	619	C-13 M-17 Y-78 K-35	R-157 G-142 B-62	# 9D8D3E
	Warm Gray 5	C-0 M-5 Y-10 K-29	R-191 G-182 B-172	# BFB6AD
	458	C-2 M-7 Y-58 K-7	R-234 G-213 B-125	# EAD57D
	127	C-0 M-5 Y-57 K-0	R-255 G-234 B-136	# FFEA88
	7407	C-3 M-34 Y-68 K-8	R-224 G-163 B-95	# E0A35E
	2617	C-84 M-100 Y-0 K-13	R-75 G-38 B-130	# 4B2682
	7413	C-1 M-62 Y-95 K-2	R-235 G-123 B-40	# EB7B28
	731	C-12 M-63 Y-100 K-61	R-108 G-56 B-0	# 6D3900
	187	C-0 M-100 Y-79 K-20	R-196 G-18 B-48	# C41230

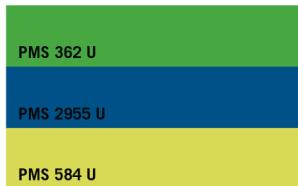
Combination Options Using the Color Palette

The combinations below provide colors that complement one another and are built from the Signature Palette. These predetermined sets can help guide your color choices.

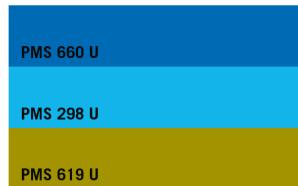
ORGANIC



PARAGON



AIRGLOW



Sandbox



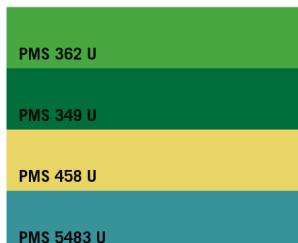
PMS 7413 U

PMS 731 U

PMS 7413 U

PMS 7413 U

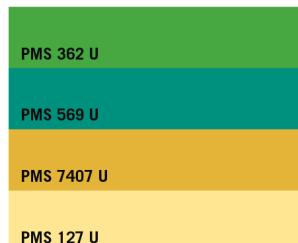
EARTHBOUND



HARBOR



HARVEST



ROSEBUD



Typography

Using common typefaces in communication materials further enhances an organization's identity. The following clean, sophisticated, and versatile typefaces are to be used for our print and online outputs. There are three typefaces or fonts that can be used for developing communications products—Calibri, Times New Roman and Arial. These typefaces and the different versions are listed below. If the product is web-based only, the typeface recommended is sans serif. This would include Calibri and Arial.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

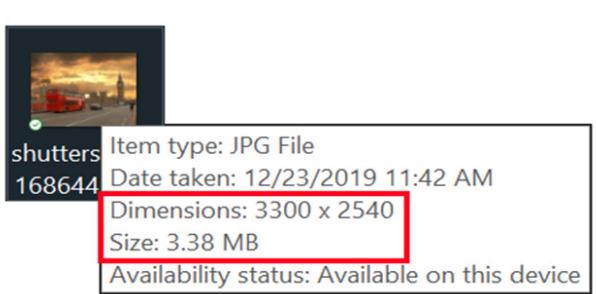
Photographs and Other Imagery

Photographs and illustrations should be used when possible to illustrate the work we do and help to tell the science story. Appropriate imagery can improve understanding and connect the reader to the contents of a publication. Always choose clean, simple imagery with no distracting details. When selecting photographs, include people who represent diversity, including women and people of color.

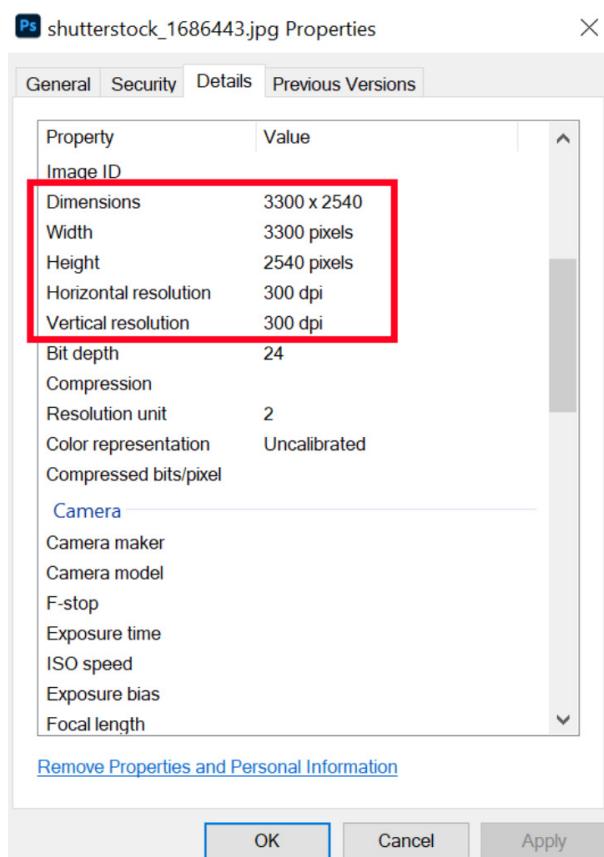
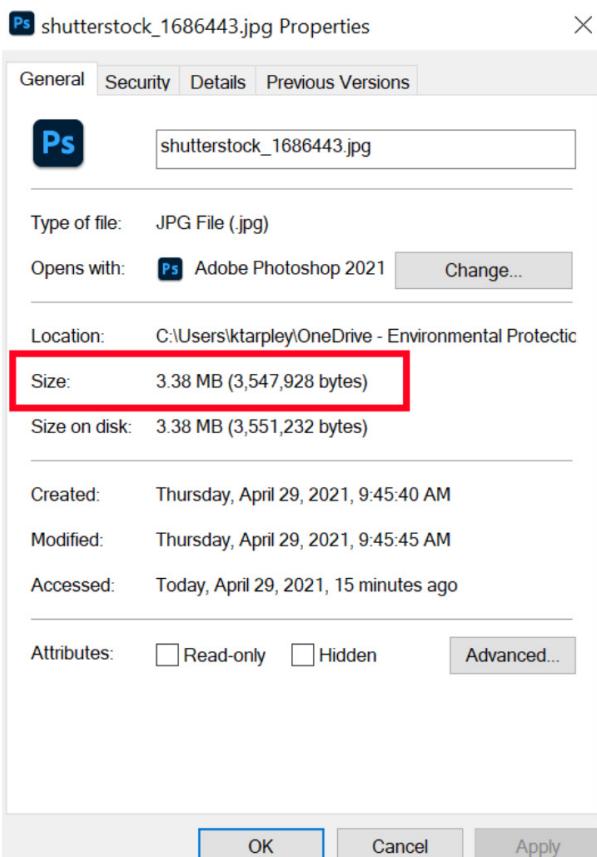
- All photographs must be high resolution images for quality assurance. To determine whether a photo is high quality, look for dots per inch (dpi) of 300 or greater. If dpi is not available, the file size of the photo is a good indication of the resolution, typically anything over 2-5Mb will work.

There are two ways to determine the size of your image.

- The first way is to mouse over the image and it will show you the dimensions and size. (see screenshot below)



- The second way is to right click on the image and select “Properties.” On the “General” tab you will find the size of the file and on the “Details” tab you’ll find the height, width and dpi. (See screenshots below)



- All people in the photographs should be shown complying with required EPA health and safety standards. For example, all lab personnel need to wear lab coats, safety goggles and gloves. Some photos in the EPA photo gallery do not meet the health and safety criteria. Use a lab coat with an EPA logo on it if possible.
- A license agreement for use of copyright material should be used. Credit can be given to a photographer whose photos appear in your publication. Credits for photos taken by EPA staff should not be provided. The caption and credit lines should appear below the photograph.
- Required: A consent (photo release) form is required for use of all photos except federal employees of EPA. This includes members of the public and EPA contractors, including student services contractors. The forms should be kept in a file for reference. If photographs are taken in an outside public area such as a street or public park, you do not need permission of individuals in the photo for their use, except for children. If photos are taken indoors at an EPA facility, inside a school, public building, or privately-owned building, consent forms are required.

Refer to the EPA's Office of Multimedia for more information on the use of photos and to determine when a consent form is needed.

Multimedia Consent and Release Forms

English

Guidelines: https://intranet.epa.gov/media/MOSS_Guidelines/EPA_Multimedia_Consent_and_Release_Forms.pdf

Consent Form: https://intranet.epa.gov/media/MOSS_Guidelines/EPA_Multimedia_Consent_Form_2020.pdf

License Agreement for Use of Copyright Materials

https://intranet.epa.gov/media/MOSS_Guidelines/Content_license_agreement2020.pdf

Spanish

Consent Form: https://intranet.epa.gov/media/MOSS_Guidelines/EPA_Multimedia_Consent_Form_fillable_Spanish_2020.pdf

License Agreement for Use of Copyright Materials:

https://intranet.epa.gov/media/MOSS_Guidelines/OM-content_license_agreement2015_fill_Spanish.pdf

Additional Resources for Product Development:

These guides have been produced by the U.S. EPA for use by Agency employees and contractors. Graphics and writing guidelines are provided. Information on printing is available in the full pdf version of the EPA Communications Stylebook.

- [EPA Communications Stylebook: Graphics Guide](#)
- [EPA Communications Stylebook: Writing Guide](#)
- [U.S.EPA 4822 Printing Manual \(August 2017\)](#)

ORD Communications Product Templates

The following templates should be used when creating reports, documents or other communications products. The templates can be customized with photographs and other images, and color using ORD's signature palette, which is available in this manual.

Reports and Documents -- Cover Page Design and Anchor Elements

There are 12 design options for producing front covers for ORD reports and other documents; there are two design options for back covers. Each design can be customized by selecting photographs and illustrations and colors from ORD's signature palette. Photos, illustrations, and other imagery can be used to design a document that attracts attention and also helps to explain the subject matter. Review the imagery section for use of photographs and other imagery.

Templates are online on ORD@Work and can be obtained from ORD's Graphics and Media Contractor. If you have any questions about the use and availability of the templates, contact your Center Communications Director for assistance.

Front Cover Anchor Elements Required:

The front covers of ORD reports and other publications should have the four anchor elements described below using one of the templates in the manual.

Element One -- EPA Publication Number. This number is assigned by the National Service Center for Environmental Publications (NCSCEP) or through your organization's Technical Information Manager. Always include the assigned number, month and year of publication or ending date of research results and ORD's public website, www.epa.gov/research. An example is below.

To obtain a publication number, go to NCSEP's website. The direct link to the publication number request form is: https://cincinnati.epa.gov/services/nscep/nscep_form.asp.

Example Publication number line

EPA/600/R-21/001 | April 2021 | www.epa.gov/research

Element Two -- EPA Logo: Preferred Use or Alternate Use described in the EPA logo section of this manual.

Element Three -- Title of Publication: Consider your audience for reports and documents. While some reports may require a detailed scientific name to explain the topic, when possible, consider shorter titles that will quickly attract public attention.

Element Four -- Organizational Name: The first templates provided had a tab on the left side at the bottom for organizational names. With the new templates, all the organizational information is close to the bottom of the cover page, but there are more options for its location. The first organizational name should be--Office of Research and Development. A second organizational name such as for a Center or Program can go under the ORD name.

Back cover anchor elements required:

The back covers of ORD reports and other publications should have the four anchor elements described below using one of the templates in the manual.

Element One -- EPA publication number (alternate location)

Element Two -- Official business penalty statement

Element Three -- Address and mailing information/label

Element Four -- Recycle logo and information when applicable. An example of placement of elements follows:



Recycle Logo with description:



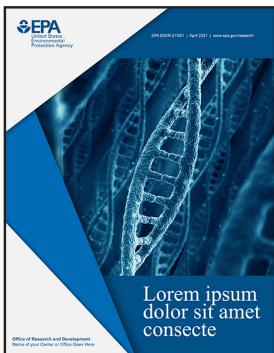
Recycled/Recyclable Printed on paper that contains a minimum of 50% postconsumer fiber content processed chlorine free

Front and Back Cover Templates for Reports and Other Documents

There are 12 different design covers that can be customized with photos, other images and different colors. Please refer to the color palette for more color options.

Front Cover Options: (Size: 8 ½" x 11"). The templates are available on ORD@Work or by contacting ORD's Graphics and Media Contractor.

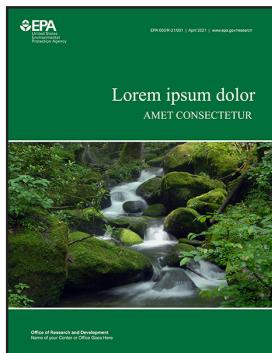
Option 1



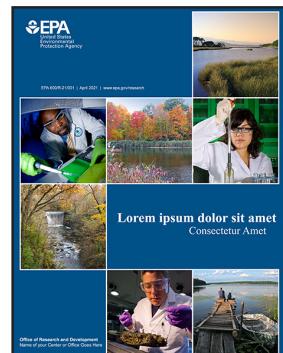
Option 2



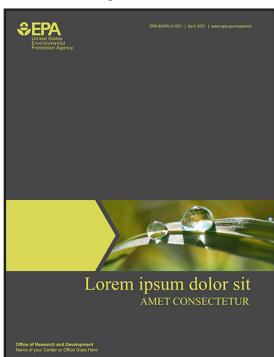
Option 3



Option 4



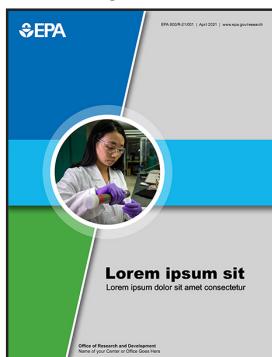
Option 5



Option 6



Option 7



Option 8



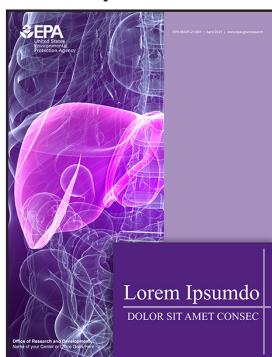
Option 9



Option 10



Option 11



Option 12



Option 1



Option 2



Back Cover Options: Size: 8 ½" x 11"

Instructions for Using the Report/Document Templates:

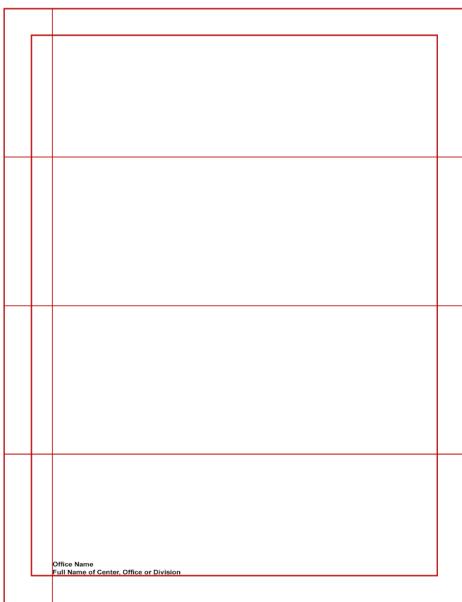
These templates were created in photoshop. If you need assistance, contact your Center Communications Director for contract assistance.

Reports and Documents -- Interior Pages

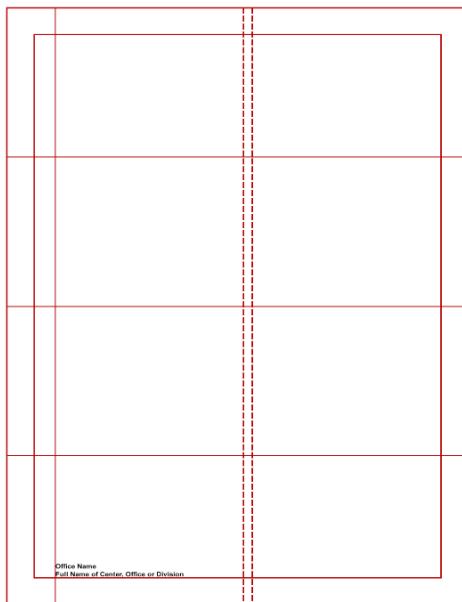
The interior pages follow the same basic, yet versatile four-row grid system explained in the section on Grid System. This provides an easy way to design a page. All margins should be no less than 0.5 inches and gutters should be no less than .25 inches. Depending on the size of the publication, you may use a one, two or three column vertical grid.

Documents can be one, two or three columns, although two columns are preferred for readability on the web. Sans serif (Calibri and Arial) is preferred for web-based documents for readability and to meet the visibility requirements of the Americans with Disabilities Act (ADA).

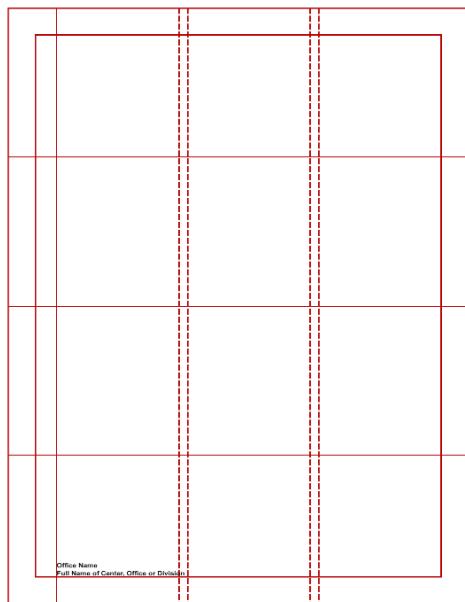
1 Column



2 Column



3 Column



Creating Visually Appealing Interior Pages

To hold and attract attention, use visually appealing design features that break up the text for easier reading and keep the layout simple and free from clutter. The inside page of the front and back cover should be left blank.

Tips for designing interior pages for documents:

- Use black text for the main content.
- Use short paragraphs and bulleted lists to break up large sections of copy.
- Use fonts from the selection offered in this manual. For web-only publications, sans serif (Calibri and Arial) are preferred for readability on a computer.
- Provide high contrast when using text on color. Avoid placing text on very light colors.
- Avoid too much text on a page. Use white space to make text stand out.
- Break up text by using sidebars or pull-out boxes with quotes or facts.
- Use high quality photographs that are placed strategically to create attention.
- Use graphics, tables, and illustrations that provide information in a visual format. Include captions to explain any imagery unless it is simply decorative artwork.

Document Organization of Contents

EPA reports and research documents should be organized in a consistent fashion with cover, preliminary pages, main body of the document and concluding pages and back cover. This section describes design elements of interior pages that are considered preliminary or concluding and interior page design options. The EPA's Communication Products Standards Stylebook and the EPA Printing Manual provide additional information on document content.

Front Cover -- Include anchor elements described in this manual.

Title Page. This is always page i. Title pages can contain varying information depending on the type of publication; however, all title pages should include certain anchor elements, such as the EPA publication number, month and year of publication as indicated on the front cover, ORD's internet address (www.epa.gov/research) and the office/publishing laboratory/center name, along with the publication title and name of author/editor. Names of officials other than the authors are not included. The document title on the title page must have the exact same wording as the title on the cover.

Notice/Disclaimer Page. If it is appropriate to include a notice or disclaimer, it is always printed on page ii. This page generally includes a peer review notice, a disclaimer statement and a copyright notice, when applicable. (See the EPA's Communication Product Standards Stylebook, pages 97-100, for information and sample notices/disclaimers, including copyright notices.).

Table of Contents. The table of contents always begins on a right-hand, odd numbered page.

Acknowledgments. A page for acknowledgments is permitted, but should never be referred to as "thanks," "dedications" nor "gratitude." Generally, acknowledgments are limited to peer reviewers and organizations that aided the development of the publication in a major way. The mention of any contract employee or contractor name or the names of graphic designers is not permitted.

Introductions and Executive Summaries. Introductions and executive summaries are considered part of the main content of a document and are numbered accordingly; however, an introduction written by someone other than the author would be part of the preliminary material.

Appendices and Other Supplementary Materials. Materials are often included at the end of the document for the convenience of readers. Any references that are not treated as footnotes in a document should be listed at the end. These materials should also be listed in the table of contents, and their pagination should follow the scheme of consecutive numbering, if the document uses consecutive numbering. Appendices, however, can be divided into Appendix A, Appendix B, etc., and numbered accordingly.

Interior Page Design Examples:

Two-column with proper margins and no photos

1.0 Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nibh venenatis cras sed felis eget. Egestas egestas fringilla phasellus faucibus scelerisque eleifend donec pretium vulputate. Id nibh tortor id aliquet lectus proin. Elementum nisi quis eleifend quam adipiscing vitae proin.

Level 1 Subhead Goes Here

Amet dictum sit amet justo donec enim diam. Sodales neque sodales ut etiam sit amet. Elit eget gravida cum sociis natoque penatibus et magnis dis. In arcu cursus euismod quis viverra nibh cras pulvinar mattis. Nec sagittis aliquam malesuada bibendum. Etiam tempor orci eu lobortis elementum. Tortor id aliquet lectus proin. Ipsum suspendisse ultrices gravida dictum fusce ut placerat orci nulla. Hac habitasse platea dictumst vestibulum rhoncus. Maecenas pharetra convallis posuere morbi leo urna molestie at elementum. Venenatis tellus in metus vulputate.

Level 2 Subhead Goes Here

Italic Subhead Goes Here
Viverra vitae congue eu consequat ac. Neque vitae tempus quam pellentesque nec nam. Porta non pulvinar neque laoreet suspendisse interdum consectetur libero id. Elit at imperdiet dui accumsan sit amet nulla. Molestia at elementum eu facilisis. Pulvinar etiam non quam lacus suspendisse faucibus interdum. Enim sed faucibus turpis in eu. Uttrices eros in cursus turpis massa tincidunt dui ut. Libero justo laoreet sit amet cursus sit amet dictum sit. Ac auctor augue mauris augue neque gravida in. Mauris augue neque gravida in fermentum et sollicitudin. Vestibulum morbi blandit cursus risus at ultrices mi tempus. Elit at imperdiet dui accumsan sit amet nulla at imperdiet.

2

Tristique et egestas quis ipsum suspendisse ultrices gravida. Amet mauris commodo quis imperdiet. Pharetra magna ac placerat vestibulum lectus. Eget nunc lobortis mattis aliquam. Sed turpis tincidunt id aliquet risus feugiat in ante. Sit amet consectetur adipiscing elit pellentesque habitant morbi. Sit amet nulla facilisi viverra ipsum nunc aliquet bibendum. Vitae semper quis lectus nulla at. Purus viverra accumsan in nisi nisi scelerisque eu ultrices vitae. Suspendisse ultrices gravida dictum fusce ut placerat orci nulla. Hac habitasse platea dictumst vestibulum rhoncus. Maecenas pharetra convallis posuere morbi leo urna molestie at elementum. Venenatis tellus in metus vulputate.

Italic Subhead Goes Here

- In dictum non consectetur a erat nam at. Cursus eget nunc scelerisque viverra mauris in aliquam sem fringilla.
- Et fermentum et sollicitudin ac orci phasellus.
- Et pharetra pharetra massa massa ultricies mi quis. Ut etiam sit amet nisl purus in. Duis id ornare arcu odio ut sem nulla pharetra diam.
- Ac ut consequat semper viverra nam libero justo. Ipsu dolor sit amet consectetur adipiscing elit. Viverra accumsan in nisi nisi scelerisque eu.
- Hac habitasse platea dictumst quisque sagittis purus sit. Integer eget aliquet nibh praesent tristique.

Tristique et egestas quis ipsum suspendisse ultrices gravida. Amet mauris commodo quis imperdiet. Pharetra magna ac placerat vestibulum lectus. Eget nunc lobortis mattis aliquam. Sed turpis tincidunt id aliquet risus feugiat in ante. Sit amet consectetur adipiscing elit pellentesque habitant morbi.

Text with proper use of figures under image

Neque vitae tempus quam pellentesque nec nam. Porta non pulvinar neque laoreet suspendisse interdum consectetur libero id. Elit at imperdiet dui accumsan sit amet nulla. Molestia at elementum eu facilisis. Pulvinar etiam non quam lacus suspendisse faucibus interdum. Enim sed faucibus turpis in eu. Uttrices eros in cursus turpis massa tincidunt dui ut. Libero justo laoreet sit amet cursus sit amet dictum sit. Ac auctor augue mauris augue neque gravida in. Mauris augue neque gravida in fermentum et sollicitudin. Vestibulum morbi blandit cursus risus at ultrices mi tempus. Elit at imperdiet dui accumsan sit amet nulla at imperdiet.



Molestia at elementum eu facilisis. Pulvinar etiam non quam lacus suspendisse faucibus

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Text with subheadings

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3

Table of contents page

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Lorem ipsum dolor

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Interior Page Design Examples (continued):

Page with one photo (example of the fall trees)



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Left hand page with solid color bars



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10

Page with a pull-out box with information



Right hand page with solid color bars

58

Section Head Will Go Here

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Level 1 Subhead Goes Here

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Technical Fact Sheets

ORD produces external technical fact sheets only when needed for a known stakeholder or stakeholders. Technical fact sheets are used to communicate research results and outcomes.

There are three different fact sheet templates to select from with either three, one or no photos.

This one- to two-page document includes banner artwork at the top of the page. Photographs are encouraged. They help to tell your story.

ORD's Streamlined Fact Sheet Approval Process: ORD has streamlined our process for getting approvals for external fact sheets. Before the reorganization, the fact sheet approval process was Lab/Center/Office dependent and required varying levels of approval, sometimes taking up to five months. ORD's new process has four steps for non-sensitive technical fact sheets and takes approximately one month from concept, to draft, to approval.

The process begins with a conversation with your Center/Office Communication Lead to determine whether a fact sheet is the best method for sharing the relevant information, and if so, lays out the key messages to be included. This new process is being implemented ORD-wide, giving ORD a single process across the new organization. This improved process is a result of a management ELMS exercise.

Note to Communications Directors: To ensure continuous feedback and improvements to the process when necessary, we ask all Communications Directors to track the progress of new fact sheets through the New Review Process for External Technical Factsheet Tracking Sheet.

To learn more about technical fact sheets, including the process for review, visit <https://intranet.ord.epa.gov/communications/fact-sheet-templates>.

Technical Fact Sheet Design Options with three photos, one photo and no photos. These templates are available on ORD@Work or by contacting your Center Communications Director.

Option 1



Option 2



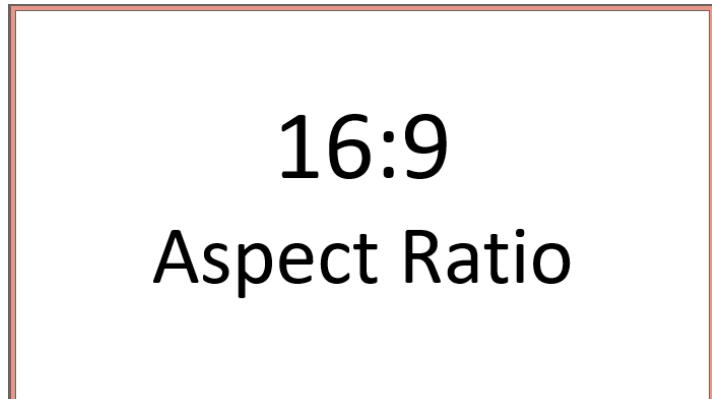
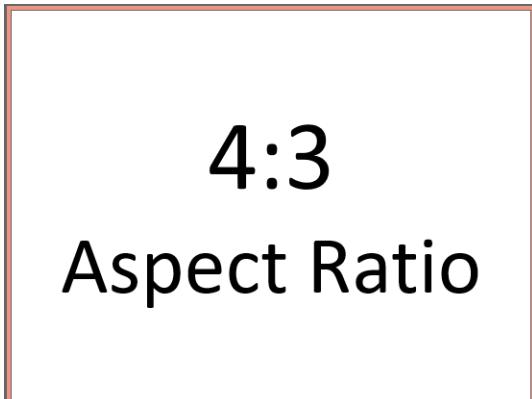
Option 3



PowerPoint Presentations

New power point presentation templates have been developed, based on input from staff. There are a wider variety of title slide templates to choose from with several color options. The interior slides have been redesigned to offer more space for content.

Ratio Explanation: Generally speaking, you will use the 4:3 ratio. 4:3 is known as standard aspect, while 16:9 is widescreen. 4:3 is often best for Slideshare, mobile devices, and standard projectors, but more and more places are offering widescreen projection options. Use whichever works best for your purpose.



Presentation Template Examples:

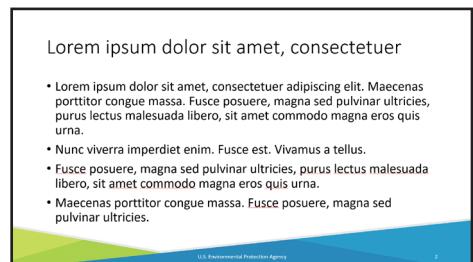
Option 1A



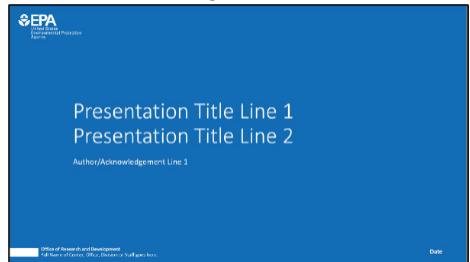
Option 1B



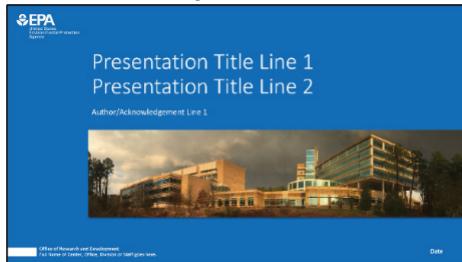
Additional Slides



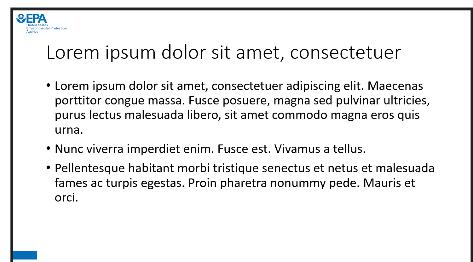
Option 2A



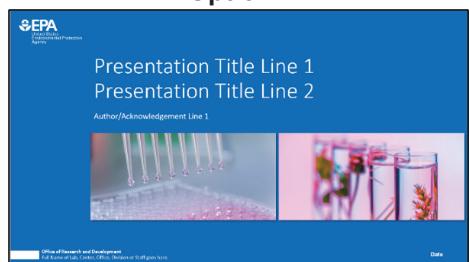
Option 2B



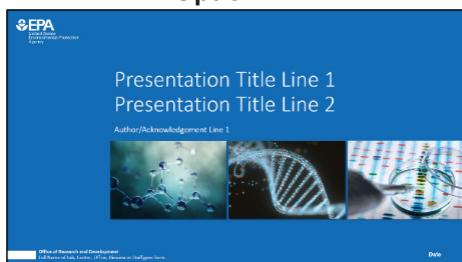
Additional Slides



Option 2C

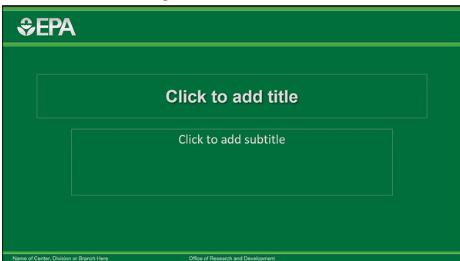


Option 2D

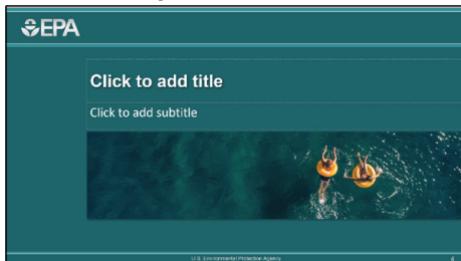


Presentation Template Examples (continued):

Option 2A Green



Option 2B Teal

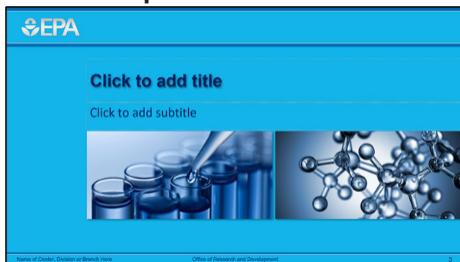


Additional Slides

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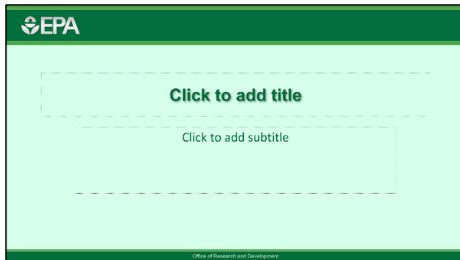
Option 2C Lt Blue



Option 2D Blue



Option 2A Lt Green



Option 2B Lt Teal



Additional Slides

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Option 2C Lt Lt Blue



Option 2D Lt Blue



Scientific Posters

The poster templates, which have been developed in Microsoft PowerPoint in multiple formats are designed for scientists and engineers to use for scientific presentations when no event-specific format is provided. The formats are 44"x 88", 44"x 70", and 44" x 44". These formats can be customized to meet the requirements at conferences and events.

Ideally, if a team of scientists is presenting different posters at the same event, it is beneficial to use the same template so that the suite of posters being presented by EPA has some unified look. A further way to strengthen the impact is to have all the posters in the same color or color suite.

These files are built in PowerPoint. Therefore, the colors are RGB values.

Poster options. The poster templates are available on ORD@Work or from ORD's Graphics and Media Contractor.



Business Cards

EPA employees who need a small quantity of business cards can go to their Office/Division Administrative Assistant to get a few sheets of cardstock that meet the recycled content requirements as per the [National Policy](#). ORD has created a business card template for use on personal computers that conforms to EPA policy, which requires cards be have a similar format to those produced by the National Institute for the Blind, the designated procurement organization.

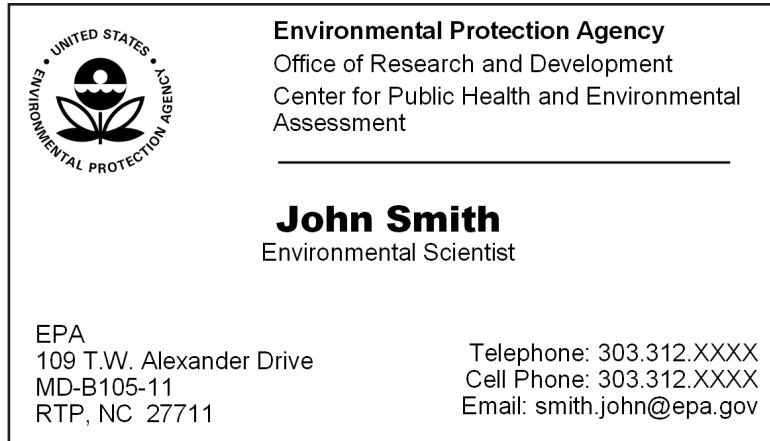
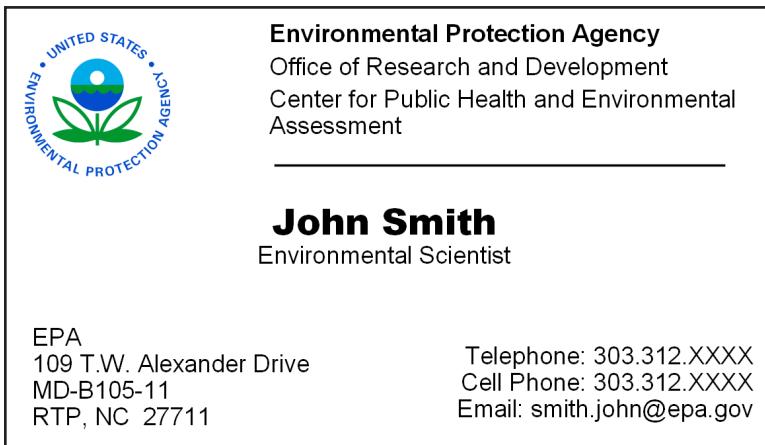
- Helpful tip: when printing on EPA printers, first print on a regular piece of paper then hold it up to a piece of the business card paper to ensure spacing and formatting are accurate. Then load your business card paper into the printer and print.

For employees who need larger quantities of business cards (those who expect to use more than 250 cards/year), they must be procured from the National Institute for the Blind (NIB - Envision Business Cards) in accordance with the terms and conditions of NIB's GSA Schedule contract, and must be in compliance with this policy.

In order to obtain EPA business cards with agency-appropriated funds, follow these steps:

- Employee must use the online registration process at <http://shop.envisionbusinesscards.com>.
- Employee must then use the online system to send an email requesting approval to his or her first line supervisor.
- Supervisor, if approved, must then use the online system to send an email requesting the purchase to the appropriate procurement official, generally the office's purchase cardholder.

ORD has created a business card style that complies with the EPA Order above. Please use this template for making your own business cards. The final size of the card is 2" x 3.5". ORD's Graphics and Media Contractor can provide the business card template.



Palm Cards

ORD Palm Cards are a communication product similar to oversize postcards. They are designed as attractive, engaging, plain language printed publications for distribution at conferences, meetings, and outreach and education events.

The goal of the palm card is to provide a quick overview of high-profile ORD research products and results, and inspire the reader to seek additional information. Because of their limited size, the cards are restricted to two short paragraphs and a dominant image. They should be used not as informational products, but more as advertisements or “teasers” in ways that inspire those interested to contact an EPA scientist or visit ORD’s web site.

Writing Guidelines

Each palm card consists of a headline, two brief paragraphs of approximately 50 words each, an image, and a web address (URL). The backs of the cards typically present general information about ORD, with URLs and information on how to follow and engage with ORD’s primary social media accounts.

Interested in a palm card to feature your work? Please contact your Center Communication Director for help and to get started.

Wildland Fire Science

Wildland fires are increasing in size and intensity with more impacts to air quality, water quality and public health. EPA's research on wildland fires is providing critical science needed to reduce these impacts.

Research activities:

- Study health effects of smoke and evaluate potential solutions to reduce impacts
- Improve methods to measure smoke emissions, and improve models that predict smoke exposure
- Investigate effects of erosion from burned areas on water quality
- Identify and help protect susceptible human populations and ecosystems
- Evaluate communication strategies to find effective ways to reduce risks

Learn more at:
<https://www.epa.gov/air-research/wildland-fire-research-protect-health-and-environment>



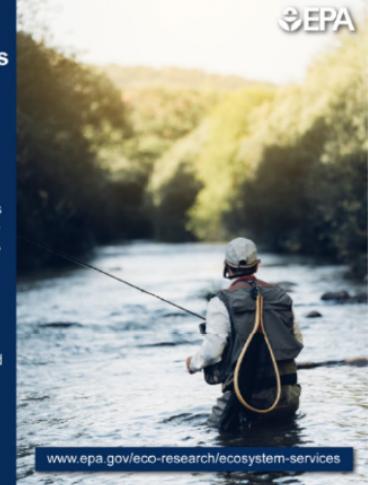
Scientific Tools for Community Decisions

Identifying Nature's Benefits
EPA ecosystem services research

EPA researchers are leading efforts to better understand the direct, positive benefits that people derive from natural ecosystems. While it has long been recognized that environmental processes are critical for human health and well-being, pinpointing specific benefits in ways that illuminate the connections between people and natural ecosystems has been elusive. EPA researchers are working to change that.

Agency researchers are developing tools and other resources (such as EnviroAtlas, featured on the other side of this card) to help states, communities, and other partners explore their local ecosystems in the context of planning and management. The goal is to help them sustain the flow of nature's benefits to enhance public health, environmental resiliency, and economic prosperity.

www.epa.gov/eco-research/ecosystem-services



EnviroAtlas

EPA's EnviroAtlas provides users with a host of interactive tools, geospatial data, and resources for exploring the benefits people receive from nature, also known as ecosystem goods and services.

Such benefits are critically important to human health and well-being, but easy to overlook due to lack of information. Diverse EnviroAtlas resources, including a mapping application, an easy-to-use Eco-Health relationship browser, and over 300 GIS data layers, help fill this information gap. With data at multiple scales and built-in analysis tools, EnviroAtlas was designed to inform decision-making, education, and additional research. Openly available and easily accessible, EnviroAtlas provides a one-stop-shop for exploring ecosystem services and how they benefit local, regional, and broader communities.

www.epa.gov/enviroatlas



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