



United States  
Department of  
Agriculture

Grain Inspection,  
Packers and Stockyards  
Administration

Stop 3601  
1400 Independence Ave., SW  
Washington, DC 20250-3601

May 2, 2013

Reference # 256

TO: GIPSA POLICY BULLETIN BOARD

FROM: Larry Mitchell /s/ *Larry Mitchell*  
Administrator

SUBJECT: Replacing FGIS and P&SP Program Logo with USDA Logo to  
Properly Brand "One USDA"

ORIGINATING OFFICE: Management and Budget Services

## 1. PURPOSE

This policy memorandum announces that the Grain Inspection, Packers and Stockyards Administration (GIPSA) is implementing the removal, through attrition, of the current Federal Grain Inspection Service (FGIS) and Packers and Stockyards Programs (P&SP) logo/mark, program icons, project emblems, and all other symbols that are described in the Departmental Regulation (DR) 1430-002, Use of Logos/Marks at the United States Department of Agriculture, dated January 8, 2013, as distractions from the USDA identity. The DR can be viewed and downloaded from:

<http://www.ocio.usda.gov/document/departamental-regulation-1430-002>.

The FGIS and P&SP logo/marks must be removed from existing communications materials, media, forms and graphics, signage, awards, business cards, and similar items as they are being reproduced or replaced, including immediate action on electronic files for producing letters, memoranda, news releases, fact sheets, newsletters, forms, graphics, and other electronically attachable or printable materials.

## 2. BACKGROUND

The DR 1430-002 establishes USDA policy about designing and using new and existing logos/marks (words, acronyms, symbols, insignia, devices, and combinations, thereof), in program materials, by the Department's mission areas, agencies, and staff offices. A consistent and uniform USDA "brand" will identify mission areas, agencies, and offices, and their programs, initiatives, legislation, events, etc., and be used on products and services by program participants to certify participation in or compliance with Department programs.

The DR 1430-002 goal is to clarify and implement a new policy for branding the entire Department under “One USDA Speaking With One Voice.” This strategy is meant to establish a consistent and uniform “brand” for communicating with USDA’s various audiences, including farmers and ranchers, land-grant universities, agribusiness groups, the general public, and others. The belief is that independently and uncoordinatedly creating and using logos/marks by USDA’s agencies, mission areas, and staff offices has fragmented USDA’s identity and confuses the public. Further, the Department reports that significant resources are spent in creating and placing individual USDA agency logos/marks.

### **3. POLICY**

The USDA policy is to design and use communication products in the most efficient and cost-effective manner. By more closely coordinating the use of the USDA symbol/mark, the Department will strengthen the public’s awareness of USDA’s role in their lives while conserving resources.

The DR 1430-002 states that designing or using all new and existing logos/marks in program materials and in media, by the Department’s agencies, mission areas, and staff offices, to identify the agencies, etc., and on products and services by program participants to indicate participation in or compliance with Department programs, **must** be according to standards and guidelines established by USDA’s Office of Communications (OC). Designing and using new and existing logos/marks require approval by the OC, Branding, Events, Exhibits, and Editorial Review Division.

### **4. EFFECTIVE DATE**

In support of these policies, from the date of this policy memorandum forward, the design or use of all new and existing logos/marks in program materials and in media, by GIPSA offices, must be in accordance with standards and guidelines established by USDA OC.

### **5. QUESTIONS**

Direct any questions concerning this policy to R. Dexter Thomas, Management and Budget Services at (202) 720-6529 or email at [R.Dexter.Thomas@usda.gov](mailto:R.Dexter.Thomas@usda.gov).