

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

TRANSMITTAL SHEET

Release No. 153

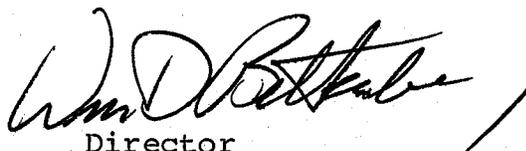
October 21, 1988

SUBJECT: Administrative Series
Part 314 Printing and Publications
Chapter 2 MMS Graphic Design Standards

EXPLANATION OF MATERIAL TRANSMITTED:

This chapter describes the Minerals Management Service (MMS) graphic design standards. It establishes the policy and procedures regarding the required use of the official MMS abbreviation and identification and outlines the standards developed for most MMS printed materials.

Compliance with this directive and the graphic formats described herein is required for all MMS regions, offices, and programs. Implementation of these standards will be monitored by the Graphic Design Standards Subcommittee of the Committee for Scientific and Technical Publications. Adherence to these standards will help to ensure a consistent national image for MMS.


Director

LEFT MARGIN

RIGHT MARGIN

FILING INSTRUCTIONS:

REMOVE:

None

INSERT:

<u>Part</u>	<u>Chapter</u>	<u>Pages</u>	<u>Release</u>
314	2	1-31	153

OPR: Technical Publications Unit
Office of Offshore Information and Publications
Offshore Minerals Management

BOTTOM MARGIN

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

Administrative Series Part 314 Printing and Publications

Chapter 2 MMS Graphic Design Standards 314.2.1

1. Purpose. This chapter establishes policy and guidelines for graphic design standards for printed materials of the Minerals Management Service (MMS). Compliance with this directive and the graphic formats described herein is required for all MMS regions, offices, and programs.

2. Objectives. The objectives of graphic design standards are to establish a uniform national visual identity for public recognition of MMS publications and other printed materials; reduce development time and costs; and coordinate the work of editors, authors, printers, typists, contractors, and others involved in producing documents or printed materials. The objective is to have uniform national standards for the design of publications and other printed materials.

3. References.

A. Graphic Design Standards book, available from the Office of Offshore Information and Publications, Offshore Minerals Management.

B. MMS Manual (MMSM) 600.1, Offshore Scientific and Technical Publications.

4. Definitions. See Glossary, Appendix 1.

5. Policies.

A. It is the policy of the MMS to have a uniform national visual identity.

B. It is the policy of the MMS that appropriate official printed materials released to the public will display the approved MMS abbreviation and identification and meet the standards of graphic design as described in the book Graphic Design Standards. Appropriate official printed materials include any documents for which design standards exist or for which they can be easily applied (see paragraph 8) and as further described below. Implementation of graphic design standards will be phased in as the existing stock of forms or similar materials are depleted.

C. It is the policy of the MMS that the use of the standard MMS abbreviation and identification shall be initiated when one or more of the following situations exist:

OPR: Technical Publications Unit
Office of Offshore Information and Publications
Offshore Minerals Management

Date: October 21, 1988 (Release No. 153)

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

Administrative Series Part 314 Printing and Publications

Chapter 2 MMS Graphic Design Standards

314.2.5C(1)

(1) When reprinting or revising materials as detailed below.

(a) Materials for external use: incorporation of the MMS abbreviation and identification is required.

(b) Materials for internal use only: incorporation of the MMS abbreviation and identification is encouraged for all materials of internal use only.

(2) When new forms or materials are designed.

(3) When the printed product will have a wide public distribution, and/or the addition of the MMS abbreviation and identification would enhance the material to be printed.

D. When the printed product is a publication, it must conform with departmental policy that "all publications must bear the name of the Department. Bureau or office names must be subordinate to that of the Department in size, position, or both."

E. It is the policy of the MMS to publish Offshore scientific and technical publications according to the policies established in MMSM 600.1, MMSM 600.2, and in this chapter. All scientific and technical publications, including environmental impact statement covers, spines, and back covers--but excluding contractual reports--shall comply with the standards for cover design as set forth in the book Graphic Design Standards. Although contractual reports are not required to comply with graphic design standards, Contracting Officer's Technical Representatives (COTR's) are encouraged to include the design specifications for cover design prescribed in Graphic Design Standards when preparing statements of work for contractors.

The inside grid formats (preplanned formats for inside text and illustrations) in the book Graphic Design Standards are encouraged, but optional, for all publications. They are provided as guidance to enhance the legibility and the use of space of inside formats.

6. Exclusions.

A. Contractual reports are subject to the requirements of the contract. This precludes them from being directly subject to MMS graphic design standards. However, it is recommended that all new contracts follow MMS graphic design standards for cover design, and the statement of work should outline the requirements for those standards.

Date: October 21, 1988 (Release No. 153)

Page 2

NOTE: Do not exceed margins shown above. See MMSM 301.1-H for format and preparation instructions.

FORM N.

(10-82)

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

Administrative Series Part 314 Printing and Publications

Chapter 2 MMS Graphic Design Standards 314.2.6B

B. Official correspondence, in-house MMS administrative documents, and some other materials, such as Standard and departmental forms, that do not have a significant public distribution are not appropriate for use of the MMS abbreviation and identification, for example, travel authorizations and vouchers.

7. Responsibilities. The authority to establish official MMS graphic design standards rests with the Director, Minerals Management Service (Director).

A. All Associate/Assistant Directors, the Chiefs of the Offices of Congressional and Legislative Affairs and Public Affairs, the Service Equal Opportunity Manager, the Regional Directors, and the Administrative Service Center Managers are responsible for ensuring that the policies outlined in this chapter and the guidelines in the book MMS Graphic Design Standards are implemented in their areas of responsibility. They will ensure that all cover designs for appropriate program or administrative printed materials as described in this chapter conform to MMS graphic design standards. In all other circumstances, whenever the MMS abbreviation and identification (logotype) is used, they will ensure that its use conforms to the prescribed format outlined in the book Graphic Design Standards.

B. Associate Director, Offshore Minerals Management (Associate Director) is responsible for implementing graphic design standards Bureauwide. This responsibility is carried out by the Chief, Office of Offshore Information and Publications in the Office of the Deputy Associate Director for Offshore Operations.

C. Committee for Offshore Scientific and Technical Publications (Committee) is responsible for providing recommendations and guidance to the Office of Offshore Information and Publications. The Committee shall establish a special graphic design standards subcommittee with representatives from Offshore, Royalty Management, and Administration to implement and monitor the use of the standards Bureauwide.

D. Chief, Office of Offshore Information and Publications (OIP), who serves as chairperson of the Committee, is responsible for managing the operations of the Technical Publications Unit (TPU), which has specific responsibility for establishing and implementing MMS graphic design standards.

E. Chief, Technical Publications Unit (TPU) oversees the implementation of the graphic design standards throughout MMS.

Date: October 21, 1988 (Release No. 153)

Page 3

NOTE: Do not exceed margins shown above. See MMSM 381.1-H for format and preparation instructions.

FORM 10-82 (10-82)

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

Administrative Series Part 314 Printing and Publications

Chapter 2 MMS Graphic Design Standards

314.7.F

F. Publications Specialist in TPU is responsible for implementing and monitoring the MMS graphic design standards effort and their use.

8. Standards. The standards in this chapter and the guidelines developed in the book Graphic Design Standards govern the graphic design formats described below.

A. Offshore scientific and technical publications and all other appropriate printed publications intended for public distribution shall use the following standards:

(1) The standard MMS logotype, which consists of the MMS abbreviation and two or three lines of type. "U.S. Department of the Interior" is always the first line. "Minerals Management Service" is always the second line. When applicable, the regional office, program, or division, or originating office may be added as a third line.

(a) In most usage, the MMS abbreviation is positioned directly to the left of the identity type. The baseline of the MMS abbreviation always aligns with the baseline of the last line of type, whether or not a second or a third line is used. Descenders of the last line of type fall below the MMS abbreviation baseline (illustration 1).

(b) In larger sizes, the MMS abbreviation is modified to maintain legibility. At sizes under a 3-pica height, the two "M's" touch; at a 3-pica height and above, a 2-point space is inserted between the two "M's." This space increases proportionally as the MMS abbreviation is enlarged (illustration 1).

(2) The optional sizes and positions for the MMS abbreviation and identity detailed in the book Graphic Design Standards relate to and are appropriate for the trim size and planned use of a variety of printed materials (illustrations 2 through 12).

(a) On 8 1/2" x 11" trim size, the MMS abbreviation is 18 points and the type size is 10/11 (illustration 2).

(b) On trim sizes smaller than 8 1/2" x 11", i.e., 5 1/2" x 8 1/2" and 3 5/8" x 8 1/2" booklets, the MMS abbreviation is 16 points, and the type size is 9/10 (illustration 2, continued).

(c) For press or conference kit covers, the large MMS abbreviation is in vertical relationship to the identity

Date: October 21, 1988 (Release No. 153)

Page 4

NOTE: Do not exceed margins shown above. See MMSM 381.1-H for format and preparation instructions.

FORM MMS 10-82

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

Administrative Series Part 314 Printing and Publications

Chapter 2 MMS Graphic Design Standards 314.2.8A(2)(c)

(the identification is placed above the MMS abbreviation as shown in illustration 3). Note the space between the two "M's" of the MMS abbreviation; the MMS abbreviation is 6 picas in height.

(d) For technical report announcements, the MMS abbreviation is separated horizontally from the identity. Horizontal alignment is constant (illustration 4).

(3) Cover design formats are detailed below.

(a) Front covers: 8 1/2" x 11" covers should comply with formats in the book Graphic Design Standards and are summarized as follows. Use standard positions indicated on the grid (illustration 5) for titles, subtitles, series identification and symbol, and the MMS abbreviation and identification. (The horizontal line drawn on the cover grid at 15.5 picas from the top trim is a design option.) Titles should fit within title blocks. Use Helvetica bold and Helvetica regular type or the closest match possible. Both uppercase and lowercase typography should be used for main titles, subtitles, and all cover and title page information.

(b) Back covers: The Department stock statement is always to be used on the back cover of MMS publications. It is always combined with the official seals and placed 1 pica above the seals. (In rare circumstances, where it is desirable to print a map or photograph on the back cover of a publication, the seals must remain in standard placement, but the stock statement may be moved to either the inside front or back cover or to the reverse side of the title page or the last page.) The stock statement should be set in Helvetica, 9/10 x 13.5 unjustified unless it faces another text type. Then it should be set in the same type as the text (illustration 6).

(c) Official seals: Both the Department and the MMS seals are to be printed on the back cover of MMS publications. They are to be 1-inch in diameter, horizontally aligned, and positioned in the lower left corner of the grid beneath the stock statement (except as noted above). Their size and the space between them remains the same (illustration 6). Front and back cover formats are shown together in illustration 7. For trim sizes smaller than 8 1/2" x 11," consult the book Graphic Design Standards.

(4) Title pages, when used, will closely resemble the cover. Additional information may be incorporated according to the standards specified under the section "title pages" in the book Graphic Design Standards.

Date: October 21, 1988 (Release No. 153)

Page 5

NOTE: Do not exceed margins shown above. See MMSM 381.1-H for format and preparation instructions.

FORM 1000-1000
(10-82)

DEPARTMENT OF THE INTERIOR
MINERALS MANAGEMENT SERVICE MANUAL

Administrative Series Part 314 Printing and Publications

Chapter 2 MMS Graphic Design Standards

314.2.8B

B. Other printed materials using the MMS abbreviation and identification should follow specifications outlined in the book Graphic Design Standards. Printed materials include:

- (1) MMS Forms
- (2) Leaflets (for example, 1-page foldouts, 4-page foldouts)
- (3) Brochures
- (4) Posters
- (5) Newsletters
- (6) News releases (also Special Information announcements, Safety Alerts, Regional Technical Working Group notices, Technical Announcements, Public Hearing Announcements, and Fact Sheets)
- (7) Maps--all maps, pagesize and oversize (size and placement of MMS abbreviation and identification specified)
- (8) Exhibits
- (9) Official Protraction Diagrams
- (10) 5-Year Schedules
- (11) Calls for Information and Nominations
- (12) Final Notices of Sale
- (13) Miscellaneous: notes, memo pads, mailing labels, envelopes, and mailing cards and various miscellaneous cards (illustrations 8-12)

9. Reproduction art.

A. The original art for the MMS abbreviation and identification should be taken from the section titled "Reproduction Art" of the book Graphic Design Standards. Additional art may be obtained from the TPU or from the Printing Officer in the Property Management Branch of the Office of Administration. (Suitable copies may be made of the artwork in Graphic Design Standards and used as supplementary reproduction art.) Because the MMS abbreviation and identification (logotype) is the precise typographic identification of MMS, art for the MMS logotype should never be independently generated. Use only those sources specified above.

B. Reproduction art for the stock statement, the Department and MMS official seals, and the series symbols and identification should also be taken from the section titled "Reproduction Art" in the book Graphic Design Standards. Additional copies may be obtained from the TPU or from the Printing Officer.

Date: October 21, 1988 (Release No. 153)

Page 6

NOTE: Do not exceed margins shown above. See MMSM 381.1-H for format and preparation instructions.

FORM MMS-2000
(10-82)

GLOSSARY

Contractual reports. Documents prepared outside of MMS that include, for example, environmental and socioeconomic, resource evaluation, and technological studies.

Graphic design standards. A system of preplanned formats and interrelated designs that promote a single visual identification of an organization. The design system extends into a wide range of printed materials, thus ensuring consistency and quality of design in all of the printed products of an organization.

Graphic Design Standards book. The document that details the guidelines and specifications developed for the design of MMS printed materials.

Logotype. See "MMS abbreviation and identification."

MMS abbreviation and identification (also referred to as a logotype). The specific typographic design used for the MMS abbreviation accompanied by the words "U.S. Department of the Interior" and "Minerals Management Service." This is a pre-determined font and format, as detailed in illustration 1.

Printed materials. Official materials released to the public as detailed in paragraph 8 of this chapter. Printed materials also include external and in-house forms, buck slips, telephone books, note pads, etc.

Publication. A piece of printed informational material intended for distribution to a specific public body or to the general public in such forms as books, periodicals, brochures, pamphlets, maps, reports, and circulars published by or on behalf of the Department or any of its component organizations, irrespective of the source of financing or source of the written material.

Reproduction art. Camera-ready copy (or equivalent) that is suitable for printing or reproduction.

Scientific and technical publication. A textual, statistical, mathematical, cartographic, or visual report that transforms (1) field, office, laboratory, or other research data; or (2) results of investigations, studies, estimates, techniques, analyses (parametric, scientific, or engineering), evaluations, assessments, recommendations, and surveys into printed form for a specific audience. Official MMS Offshore scientific and technical publications are those that have been assigned a series designation and a publication number. See MMSM 600.1 for detailed information on Offshore scientific and technical publications.

Seals. The Department and the MMS official insignias, which are depicted in the book Graphic Design Standards.

Series. A group of publications published in like form with similarity of design, intended audience, range of content, duration, and distribution. The term "series" applies only to Offshore scientific and technical publications.

Series symbol and identification. A specific typographic design used for the MMS publication number, the OCS publication series name, and a unique symbol developed for that series.

Stock statement. The Department's descriptive mission statement, which is to be used on Offshore scientific and technical publications and other appropriate publications as detailed in the book Graphic Design Standards.

Logotype

10/11 [**MMS** U.S. Department of the Interior
Minerals Management Service
| 4.5 | .5 |

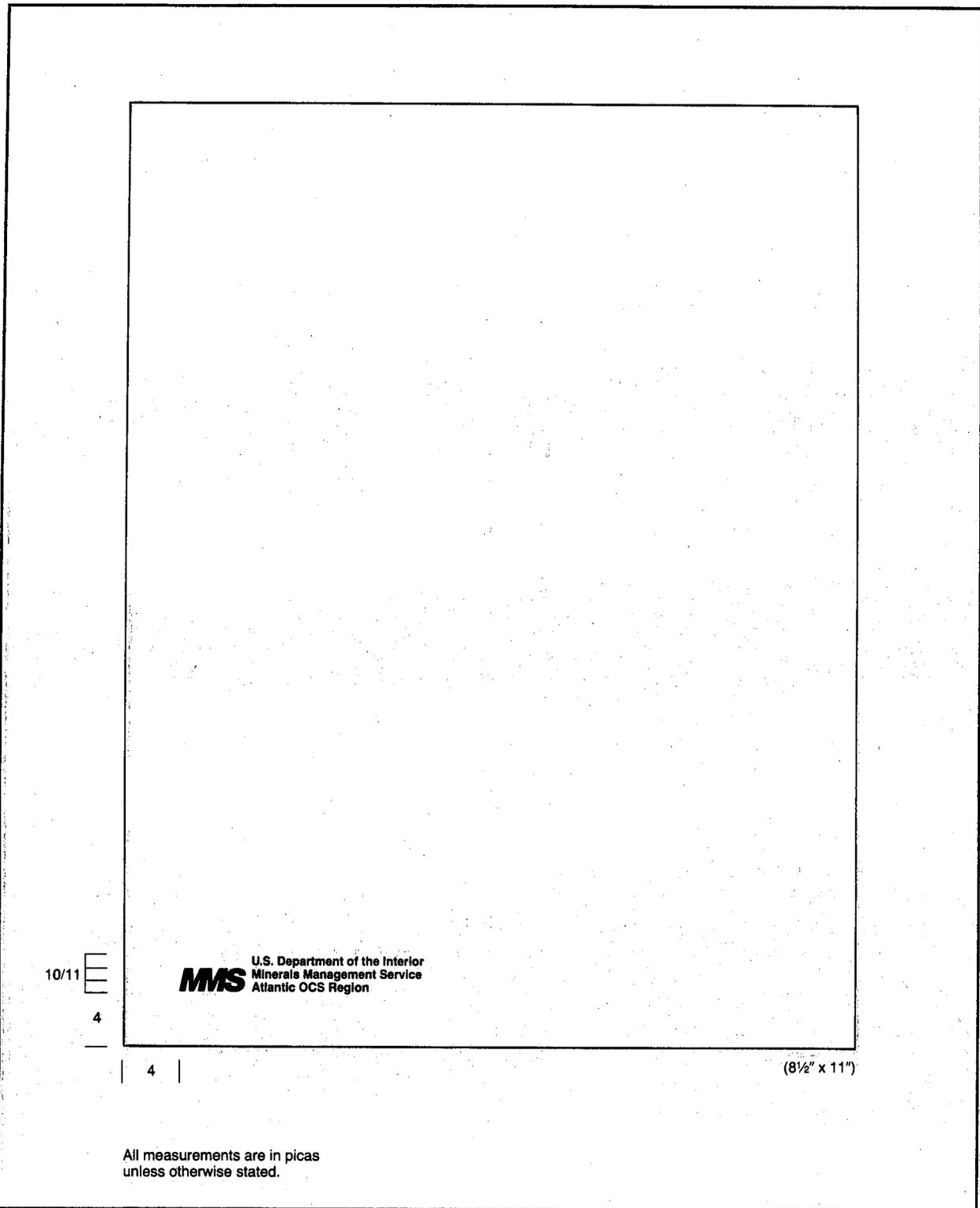
10/11 [**MMS** U.S. Department of the Interior
Minerals Management Service
Atlantic OCS Region
| 4.5 | .5 |

3 **MMS**
// 2 pt. space

MMS

All measurements are in picas
unless otherwise stated.

Booklets



10/11
4

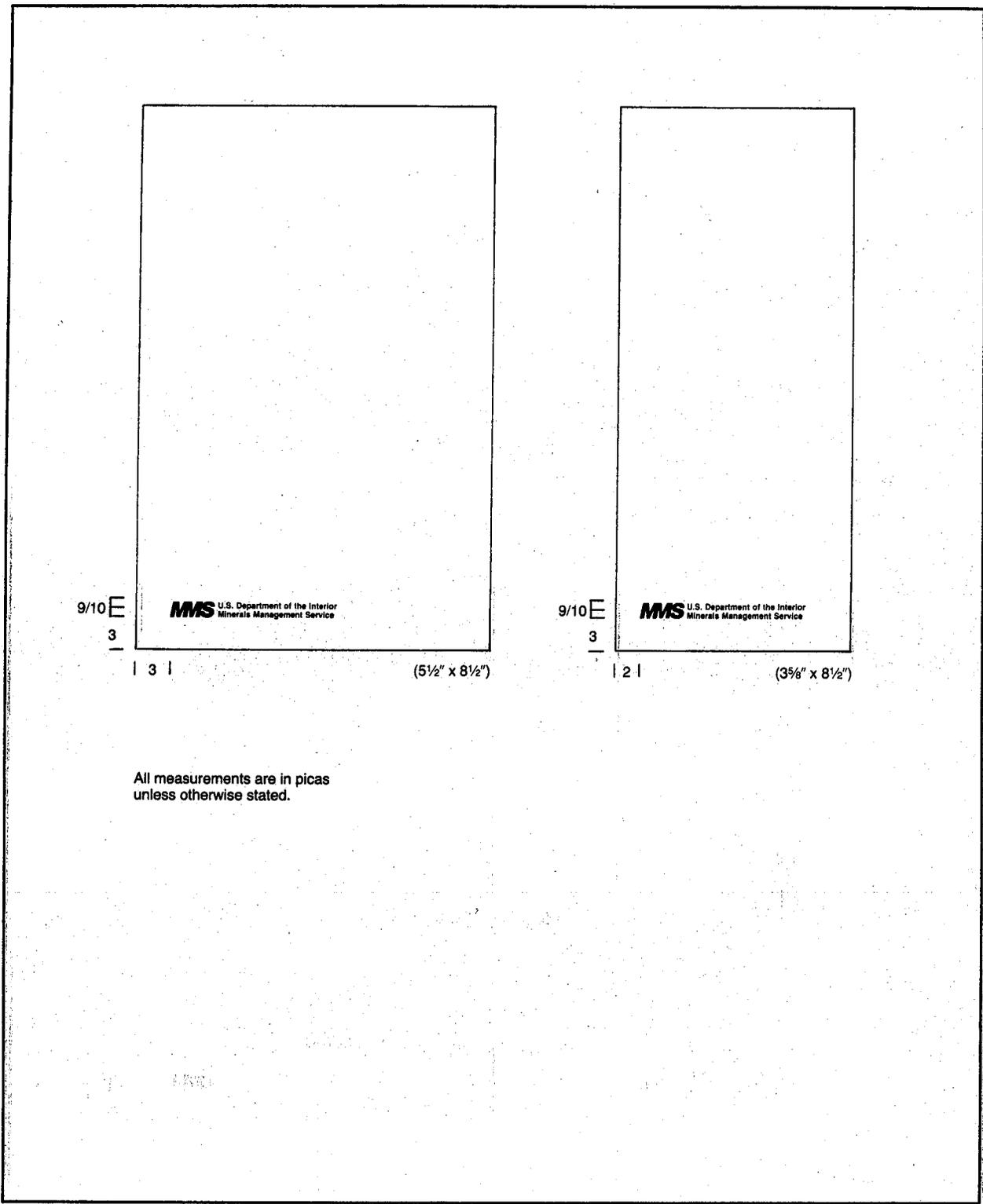
MMS U.S. Department of the Interior
Minerals Management Service
Atlantic OCS Region

4

(8 1/2" x 11")

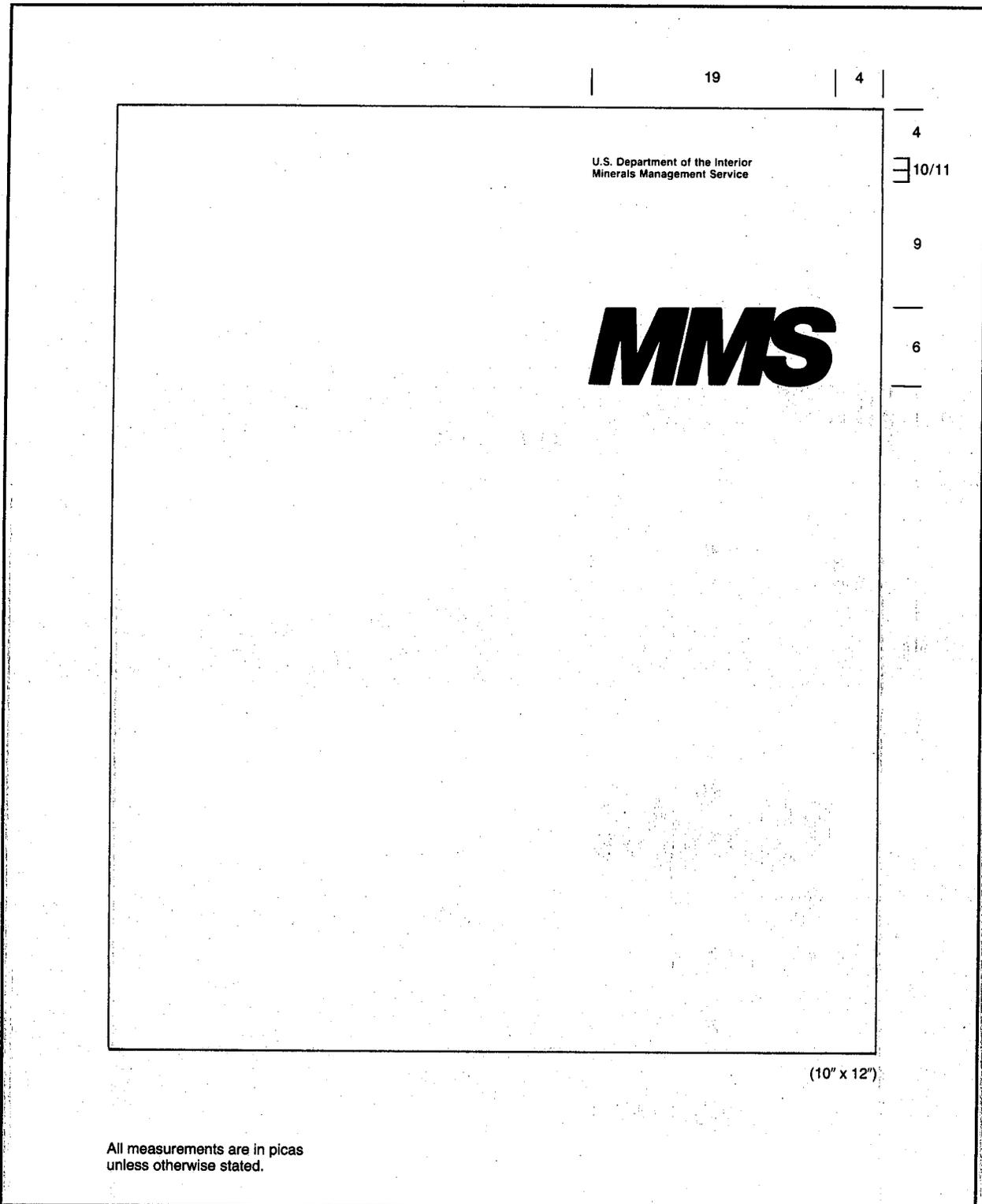
All measurements are in picas
unless otherwise stated.

Booklets



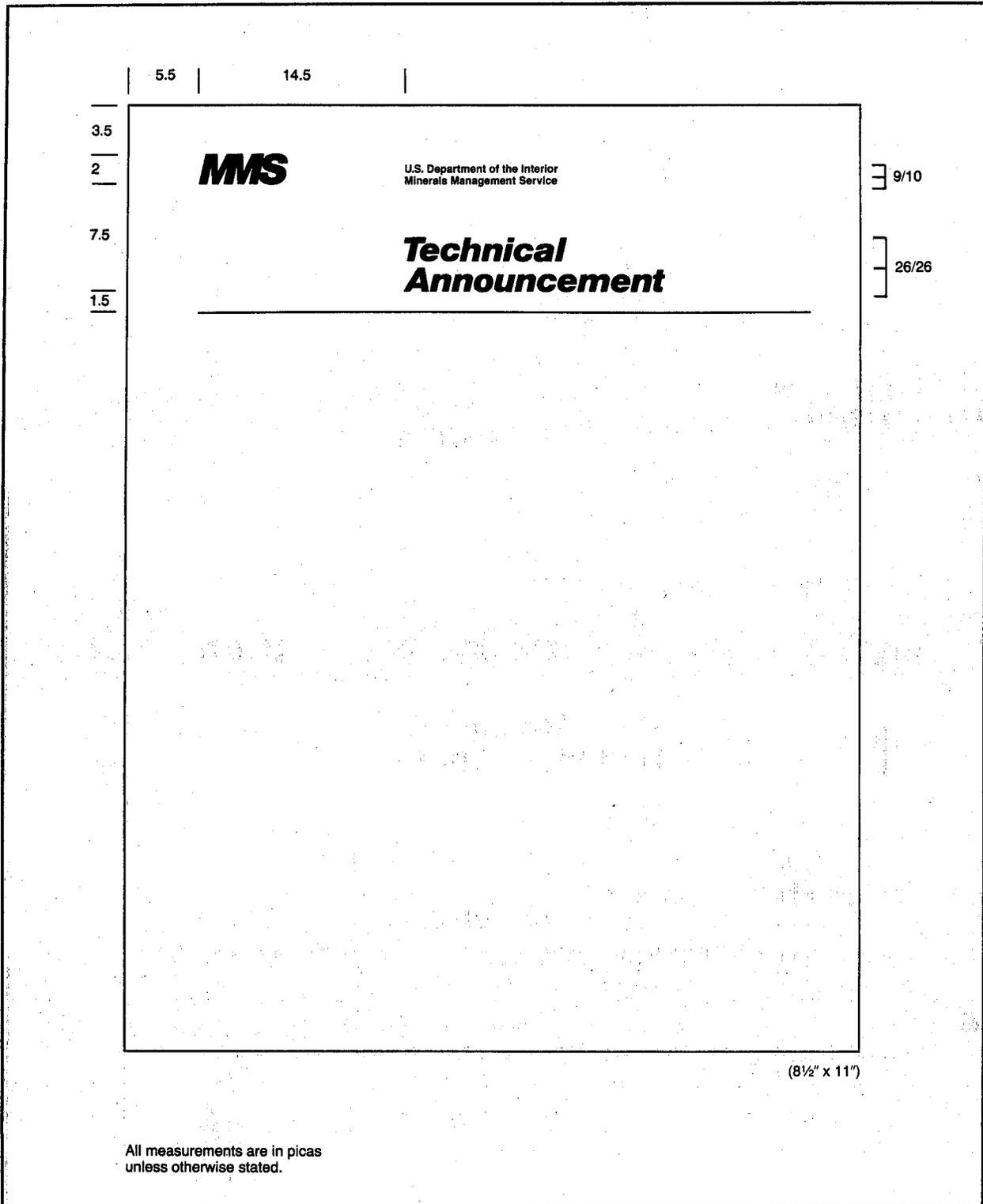
All measurements are in picas
unless otherwise stated.

Press Kit

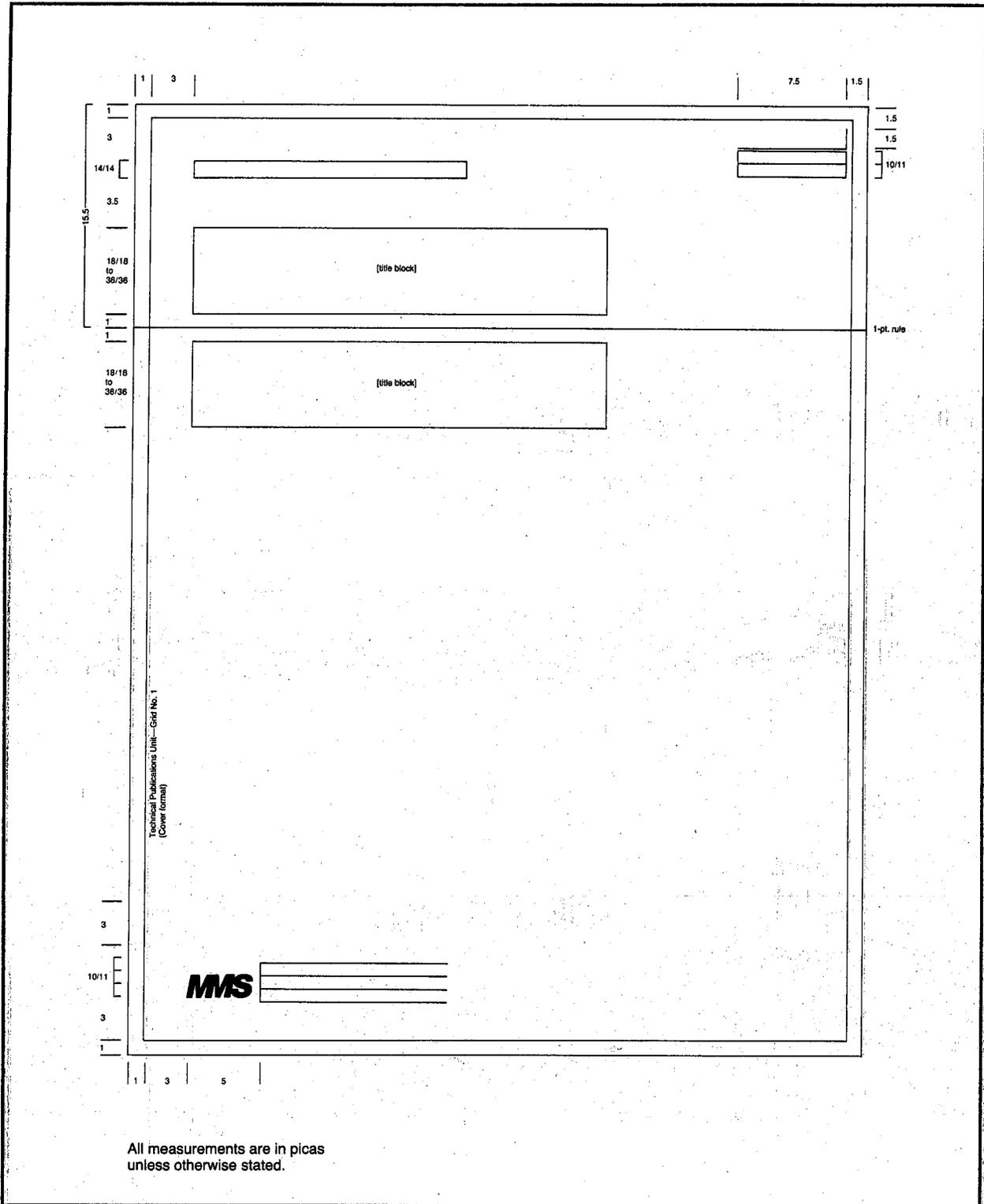


All measurements are in picas
unless otherwise stated.

Masthead



Front Cover Grid



Back Cover Format

9/10

1

4

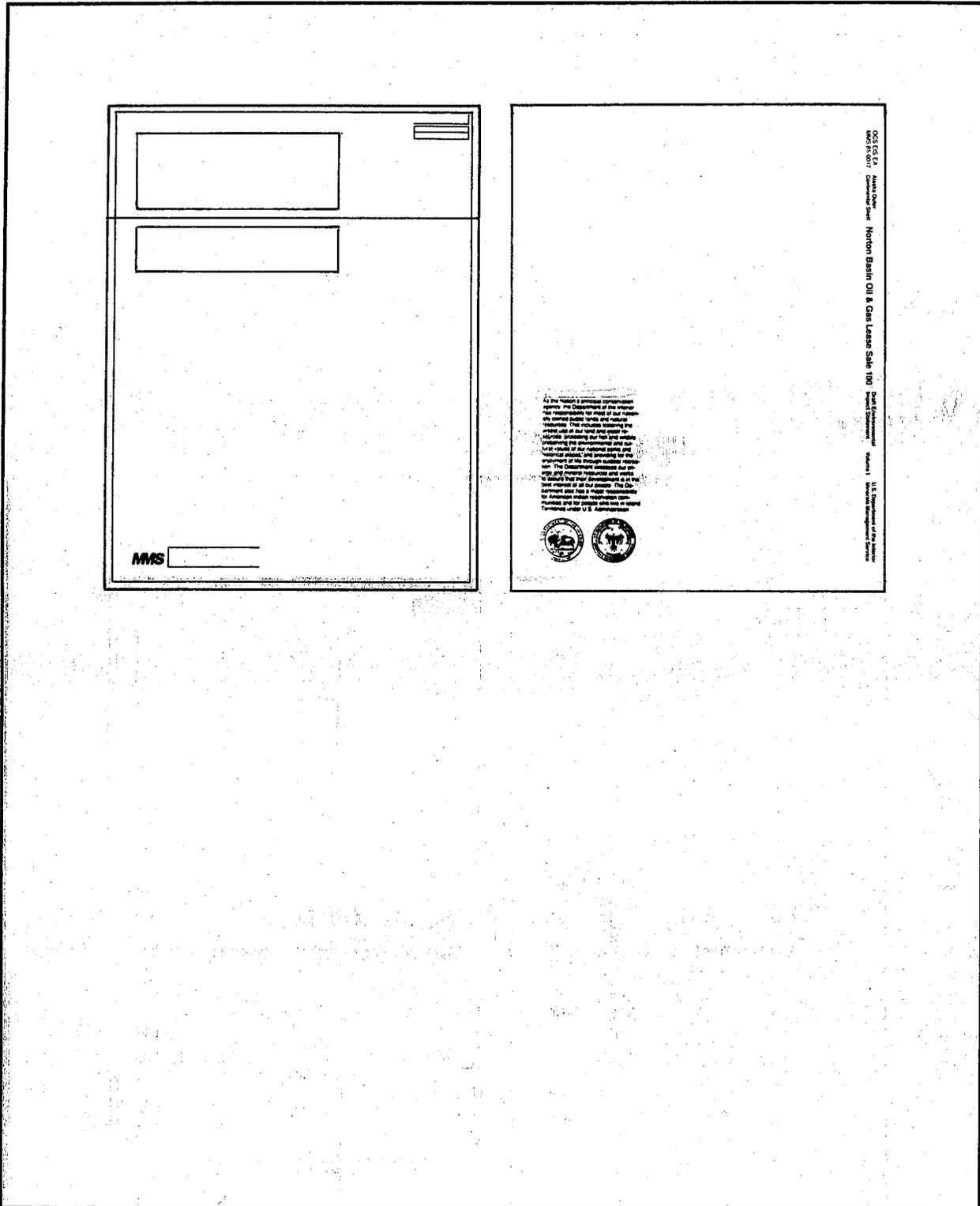
4 | 1" | 1 | 1"

As the Nation's principal conservation agency, the Department of the Interior has responsibility for most of our nationally owned public lands and natural resources. This includes fostering the wisest use of our land and water resources, protecting our fish and wildlife, preserving the environmental and cultural values of our national parks and historical places, and providing for the enjoyment of life through outdoor recreation. The Department assesses our energy and mineral resources and works to assure that their development is in the best interest of all our people. The Department also has a major responsibility for American Indian reservation communities and for people who live in Island Territories under U.S. Administration.

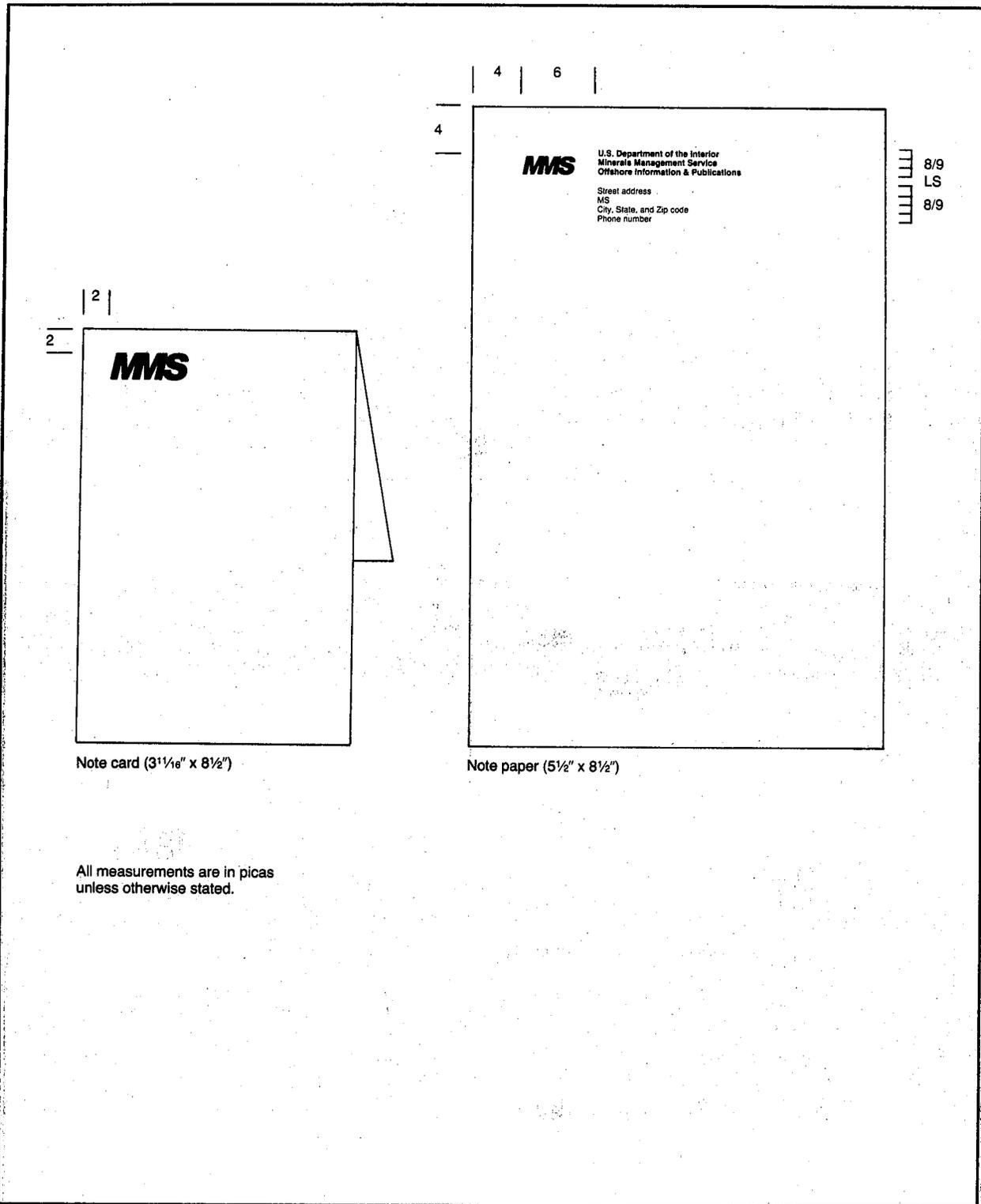


All measurements are in picas unless otherwise stated.

Front and Back Cover Format



Notes



Note card (3 1/16" x 8 1/2")

Note paper (5 1/2" x 8 1/2")

All measurements are in picas
unless otherwise stated.

Labels

The diagram shows two rectangular labels. The top label is a mailing label with dimensions 1.5 (width) and 3 (height). To its left, vertical dimension lines indicate: 1.5 (top margin), 8/9 (margin for address lines), LS (margin for address lines), 8/9 (margin for address lines), 6 LS (margin for address lines), 7/8 (margin for business notice), and 3 (bottom margin). The text on the mailing label is: "U.S. Department of the Interior", "Minerals Management Service", "Alaska OCS Region", "Street address", "City, State, and Zip code", "Official Business", "Penalty for Private Use \$300", and the "MMS" logo.

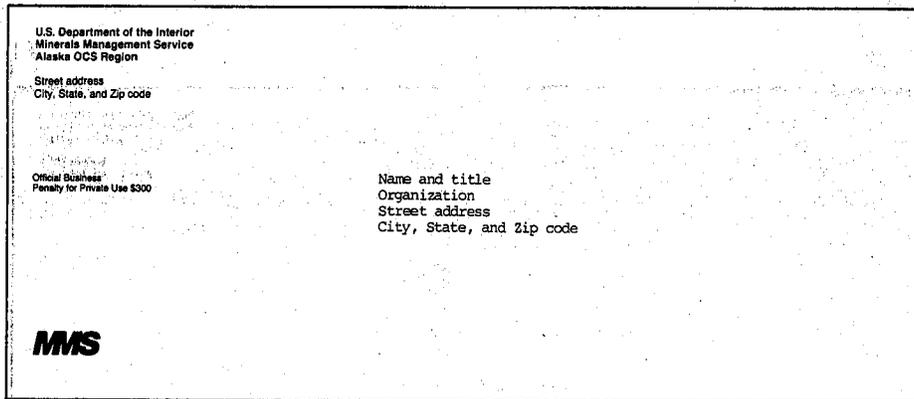
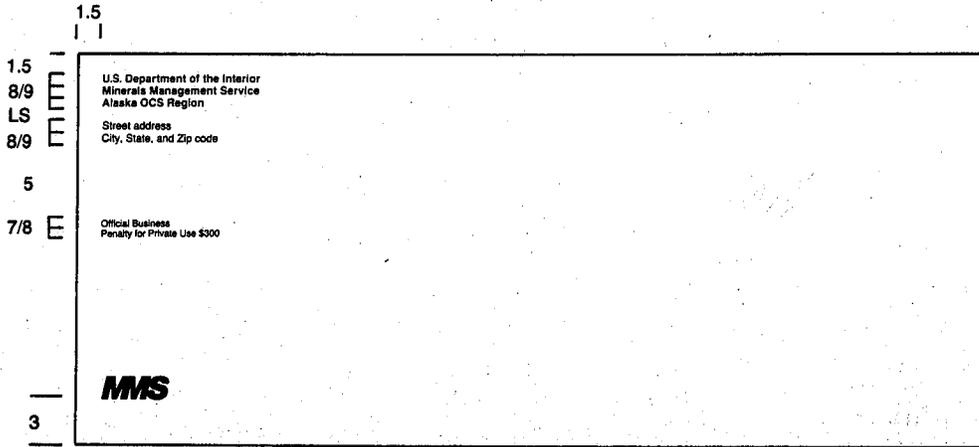
Mailing label (5½" x 4" and 7" x 4")

The bottom label is a sample label with the same text as the mailing label, but it includes an additional section: "Name and title", "Organization", "Street address", and "City, State, and Zip code". The "MMS" logo is also present at the bottom of this label.

Sample label

All measurements are in picas unless otherwise stated.

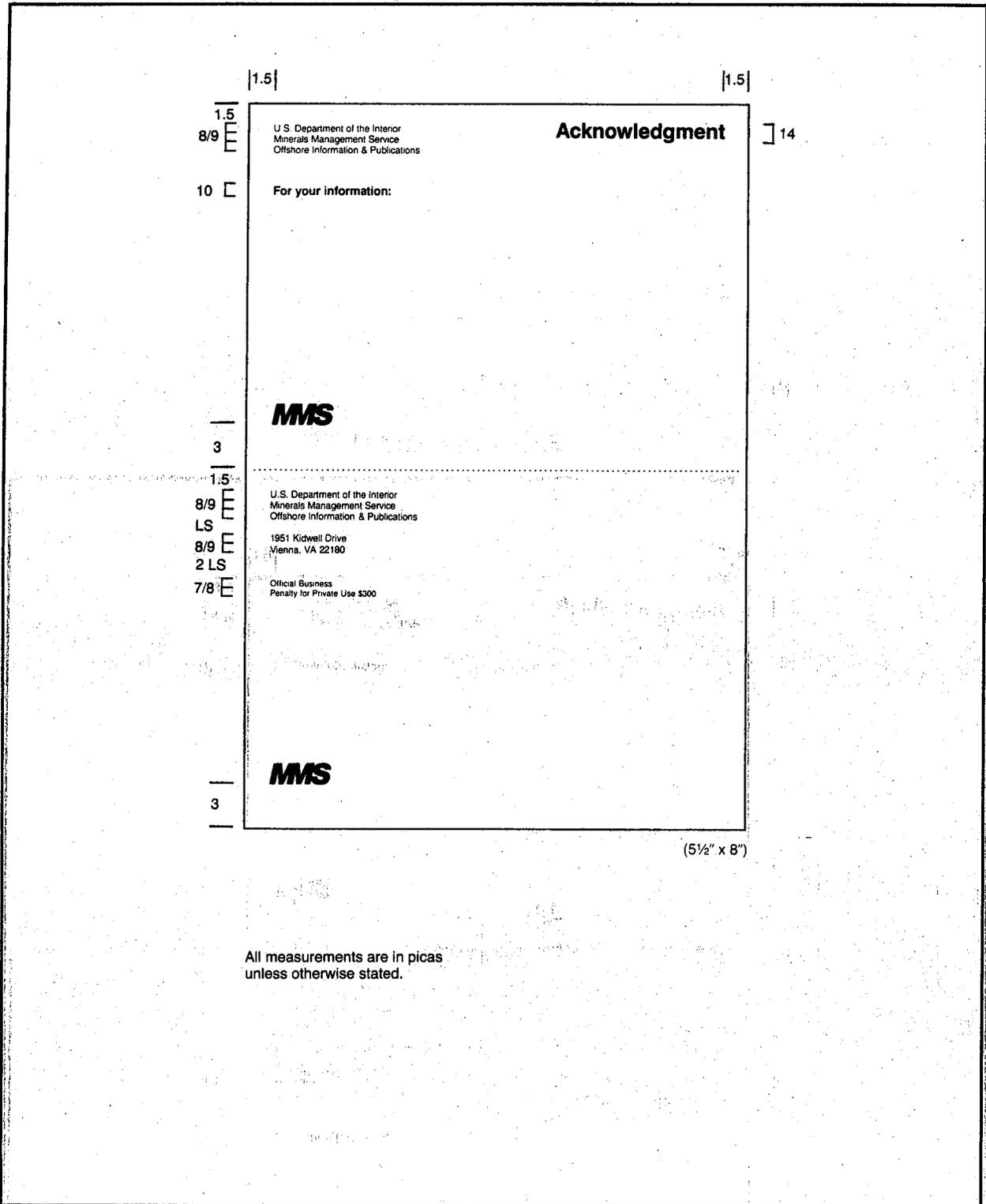
Envelopes



Sample envelope

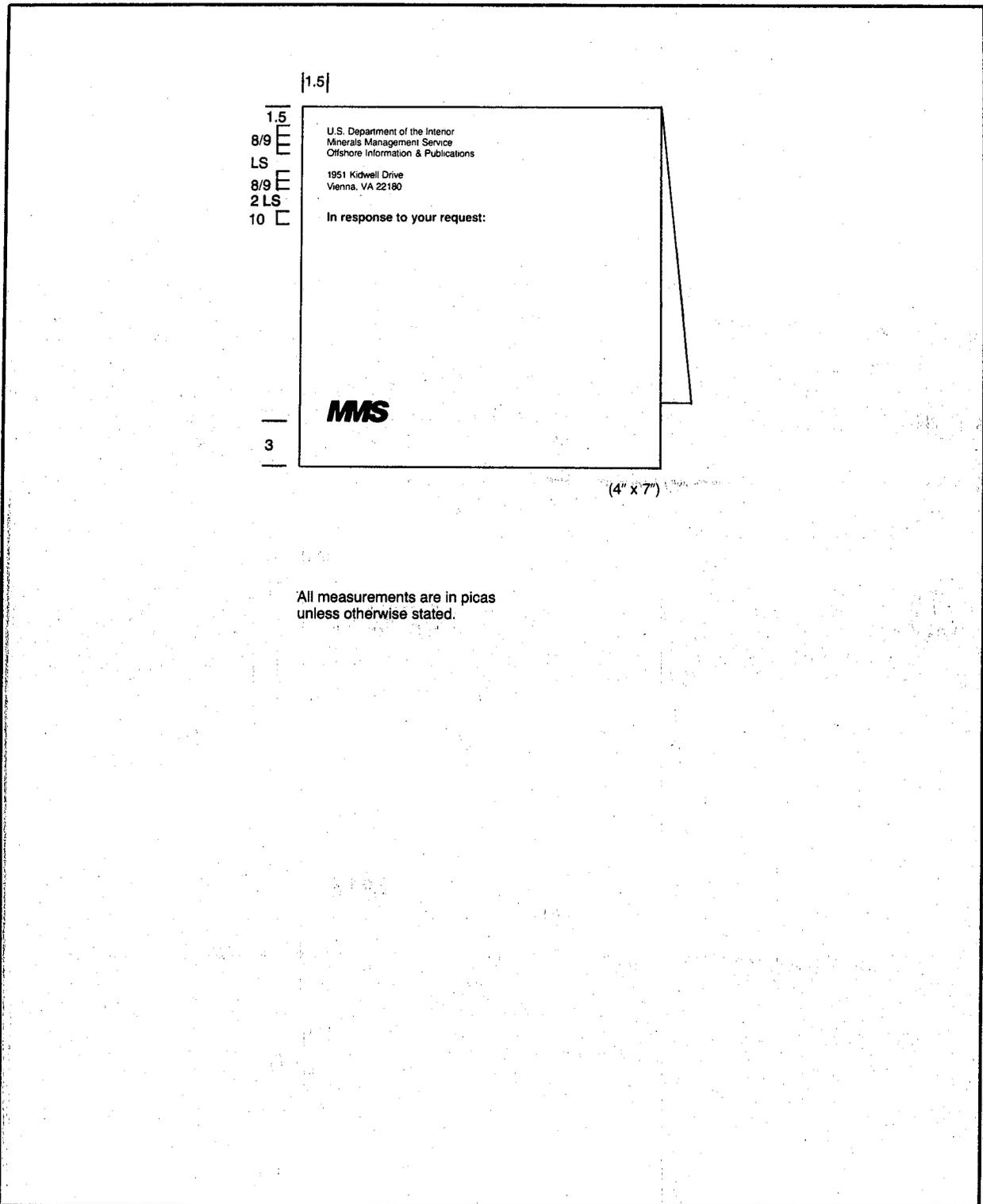
All measurements are in picas
unless otherwise stated.

Acknowledgment



All measurements are in picas
unless otherwise stated.

Response Card



All measurements are in picas
unless otherwise stated.