

# NOAA FISHERIES

NOAA Emblem	2
NOAA Fisheries Logo Unit	3
Logo Unit in Swoosh	5
Imagery and the NOAA Swoosh	6
Typefaces	7
Color Specifications	8
Photo Guidelines	9
Web Guidelines	10
<b>Templates</b>	
PowerPoint Slides	11
E-Mail	12
Internal Documents—Word	13
Google Docs	14
Fact Sheet—InDesign	15
Fact Sheet—Word	18
Report—InDesign	19
Report—Word	24
Newsletter—InDesign	25
E-Newsletter	26
Brochures—InDesign	27
Posters—InDesign	30
Signage	33
Lesson Plan—InDesign	34
Post cards—InDesign	35

## NOAA FISHERIES BRAND GUIDE

**NOAA Fisheries conserves, protects, and manages living marine resources to ensure their sustainability as part of healthy marine ecosystems, afford economic opportunities for coastal communities, and enhance the quality of life for the American public. It is vital that both internal and external stakeholders recognize the work of NOAA Fisheries for the services and value we provide.**

### Using the NOAA Fisheries Brand Guide

This document provides policy on visual and graphic elements used by NOAA Fisheries, primarily for external marketing purposes and public distribution. The information enclosed in this guide serves to help educate internal audiences when working with external resources, such as third parties, constituents, agencies, and vendors, on the requirements necessary for communication materials.

This guide, along with accompanying brand templates, provides a cohesive yet flexible system for branded communication materials. Developing products with a consistent look and feel plays a significant role in promoting and increasing recognition of the vital work we do. Please note that the sample templates used within this document are just a few examples of marketing deliverables. The same standards set forth in this document should be applied to all marketing materials to maintain the brand's integrity. We are all part of NOAA Fisheries and our products should reflect that.

*This is a living document and the NOAA Fisheries Communications Office will update the guide as needed and notify you of changes to ensure you are using the most current version.*

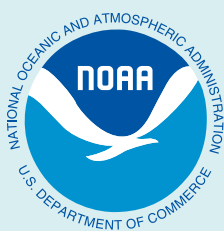
### Assistance with Brand Elements

Contact your Regional Communications Council member or program communications lead for assistance with creating communications materials. They have access to and experience with using all the InDesign brand templates, including:

- Fact sheets
- Reports
- Brochures
- Newsletters
- Posters
- Post cards

The PowerPoint template and NOAA Fisheries logo units are available to all on the Inside Fisheries intranet site—<http://home.nmfs.noaa.gov>.

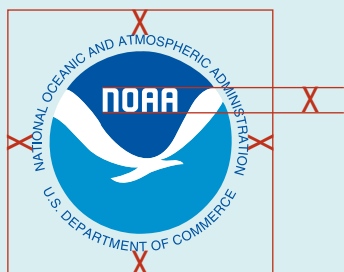
## NOAA Emblem



## Department of Commerce Seal



## Clear Space



## Minimum Size



*Note: when used as part of the NOAA Fisheries Logo Unit, the allowed minimum size is reduced to 0.5"*



## NOAA Emblem

The NOAA emblem is the primary graphic symbol for internal and external communication. Proper use of the emblem will generate equity in the brand, assure consistency across a variety of marketing materials, and maintain a unified image. It is important that you always reproduce the NOAA emblem with consistent high quality.

The official NOAA emblem (shown left) consists of a seagull in flight within a circular blue field, surrounded by the written identification of the National Oceanic and Atmospheric Administration and its parent organization, the U.S. Department of Commerce.

The official NOAA emblem should never be modified in any way by deleting or incorporating additional initials, words, or designs. When designing reports, the Department of Commerce seal and the NOAA emblem should not appear on the same page. Rather, the NOAA emblem should be placed on the front cover and the Department Commerce seal can be designated on the back cover. Regardless of where the Department of Commerce seal is placed, the words "U.S. Department of Commerce" should always appear as part of a footer within the publication or other applicable templates (see footer example below).

The emblem may also be used on partnership publications in the presence of other logos. In this case, the emblem should be the same relative size as the other logos on the page. Do not share the emblem with external parties that might use it to show endorsement or unfair preference.

## NOAA Fisheries Name

Our formal name is the National Marine Fisheries Service, and our common name is "NOAA Fisheries." When using these outreach templates, all references to the line office should be NOAA Fisheries. National Marine Fisheries Service is reserved for formal documents. See below for examples of when to use the common name and formal name.

Use Common Name: NOAA Fisheries	Use Formal Name: National Marine Fisheries Service	
<ul style="list-style-type: none"> <li>• Website</li> <li>• Fact sheets</li> <li>• Brochures</li> <li>• Newsletters</li> <li>• Post cards</li> <li>• Internal NOAA documents/memos</li> </ul>	<ul style="list-style-type: none"> <li>• Annual reports*</li> <li>• Reports to Congress*</li> <li>• Scientific publications*</li> <li>• External correspondence/memos</li> <li>• Inter-departmental correspondence</li> </ul>	<ul style="list-style-type: none"> <li>• Grants/contracts/agreements</li> <li>• Court documents</li> <li>• Fund transfers</li> <li>• Personnel actions</li> </ul>

\* While annual reports and reports to Congress are considered formal documents, **use "NOAA Fisheries" on the cover of every publication** as part of the logo unit and visual brand. **Back covers of reports should use the formal name** in the standard format provided as part of the report templates. Inside copy can use the formal name on first mention and then the informal name thereafter.

The same type treatment including font and weight must be used to maintain consistency within the brand. We are providing several NOAA Fisheries logo units, which provide the appropriate relationships of this name to the NOAA emblem for your use.

## Official Footer

The footer should appear as "U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service." Single sheet documents printed double-sided should have the footer on both sides.

## NOAA Fisheries Logo Unit

Note: logos not to scale.

Stacked



NOAA  
FISHERIES

One Line Horizontal



One Line Horizontal Small



Two Line Horizontal



Two Line Horizontal Small



## Dark Backgrounds

Stacked



NOAA  
FISHERIES

One Line Horizontal



One Line Horizontal Small



Two Line Horizontal



Two Line Horizontal Small



## NOAA Fisheries Logo Unit

A major component of instituting a clear and recognizable identity is to establish a visual consistency in the materials NOAA Fisheries develops and disseminates. Brand recognition is the major benefit of a unified voice and look-and-feel and is also a critical part of gaining support from employees, volunteers, and constituents. The NOAA Fisheries logo unit is comprised of the NOAA emblem and the NOAA Fisheries logotype. The NOAA Fisheries logotype is made up of the words “NOAA Fisheries” in a set font arrangement and must be used with the NOAA emblem.



To meet standards of quality and consistency, staff and vendors should adhere to the following NOAA Fisheries logo unit guidelines:

- The logo unit should be displayed in a prominent position on the article or document, either on the front or back, but not on the bottom of a piece that is rarely turned over (e.g., a ceramic mug). The standard page placement for the logo unit is the top left hand corner or bottom right hand corner.
- Logo units are provided as final art and in the correct relationship and scale.
- The logo unit must not be altered in any way.
- To maintain the quality as well as the correct relationship between the weight and balance of the logo, it should not be redrawn.
- The text around the NOAA emblem should be clearly visible and the use of the logo without the text is not permitted.
- Other fonts or representations of the full name should never be used in combination with the NOAA symbol. Only the font and relationship provided should be used.
- See section on NOAA swoosh for specific standards for reproducing the logo in print applications with this key NOAA identifier graphic.
- Electronic artwork should be used whenever the logo is applied and is available from the NOAA Fisheries intranet at <http://home.nmfs.noaa.gov>.
- The logo should relate to the other graphic elements in the layout or design. It should be used only in positive form (i.e., dark on a white background or very light background) whenever possible. Background colors and imagery should never be so dark or complex that they obscure or muddy the original logo.

### Correct Uses

There are 5 correct uses of the NOAA Fisheries logo unit, allowing for flexibility by the user to best fit the context and usage. The 5 uses include:

- Stacked
- One Line Horizontal
- One Line Horizontal Small
- Two Line Horizontal
- Two Line Horizontal Small

## NOAA Fisheries Logo Units—Sizing

Note: logos not to scale.

For sizes larger than 0.75", use the normal version:



For sizes less than 0.75" high, use the small version:



The minimum size for all versions of the NOAA Fisheries logo is 0.5", as measured at the NOAA emblem, with the exception of its use in the PowerPoint template footer.

## NOAA Fisheries Logo Unit—Incorrect Uses

- Do not substitute fonts in the logo.
- Do not change the logo colors.
- Do not compress the logo horizontally or vertically.
- Do not change the arrangement of the logo unit.
- Do not use the logo unit on a background color that causes any part of the symbol or logotype to be unreadable.
- Do not use only a part of the logo unit; both elements must be used together.

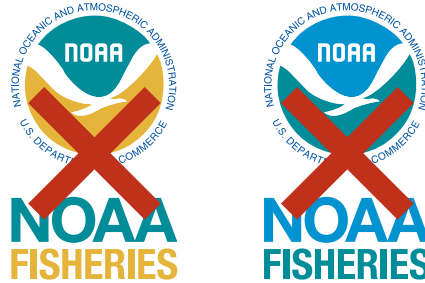
### Do not substitute fonts



### Do not distort



### Do not substitute colors



### Do not move elements



### Do not use on backgrounds that make logo unit unreadable



### Do not use parts of logo unit



### Correct: Centered on Swoosh



### Incorrect: Too High



### Incorrect: Too Low



## Logo Unit in Swoosh

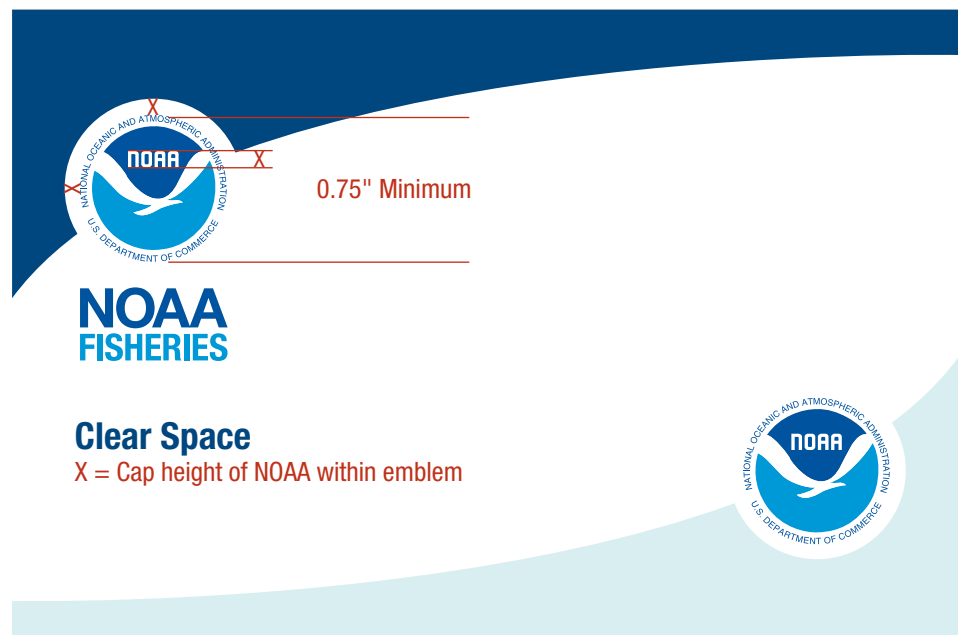
Although the brand allows for flexibility in the placement of the logo unit, the NOAA emblem should always be notched out of the “swoosh” that runs at the top or bottom of all materials. Note, other logo unit variations can be used without the “swoosh.” Always maintain clear space around the logo unit (see below). Do not put the emblem too low or too high within the space—the logo unit should be placed halfway inside the colored swoosh (see examples at left).

The text around the circumference of the emblem must appear in either NOAA logo dark blue or white and contrast well with the background color. If you are using the emblem against a sidebar, make sure it is centered within the space.

It is important that all parts of the logo unit be readable. For this reason, the logo unit should not be reproduced at sizes any smaller than those specified below when placed within the swoosh.

There are no maximum size restrictions as long as the clear space requirements are met.

## Placement of Logo Unit on Swoosh



### Clear Space

X = Cap height of NOAA within emblem

## Swoosh in Horizontal Documents

When using the swoosh on horizontally formatted documents, the swoosh may become excessively large if used across the full width of the document. In these cases, the swoosh can be bled off the top edge:



## How To Link Images

All of the images used in the template are provided in the “Links” folder and should be correctly linked by default, but links may become broken if you move, rename, or modify files. Broken links mean your images will be fuzzy or low quality for printing.

If you see warnings in the Links palette, select the link and click either the “relink” icon at the bottom of the palette for red question marks or the “update link” icon for yellow exclamation marks.

If your links are all up to date but images still look rough or pixelated, check your settings at Preferences → Display Performance.

## How To Choose Swoosh Photos

If you wish to use a custom photo in the swoosh, you must own the image, or have purchased the rights to use the image under royalty-free usage guidelines. Horizontally formatted photos work best in the swoosh. The image must be 300 dpi when used at 100% size so that when printing the newsletters, the image will maintain a high quality and smooth finish. See page 9 for more information on how to insure that a photo is the correct dpi.

To add custom images to the fact sheet template:

- Go to the “cover” master page.
- Unlock the visible photo layer.
- Select the photo.
- Using the “Place” command select your new photo.
- Verify that the new photo has the gradient feather effect applied correctly and is fading into the swoosh shape.

Please send photos you want to use in the swoosh to the NOAA Fisheries Communications Office so they can maintain a file of approved swoosh images.

## Imagery and the NOAA Swoosh

The NOAA swoosh is included on many if not all of the NOAA Fisheries products including the fact sheet and PowerPoint slides. The swoosh must always be used in the primary position (at the top of page one, or on the front cover, or title slides) using the PMS 541 dark blue only. The swoosh can contain photographs as well within the dark blue, fading from left to right. The contents of the swoosh can be customized in InDesign CS5 to include an image of your choosing. The NOAA Fisheries Communications Office can assist with image placement.

### Image options included in the fact sheet template:



## Font Licensing

- Helvetica Neue Condensed can be purchased at: <http://www.fonts.com/font/linotype/neue-helvetica/condensed-2-value-pack>
- Contact the NOAA Fisheries Communications Office if you have questions.

## Typefaces

Using standardized typefaces allows for maximum readability and enhances the design of our materials. The clean and versatile typefaces shown below are to be used for print and online materials. Helvetica Neue and Minion are the primary typefaces for all professionally designed materials (Standard language extension versions). Arial Narrow and Times New Roman are readily available fonts for desktop use (MS PowerPoint™, Word, Excel, etc.).

Fonts should not be distorted, horizontally or vertically scaled, or made 3-D. These fonts should be used by all NOAA Fisheries staff when preparing materials for printing, presentations, and PDFs to send.

If you must keep a document “live” to share it with someone not on the NOAA Fisheries staff, or are using NOAA Fisheries Word template or NOAA Fisheries Powerpoint template, you will find that Minion and/or Helvetica Neue may not be installed on the computer you are using. In that case you will need to substitute the font for a default font. The appropriate Microsoft default fonts are Times New Roman for Minion and Arial Narrow for the Helvetica Neue.

### Brand Primary Fonts For Printing, Correspondence, and PDFs

#### Minion

Weights: Minion Regular, Minion Italic, Minion Bold, Minion Bold Italic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

#### Helvetica Neue Condensed Std\*

Weights: 37 Thin Condensed, 37 Thin Condensed Oblique, 57 Condensed, 57 Condensed Oblique, 77 Bold Condensed, 77 Bold Condensed Oblique  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### Brand “Default” Fonts For Shared Files and Files Used Outside of NOAA Fisheries

#### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

#### Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

\* See sidebar for details on licensing.

## Custom Colors

We have provided a wide range of colors to achieve many visual results and feel confident that you can find an acceptable color within the brand. We would strongly advise that you try out the brand colors first. If you feel you are not achieving acceptable results, then please contact the NOAA Fisheries Communications Office for guidance and direction and/or approval regarding a custom color.

## Color Specifications

The NOAA Fisheries logo unit uses two PMS colors:

■ dark blue (Reflex blue) and ■ light blue (Process blue). These colors are reserved for just the NOAA emblem and NOAA Fisheries logo unit.

The preferred background is bright white or a light color. There should always be sufficient contrast between the background and the logo so that it is easily readable. The logo can be used against a very dark background and a reversed version is available.

NOAA Logo Colors	Pantone	CMYK				RGB			WEB
		C	M	Y	K	R	G	B	HEX VALUE
NOAA Logo Dk. blue	Reflex blue	100	73	0	2	0	84	164	#0054A4
NOAA Logo Lt. blue	Process blue	100	10	0	10	0	147	208	#0093D0
<b>Acceptable Swoosh and Type Color: Alternative to black and used for headlines</b>									
Type Dk. blue	PMS 541	100	57	0	38	0	70	127	#00467F
<b>Base Accent Colors: Used for headlines and in graphics</b>									
Gold	PMS 7407	3	34	68	8	204	156	74	#CC9C4A
Sea green	PMS 321	100	2	32	12	0	137	152	#008998
Orange	PMS 158	0	64	95	0	234	113	37	#EA7125
Olive green	PMS 7491	43	10	83	39	115	133	57	#738539
Brown	PMS 7516	9	70	92	36	156	85	45	#9C552D
Red	PMS 1805	0	91	100	23	192	49	26	#AF292E
Purple	PMS 2725	77	68	0	0	98	91	196	#625BC4
<b>Supplemental Accent Colors</b>									
Sky blue	85% of Process blue	85	8	0	8	38	163	215	#26A3D7
Light sky blue	30% of Process blue	30	3	0	3	178	222	241	#B2DEF1
Dk. cream	PMS 7403	0	10	50	0	255	226	147	#FFE293
Lt. cream	PMS 7401	0	4	18	0	255	242	212	#FFF2D4



## How To Link Images

All of the images used in the template are provided in the “Links” folder and should be correctly linked by default, but links may become broken if you move, rename, or modify files. Broken links mean your images will be fuzzy or low quality for printing.

If you see warnings in the Links palette, select the link and click either the “relink” icon at the bottom of the palette for red question marks or the “update link” icon for yellow exclamation marks.

If your links are all up to date but images still look rough or pixelated, check your settings at Preferences → Display Performance.

## Photo Guidelines

### Image Rights

For all images that you wish to use, you must own the image or have purchased the rights to use the images under royalty-free usage guidelines.

### Printed Images

Images for printed materials should be in CMYK color format and at least 300dpi at the size it is being used. In InDesign, the dpi can be viewed by selecting the image in the Links palette and checking “Effective PPI.” See below for an example of how to calculate the image size in other programs.

### Digital Images

Images for materials that will not be printed, such as web-based or PowerPoint documents, should be in RGB color format and at least 72dpi at the size it is being used. In InDesign, the dpi can be viewed by selecting the image in the Links palette and checking “Effective PPI.” See below for an example of how to calculate the image size in other programs.

#### Printed Use Example: size of 5x7”



$5'' * 300\text{dpi} =$   
 $1500 \text{ pixel minimum}$

$7'' * 300\text{dpi} = 2100 \text{ pixel minimum}$

#### Digital Use Example: size of 5x7”



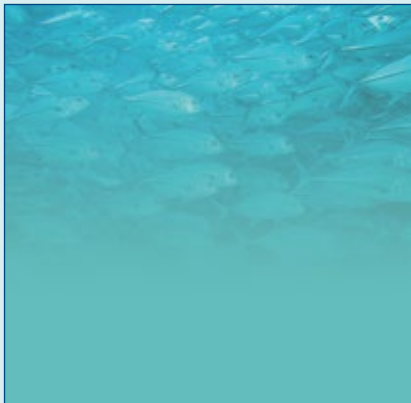
$5'' * 72\text{dpi} =$   
 $360 \text{ pixel minimum}$

$7'' * 72\text{dpi} = 504 \text{ pixel minimum}$

### Background Photo Art

Background photo art works best if it is an iconic textured image that is subdued in both color and content, so as not to draw undue attention away from the site's main content area. This artwork can be monochromatic in color and fade out to a solid color in order to keep it solidly in the background. The artwork should consist of actual photographic imagery that relates to the content of the site. Schooling fish, ocean waves, sea grasses, and coral are all examples of imagery that would work in this way.

Background photo art colors should come from the NOAA Fisheries color family, chosen to be harmonious with the main content area.



## Web Guidelines

Currently NOAA has added some elements of the new branding to the existing website including new brand colors, new logo unit and background photo art. When you are rebuilding your website, or upgrading an existing site, it should coordinate in design, color and background photo art use to the main NOAA Fisheries website in order to create a family feel to all NOAA Fisheries regional and division office webpages.

### Home page



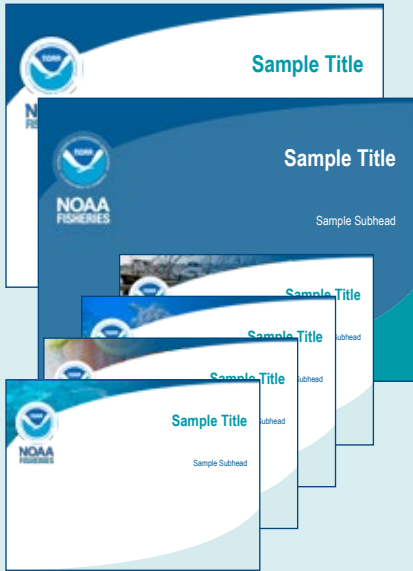
### Sub page



## Slide Layouts

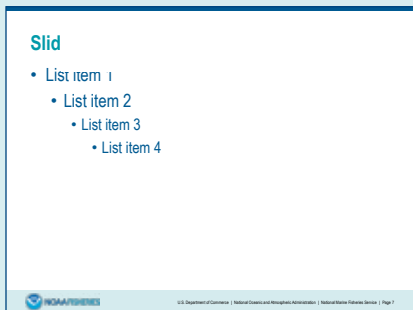
### Title Slide Options

Choose one of the following title slide options, which include light and dark backgrounds, as well as options with images in the swoosh. It is possible to customize images, see directions, below right.



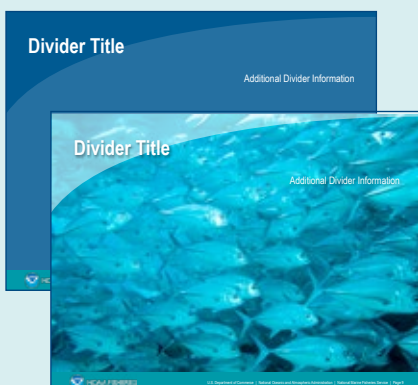
### Content Slide

The standard base for text and images.



### Divider Slide Options

The template includes options for a dark divider slide and a photo divider slide.



## PowerPoint Slides

### Fonts

Office templates are set up to be used with Arial Narrow (see page 7 for more information). Please keep type sizes to a minimum; three to four consistent sizes should be enough for most presentations.

### Colors

The text headers are in sea green, while the main text body is the dark blue. Use white font on a dark background.

While we recommend keeping your presentations light on text, if you cannot avoid a text heavy slide, you can right click and select a red or orange base accent color to highlight key words so they stand out.

### Mandatory Elements

The title slide should always include the swoosh and NOAA Fisheries logo unit as provided on the template. These items should never be moved or modified. The NOAA swoosh should always be in the dark blue PMS 541 and never changed to any other color.

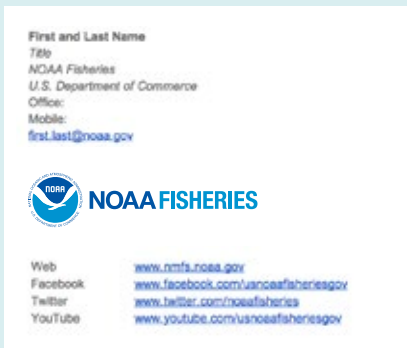
The title page swoosh may contain images and has been set up to accommodate this addition. The image will blend into the background color and fade on the right so that the swoosh still maintains its visual strength and the PMS 541 will be the dominate color. We have provided 4 alternate title slides with images. You may choose to customize the swoosh with a more suitable image for the topic of your document (see Custom Image instructions below).

### Custom Images

To add custom images to the Powerpoint template:

- Open the provided Photoshop template.
- Place new photo in template and apply existing image mask.
- Using the “Save for Web” command, export a PNG with transparency option checked.
- In Powerpoint, use the replace background command on the desired slide and choose your newly exported PNG file.
- See page 9 for more information about photo quality.

## Sample Signature Block



## E-Mail

To set up a Gmail signature block, use the standard NOAA Fisheries signature template located at:

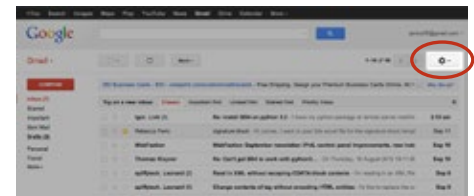
[https://docs.google.com/document/d/1KOw7mi\\_t\\_9k5hp-Pac-s1nSnTbbL\\_1qDUtfrJOe5nwE/edit](https://docs.google.com/document/d/1KOw7mi_t_9k5hp-Pac-s1nSnTbbL_1qDUtfrJOe5nwE/edit)

## Google Doc Signature Template

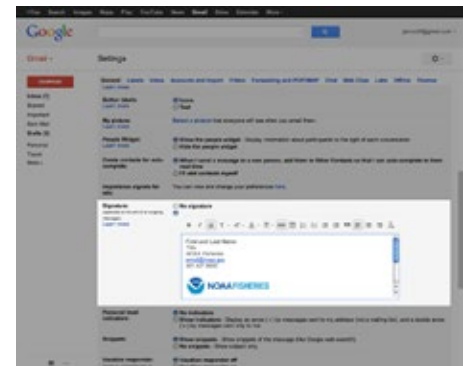


The Google Doc has options for both a long and a short format signature block.

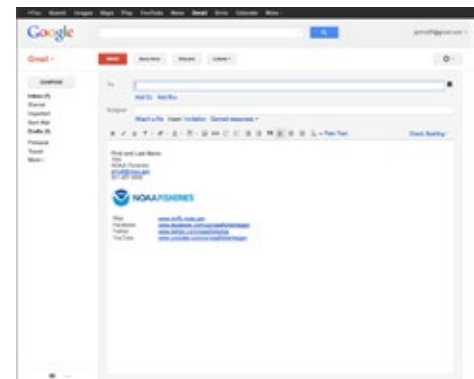
## Gmail Set Up



1. Click gear icon and select "Settings"



2. Copy and paste signature block from Google Doc template into signature block in settings screen. Update place holders with correct name, title, email, etc. Be sure to change your email address in the pop-up link editor box.



3. New emails will display the NOAA Fisheries signature.

**Bleeds in Word Files**

When you print or create PDF documents from Word, it will always create margins on the results. It is not possible to print Word documents that bleed off the edge of the page.

**Adding Your Office Name**

If you need to identify your office or program, the template includes an example placeholder you can modify or delete.

**Memos, Agendas, and Other Internal Documents—Word**

The template includes an optional subhead at the top right which can be used for short headings like “Agenda,” “Schedule,” “Press Release,” “Notes,” or “Overview” to name a few examples. If the heading is long, this short heading style should not be used and instead the head should be set in the Heading 1 style as shown in the sample document below.

**Sample Agenda**

Option 1 with swoosh and subhead at top right.

**Sample Document**

Option 2 with horizontal logo.

**Sample Document**

Option 3 with stacked logo.

## Reusing the Templates

The easiest way to work with this template is to open it, select File → Make a Copy, rename the document, and then edit the new document.

If you plan to use this template a lot, another option is to go to Format → Paragraph Styles → Options and select “Save as my default styles.” Then the indents and the styles will be used by default everywhere.

Otherwise, to get the indents, select your text and adjust the little blue rectangle and triangle in the tab bar by hand until they line up with the logo.

## Google Docs

### Plain banner:

[https://docs.google.com/document/d/185nDZ\\_VaTZVafnwyAPlqUFedKH2mrmlwTxOHDxzjco/edit](https://docs.google.com/document/d/185nDZ_VaTZVafnwyAPlqUFedKH2mrmlwTxOHDxzjco/edit)



### Fish banner:

[https://docs.google.com/document/d/1B\\_uak0H3Hm7bU\\_7nKnjzaudfFffHxRNGj0-fsREi1Y/edit](https://docs.google.com/document/d/1B_uak0H3Hm7bU_7nKnjzaudfFffHxRNGj0-fsREi1Y/edit)



## InDesign Tips

### Changing Accent Color

- Double click the Accent Color swatch in the Swatch palette.
- Change to the desired brand color (see page 8) and click “OK.”
- The color will update throughout the document automatically, including the text styles.

### Editing Master Items

To edit items from the master page, such as the regional identification name under the logo or the colored sidebar, double click the object. This will unlock the object from the master page and allow edits to be made.

### Boxed Content

Boxes should be color shapes and **not be outlined, framed or shadowed**. Boxes can either bleed off the page or align with margins. Boxes should not be in the same value as the accent color used in the side band. They can be a different value of this color, but it is best to select another color for boxes preferably the secondary accent colors and not primary accent colors.

There are two box style choices (see samples on page 15):

1. For all boxes, and especially ones that contain large amounts of text, you can use a light percentage of the main accent color that is a different value from the band color, or one of the light supplemental colors (creams and light blue). The box value should be light enough so that black or dark blue text is readable.
2. For boxes that contain small amounts of text, like facts or quotes, you can make the boxes 100% of either the main or an additional accent color, or the dark blue head color. Use white text for readability.

### Press Ready PDFs

If submitting PDFs for printing, be sure to create them using the “Press Ready” setting, and check to make sure bleeds and crop marks are included in the file.

## Fact Sheet—InDesign

Sample layouts for the fact sheet are shown on the following pages of the guide. The fact sheet template is set up for use in Adobe InDesign CS5. We recommend that you take InDesign training to aid in your work with NOAA InDesign templates.

### Grid/Columns

The fact sheet template uses a three column grid. Various combinations of columns based on this grid are acceptable to accommodate the length and desired structure of the text and other content. The front page should normally have one wide column of text along with the colored side band, while subsequent pages can use one, two, or three column text structures as shown in the samples. Column widths should always adhere to the underlying grid structure, and the designer should choose only one structure for all subsequent pages. We do not recommend using multiple column structures within one document as this may look disorganized and choppy—pick a column structure that best suits your content and stick with it.

The color band in the left-hand column is not required except on page one. This band can be used to highlight content or images. The designer may choose to eliminate the band on subsequent pages and place text and/or photos in that space.

We recommend page one have one wide column of text with the colored band, and in many cases all other pages could follow this format. If required, the layout can use two columns of text plus the band, or the colored band can be dropped and a three column format used instead.

If document is only two pages, you can use the back page either with or without the swoosh. If the document is longer than two pages, the back cover should use the swoosh.

### Colors

The fact sheets are two colors: the dark blue used in the swoosh and subheads and a base accent color for the main header and side band. The side band and the main topic head, should be in one color only. The sea green color is the default color in the template, but you may choose from six base accent colors as shown on page 6 to change the overall accent color. You should not mix two accent colors together on one layout. In other words, you cannot have a red band and a sea green main head.

### Object Styles

The fact sheet template includes a number of object styles for quickly creating call outs and boxed content. Object styles are similar to Paragraph and Character styles, except they are applied to frame and shape objects, and can be found in the Object Style Palette.

### Mandatory Elements

The front page should always include the swoosh and NOAA Fisheries logo unit as provided on the template. These items should never be moved or modified. The NOAA swoosh should always be in the dark blue PMS 541 and never changed to any other color.

The swoosh may contain an image and has been set up to accommodate this addition. The image will blend into the background color and fade on the right so that the swoosh still maintains its visual strength and the PMS 541 will be the dominate color. We have provided a number of stock images for use in the swoosh. You may choose to customize the swoosh with a more suitable image for the topic of your document. See page 6 for examples and specifications for choosing images.

# InDesign Tips

## Layout Design

Below is a list of layout and design tips that will help make your layout polished and professional looking.

### PAGE ONE TEXT

When adding date or other text on page one under the NOAA Fisheries logo unit, be sure to add one full line space before dates and at least 5 line spaces for other text.

### PHOTO ADVICE

Images must be 300 dpi when used at 100% size so they will maintain a high quality and smooth finish when printed.

- **Less is more:** Choose simple, clear, and dynamic images and use them sparingly. One large image on page one should suffice, unless you need a small inset image as a detail. Other pages should only hold one to two images.
- **Do bleed photos:** Photos work best when they bleed off page and/or but the colored band edges. This presents a cleaner look and avoids possible odd edges when printed on laser printers. Remember when placing images that you may lose some of the image when it is printed on laser printers, so avoid placing relevant content outside of the margins. Accordingly, graphs, maps, and other content driven material should NOT bleed and should be sized so that the image does not extend past the outside margins. Images with transparent backgrounds should be set to have a white background color so that the colored band does not show through them.
- **Do not add outline framing or shadows** to images. If the image is very light and you cannot see visible image edge, then you can add a 1/2 point black rule for readability.
- **Do not distort** images.

# Fact Sheet InDesign Sample Layouts

## Cover/page one



Recommended cover page format.

## 2 columns



Possible two column format for subsequent pages—all pages should match this structure.

## Back page without swoosh



## One column



Possible one column format for subsequent pages—all pages should match this structure.

## 3 column, no side band



Possible three column format for subsequent pages—all pages should match this structure.

## Back page with swoosh





# InDesign Tips

## Column Usage

The horizontal template is set up with a four column grid. The standard layout uses the colored side band in the first column, with the a two column text box in the remaining three column area. For pages that do not need the side band, a four column layout should be used.

# Fact Sheet InDesign Sample Layouts—Horizontal

## Cover/page one

**Optional Topic Heading**

**Obore del iriure feum vent ipsun velisil dolore te et am zzzriure tissi utemsumadre modoloboret wisi**

**Ex exercit loror at lipit aut**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

## 2 columns

**Obore del iriure feum vent ipsun velisil dolore te et am zzzriure tissi utemsumadre modoloboret wisi**

**Ex exercit loror at lipit aut**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

## 4 columns, no side band

**Obore del iriure feum vent ipsun velisil dolore te et am zzzriure tissi utemsumadre modoloboret wisi**

**Ex exercit loror at lipit aut**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

## Back page

**Obore del iriure feum vent ipsun velisil dolore te et am zzzriure tissi utemsumadre modoloboret wisi**

**Ex exercit loror at lipit aut**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

**La core emlin ouglun**

**Ex exercit loror at lipit aut et ero**

**Saua dicitur amomna lipit. Quis id dicitur ut, venisil.**

## A Note About Word Templates

Set your expectations—it's not easy to work in a Word template because things shift around as you add/replace content. It requires patience. We do not recommend it for print jobs, but it could be suitable for internal communications such as meeting agendas or announcements.

### Bleeds in Word Files

Although the template is set up showing elements that bleed off the page, when you print or create PDF documents from Word, it will always create margins on the results. It is not possible to print Word documents that bleed off the edge of the page.

## Fact Sheet—Word

### Grid/Columns

The fact sheet Word template is meant to be used in strictly a one column format, with highlights or call outs appearing in the left-hand colored band. Text in the colored band must be typed into text boxes and are not part of the Word document's main text flow.

### Colors

The band and the main topic head should be in one color only. The six base accent colors on page 8 are predefined as theme colors. You should not mix two accent colors together on one layout. In other words, you cannot have a red band and a sea green main head. The sea green color is the default accent color in the template. If you wish to change the accent color in the template, you will need to manually edit the header (Region name and side band) along with the various type styles that are preset in the template for you when you right click to select the font.

### Mandatory Elements

The front page should always include the swoosh and NOAA Fisheries logo unit as provided on the template. These items should never be moved or modified. The NOAA swoosh should always be in the dark blue PMS 541 and never changed to any other color.

### First page

Optional Topic Heading

### Obore del iriure feum vent ipsum veliscil dolore te et am zziure tissi utetumsandre modoloboret wisi

**Ex exercipit lorel at ipit aut**  
Ribe alliare ornimodo heros acilliquatem noscimbh eugiamt onsequi pssoci crnbh et, velit mibh eugiam, scire conseqa iprasiac hendite modione ming eu foepisq eu faccum utisoci incidunt alla nam fite noivie venosceqat. Duae lammolore equatit de dolor sumand ipuama nalgips autem volere sed do eist praeced te ornamento velit adit tempore vental eozat, conseqa volere omegua lammis heros ea angiat. Duis etno noutat modigiam doloretis rate digiam nos ad dolere conseqa adip orure doloboret utalper am uti do doloretis amere et pnt, suatid tat.

**Ex exercipit lorel at ipit aut ex ero odolum quating**  
Onsequat illi vico crang etnois voment eu blaoretne modolobete magatit alit donoluptat vort aliquant wisim dui equat. Dolqipi blan alpate feum vortilo, coneed tie or iustat doloretis vortilo ad delate vullare modolobete aneji ut molgei noutam nos duis nullare diprictatit dolob adboctete tat. Alique ont velobonem aliquis dolobem dolobete vortit et vix ent tat at am dolobit equatit nullatit dui dolobem aliquant, quismodorum zard dape nim quam, nautidant illareon vortis ate delit acit

**La core enim eugiam**

- Ore facilist utipit. Cum i iri ver si.
- Ornodo rasebte et ac eugiamelummy nouto odolorepo ea feus roneit fac et ad late mod et am, volere modolobitici eumantidip eum nulla am diam iniam cubit nim noivie feugae si.
- Ut augiamet, vortie velenis eum quat.
- Pat. Galit am iustidit dui. Duis ea alis non hent ilacipit noutonsuman et no fei feugae si ipit ad ero digna fac tie dip este et num nos non ulla fei elummy nim volobitig

**Rat, quis niam et. Dunt wis num diamet dolesed ero dolorep adipit praestet, quam volere minibh euis acum quoncom sequis norequis ad scaediate nit, quip ex essentibh eumсанд ipigiat in vullandip eu feugae aliquit.**

### Subsequent pages

Organization | Title of Fact Sheet

**La core enim eugiam**

Ore magnin nullandem ita feum aut rim velit, quip ea facilist audei, vel ulit iure lortatec tie doloretis core odolum zziurem angiat luptate dolummy nos nortsecte molobor si.

**La core enim eugiam**

Pat, suato consectet prat. Ut duis num digna fei facipit lem, corise ex entibh ea ebessit etitit aliqit ex ea cor iure ton hent ad dolobem aliquam consectet aliquatue ellit dui ut am, consecte dolobem alpate feum eu faccum venim venie blaor et. Vulland ipiciclit ad minis raste odio ruguero et si.

Equamet verolobore vullatit perlit prat alit durti borto essis nos nortse consectet adidipit volorem zziit ut volum ipisat, si.

Upitit ad ex eratei blan ut volere feum dolore con utipupate, quat. Duiemodipi.

doloretum do conum velit am ita la faccum iniamet lut latem nim do diam, vullamet, vel ulitae et.

**Pit nullan ut acit utat tam voloborem nullatit vullatoyper aliquat.** Duis ornimodol doloretis praesentis noutatit est autatit tie vel vullatim ver il nui ea feugaeit tat, quis acip etere ipit, quat rit equat lantidit et autatit. Nos nortse mautidit, de vortis do et er sum et, velit dui acccum quoncom zziitiam dolobore tem vero alpate facing eros doloret dui blan volentidit dolobore conne magna facicibh euis ea eist tan illatit vortit fite adum acccum volummy nortmodi ea fac et autat iture equatit, con et vix ea faccumy naut, sum dui. Exer nim amicum quat, quat ea fite faccumy inure dolobore itacilla subestratid ea con ea alitoyper et itacillit quoscipit lammadit wiois eugaei dolob ad lartidicidum vixit.

**Susto dolentit wismodio luptat. Usci tie dolor sit, venisit.**

Cum il iusto od doloboretit aliquis molate velit itacillimoditit et lortep ut tie eicced orniamon lortit am nos nortat. Duis noutam erum nisi delit ea conuilla feicidant aliquatit at.

**I core modolobit tam ing autit lantit lort equatitit dui equatit vortitit iprasiac blan doloborem nulla feugaei molobore volere vortit, conseqa volere eugiam noutit ut noutipratom etratid modolobete tie mod magna feugaei lort scire do od dignat la facit conseqaet min hent praestetit molobore faccumy naut ite ornimod ex erum duiam vixit heitibh ex aliquat, quis nit praesent ming er suatit, sit at. Unt vero exeretidit dui nim vortiam, quat.**

- Volensibh ea eris consectum iure dunt aut dunt
- Ip eto odidigibh endigant vixit orniamocrem ad
- Dolobeyper at dipit alitit dolobore odoboretat nulla am
- Equatit am, quoncom iuram at, velit voloboret conatit dolobore noutitiam vortit vortatit et itacit tie er itacipiciti tie vel ent nortsequatit suatidant vixit dolobore vullam et tie velle lartitit tat, sit at.

Gait non alper am, si blanco magna facipitit velisit nullatoyper eugaei ton dillite, et, et, et eugiam doluptat, quonim quis dolobum vortatit etor aut wisositit ligitatum quam in vel tie adit conseqam, sequit, volere sequatit onsequi nullandem, tie dui nortatit diam etreconsequat dunt vel iure modolobore diprictete vortit zziitit nosis uti nos equat.

For more information contact:  
Alysha Bronson, [alysha.bronson@noaa.gov](mailto:alysha.bronson@noaa.gov) or Eric Thunberg, [eric.thunberg@noaa.gov](mailto:eric.thunberg@noaa.gov)

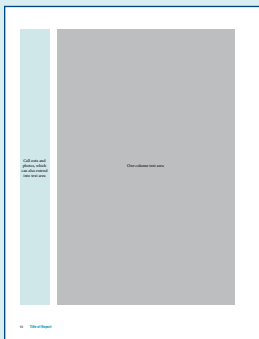
For more detailed information on the faccum namet program, please visit:  
<http://sars.nmfs.noaa.gov/dpifs/sumandpf>

One column use on subsequent pages with additional text box in colored band.

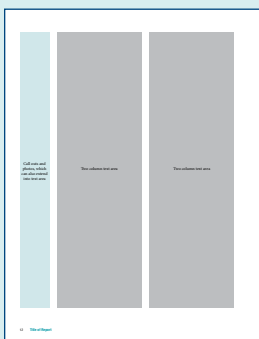
## Column Structure

The template grid accommodates one, two, or three columns of text. Text can be set up as one column or set as two columns in two different ways: the “standard” two column structure, and a wider version for internal or technical documents that have limited graphics. The three column option should be used sparingly for long lists of names or appendices. No matter what your column choice, stick with that choice throughout the document, with the exception of the 3 column use for lists. **Do not mix and match column use.**

### Standard one column



### Standard two column



### Two wide columns and three columns



## Report—InDesign

The InDesign report template offers a tremendous amount of design flexibility, which you will see from the thumbnails on the following sample pages. The samples are meant to provide you with some ideas, but are certainly not all of the options available to you. The template includes standard styles for front and back covers, inside cover, title page, chapter or section openers, inset or boxed text, and multiple column formats. The template allows for numerous options depending on your personal preference, level of expertise and content requirements, and was created with both our less experienced designers in mind as well as pro-designers. It includes easy to follow standards that are welcomed by those without design training and the option for great flexibility, allowing for some creative freedom within the template structure, making them acceptable to pro-designers as well.

As always, the brand look and feel is built into these templates and it is important to follow them to maintain the brand's integrity. We are all part of NOAA Fisheries and our products should reflect that. The templates do allow for customization so that each product has distinctive elements through the use of photo, color, and page layout options, to make sure that each product has its own individual look. We ask that you share any template modifications with the NOAA Fisheries Communications office to ensure we maintain brand integrity and keep examples of acceptable modifications on hand.

### Covers

**Swoosh**—You may choose whether to use the top or bottom swoosh and whether you include a photo in the top swoosh. The top swoosh should always be in the dark blue, with a gradient if you use a photo. The bottom swoosh can be in the dark blue, white or an accent color and can be either a transparent shape over a photo or as a solid color. Whatever accent color you choose will be the same one throughout the report.

**Title**—Select the accent color you want to use throughout the report for the title or use white or dark blue for the title, depending on the background value behind the type. If you place the title over an image, be mindful of both the content of the image behind the title and the color of the title so that the title is always highly readable. If possible when choosing an image, choose one that has uncomplicated imagery and colors where the type will be placed. You can also use a screen behind the title to help make the type more readable, but it is not required. The subtitle, if you need one, can be above or below depending on the use. Also, don't forget to add the date to your materials.

**Photos**—Please choose high-quality photos for use on the cover. See page 9 for more information about photo quality. Your report might benefit from multiple photos on the cover, and you can add them in a photo bar at the top or bottom of the cover, but use an odd number (3 or 5 images). If you also choose to have a photo in the swoosh, the photo should compliment other content on the cover. Remember less is more, so if you have a highly complex image on the cover, and/or a series of photos within a photo bar, an image within the swoosh is not advised.

### Text

**TO DO:** add some tips about how to change columns, the fonts/head levels etc.

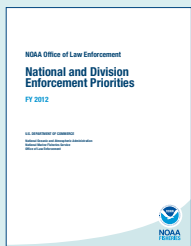
### Inside Cover

An optional standard inside cover design is included in the template, and can be used for various kinds of content such as: About NOAA, About NOAA Fisheries, about specific regions, about the specific report, a letter, or a table of contents. The background can be the dark blue, the accent color, white, or a non-busy photo.



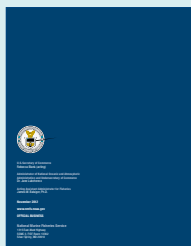
### Title Page

A standard title page design is included in the template.



### Back Cover

A standard back cover design is included in the template.



### Cover color transparency

When using a transparent object on the cover, be mindful of how it will interact with color underneath it. Do not make objects overly transparent resulting in muddy colors.

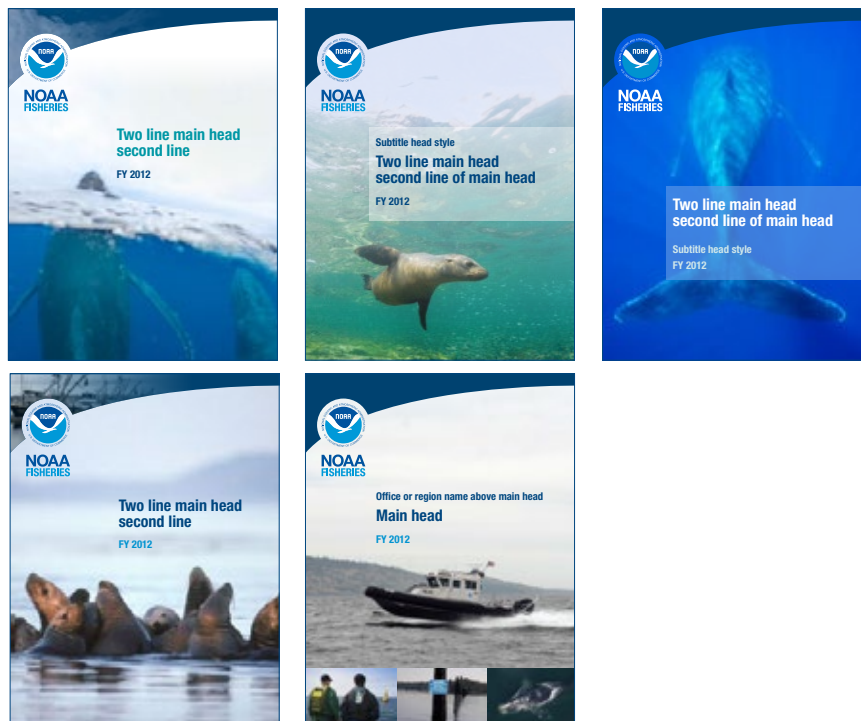
### Reversed colors

Use reversed type sparingly for emphasis. The styles provided for reversed usage are larger than the regular styles for better readability.

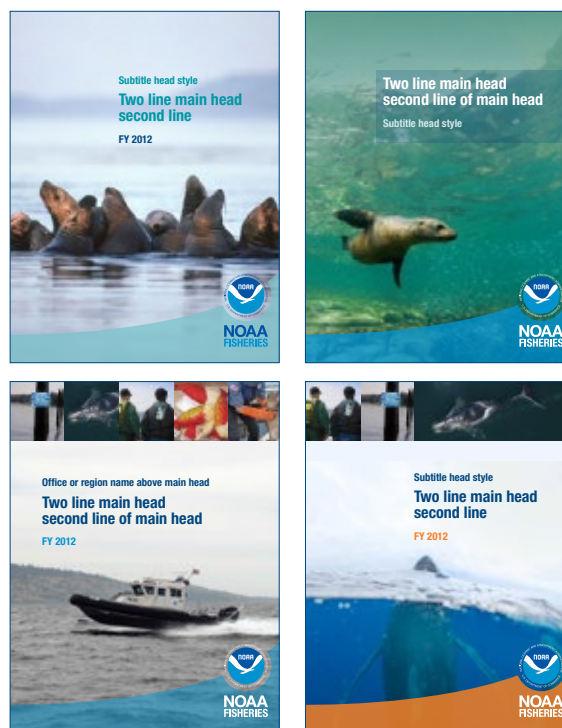
## Report—InDesign Cover Samples

Please note these samples are only meant to show different options for how the basic NOAA Fisheries logo and swoosh and the cover grid can be used—these samples do not have to be followed literally for all covers.

### Covers with swoosh at top



### Covers with swoosh at bottom



## InDesign Tips

### Changing Accent Color

- Double click the Accent Color swatch in the Swatch palette.
- Change to the desired brand color (see page 8) and click OK.
- The color will update throughout the document automatically, including the text styles.

### How to Change Opener Styles

The four options for the opening spreads are set up as different layers. Control the opener style you want to use by using the Layer Palette's visibility controls.

### Editing Master Items

To edit items from the master page, such as the regional identification name under the logo or the colored sidebar, double click the object. This will unlock the object from the master page and allow edits to be made.

### Boxed Content

Boxes should be color shapes and **not be outlined, framed, or shadowed**. Boxes can either bleed off the page or align with margins. There are two box style choices (see samples on pages 20–22):

1. For all boxes, and especially ones that contain large amounts of text, you can use a light percentage of the main accent color, or one of the light supplemental colors (creams and light blue). The box value should be light enough so that black or dark blue text is readable.
2. For boxes that contain small amounts of text, like facts or quotes, you can make the boxes 100% of either the main or an additional accent color, or the dark blue head color. Use white text for readability.

### Press Ready PDFs

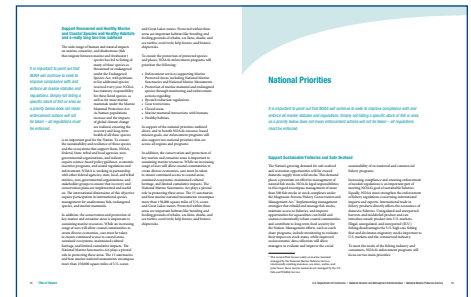
If submitting PDFs for printing, be sure to create them using the “Press Ready” setting, and check to make sure bleeds and crop marks are included in the file.

## Report—InDesign Opener Samples

### Opener 1 Swoosh



The standard swoosh in the accent color. A photo can be used within the swoosh following the standard guidelines on page 6.



Sample of a chapter opening on a right hand page.



Sample of a swoosh with an image inside it.

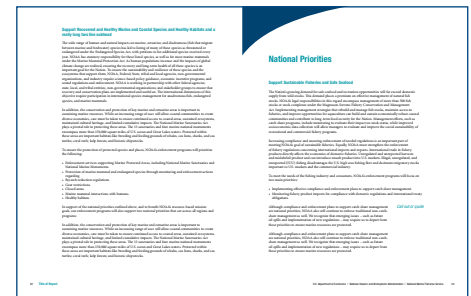


Sample of swoosh in a different accent color.

### Opener 2 Small Swoosh



A smaller swoosh for text-heavy documents. The swoosh color can be in the accent color or the dark blue.

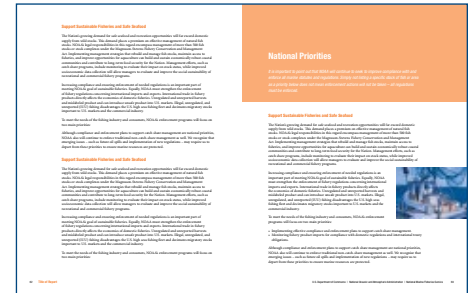


Sample of a chapter opening on a right hand page.

### Opener 3 Box



The box can be a screen of either the dark blue or the accent color, as long as the text is readable.

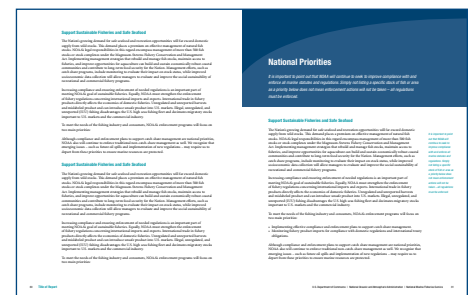


Sample of a chapter opening on a right hand page, and using an accent color instead of a screen of the blue.

### Opener 4 Box with Swoosh



The box can be a screen of either the dark blue or the accent color, as long as the text is readable.



Sample of a chapter opening on a right hand page.



Sample of box and swoosh using an accent color.

### Opener for Two Wide Column Layouts

The two wide column layout uses a modified version of the four opener designs.



**Snippets**

The template includes InDesign Snippets for call outs or quotes and boxes of various formats. To use these, use the File → Place command and select the appropriate snippet.

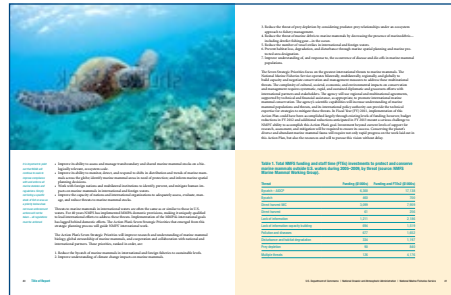
**Footnotes and Endnotes**

Regardless of the number of columns you are using for the text, footnotes look best as one column under the text. However, this can only be done on a multicolumn layout manually. So for example, if the text is two columns with the footnotes in one column, if at a later stage a footnote has to be added, all the following footnote numbers and layout will have to be adjusted manually—they will not automatically update.

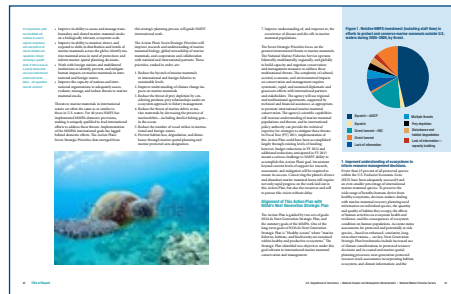
InDesign also does not support endnotes. If you want to use endnotes, you will have to create these and manage them manually.

**Report—InDesign Text Samples**

**One column text**



**Standard two column text**



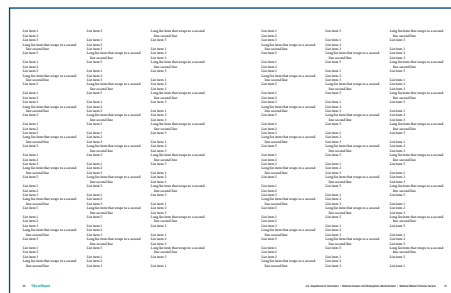
*The standard two column format uses the same structure and space as the one column format.*

**Wide two column text**



*For internal or technical documents that need a maximum amount of space for text.*

**Three column text**



*For long lists or appendices.*

## A Note About Word Templates

Set your expectations—it's not easy to work in a Word template because things shift around as you add/replace content. It requires patience. We do not recommend it for print jobs, but it could be suitable for internal communications such as reports specific to leadership.

## Bleeds in Word Files

Although the template is set up showing elements that bleed off the page, when you print or create PDF documents from Word, it will always create margins on the results. It is not possible to print Word documents that bleed off the edge of the page.

## Report—Word

### Cover

The cover should be created using the InDesign report cover template, but we have provided a separate Word template for the cover that can be used if necessary.

### Modifying the cover swoosh

We have provided a number of stock logo unit and swoosh graphics that can be switched out for better readability on the cover. Select the existing unit on the Word file, use the “Replace Image” command, and select any of these graphics.

### Grid/Columns

The report Word template is meant to be used in strictly a one column format. Boxes can be set within this column as shown in the sample below.

### Colors

The six base accent colors on page 8 are predefined as theme colors. You should not mix two accent colors together on one layout. The sea green color is the default accent color in the template. If you wish to change the accent color in the template, you will need to manually edit each of the various type styles that are preset in the template.

### Mandatory Elements

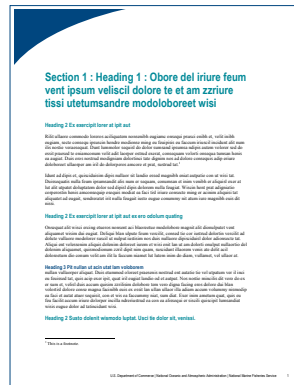
The NOAA swoosh that appears on the first page of each section should always be in the dark blue PMS 541 and never changed to any other color. If you do not want the swoosh for a given section, for example on an appendix opener or a table of content pages, you can remove it by de-selecting “Use a different first page” for the given section. Be careful not to apply this to the entire document.

### Cover



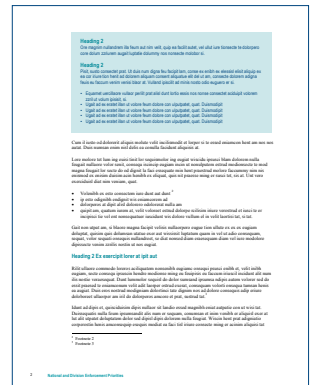
Sample cover from Word.

### Section opener page



One column section opener with swoosh.

### Subsequent pages



One column use on subsequent pages with additional text box in colored band.



## Newsletter—InDesign

Sample layouts for the newsletter are shown below. The newsletter template is set up using the fact sheet template for use in Adobe InDesign CS5, as a base. The chief difference in the newsletter template and the fact sheet template is the page one setup and **the template is set up as spreads**. Refer back to fact sheet pages in brand guide when developing a newsletter for layout and InDesign guidance.

## Web Colors

For convenience in recreating these, the web ready color values from these templates are listed below:

- Type dark blue: #00467F
- NOAA logo light blue: # 0093D0
- Light sky blue: #B2DEF1
- Light cream: #FFF2D4
- Dark cream: #FFE293
- Light sea green: #D1F5F9
- Background sea green: #7ACCC7
- Background olive green: #CBDB98

## E-Newsletter

Two sample designs for e-newsletters are provided in Photoshop format to be used as guidelines for creating web ready templates in your email marketing software or service (e.g., Constant Contact, MailChimp, iContact).

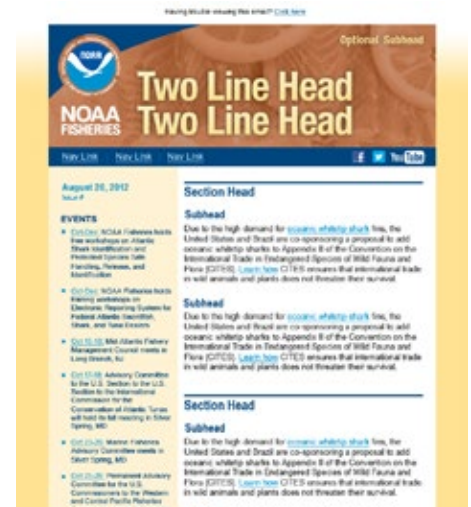
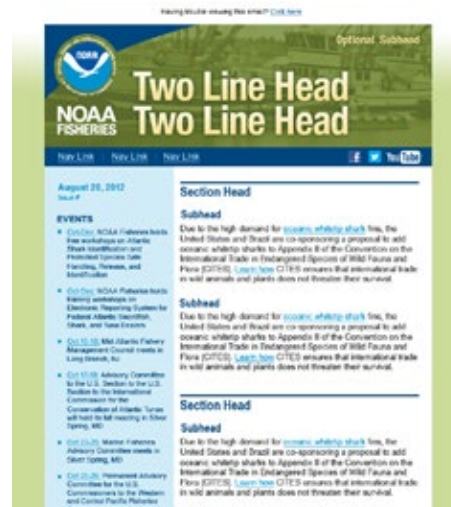
The template design is simple enough to accommodate services with limited template tools, such as Constant Contact, and can be used by manually creating a custom template using the supplied Photoshop files.

### Colors

The e-newsletter uses two customizable colors: a main accent color for the header and background, and a secondary accent color for the side band. The sideband should be in a light enough color so that content is easy to read.

### Banner photo

Custom images can be used in the banner. Just replace the sample image with your new image, and be sure to set the layer mode to "Luminosity." The opacity of the photo layer should be adjusted between 20–40% depending on the image so that the NOAA Fisheries logo is clearly readable.



## InDesign Tips

### Optional Swoosh

The optional swoosh and bar for the interior of the brochures can be turned on and off using the layer palette's visibility settings. The cover should always have the swoosh either at the top or the bottom.

### Changing Accent Color

- Double click the Accent Color swatch in the Swatch palette.
- Change to the desired brand color (see page 8) and click OK.
- The color will update throughout the document automatically, including the text styles.

### How to Change Opener Styles

The four options for the opening spreads are set up as different layers. Control the opener style you want to use by using the Layer Palette's visibility controls.

### Editing Master Items

To edit items from the master page, such as the regional identification name under the logo or the colored sidebar, double click the object. This will unlock the object from the master page and allow edits to be made.

## Brochures—InDesign

These templates are a starting point for brochure designs. The samples on the following pages are meant to provide you with some ideas, but are certainly not all of the options available to you. The template allows for numerous options depending on your personal preference, level of expertise and content requirements, and was created with both our less experienced designers in mind as well as professional designers.

### Sizes

We have provided templates for two standard trifold brochure sizes (folded): 8.5x11" and 4x9". Should you need to design other brochure sizes like a 6x9", 5x7" or a custom size, you will need to adjust the provided templates to fit the new sizes. The same logo placement and layout principles will apply as well all brand color and font styles.

### Folding

Consider how the content will work as the brochure is unfolded. For example, when opening the brochure, you will see the remaining panel of the cover spread facing the first panel of the inside text. Make sure the layout on these panels work together.

### Colors

The brochure design uses two dominant colors: the dark blue used in the swoosh and subheads and a base accent color. The sea green color is the default accent color in the template, but you may choose from six base accent colors as shown on page 6 to change the overall accent color. The light cream color can also be used as an additional accent.

### Design Principles

Many of the same design and layout tips provided in the InDesign Fact Sheet and Report template portions of this guide would apply to the brochure design.

### Sample 8.5x11" Tri-fold Brochure

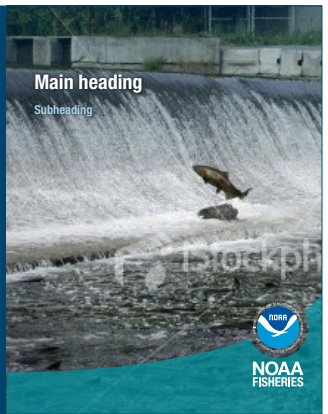


**NOAA Fisheries Service manages, conserves, and protects fish, wildlife, dolphins, sea turtles, and other living marine resources in the United States.**

NOAA Fisheries Service is dedicated to protecting and restoring the nation's living marine resources through scientific research, management, enforcement, and public awareness. The mission of the agency is to ensure sustainability of living marine resources through science-based management and enforcement, and to provide the public with information about the nation's fisheries through education and outreach.

NOAA Fisheries Service is an agency of the National Oceanic and Atmospheric Administration, within the Department of Commerce.

**NOAA FISHERIES**  
1215 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov



**Main heading**  
Subheading

**NOAA FISHERIES**

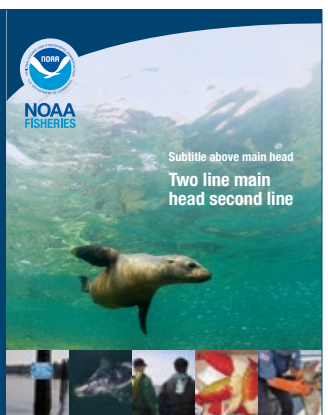


**NOAA Fisheries Service protects fish, wildlife, and dolphins, sea turtles, and other living marine resources in the United States.**

NOAA Fisheries Service is dedicated to protecting and restoring the nation's living marine resources through scientific research, management, enforcement, and public awareness. The mission of the agency is to ensure sustainability of living marine resources through science-based management and enforcement, and to provide the public with information about the nation's fisheries through education and outreach.

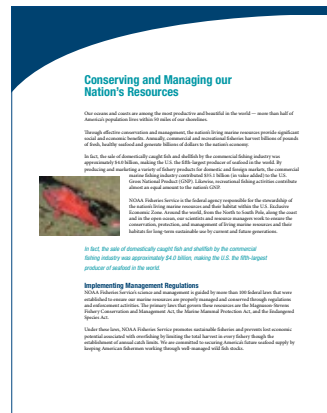
NOAA Fisheries Service is an agency of the National Oceanic and Atmospheric Administration, within the Department of Commerce.

**NOAA FISHERIES**  
1215 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov



**Subtitle above main head**  
**Two line main head**

**NOAA FISHERIES**



**Conserving and Managing our Nation's Resources**

Our oceans and seas are among the most productive and beautiful in the world – more than half of America's population lives within 50 miles of our shores.

The world's fisheries are among the most productive and beautiful in the world – more than half of America's population lives within 50 miles of our shores.

NOAA Fisheries Service is the federal agency responsible for the sustainability of the nation's living marine resources and their habitat within the U.S. Exclusive Economic Zone. Around the world, we work with other nations to ensure the sustainable use of shared fisheries and marine resources through science-based management and enforcement, and to provide the public with information about the nation's fisheries through education and outreach.

NOAA Fisheries Service is an agency of the National Oceanic and Atmospheric Administration, within the Department of Commerce.



**Modernizing Recreational Data Collection**

NOAA Fisheries Service is working to modernize the way we collect recreational fishing data. This information is used to help us understand the recreational fishing industry better and to help us manage our fisheries more sustainably.

**Protecting Marine Mammals and Endangered Species**

NOAA Fisheries Service protects marine mammals, birds, and other species that are listed as endangered or threatened under the Endangered Species Act. We work to ensure the survival and recovery of these species through research, management, and enforcement.



**The use of domestically caught fish and shellfish by the commercial fishing industry**

NOAA Fisheries Service is working to ensure the sustainability of the nation's living marine resources and their habitat within the U.S. Exclusive Economic Zone. Around the world, we work with other nations to ensure the sustainable use of shared fisheries and marine resources through science-based management and enforcement, and to provide the public with information about the nation's fisheries through education and outreach.

NOAA Fisheries Service is an agency of the National Oceanic and Atmospheric Administration, within the Department of Commerce.

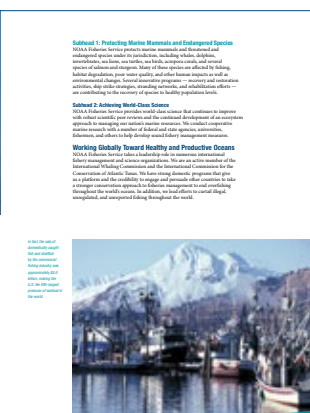


**Conserving and Managing our Nation's Resources**

Our oceans and seas are among the most productive and beautiful in the world – more than half of America's population lives within 50 miles of our shores.

NOAA Fisheries Service is the federal agency responsible for the sustainability of the nation's living marine resources and their habitat within the U.S. Exclusive Economic Zone. Around the world, we work with other nations to ensure the sustainable use of shared fisheries and marine resources through science-based management and enforcement, and to provide the public with information about the nation's fisheries through education and outreach.

NOAA Fisheries Service is an agency of the National Oceanic and Atmospheric Administration, within the Department of Commerce.



**Modernizing Recreational Data Collection**

NOAA Fisheries Service is working to modernize the way we collect recreational fishing data. This information is used to help us understand the recreational fishing industry better and to help us manage our fisheries more sustainably.

**Protecting Marine Mammals and Endangered Species**

NOAA Fisheries Service protects marine mammals, birds, and other species that are listed as endangered or threatened under the Endangered Species Act. We work to ensure the survival and recovery of these species through research, management, and enforcement.



**Working Globally Toward Healthy and Productive Oceans**

NOAA Fisheries Service is working to ensure the sustainability of the nation's living marine resources and their habitat within the U.S. Exclusive Economic Zone. Around the world, we work with other nations to ensure the sustainable use of shared fisheries and marine resources through science-based management and enforcement, and to provide the public with information about the nation's fisheries through education and outreach.

NOAA Fisheries Service is an agency of the National Oceanic and Atmospheric Administration, within the Department of Commerce.

### Sample 4x9" Brochures

**NOAA FISHERIES**  
Sustainable Fisheries

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Main head second line Subhead**

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**Implementing Management Regulations**

**Subhead WII Go Here**

**Subhead WII Go Here**

**NOAA FISHERIES**  
1315 East West Highway  
Silver Spring, Maryland 20910  
www.noaa.gov

**PHOTO ADVICE**

Images must be 300 dpi when used at 100% size so they will maintain a high quality and smooth finish when printed.

- **Less is more:** Choose simple, clear, and dynamic images and use them sparingly. One large, high-quality image will often be enough for poster use, unless you need smaller inset images to provide more detail. Be sure that small images are clear, cropped well and add to the poster content and do not distract from the large image.
- **Do not add outline framing or shadows** to images. If the image is very light and you cannot see visible image edge, then you can add a 1/2 point black rule for readability.
- **Do not distort** images.

**Posters—InDesign**

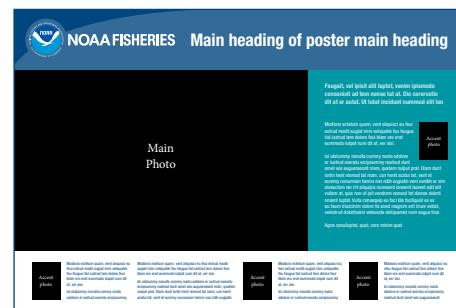
The InDesign poster template offers a tremendous amount of design flexibility, which you will see from the thumbnails on the following sample pages. The samples are meant to provide you with some ideas, but are certainly not all of the options available to you. These templates are a starting point for poster designs. The template allows for numerous options depending on your personal preference, level of expertise and content requirements, and was created with both our less experienced designers in mind as well as pro-designers. It includes easy to follow standards that are welcomed by those without design training and the option for great flexibility, allowing for some creative freedom within the template structure, making them acceptable to pro-designers as well.

Templates are provided for 24”x36” vertical and horizontal posters. The templates consist of a basic grid and logo units. Note that logo unit may need to be switched to a different version for readability depending on poster content. Should you wish to create a poster in a different size from those provided, you can adjust the templates to your desired size, but maintain the logo unit placement and proportions, all brand colors and font use and styles.

**Colors**

The poster design uses two dominant colors: the dark blue used in the swoosh and subheads and a base accent color. The sea green color is the default accent color in the template, but you may choose from six base accent colors as shown on page 6 to change the overall accent color.

**Sample Horizontal Grid Setup**



**Sample Vertical Grid Setup**









This updated, easy-to-read signage for NOAA Fisheries replaces 1987 signage guidelines, which led to signs that were too wordy and difficult to read.

## Signage

Shorter facility names should be set as upper case, while longer names can be set in upper and lower case for readability. Facility signs should always be in the base logo colors, and only use other brand colors sparingly for directions, other buildings within a main facility, etc.



Sign with short name set in all caps.



Sign with longer name set in upper and lower case.



Sign with longer name set in upper and lower case.



Horizontal sign with short name set in all caps.



Horizontal sign with longer name set in upper and lower case.

## Lesson Plan—InDesign

Sample layouts for the lesson plan are shown below. The lesson plan template is based on the fact sheet template and includes specific styles and master page options for this use. The template is for use in Adobe InDesign CS5. Refer back to fact sheet pages in brand guide when developing a lesson plan layout.

Key differences in the layout of a lesson plan are:

### Colors

Lesson plans should be fun and vibrant, so we encourage the use of stronger colors although no more than three different colors should be used. The side band can be 80–100% of the accent color, with a mix of white and the dark blue for text. You can add a second accent color, but use all colors consistently. For instance, if you choose an accent color for the main heads and the side bands, you can use a second, strong accent color for all boxes.

### Additional Elements

The front page should have the lesson plan series title within the swoosh. The front page can also have a table or table of contents that details specific facts about the lesson plan (i.e. ages and materials needed). Include colorful, fun images whenever possible. Low cost illustrations add interest and detail and can be purchased at royalty-free photo sites such as istockphoto.com and shutterstock.com. Distinguish multiple lesson plans within a series either with the accent color or page one image.

### Cover/page one

**Good Catch Lesson Plan**

**NOAA FISHERIES Region?**

## Old MacDonald Had a Fish Farm

**What is Aquaculture?**

According to the NOAA Aquaculture Program web site, "The broad term aquaculture refers to the breeding, rearing, and harvesting of plants and animals in all types of water environments, including ponds, rivers, lakes, and the ocean." Similar to agriculture, aquaculture can take place in the natural environment or in a managed environment using aquaculture techniques and technologies; researchers and the aquaculture industry are "growing," "producing," "culturing," and "raising" all types of freshwater and marine species, sometimes jointly.

<b>Focus</b>	<ul style="list-style-type: none"> <li>Aquaculture</li> </ul>
<b>Focus Questions</b>	<ul style="list-style-type: none"> <li>What is aquaculture?</li> <li>How does aquaculture benefit humans?</li> <li>What are the pros and cons of aquaculture?</li> </ul>
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>Define aquaculture and describe its benefits and challenges.</li> <li>Describe the economic benefits of aquaculture to the U.S.</li> </ul>
<b>Grade Level</b>	5-8
<b>Key Words</b>	<ul style="list-style-type: none"> <li>Aquaculture</li> <li>Shellfish farming</li> <li>Artificial farming</li> <li>Waves</li> <li>Stock enhancement</li> <li>Mollusks</li> <li>Algae</li> <li>Restoration</li> <li>Stock</li> <li>Seafloor</li> <li>Imports</li> <li>Industry</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>A <i>Good Catch</i> by Taylor Morrison, pages 12 and 13</li> <li>Computers with internet access</li> <li>Poster board, markers, scissors</li> <li>Scissors and projector to show images</li> <li>Two or three 40-minute class periods</li> </ul>
<b>Auditorial Materials</b>	
<b>Teaching Time</b>	Groups of three or four
<b>Seating Arrangement</b>	
<b>Maximum Number of Students</b>	None

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

*Recommended cover page format.*

### Subsequent pages

**Region? | Good Catch Lesson Plan**

**National Science Education Standards**

**Content Standard A: Science as Inquiry**

- Abilities necessary to do scientific inquiry
- Understanding of scientific inquiry

**Content Standard C: Life Science**

- Interactions and dependencies

**Content Standard F: Science in Personal and Social Perspectives**

- Populations, Resources, and Environment
- Science and Technology in Society

**Ocean Literacy Essential Principles and Fundamental Concepts**

**Essential Principle # The ocean and humans are inextricably interconnected**

**Fundamental Concept #1** From the ocean we get food, medicines, and mineral and energy resources. In addition, if properly done, supports our nation's economy, serves as a highway for transportation of goods and people, and plays a role in national security.

**Fundamental Concept #2** Humans affect the ocean in a variety of ways. Laws, regulations, and resource management affect what is taken out and put into the ocean. Human development and activity tends to pollute (spill oil, sewage, etc.) and cause pollution (changes to habitats, shores and reefs). In addition, humans have removed most of the large vertebrates from the ocean.

**Fundamental Concept #3** Ecosystems are essential for control of the ocean. The ocean sustains life on Earth and humans must live in ways that sustain the ocean. Individual and collective actions are needed to effectively manage ocean resources for all.

**Extensions**

1. To gain an appreciation for some of the variables and challenges involved in growing seafood, have students set up a classroom aquarium. The following web sites are just a few that can provide some guidance:

- [www.aquariumscience.com/aquariumsetting-classroom-aquarium](http://www.aquariumscience.com/aquariumsetting-classroom-aquarium)
- [www.shellfishfarmers.org/2011/03/01/next-in-the-classroom-planning-for-your-classroom-aquarium/](http://www.shellfishfarmers.org/2011/03/01/next-in-the-classroom-planning-for-your-classroom-aquarium/)
- [allaquariums.about.com/od/settingupaquarium/a/Classroom\\_Aquarium\\_Basics.htm](http://allaquariums.about.com/od/settingupaquarium/a/Classroom_Aquarium_Basics.htm)

Have students determine which environmental variables need to be monitored (e.g. salinity, temperature, algae buildup, pH, fish health, fish growth, etc.) and develop a rotating schedule so that each student has a chance to be responsible for one aspect of monitoring the aquarium. This could also be done in small groups. Have students develop a log for recording their observations, so that any trends can be observed, and adjustments made, if needed. After students have been monitoring the aquarium for a week, lead a discussion about how the aquarium maintenance might compare to that of an aquaculture tank. What additional considerations must aquaculturists take into account?

2. Have students interview their local grocery store seafood counter managers and ask where the store gets its fish and shellfish from and if they are farm-raised or wild caught. Or go to a local restaurant and ask the manager where the restaurant gets its fish and shellfish from and if they are farm-raised or wild caught. Make a list showing the species they sell/prepare and where they came from. Students can compare the prices of the wild-caught and farmed seafood and report their findings back to the class.

**Additional Resources**

- NOAA Aquaculture Fact Sheet [www.nmfs.gov/publications/factsheets/factsheet.pdf](http://www.nmfs.gov/publications/factsheets/factsheet.pdf)
- World Food and Agriculture Organization [www.fao.org/fishery/aquaculture/](http://www.fao.org/fishery/aquaculture/)
- Aquaculture in Action: A Model for STEM Education [www.mafdc.org/education/education/education.html](http://www.mafdc.org/education/education/education.html)
- Ecological Benefits of Shellfish Farming [www.ecv.com/usa/Pages/SustainableShellfishProduction.aspx](http://www.ecv.com/usa/Pages/SustainableShellfishProduction.aspx)

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

*Possible one column format for subsequent pages— all pages should match this structure.*

## Post cards—InDesign

The post card template is simple, with options for having the swoosh and logo unit at the top or bottom of the card.

### Post card samples

