Publication Management

A Guide To Processes, Standards, And Style

Contents

Introduction

This booklet contains descriptions of processes, guidelines, and other information to assist you in efficiently creating top-quality publications for EPA. It also describes the regulations and standards governing the management and production of publications within and for the Agency.

OCEPA & You

Services

The Editorial Services Division within the Office of the Associate Administrator for Communications, Education, and Public Affairs (OCEPA), is staffed with specialists who have the expertise and equipment to turn your text into professional-caliber publications for optimal communication of your message.

Our editors can work with you to achieve just the right tone and level of writing while maintaining proper grammar and conforming to Agency style. Our staff and contract photographers can provide stock images and location photography, and our design and production team can provide the correct look and feel to maximize your message's impact while maintaining EPA's corporate image. When contract work is called for, we can arrange it or help you evaluate outside proposals. In consultation with other OCEPA communications experts, we can assist in the planning, the processing, the marketing, and the evaluation of your publication.

In other words, the Editorial Services Division is a full-service operation, capable and eager to assist its clients along virtually every step of the way towards creating effective, timely, and top-quality publications.

Our clients generally discover that OCEPA's services in planning, editing, design, illustration, layout, typesetting, and marketing are an inexpensive (if not free) and superior alternative to having the work done by private contractors. Another plus is the guarantee that the results will comply with all regulations and standards; thus helping to avoid last-minute delays in printing.

If you have a message to communicate, give OCEPA a call on 202 260-4361. If a publication seems the best vehicle for the message, the Editorial Services Division (260-4359) is ready and willing to provide professional assistance.

Please be sure to bring a copy of your completed and approved Concept Notification form with you whenever you request graphic, photographic, or editorial assistance from the Editorial Services Division.
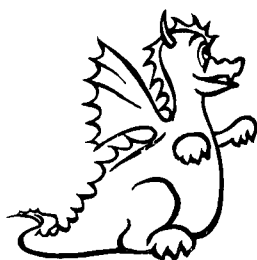
Responsibilities

OCEPA is charged with ensuring that the Agency's communication efforts are comprehensive, credible, and accurately reflect EPA policy and goals.

For all non-technical publications, the Editorial Services Division works to:

- Ensure that the tone and level of writing is suitable for the intended audience.
- Ensure that the writing is in accordance with Agency style and accepted rules of grammar and usage.
- Determine if the whole package adds up to effective communication.
- Maintain the Agency's public image through application of the Graphic Standards System.
- Ensure that the production process is cost effective.

Since resources are always limited, the level of scrutiny applied to various publications will vary. Generally, the wider the distribution and the more critical the issues covered, the more complete will be OCEPA's editorial participation.

Your attention to the Agency's needs and your cooperation with OCEPA's tasks are critically needed and greatly appreciated.

Steps To Top-Quality Publications

CONSULTATION WITH, AND THE APPROVAL OF, YOUR OFFICE'S PRODUCT REVIEW
OFFICER IS ESSENTIAL FROM THE BEGINNING AND THROUGHOUT THE PROCESS.

1. Decide on form, message, audience, and desired impact.

2. Get a number for the product by calling EPIC at 513 891-6561.

3. Submit a Concept Notification form (2200-6) to your AA's/RA's Product Review Officer.
   Procedures for concept notification and final-draft review are covered in the booklet *Developing Products For The Public*, published by OCEPA's Communication Planning Division (202 260-5590).

4. Research to obtain all necessary data and policy.

5. Write the first draft.

6. Edit and rewrite to achieve an accurate and professional text. From this point on, close coordination with the Editorial Services Division is advisable to minimize obstacles and glitches.

7. Design a product that makes sense for the message, the audience, the distribution method, and your budget.

8. Illustrate with photographs and artwork that communicate clearly and please the eye.

9. Typeset for economy and readability.

10. Create a layout that aesthetically fills the pages.

11. Proof the assembled mechanicals.

12. Circulate for review by all concerned parties (see product-review guidebook).

13. Compile lists for distribution and consult with the mail room and/or NCEPI in Cincinnati..

14. Document that all reviews and approvals have been completed.

15. Fill out the *Printing, Distribution, and Inventory* form (2200-9) and, unless the publication is exempt, send it to the Publication Review Coordinator, Editorial Services Division (A-107). Forms are available from your Printing Control Officer and the HQ supply store. Once approved, the form will be returned to its originator.

16. Deliver the camera copy and form 2200-9 to EPA Printing Management.

17. Announce the publication's availability and market as appropriate.

18. Monitor response and distribution to evaluate usefulness and predict need for reprints.

Publishing Terminology

Banner

The name and logo of a periodical which appears boldly across the top of the first page or cover. (This term is often confused with "masthead.")

Bleed

To trim the margins of a printed page so as to cut into the printed area.

Call-Out

A short quote from the text, printed in larger type and placed within or around the actual text. Used to intrigue the reader or to make a page full of type look less formidable.

Camera-copy

The mechanicals and accompanying art and photographs which are ready to send to the printer.

Caption

A word or brief phrase, usually in bold or headline type, placed above a photograph or other illustration as a label. (Compare to Cutline.)

Colophon

An inscription giving facts about the physical production of a publication: typefaces, presses, paper, etc. (The term can also mean a printer's or publisher's identification mark.)

Cutline

A descriptive phrase or sentence(s), usually in small or italic type, placed under or beside a photograph or other illustration.

Display Type

Heads, subheads, captions, cutlines, call-outs, bulleted text, illustration labels, and any other type that is not part of the main body of text. Rules of punctuation and grammar are often different for display type.

Drop Cap

An enlarged letter at the beginning of a block of text. It is set into the copy and aligned with the top of the text.

Dummies

Preliminary drawings or layouts showing the position of illustrations and text as they are to appear in the final publication.

Foreword *(Never "Forward")*

(See Preface.)

Galleys

The continuous sheet of text returned from the typesetter, which is cut into columns and used to create mechanicals.

Gutter

The unprinted area between the right edge of the type on the left page and the left edge of the type on the right page.

Halftones

Reproductions of photographs or drawings through use of a screen pattern to show shading (as opposed to "line art").

Head-to-head

The text on the front and the text on the back of a sheet are aligned in the same direction.

Impression

The result of one complete motion/cycle of a printing press. Depending on the size of the press and the dimensions of the page, one impression can be from one to four or more pages.

Introduction

That part of the front text that gives the background, importance, and/or overview of the *subject* of the publication. (Compare to Preface.)

Ligature

Two or three typeset characters linked to create a single letterform. Example— ffi.

Masthead

A box giving advertising and subscription rates and listing the names and titles of those involved in the publication of a periodical. Some use this term as a synonym for "banner." (In early newspapers it was placed at the top of the first page.)

Mechanicals

Exact renderings of the formal layout of the publication pages, using corrected galleys of type to fill all copy blocks. They are the text portion of the camera-copy.

Mock-up

A stage between dummies and camera-copy that often uses photocopies of galleys and rough sketches of artwork.

Orphan

A paragraph's first line isolated at the bottom of a page of type. (See Widow.)

Photostats or Stats

Photographic reproductions of mechanicals. To achieve the necessary clarity and sharpness over the entire plate, a special camera is required.

Preface

That part of the front text (usually the first) that gives the why and how of the publication *itself*. This term is preferred to the equivalent "foreword."

Ring Folios

Encircled numbers written in non-reproducible blue that identify the actual page count in a document. Often ring folios will not correspond to the printed page numbers (folios), as these begin after the front matter and/or vary by chapter.

Runaround

Type set to fit the contour of an illustration or typographic element.

Saddle Stitch

Binding the pages of a publication by use of staples in the fold of the leaves.

Signatures

Groups of printed sheets, containing the images of from 4 to 64 pages, which are folded as one unit to form a section of a book or pamphlet.

Table Of Contents

A list of the main headings and the pages on which they appear. Should be labeled simply "Contents." Should not include front matter items.

Type ...

A typeface is determined by its interior proportions, relative line widths, and overall design. Typefaces are referred to by "brand" names such as Palatino and Helvetica. Type form refers to distortions of a typeface—such as Extra Condensed or Extended, and angle—Roman or Italic. (The latter characteristic is also known as type "posture.") Type weight means the general thickness of the letters' structural lines, such as light, medium, and demibold. Type families are rather arbitrary categories of similar typefaces (and all of their different forms and weights) such as Modern and Script.

Typesetting

The process of placing proportionally spaced type on a page using high-quality photo-composition equipment. The result usually saves space while it improves readability. Recently, the term has come to be applied to proportional laser printing.

Widow

A paragraph's last line isolated at the top of a page of type. (See Orphan.)

Processes And Forms

Publication management at EPA focuses on three general areas: reviewing, cataloging, and printing.

Reviewing

Two important processes regulate the review and approval of Agency publications.

The first is Agency Order 2200.4A, *EPA Publications Review Procedure*. Essentially, this document directs each Assistant/Associate/Regional Administrator to establish internal review procedures to provide for "expeditious approval" and assure "high quality" of their programs' publications prior to release. When this Order was issued, the printing form was revised to reflect this process by adding spaces for the signatures of the reviewers, and renaming it the Publication Review Record And Printing Request form.

The Order also requires that certain publications be forwarded to the public affairs office for final approval: documents and audiovisual products with policy implications, periodicals, and any "other item required to be reported to the Office of Management and Budget." This is a reference to OMB Circular A-3, under which almost all publications must be reported to OMB.

While OCEPA is concerned with the entire inventory of Agency publications (see next section on "Cataloging"), the office is not in a position to carefully review each of the thousands of documents produced annually by EPA. To determine which publications merit thorough reviews by OCEPA and other offices, EPA established a "Product Review" process. This is the second of the two important review and approval processes in the Agency.

Under the Product Review process, the originator of a public-information product (publication, video, exhibit, etc.) and the program's Product Review Officer use specific criteria to determine whether to send OCEPA a "Concept Notification" form and a "Final Draft Review" form. Upon receipt, a member of OCEPA's Communications Planning Division distributes the form or the draft to various outreach experts, synthesizes comments, and assists in resolving conflicts. As part of this process, the Editorial Services Division may review the text for grammar, level, tone, style, and effectiveness.

The Product Review process is intended to:

- Ensure that Agency policy is properly interpreted and that potentially embarrassing mistakes are avoided.
- Reduce confusion and conserve resources by eliminating duplications.
- Enhance the product's usefulness.
- Take advantage of every opportunity to communicate the Agency's priorities and themes.

A full explanation of the Product Review process is given in a booklet titled *Developing Products For The Public: A Handbook For EPA Communicators*. For copies of the Product-Review forms, call the Communications Planning Division on 202 260-5590.

Cataloging

EPA needs to maintain an up-to-date inventory of information products for three reasons. (1) A catalog of publications, videos, etc., is an essential tool in fulfilling EPA's obligation to provide information to the public. (2) The Office of Management and Budget requires all federal departments to maintain an electronic inventory of publications. (3) Publication coordinators, communications planners, printing officers, and others need accurate data to make sound managerial decisions.

EPA's Center for Environmental Research Information (CERI) works directly with the National Center for Environmental Publications and Information (NCEPI) to compile a computer database and print an annual catalog of all technical publications produced by CERI. All other EPA publications (that is, all non-CERI publications) plus all audiovisual and other types of public-information products, are recorded for cataloging using the first 12 items on the Printing, Inventory, and Distribution form (PDI form) — EPA form 2200-9.

The PDI forms are submitted to the Publications Review Coordinator in the Editorial Services Division of OCEPA. This person checks the form for completeness and reviews the keywords and the catalog description for appropriateness and readability. The originator may be asked for clarifications or revisions before the form is accepted.

Once accepted, one copy of the form is sent to NCEPI in Cincinnati for inclusion in the Agency's databases, one copy is kept by OCEPA, and two copies are returned to the originator (one for submission to the print shop and one for the originator's files).

Printing

All EPA printing is done by or through the Agency's Printing Management Section (hereinafter called "the print shop") within the Recycling, Printing Services, and Mail Management Branch of the Facilities Management and Services Division of OARM. **No printing can be done without going through this office.** (See section on Printing Regulations for a full explanation of this requirement.) The print shop has a limited in-house printing capability restricted to single-color jobs of fewer than 60,000 impressions (single or multi-page sheets printed in one equipment cycle). All other jobs are sent to GPO for auction to contract printers.

External printing jobs can take a month or more, so advance planning is a must if you have a scheduled time for distributing your publication.

Processes

Numbering System

An Agencywide numbering system is essential for efficient tracking and dissemination of EPA information products. This, in turn, is necessary to fulfill the Agency's mission to make environmental information available to the public.

As of January 1, 1992, all EPA publications, both scientific and public-oriented, are assigned numbers under one system. The system is applicable to all products (publications, disks, films, or whatever) intended for distribution outside the Agency, through the PIC, EPIC, NTIS, or otherwise.

Developed jointly by OARM and OCEPA, the system reflects the Agency's current structure and needs while following a pattern similar to the one established in 1974 for technical documents.

The publication number **must appear on each publication cover** in accordance with this manual. (See pp. 23, 26, and 28.) EPA publications without numbers will not be accepted for printing.

Structure

The new publication number consists of an alphanumeric designator identifying: the AA/RAship, office within the AA/RAship, publication type, year of publication, sequence number and, as necessary, an indicator of volume number for publications bearing identical titles.

A sample number looks like this:

EPA 201-N-91-123b

The "EPA" is required for clear identification on multi-agency publications, computer disks, and other items where ownership might not be obvious. For consistency, it should be used on all products. The prefix does not, however, appear in the EPIC database.

The number itself has six elements, labeled 'a' through 'f' for explanation purposes.

a	b	c	d	e	f
20	1	N	92	123	b

a. '20' — The first two digits signify the organization responsible for producing the publication. The proper code for the organization is selected from the "Office Identification Codes" list (see below). Note that the larger and more complex offices have from three to six possible identification codes.

b. '1' — This single digit is assigned to a specific office within the organization at the discretion of that office's management, in coordination with EPIC.

In the '201' the 20 signifies the AA for Administration and Resources Management and the 1 might indicate the Office of Administration.

c. 'N' — A single letter identifies the type of information product. *In this example, 'N' signifies a periodical.*

These codes are assigned using the "Priority Order" list in the box on page 9. For example, a compilation of *Federal Register* notices stored on a floppy disk would be given type code 'C' because the "computer" entry is listed before the *"Federal Register"* entry.

The main purpose of these codes is to give librarians and inquirers an idea of what they're looking for *before* effort is expended on the search. Everyone seeking *Federal Registers*, for example, might not have a computer available to read a disk. The codes will have numerous other uses, such as allowing a computer to exclude draft and unpublished documents when printing a list of publications on a certain topic.

d. '92' — The calendar year of publication.

e. '123' — A three-digit number (001 through 999) will be assigned by the EPIC. The number starts with 001 on each January first and increases by one for each new publication.

f. 'b' — An expander to the publication number is assigned to indicate multiple volumes only. (Volume indicators are not used for single volumes. Therefore, if there is an 'a' there must be a 'b'.) This is a lower case letter with one exception: a capital F can be used to indicate a Final public-comment draft.

Office Identification Codes

10	Administrator, Deputy Administrator
11	Administrative Law Judges
12	Science Advisory Board
13	Cooperative Environmental Management
14	Associate Administrator for Congressional and Legislative Affairs
15	Civil Rights
16	Assistant Administrator for International Activities
17	Associate Administrator for Communications, Education, and Public Affairs
18	Small and Disadvantaged Business Utilization
20-22	Assistant Administrator for Administration and Resources Management
23	Assistant Administrator for Policy, Planning, and Evaluation
27	Associate Administrator for Regional Operations and State/Local Relations
30-34	Assistant Administrator for Enforcement
35	Office of Inspector General
36	Office of General Counsel
40-45	Assistant Administrator for Air and Radiation
50-55	Assistant Administrator for Solid Waste and Emergency Response
60-65	Assistant Administrator for Research and Development
70-75	Assistant Administrator for Prevention, Pesticides, and Toxic Substances
80-85	Assistant Administrator for Water

901	Region 1
902	Region 2
903	Region 3
904	Region 4
905	Region 5
906	Region 6
907	Region 7
908	Region 8
909	Region 9
910	Region 10
930	Central Regional Laboratory, MD

Type Codes in Alphabetical Order

A	Article reprinted from other pub.
B	Reference (Glossary, Bibliography, etc.)
C	Computer (CD-I, CD-ROM, Floppy Disk, etc.)
D	Draft
E	Exhibit
F	Unbound Pub. (Fact Sheet, Leaflet)
H	Photograph, Filmstrip, Slide, etc.
J	Peer-reviewed Journal
K	Bound Pub. (Booklet, Pamphlet)
M	Microfilm, Microfiche
N	Periodical (other than peer-reviewed journal)
P	Public Comment Draft
Q	Unpublished
R	Report
S	Summary, Research Brief
U	Audio
V	Video
X	Internal
Z	Federal Register

Type Codes
In Priority Order

Assign codes in the following sequence:

E	Exhibit
C	Computer (CD-I, CD-ROM, Floppy Disk, etc.)
V	Video
U	Audio
M	Microfilm, Microfiche
H	Photograph, Filmstrip, Slide, etc.
A	Article reprinted from other publication
Q	Unpublished
Z	Federal Register
J	Peer-reviewed Journal
N	Periodical (Journal, Newsletter)
X	Internal
B	Reference (Bibliography, Glossary, etc.)
D	Draft
P	Public Comment Draft
S	Summary, Research Brief
R	Report
F	Unbound Pub. (Fact Sheet, Leaflet)
K	Bound Pub. (Booklet, Pamphlet)
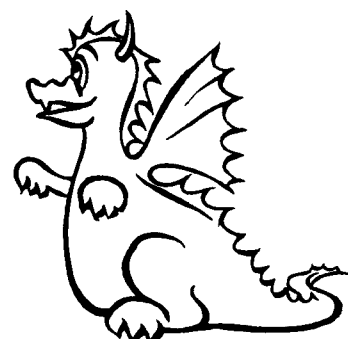
The Printing, Distribution, & Inventory Form

This form serves three functions: (1) ordering printing for all EPA publications and other printed items; (2) ordering distribution services for all publications, software, videos, and audiovisual packages; and (3) ensuring that all public-information products—including software, videos, exhibits, posters, etc.—are listed in Agency catalogs and databases as appropriate.

This form replaces EPA forms 2340-1 and 2200-5. For most publications, all unshaded blocks should be completed (shaded blocks will be completed by the units processing the form.) If all copies of the product are to be returned to the originator, so indicate in block 29 and do not fill in blocks 25 and 28. For non-print products, leave blocks 15 through 23 empty. If a product is exempt from the inventory system (see qualifications below) then blocks 9 through 12 and block 37 may be ignored.

The qualifications for exemption to the inventory system are: (a) printing runs of less than 1000 copies; (b) items that will be out-of-date within six months; (c) *Federal Register* notices; (d) press releases from an authorized public affairs office; (e) Congressional and hearing testimony; (f) documents published by C.E.R.I.; (g) internal correspondence, memoranda, and audiovisual aids; and (h) products from the Office of Inspector General. Claims for exemptions under these qualifications should be made in block 38.

WHAT GOES IN EACH BLOCK

1. Numbers for all EPA products are assigned by the EPA Publications and Information Center in Cincinnati. Call 513 569-7980.

4. The desired date for completion of distribution/mailing.

5. Use one of the following format terms. "Flyer" (a single sheet of paper with type placed without regard for any folds), "Leaflet" (a single, folded sheet with type placed in columns between the folds, "Pamphlet" (two or more bound—usually stapled—sheets without a separate cover), "Booklet" (any number of bound sheets with a cover made of paper different in weight, finish, or color from the inside pages), "Poster" (a single sheet intended for wall-mounting or similar public display, "Slides" (sets of mounted 35mm transparencies, with or without scripts and soundtracks), "Vu-Graphs" (sets of overhead transparencies), "Videotape" (used for tapes alone and for packages that include videotapes), "Audiotape" (may or may not be accompanied by a script or publication), "Film" (movies), "CD-ROM" (Compact Disk-Read Only Memory), "CD-I" (Interactive Compact Disk), "Micro-film," "Microfiche," "Floppy Disk," or "Exhibit." If none of these terms seems to fit, call 260-6663 for asistance.

6. For publications, length equals the number of pages. For tapes and film, length is time. For transparencies and microfilm/fiche this is number in package. For computer disks, give length in bytes. For exhibits, give width and depth.

9. The box(es) checked under source will tell your potential audience where to obtain your product. If your source isn't listed, give details in item 38.

10. Describe the intended audience in terms of educational level (i.e., *children, average citizen,* or *college graduate*), degree of subject knowledge (i.e. *none, general,* or *skilled*), and involvement (i.e. *business/financial, special-interest group, governmental,* or *personal*).

11. Describe the product in a concise paragraph using full sentences that clearly give a catalog reader enough information to decide whether to order or seek out the product.

12. Four to six terms to help categorize the product.

13. For publications, size is the dimensions of the folded product. For leaflets, size typically will be 4" x 9". Pamphlets and booklets may be 4" x 9", 5⅝" x 8¾", or 8½" x 11". For videotapes, size is type: VHS, ¾", 1", etc. For audiotapes size means cassette, reel, etc. For film: 16mm, 8mm, etc. For computer disks: 3½" or 5¼". For an exhibit, size is either table-top or free-standing.

14. Number of individual units to be produced. For exhibits, indicate expected number of showings per year and useful life in years.

15. "Camera Copy" refers to the quantity of physically separate boards or pages of mechanicals. "Other" may include photographs or illustrations not attached to the mechanicals.

16. Do not include the color of the paper stock. For example, black ink on blue paper is a one-color process. If color photos are to be printed naturally, write "four-color" or "full-color."

17. Give the weight, color, and grade of the text paper and, if different, of the cover stock. "**Weight**" is a measure of paper's thickness or density expressed as the weight of 500 sheets. [Note: Since cover stock is manufactured in smaller sheets than text stock, 50-lb cover paper is thicker than 50-lb text paper.] The typical leaflet is printed on 40-lb, offset. If using in-house printing, simply specify "bond." The typical booklet cover is 50-lb vellum. Available Paper "**colors**" are limited by GPO specifications and contracts and exact matches are often impossible. Therefore, if an exact color is desired as a backdrop to a title, it must be ordered as an ink color painted over white paper. Otherwise, keep the orders simple, such as "light blue." Paper "**grade**" is an indication of a paper's strength and finish (i.e., offset or vellum). A typical entry might be: "60lb/white/offset."

18. "Blue lines" are prints (blue color on white) made from the prepared negatives that can be returned from the printing plant for your inspection. "Chromalins" (a.k.a. "Colorkeys") can be prepared to show an approximation of the color saturation and balance of photographs as they will be printed. "Press Inspections" require your presence at the printing plant when the first sheets come off the presses. Any of these steps might affect the time and cost to print.

19. The items under "Run" are not exclusive; check as many as apply. "Head-to-head" means both sides of the page are oriented in the same direction (as in almost all publications).

20. Stitching uses staples, either twice along the left edge ("side stitch"), once in the upper left ("corner stitch") or through the middle fold ("saddle stitch"). Thick publications are often "perfect bound" on the edge—with glue.

21. Punches are self-explanatory. Perforations/scores must be carefully explained in block 38 or on a separate sheet.

22. For estimated cost, consult with Printing Management. No cost if job is printed in house without overtime.

23. Overtime can as much as triple the printing cost.

28. If labels will be delivered separately, give source's name and telephone number.

29. Should account for all units (from #14) not listed in #28.

34 & 35. Funding information is not needed if the job will be printed in-house. Mailing is funded through a separate, charge-back system.

36. The Product Review Officer (PRO) is the person in each program/regional office who has been designated by the AA/RA to handle the EPA Product-Review process. By signing in this space, the PRO is certifying that the following are true:

• The content of the publication or other information product is accurate and conforms to Agency policy, and the expenditure of resources for its production has been approved by Program/ Regional management.

• When appropriate, the item has undergone Product Review.

• The product is being produced in accordance with all applicable and pertinent Agency rules and guidelines.

Except for exempt cases (see first paragraph) this form (not the product) shall be sent by the Product Review Officer to the Publication Review Coordinator for signature prior to production. To speed the printing process, the PRC may establish a system that allows regional Printing Control Officers to accept this form from non-HQ PROs without the PRC's signature.

United States Environmental Protection Agency

PRINTING, DISTRIBUTION, AND INVENTORY
See instructions on reverse. Print neatly and firmly to ensure all copies are legible.

FORM CONTROL NUMBER	1. Product Number EPA-

2. Originator
Name: Mail Code: Phone:

3. Date Submitted	4. Date Required	5. Format	6. Length

7. Title

8. Issuance
☐ Initial ☐ Periodical— Frequency will be _____ issues per _____ ☐ Reprint— Date last printed_____
☐ Revision of existing document— Title: _____
_____ Number: _____

9. Source ☐ Public Information Center ☐ Program ☐ NCEPI—Cincinnati ☐ Other (specify→38) ☐ National Technical Information Service	10. Audience (level, knowledge, involvement)

11. Catalog Description (narrative of topics covered and points made)	12. Subject Areas

13. Size 14. Quantity	15. Pieces Submitted Camera Copy _____ Negatives _____ Other _____	16. Ink Color Text _____ Cover _____	17. Paper Text _____ Cover _____	18. Inspections Requested ☐ Blue Lines ☐ Chromalins ☐ Press Visit
19. Run ☐ One Sided ☐ Head to Head ☐ Other (specify→38)	20. Binding ☐ Side ☐ Corner ☐ Saddle ☐ Perfectbind ☐ Other (specify→38)	21. Punch ☐ Top Left ☐ 3-Ring binder ☐ Perforate/Score	22. Estimated Cost To Print	23. Is Overtime Authorized?
24. Printing Completed	25. Number of Items per Mailing Piece	26. ☐ Envelopes or ☐ Self-mailer Envelope Size: _____ Permit Imprint? ☐ Yes ☐ No		27. Dist. Completed

28. Distribute To (name of mailing list, OR quantity of labels attached, OR source of labels)

29. Other Addressees/Quantity:
     Originator / _____   NCEPI / _____   PIC / _____
Other— _____ / _____

30. Mail Class: ☐ First ☐ Third ☐ Fourth ☐ Special Fourth ☐ UPS ☐ Bulk Rate ☐ Overnight ☐ Custom Design (pouch) ☐ Internal

31. Est. Postage Cost	32. Distribution/Mail Plan Approved (Signature and Date)	33. Mailing Completed

34. Funding Numbers (Printing)
Appropriation: Allotment: DCN:

35. Commitment Clerk (Funds are available for printing.)
Name: Signature: Date:

36. Product Review Officer (Certification of compliance. See reverse.)
Name: Signature: Date:

37. Publication Review Coordinator, OCEPA
Name: Signature: Date:

38. Comments & Special Instructions

Writing Style

The rules given here are based on the GPO and/or Associated Press style books, with some modifications stemming from either common sense or personal eccentricities (depending upon your level of agreement). They should be applied consistently in writing and editing all non-technical publications.

Punctuation

Always use a **comma** after the second to last entry in a series.

Dashes should be used sparingly. They are best employed to set off an "aside" within a sentence, and should not be used to set off a final phrase unless that phrase is an appositive or summary.

When a **dash** is used—for whatever purpose—there should be no blank space before or after it.

Do not use a **hyphen** after an adverb ending in "ly."

As a general rule (although general rules are dangerous here) **compound modifiers** should be hyphenated as required to avoid ambiguity. Example: There is no significant difference between "chemical waste that is toxic" and "waste composed of toxic chemicals," so "toxic chemical waste" does not require a hyphen. On the other hand, "a hazardous waste program" could be interpreted as referring to a waste program that is dangerous, so "hazardous-waste" needs a hyphen. When judging a term's potential for ambiguity, however, it is acceptable to take the context into account.

The text following a **bullet**, or other graphic device used to set off the elements of a list, should always begin with a capital letter and end with a period. Do not use semicolons and do not put an "or" before the last item. The only exception is when no bulleted item is longer than the length of the line, in which case the periods may be omitted.

Numerals

Single digit numbers (**lower than 10**) are spelled out unless they are used with measurement symbols or abbreviations: 5", 6 mph, etc. Double digit numbers (**greater than nine**) are expressed in digits unless they begin a sentence; but such sentence structures should be avoided whenever possible.

The numbers of EPA **regions** are expressed in Arabic numerals, not Roman.

Do not number items in a **list** unless the number signifies an absolute value or meaningful sequence, or unless you frequently will need to refer back to specific items; otherwise, use bullets or other graphic devices.

Follow the lead of Ma Bell and company; **telephone numbers** are written: area code [hard space] exchange [hard hyphen] last four digits. Example: 202 260-4359. The hard spaces and hyphens prevent the number from breaking at the end of a line of type.

Capitalization

The terms "**federal**," "**state**," "**local**," and "**tribal**" are not capitalized unless they begin a sentence or are part of an official title.

"**Agency**" is capitalized when it refers to EPA.

The terms "**section**" and "**article**," as in article 3, section 14, are not capitalized.

Unless otherwise specified here, refer to the *GPO Style Manual* for **guidance on capitalization**. In particular, see sections 3.5 (Chesapeake Bay, the bay), 3.19, 3.35, and 3.44.

Abbreviations

As a noun, always spell out "**United States**.' As a modifier, "**U.S.**" is acceptable (but not in the Agency's name on covers and title pages).

Always use the two-letter **postal code** abbreviations when abbreviating state names. No periods: "NY" not "N.Y." Note, however, that abbreviation is only appropriate in long lists and addresses.

"**Southwest**" is one word; it is abbreviated "SW." with only one period. Ditto for all **compass points**.

Do not use "St." unless you are referring to a saint.

Titles

For clarity, consistency, and in view of the needs of bibliographic data-bases, titles should be restricted to two levels: one main title followed, if required, by one sub-title. In references, the division between main and sub-title is signified by a colon; on covers it is indicated by spacing down one-half line and shifting to a lighter weight (and sometimes a smaller size) of the same typeface.

Also for purposes of clarity and easy reference, one of the key words in the title should be at the beginning or as near as feasible. Therefore, such phrases as "Report To Congress" and "Guide To Federal Activities" should be placed as sub-titles rather than used to begin the main title.

Miscellaneous Style

Labels for illustrations, tables, and lists do not require the obvious descriptions ("photograph," "table," "list," etc.). Especially, do *not* write "Table of Contents."

Use the article "a" not "an" before a pronounced "h." For example: He is an heir to a historical manor.

The first use of a **temperature** measurement should be written "XX degrees Fahrenheit" (or Celsius, not centigrade). Further references to the same scale are written "XX°F" or "XX°C". Note the thin space (about 0.02") between the digit and the degree symbol.

Spell out "percent" (one word). Be sure to hyphenate when using as a modifier: "five percent of the popu-lace" but "a 40-percent reduction."

The **pronouns** "we," "us," and "our" should only be used to desig-nate the Agency or a part thereof. Do not use them to mean a combination of the reader and author, as in *"Let us examine the facts."*

Avoid long **series of modifiers** (more than two) by re-writing. Exam-ple: *"Leaking underground storage tank regulation implementation plan"* would be considerably easier to grasp if written *"A plan to implement regula-tions covering underground storage tanks that leak."*

Specific Terms

EPA, not *the* EPA. Also, do not spell out "Environmental Protection Agen-cy" in articles for the *EPA Journal* or *EPA Insight.*

Our environment consists of what surrounds us: air, water, trees, etc. The "earth's environment" likewise consists of what surrounds the earth: planets, stars, cosmic dust, and the like.

The term "waste" is essentially plural. Do not add an "s" unless you are writing of different types. For instance: *"hospital waste is composed of various dangerous items,"* but, *"solid and liquid wastes differ in important respects."*

The noun is "cleanup," the verb form is "clean up," and the adjective is "clean-up" or "cleanup."

To "dispose" means to arrange, incline, or set in readiness, as in *"The on-scene-coordinator will dispose the clean-up crew on the site."* If you want to get rid of something, you must dispose of it—even if you must thereby end a sentence with a prepo-sition.

Commonly Misused Words

Despite the leniency of some dictio-naries, clarity and consistency demand that "may" be used only to signify permission, not as a synonym for "can" or "might."

Be careful of using "which" in place of "that." "Which" is a paren-thetical modifier telling something about the subject that is not absolute-ly necessary to the communication: *"The project,* which *is six weeks overdue, is still with the contractor."* "That" provides a necessary definition or restriction: *"Let's review the project* that *is six weeks overdue."*

Do not begin a sentence with "However" unless you mean it in the sense of: *"However we do it, they won't like it."* Using the term in the midst of a sentence, however, is permissi-ble.

Graphic Standards

Included Publications

Unless otherwise indicated, the standards given and regulations cited herein apply to all Agency publications including but not limited to:

★ Technical documents
★ In-house publications
★ Pamphlets and booklets
★ Fact sheets
★ Reports to Congress
★ Instructional manuals
★ Posters and bumper stickers
★ Pins and buttons
★ Catalogs
★ Newsletters and journals
★ Announcements

These standards and regulations need not be applied to such administrative documents as internal directives, RFPs, and correspondence. (See EPA Order 2200.4A, inside back cover of this booklet, for a complete list of exemptions from EPA's Publication Review Procedure.)

Value And Purpose

In the mid-1970s, EPA worked with the public relations firm of Chermayeff & Geismar Associates to design a high-quality, unified, contemporary look for the Agency. The resulting Graphic Standards System was issued in 1977.

The system was created for three main reasons:

• Agency management saw a need for a single graphics approach to EPA publications to help eliminate the "patchwork" image resulting from the Agency's formation from many separate federal offices.

• Documents were often published with design and typography not up to current professional standards, reflecting poorly upon the Agency.

• The Government Printing Office was encouraging all federal departments to standardize the size and format of their publications.

EPA's design package has long been displayed by GPO as an ideal system. The thoughtfulness which went into its development is evident from the remarkably little revision required since 1977. The lasting value of the design was proven in 1988, when the system won top honors in the Presidential Design Awards sponsored by the National Endowment for the Arts.

The value of the Graphic Standards System lies in its assurance of a high quality and uniform appearance for all EPA publications. It is not intended to inhibit creativity or stand in the way of meeting special needs or applications. Should your requirements necessitate a departure from the standards, the Editorial Services Division will work with you to create acceptable alternatives.

Status And Authority

EPA Order No. 1015.2A states, in part:

> 3.b. The Agency will use the Agency Identifier [logo] on all brochures and other printed matter.
>
> 3.c. This Agency will not use any visual identification forms other than those authorized in this Order.
>
> 5.a. Organizations responsible for the organization, preparation, presentation, or appearance of printed communications or graphic materials must comply with provisions of this Order and appropriate requirements in the EPA Graphic Standards System Handbook.

(The term "appropriate" is used to indicate the exclusion of the handbook's requirements concerning stationery.)

> 5.b. (1) The Director, Office of Public Awareness, is responsible for: The implementation and continuous management of the EPA Graphic Standards System, including supplements and revisions to the standards Handbook as required; and (2) The granting or denying of requests for exceptions to the policy promulgated in this Order.

Current Version

The original Graphic Standards System was presented in approximately 100 pages of directives, suggestions, examples, and reproducible artwork in a two-inch, three-ring binder. In this time of fiscal constraints, the cost of reproducing and distributing additional copies of this colorful publication is prohibitive. The actual text of the Standards—without the redundancies and the artwork—is brief enough to fit in the following few pages.

Direct quotes from the original text are reproduced here in italic type form so that the updates, printed in roman type, can be noted easily.

Introduction

The graphic identity system for the United States Environmental Protection Agency reflects the Agency's intention to communicate a strong, authoritative, and consistent image.

This manual establishes and delineates the graphic standards which EPA will adhere to in all of its visual communications.

The graphic standards put great emphasis on the continuity and consistency of all visual components to help make EPA recognizable as a single federal agency.

As this manual covers only the major needs of the Agency's communications tasks, it is intended that supplements be issued periodically to all holders of the EPA Graphic Standards.

The EPA Logo

The central element of the graphic communications standards is the Agency logo, a combination of custom-designed letters and symbol which has been created as a single unifying element for the Agency's multitude of communications, and is designed to convey a simple and contemporary image of the United States Environmental Protection Agency. The commonly used abbreviation EPA has been adopted and replaces the lengthy legal name in areas of primary visibility.

The accompanying symbol is an integral element of the primary identification. Aside from the importance of creating a memorable image for the EPA itself, the logo serves to clearly distinguish publications distributed by the federal agency from all other environmental agencies on state and local levels.

The Agency logo, even though it is composed of two elements, is one unit of identification. The relationship between the two elements has been carefully established.

- *The space between them cannot be altered.*

- *No alteration in the proportion, sizes, or construction of either element is permissible.*

- *The logo must always be reproduced in a single color, never in two or more colors at once.*

- *The two elements should appear together at all times.*

- *The individual elements should never appear by themselves.*

The integrated form is the only authorized visual identifier of the Agency (with the exception of the EPA Seal in certain situations not applicable to publications). *All other symbols and logotypes that have been developed by the various regions, programs, or special offices are to be discontinued.*

The height of the letters EPA must be equal to the cap height of the type being used.

The letters EPA in the Agency logo were derived from the typeface Univers with some modifications in the design of the individual letters required because of their fixed relationship. When printing the Agency logo, use repros only. [Note: Copies of the logo suitable for reproduction (repros) are available from OCEPA.] *The initials should not be reset in normal Univers when they are part of the Agency logo. The height of the capital letters corresponds, however, with the Univers alphabet and allows the logo and the normal Univers setting to match in height.*

Graphic Standards

EPAlog, EPAlert, or any other special designations derived from the EPA initials are never to be used as they change and distort the Agency's correct name both visually and audibly, and compete with the Agency logo. All other special names are to be discontinued.

Agency Signatures

The EPA signature is the combination of the logo and its full legal name. Its application is mainly in print advertising, television, films, etc. and for all communication components where the standard grids do not apply.

When using advertising signatures, it is important that they be placed in a prominent position within the advertisement format. The signature should align with columns of text or other graphic and illustrative elements whenever possible, aligning the E of the initials and allowing the Agency symbol to hang out to the left.

The logo:

⬥EPA

The signature:

⬥EPA

United States   Washington DC 20460
Environmental Protection
Agency

Typographic Organization—Covers

A major design consideration has been the standardization of the arrangement of cover information.

Layout standards have been established to maintain consistency among EPA publications. The standard layout either groups together or separates different levels of information and organizes material both vertically and horizontally. (See pp. 16, 17, and 20.) All covers and publications pages have been divided into either one, two, three, or four vertical columns.

Recurring identification elements (the full legal name of the Agency, the originating office [AA or staff] or region, the producing unit's mail code, the date of issue, and the publication number) are grouped across the top of the publication.

**Format For
Identification Elements**

United States
Environmental Protection
Agency

20M-2017.2
June 1989

Region 3
(3PA00)

Environmental Monitoring
Systems Laboratory
(ORD)

Air And Radiation (ANR-464)

The legal name must always be set in three lines as shown, with "United States" unabbreviated.

The number of the region should be set in Arabic numerals.

Since space is extremely limited in some formats, the words "Office Of" should be omitted unless doing so would imply an individual, i.e. "Office Of General Counsel."

The configuration of the words and lines of titles is a dominant design element on a cover. Due to the variation in copy, only general rules can be specified for their graphic treatment.

The mandatory specification is that the title is to be set flush left and ragged right (unjustified). Attention should be given to the length of the lines. The breakup of the words should consider both their meaning and the resultant shape, avoiding hyphenation whenever possible.

Program Identifiers

To visually differentiate the various program areas and major activities of the Agency, the Graphic Standards System established a separate identification system that would not compete with the Agency's logo. This system consists of a specific color for each program's use and a band of bars and lines—called the 'Identifier'—across the publication's cover at or near the bottom. Use of the system is optional, but no other identification symbols were/are allowed.

The option of using specific "program" colors never found favor within the Agency. (Today, colors are chosen according to their appropriateness to the subject matter and the accompanying artwork.) Changes in the Agency's organization sometimes require adjustments in the identification system. As any new Identifier is a change to the Graphic Standards System, offices desiring new or updated Identifiers should contact the Editorial Services Division, OCEPA, for assistance and authorization.

Subordinate offices within programs that have established Identifiers cannot have Identifiers of their own. A consistent image for such offices, or for activities within such offices, can be achieved by using common illustrations on publication covers. These illustrations must not have the appearance of a logo or symbol, and must be large enough not to compete with the Agency's identification system. Offices are asked to consult with OCEPA before initiating the design of any such illustration.

Grids And Format

A number of specific sizes have been adapted for all pamphlets, leaflets, and booklets to accommodate standard paper sizes. For each of the standard publication formats, a grid system has been established for both covers and inside layouts. The interrelationship between logo, typography, and other design elements is of utmost importance in maintaining a visual balance and continuity throughout all of EPA's publications.

The grid systems are designed to accommodate all standard layout requirements established for EPA and allow for design flexibility of other design elements. The grid systems should be used at all times as layout guides for preparing artwork. They are not intended to restrict design creativity, but to facilitate and assist the complex task of the designer and to improve production efficiency.

Four formats were established by the original Graphic Standards System. One of these, the 8½" x 8½" "Special format," is no longer used by EPA due to its excessive use of paper. The remaining three formats— 8½" x 11", 5⅝" x 8¾", and 4" x 9"— result in the most efficient use of printing-press paper and should not be deviated from.

Documents intended for photocopying by recipients for further distribution should be designed on the 8½" x 11" grid.

Graphic Standards

Typography And Layout

The following specifications are designed to achieve maximum readability, as well as consistency with other EPA publications.

Justification

Any column of type may be set ragged-right. To avoid excessive word-spacing, only use right-justification with columns wider than 14.0 picas.

Hyphenation

For unjustified type, avoid end-of-line hyphens except when necessary to prevent long words from causing distractingly short lines. In any case, minimize hyphenation to the extent feasible and never allow more than two successive lines to end with hyphens.

Vertical Rules (lines)

In the 1800s, newspapers were forced to use vertical rules to lock their type into the cylinder of the printing press. Nowadays, when the proper guide is followed, the use of vertical rules to divide columns of type is unnecessary and is best avoided.

White Space

Liberal use of white space or "air" (blank areas on the page) is encouraged whenever aesthetics, budget, and printing constraints allow.

Cover Typeface

The standard typeface for title and heads *is Univers. This typeface establishes a contemporary appearance and meets the specific requirements of simplicity and versatility. Among the outstanding virtues of Univers is its clarity in small sizes, its even appearance, and its well-designed individual characters.*

Main titles or titles of series are always set in Univers Bold, with the Agency logo and titles matching cap height. Subtitles are set in Univers Medium. The identification elements at the top are set in Univers Light. If Univers is unavailable, similar weights of Helvetica may be substituted.

Text Typeface

Studies show that about two-thirds of all readers prefer serif typefaces over sans-serif designs. Since serif faces also have a somewhat greater legibility, they should be used for the main body of text. EPA publications are generally typeset in the *Palatino* typeface. Computer/laser-printed materials will probably be most legible if produced using *Charter, Lucida,* or *Stone*—typefaces designed specifically to maximize legibility at the 300-dot-per-inch resolution of the common laser printer. This manual is set in Palatino (printed on a 1000-dpi laser printer).

Display Typeface

Heads, subheads, captions, and cutlines may simply be set in varying sizes and weights of the body type, or a sans-serif type (preferably Univers, but Helvetica is acceptable) may be used. Univers is also recommended for labeling charts, graphs, and similar illustrations.

Type Case, Form, And Weight

The text should be set in caps and lower case. Titles, sub-titles, and heads should have the initial letter of each word capitalized—including "a," "of," "the," etc. This eliminates uncertainty and the need to reset when line lengths are changed.

Use all caps only for unusual and extreme emphasis or to denote an acronym.

Most text should be set in a medium weight, while words or phrases to be emphasized due to their importance to the content should be in boldface. Italics may be used to signify quotes, cite titles, or to put the correct emphasis on a word for clarity of meaning.

Margins for this booklet were set in WordPerfect at 0.625" on both left and right. Binding offset was set at 0.225" to allow for 3-hole punching.

Cover Type Size

For 4" x 9" and 5-⅝" x 8-¾" covers the titles should be set in 24 point and the identification elements in 8 point. For 8-½" x 11" covers the titles should be 30 point and the identification elements in 9 point. For periodicals, up to 48-point type may be used. Title typesizes may be increased somewhat to keep extremely short titles from "getting lost" on the page. Subtitles, especially lengthy ones, may be set in a smaller size than the titles.

Body Type Size And Column Width

Reference materials, which are meant to be consulted rather than read at length, may be set as small as 8-point. Type sizes for heads, cutlines, and figures may vary as proportion and aesthetics dictate (the most common error is making display type too large). Otherwise, the table below shows the proper type sizes and distance between lines (leading) for each of the column widths allowed by the Graphic Standards System.

Landscape Formats

Avoid using landscape formats whenever possible. If numerous tables or columnar materials demand a landscape orientation, the margins and columns will be dictated by the form of the data. Covers for landscape booklets follow the same pattern as 8½" x 11" portrait booklets, with the title beginning three inches from the left edge of the paper.

Standard Formats With Recommended Type Sizes
All dimensions are in inches except for those marked as points.
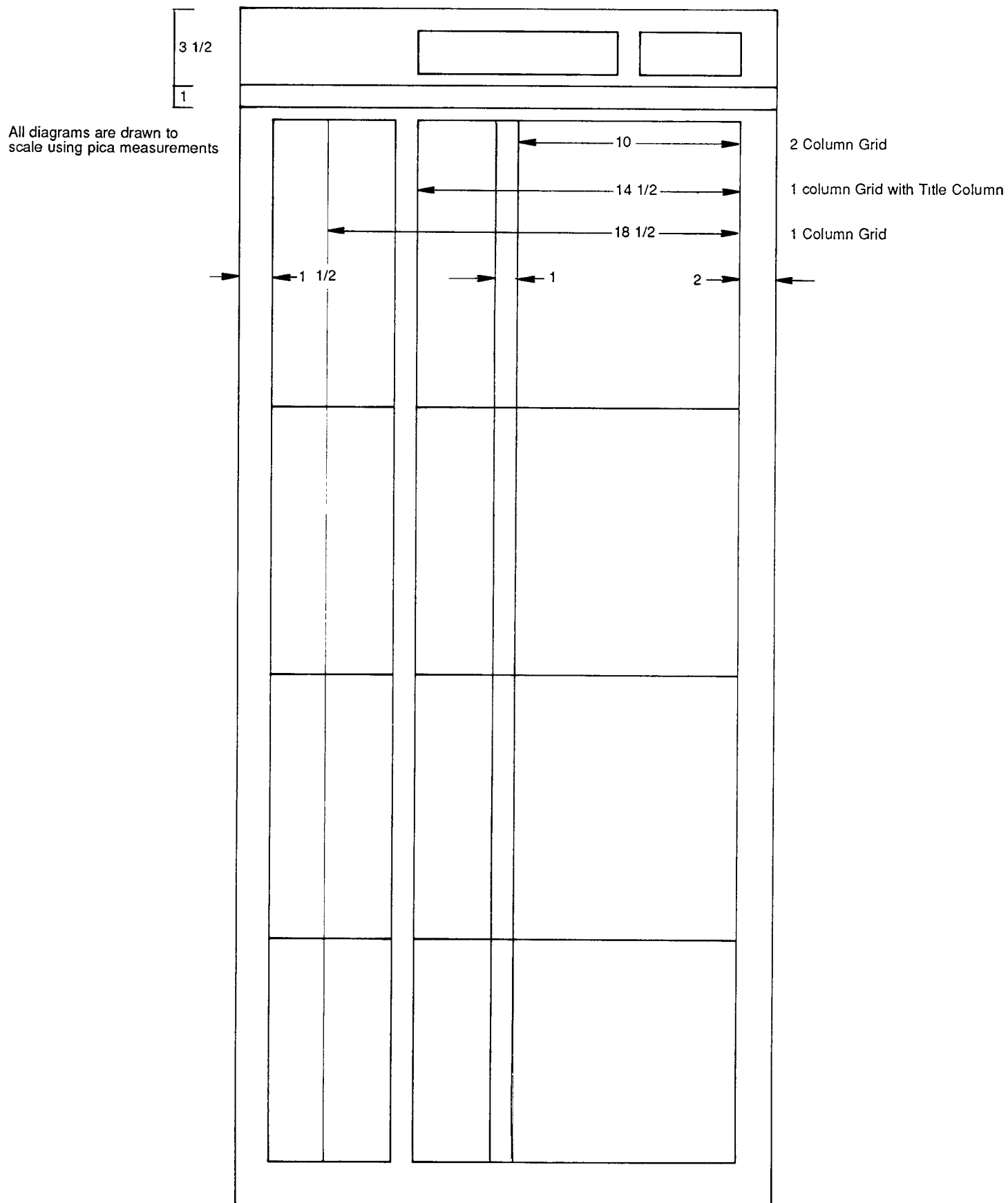Shift margins as necessary for hole punch and other special bindings.

Page Dimension	4 x 9			5.62 X 8.75				8.5 X 11				
Number of Columns	1	1+1	2	1	1+1	2	3	1+1	2	2+1	3	4
Column Width	3.15	2.25 1.0	1.55	4.22	3.32 1.5	2.31	1.5	5.75 1.85	3.7	2.83 1.74	2.4	1.75
Left Margin	0.5	0.25	0.35	1.0	0.25	0.4	0.36	0.35	0.5	0.35	0.5	
Right Margin	0.35			0.4			0.36	0.4				
Type Size (points)	10	9.5	9.5	10.5	10	9.5	9.5	11	10	10	9.5	9.5
Leading (points)	11	10.5	10	12	11.5	10.5	10	13	11.5	11	10.5	10
Or– WP Adj: Primary	0.014	0.014	0.007	0.021	0.021	0.014	0.007	0.028	0.021	0.014	0.014	0.007
WP Adj: Secondary	0.056	0.056	0.049	0.063	0.063	0.056	0.049	0.070	0.063	0.056	0.056	0.049
Spaces between text columns are 0.2", between subhead columns and text are 0.15".												

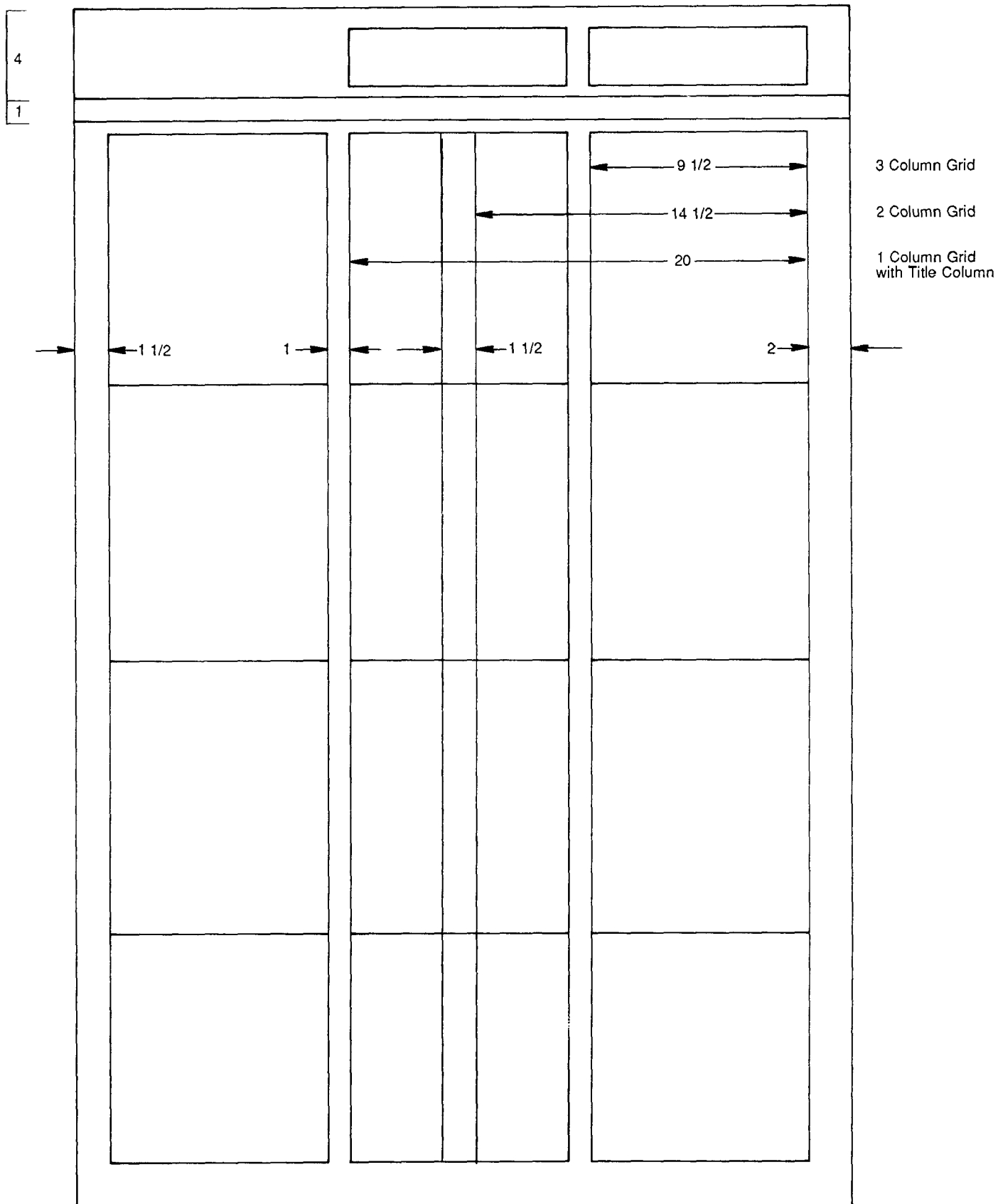**4" x 9" — Placement Of Cover Elements**

United States
Environmental Protection
Agency

Number
Date

Office or Region (Mail Code)

♦EPA **Title**

Sub-title

4"x 9" — Layout Grids

3 1/2

1

All diagrams are drawn to
scale using pica measurements

10 — 2 Column Grid

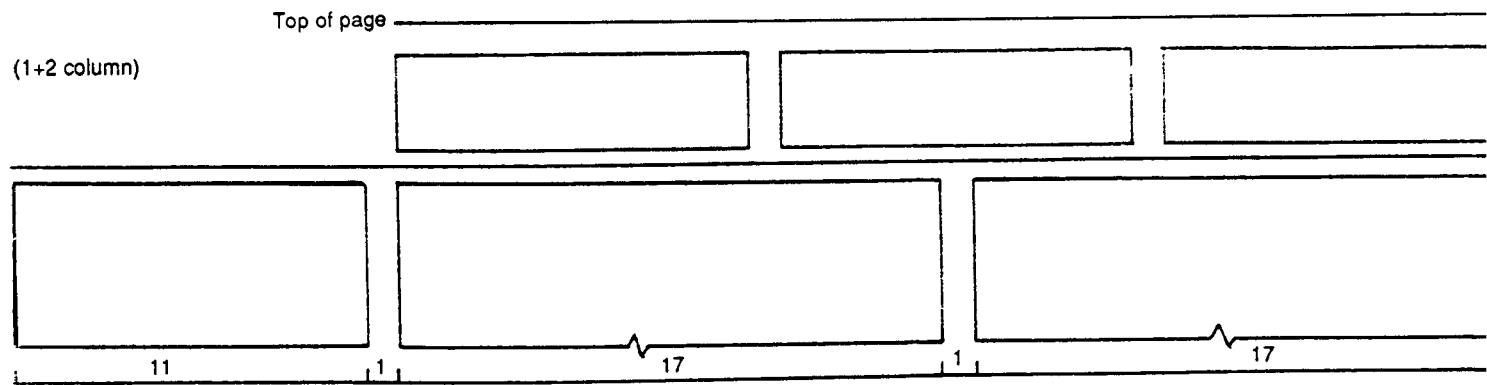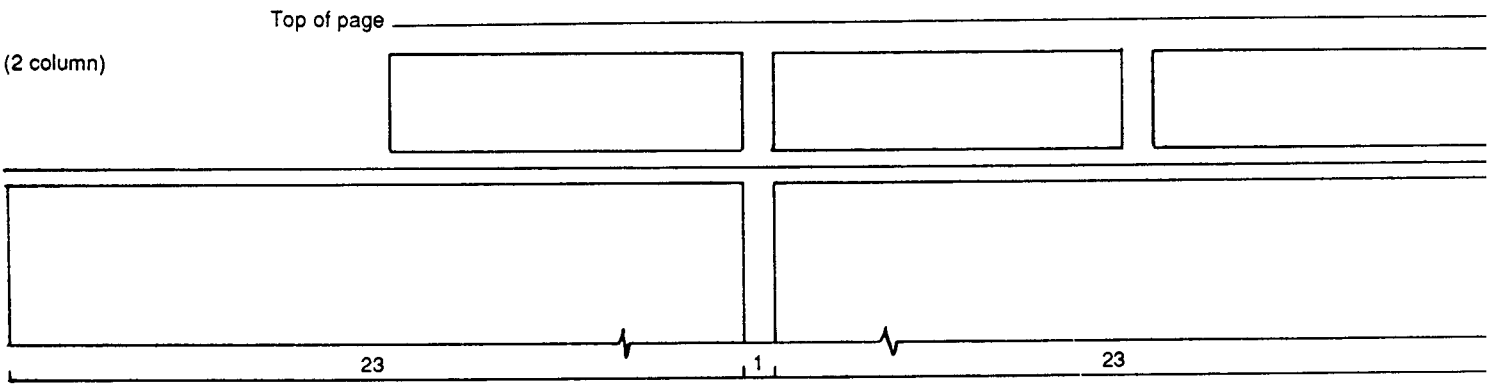14 1/2 — 1 column Grid with Title Column
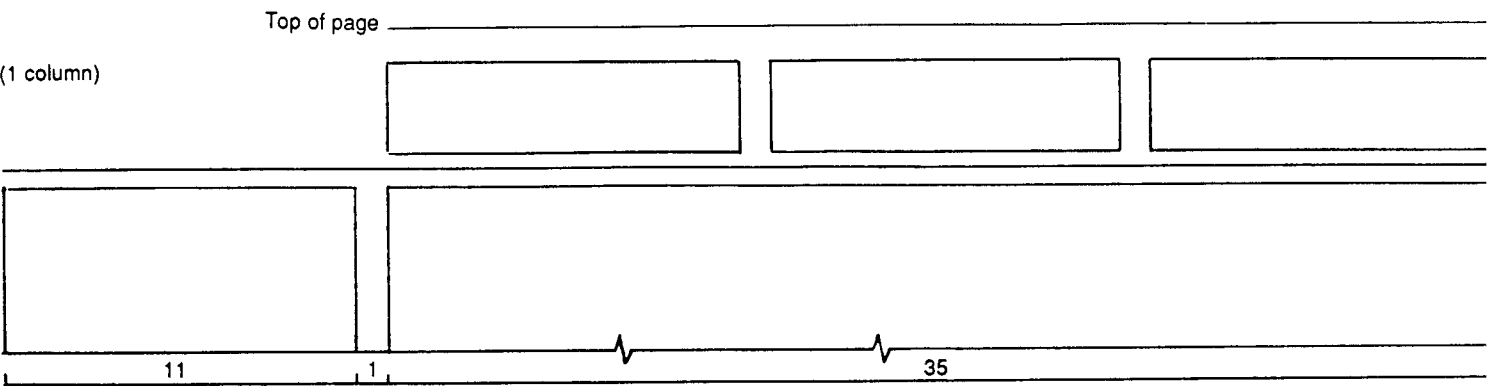
18 1/2 — 1 Column Grid

1 1/2

1

2

5⅝" x 8¾" — Placement Of Cover Elements

United States
Environmental Protection
Agency

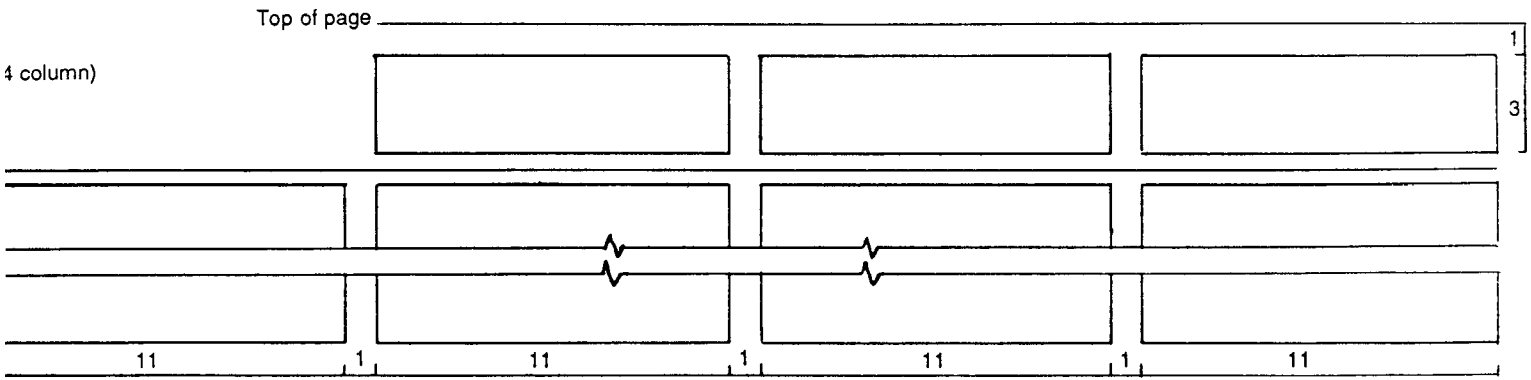Number
Date

Office or Region (Mail Code)

♺EPA

Title

Sub-title

5⅝" x 8¾" — Layout Grids

9 1/2 — 3 Column Grid

14 1/2 — 2 Column Grid

20 — 1 Column Grid with Title Column

1 1/2   1   1 1/2   2

8½" x 11" — Layout Grids

All grids in this format begin 2 1/2 picas from the left side of the page

Top of page

(1 column)

| 11 | 1 | 35 |

Top of page

(2 column)

| 23 | 1 | 23 |

Top of page

(1+2 column)

| 11 | 1 | 17 | 1 | 17 |

All grids in this format end 3 picas from the bottom edge of the page

Top of page

(3 column)

| 15 | 1 | 15 | 1 | 15 |

1
3

Top of page

4 column)

| 11 | 1 | 11 | 1 | 11 | 1 | 11 |

1
3
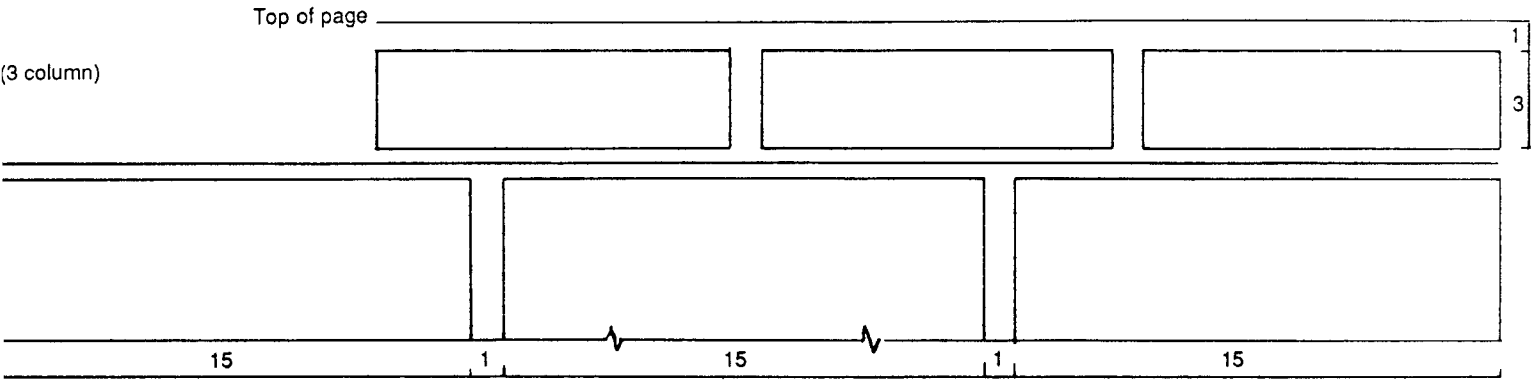
8½"x 11" — Placement Of Cover Elements

| United States Environmental Protection Agency | Office [AA] or Region (Mail Code) | Publication Number Date |

&EPA

Main Title

Subtitle

| United States Environmental Protection Agency | Office [AA] or Region (Mail Code) | Publication Number Date |

&EPA

Category or Series Title

Draft

Title

EPA Requirements

Disclaimers

As a general rule, disclaimers are not required for publications in which EPA is informing the public or indicating environmentally preferable procedures. Both OCEPA and the Office of General Counsel strongly discourage statements that attempt to absolve EPA of any responsibility for the "usefulness" of a publication.

In documents, such as conference proceedings, that include articles by non-EPA individuals expressing their own opinions, a disclaimer such as the following should appear.

The material in this document has been subject to Agency technical and policy review and approved for publication as an EPA report. The views expressed by individual authors, however, are their own and do not necessarily reflect those of the U.S. Environmental Protection Agency.

All draft documents require a disclaimer. That disclaimer should state that the document is in draft, should not be quoted or cited, and has not been subject to required EPA policy and/or technical reviews. In addition, the disclaimer should indicate when the report is scheduled to be released in final, official form.

For technical and scientific articles which are based on EPA-supported work and published in professionally peer-reviewed (refereed) journals, a statement should be prominently displayed that the work on which the article is based was "supported in whole, or in part, by the U.S. Environmental Protection Agency under contract/grant/cooperative agreement/inter-agency agreement number _____."

In those rare instances where a document cannot be brought up to Agency standards and yet is in final form, an explanatory disclaimer is called for. It should state that the document had been subject to Agency technical and policy review but failed to meet Agency standards for publication as an EPA document. In addition, some explanation for the shortcomings must be included. The explanation should discuss the technical shortcomings (e.g., the monitoring equipment was improperly calibrated) rather than procedural issues (e.g., the grant, or grantee, expired.)

For material produced for independent publication by an employee on his or her own time and using no EPA resources, no disclaimer is necessary unless that employee's relationship to EPA is mentioned. In the latter case, a disclaimer should state that the views expressed are those of the author(s) and do not necessarily reflect those of EPA.

In all cases where particular companies, trade or service names, product names, or other commercial references are cited, a disclaimer such as the following is essential.

Mention of trade names, products, or services does not convey, and should not be interpreted as conveying, official EPA approval, endorsement, or recommendation.

Mailing Publications

The Agency and the Postal Service have rules governing addresses, labels, self-mailers, use of the EPA mailing permit, and method of paying for postage.

When space and format allow, the Editorial Services Division's layout artists can set up a publication so that it may be mailed without being placed in an envelope.

Each piece of mail must have a complete and current address. The last line of all United States addresses should include the city, state, and zip code. If possible, use the new zip + 4 code. For all foreign items, the country should be the last line of the address. The address label should be typed or printed by a computer and not hand written.

EPA Requirements

To eliminate the need for the Post Office to cancel and postmark mail, and to achieve other efficiencies, EPA now uses the postage meter system. All metered mail pieces must have a complete return address in the upper left corner along with the words "Official Business, Penalty for Private Use $300."

For the return address, the Agency must be listed on the first line, followed by a complete address including the zip code. With one exception, all mail leaving the Agency will be stamped via a postage meter in the EPA mail room.

The exception is the mailing permit imprint that allows the mailing to be taken directly to the Post Office with EPA's mailing permit number already imprinted. The self-mailer does not need to be individually stamped. Permit (bulk) mailings must contain at least 200 pieces of identical size and weight or weigh at least 50 pounds. If fewer copies of publications with self-mailers are sent to the mail room, the mail handlers will have to overlay the imprints with metered stamps. If a contractor or anyone else puts permit-printed publications in the mail, the Postal Service will not deliver them.

The format of the permit imprint should be cleared through the headquarters Mail Management Staff (PM-215, 202 260-2040) prior to printing.

A contractor may mail on behalf of the Agency. If the Agency is paying for the postage, the contractor must be authorized by the Mail Management Staff to deliver it to the Post Office. Mail Management will also work with the contractor to assure that all Agency and Postal regulations are met.

The mailer must provide documentation of the postal expenditure after the mailing has been accepted by the Post Office.

Mail Management charges programs for the cost of postage for large mailings. This is done by using Miscellaneous Obligation Document, EPA Form 2550-10.

In deciding the class of mail to be used, bear in mind that the longer the item is in transit, the lower the cost of the postage. The class of mail should be displayed on the envelope or self-mailer.

For more detailed information, refer to EPA Mail Management Manual #4821 available from the headquarters Distribution Unit (PM-215).

Funding

When planning the funding of publications or audiovisual products, it is often important to know the appropriation category of the funds that are to be used.

The production of publications, TV public service announcements, photographs, etc., are deemed management and administration support items and are recorded in EPA's finance system as Salaries and Expenses appropriation expenditures. Therefore, whenever funds are transferred to OCEPA to cover such costs, **Salaries and Expenses accounting data must be used.**

Any questions concerning resource usage or reimbursement should be directed to The Director, Office of Executive Support, Office of the Administrator.

Printing Regulations

Unless otherwise indicated, all citations in this section are from *Government Printing and Binding Regulations*, published by the Joint Committee on Printing of the United States Congress.

Printing Defined

"The term 'printing' ... shall be construed to include and apply to the processes of composition [which includes "electronic character generating devices"] platemaking, presswork, binding, and microform." Printing does not include "duplicating" (i.e., photocopying) less than "5000 production units of any one page" and less than "25,000 production units in the aggregate of multiple pages."

Desk-top publishing (DTP) systems (and even word-processors) *are* included under the term "composition." GPO is has long been considering new regulations to cover such systems. Until such decisions are made, control of DTP systems has been left in the hands of each agency's print shop. At the moment, EPA Printing Management is not involved in controlling the use of DTP systems unless they lead to violations of other printing regulations. For assistance in using DTP systems to produce program-specific publications (newsletters, leaflets, etc.), consult the Editorial Services Division of OCEPA.

Who May Print

"All printing, binding, and blank-book work [tablets and such] for ... every executive department [EPA] shall be done at the Government Printing Office, except ... with the approval of the Joint Committee on Printing." This means that, unless there is prior, specific approval from Congress, the publication must be printed through GPO. EPA's Printing Management office is considered an extension of GPO.

Not Contractors Or Grantees

[35-1] "The inclusion of printing within contracts ... is prohibited unless authorized by the Joint Committee on Printing."

[36-1] "The inclusion of printing within grants is prohibited unless authorized by the JCP."

[From Public Law 101-163, section 308] No funds "may be obligated or expended by any entity of the executive branch for the procurement from commercial sources of any printing."

[From a letter dated January 25, 1990, from Senator Wendell H. Ford, Chairman of the Joint Committee on Printing] "These provisions [in Public Law 101-163] also apply to any typesetting or other printing services (including desk-top publishing services) that may be offered by graphic-design contractors or any other service/support contractors."

Penalties For Violations

Any federal employee who circumvents these regulations by having a commercial shop print a document, either directly or through a contractor or grantee, or who approves of such an action, will have committed an illegal act and can be subject to civil and criminal statutes under Titles 18 and 31 of the U.S. Code pertaining to money and finance laws. In addition, such violations risk bringing sanctions onto the Agency that would severely hamper the publishing process for everyone.

Mailing-List Validation

"All departments shall make necessary revisions to their mailing lists at least once each year in order to eliminate waste in government funds caused by publications being improperly addressed or mailed to persons no longer desiring them. This method of revision shall require that persons receiving publications indicate that they wish to continue receiving the publication. Failure to reply to a mailing-list revision request shall require the elimination of the addressee from the mailing list unless it is necessary in the conduct of official business to continue mailing publications to the addressee." [Section 31]

Printing Regulations

Bylines

Section 16-1 of the *Printing And Binding Regulations* states:

The printing of Government employees' bylines in Government publications shall be confined to the authors of the articles appearing therein, and to the photographers who have originated the pictures contained therein.

The term "byline" refers to any name listed for credit as opposed to employee names that might be integral to the text itself. The term "author" can be legitimately applied only to an individual who has conceived of, who created, and who can be held responsible for a text or section of text. The term "author" cannot be stretched to cover supervisors, managers, advisors, and other such "contributors."

Contractor/Grantee Names

If a report is generated by a contractor or grantee and published as such without Agency endorsement, then the contractor/grantee's authorship should be recognized and a proper disclaimer included on the title page. Otherwise, all public-oriented materials should be issued in the name of the Agency and the authorship should not be confused by listing contractor/grantee names. This approach is also consistent with provision 13 of the *Printing and Binding Regulations*, which disallows the printing of "material which implies in any manner that the government endorses or favors any specific commercial product, commodity, or service." If it seems appropriate, the contract or grant number may be unobtrusively cited.

The work of grantees may be acknowledged if their association with a publication is important to its acceptability, image, or distribution.

Recycled Printing Paper

Under the Resource Conservation and Recovery Act, section 6002, Part 250 (*Guideline for Federal Procurement of Paper and Paper Products Containing Recovered Materials*) federal agencies are required to use paper containing at least 50-percent recycled wastepaper for printing publications of all kinds. Litho-coated (glossy) paper is not used due to its extra cost and limited recyclability.

All EPA publications should not only be printed on recycled paper, but should display the phrase "Printed on Recycled Paper" on the lower right-hand corner of the front cover.

Use Of Color

Section 18-2 of GPO's *Printing and Binding Regulations* cites the following categories of multicolor printing as having "demonstrable value" to the government.

"(a) Maps and technical diagrams where additional color is necessary for clarity.

"(b) Object identification (medical specimens, diseases, plants, flags, uniforms, etc.)

"(c) Safety programs, fire prevention, savings bonds programs, and competitive areas of personnel recruiting.

"(d) Areas wherein clearly identifiable savings in costs can be soundly predicated on multicolor use.

"(e) Printing for programs required by law, whose relative success or failure is in direct ratio to the degree of public response, and where that response can be logically attributable to the number of colors planned and the manner in which they are proposed to be used.

"(f) Color for promotional or motivational purposes such as programs concerning public health, safety, and consumer benefits; or to encourage utilization of government facilities such as programs for Social Security, Medicare, and certain areas of need for veterans...."

As examples that do not qualify for the use of government printing funds, the Joint Committee on Printing cites printed items:

"(a) Wherein additional color is used primarily for decorative effect.

"(b) Where additional color is used in lieu of effective layout and design.

"(c) Where additional color is used excessively. (Three when two will suffice, etc.)

"(d) Where the inclusion of multicolor does not reflect careful, competent advance planning that recognizes the contribution the use of color is expected to make to the ultimate end-purpose."

In line with these federal regulations, the use of color in EPA publications shall be carefully limited. As a rule of thumb, if a publication's audience is seeking the information contained within, and needs no further motivation to obtain the publication, then only one color is called for (unless additional color is needed for clarity, identification, or efficiency). If a publication's audience is likely to be receptive to the information but unlikely to seek it out, then two or more colors could be appropriate; especially if the document concerns "public health" or "consumer" issues.

This "rule-of-thumb" is not official policy and should not be relied on without confirmation from EPA's Printing Management office. The wisest course is to send a written justification to the Agency Printing Officer before funds are committed

for designing a publication in more than one color. Justifications are most effective if brief and based on the GPO criteria cited above.

Good looks and effectiveness need not be sacrificed on the basis of these rules. There is much that can be done by competent designers to create top-quality publications using one or two colors.

Illustrations, Etc.

Photographs, line drawings, and other graphic illustrations are limited by the Joint Committee on Printing to those that are related to the subject matter of the publication, in the public interest, and "restricted to the minimum size necessary to accomplish their purpose."

Employee Photos

Illustrations depicting federal employees must show them "actually engaged in an act or service related to their official duties." Furthermore, no illustration shall "serve to aggrandize any individual." Therefore, unless a publication is specifically designed to highlight employees (such as an awards ceremony program), "mug shots" of AAs, Division Directors, Branch Chiefs, and other employees shall not be included in publications.

Printing Regulations

Guidelines

Despite the restrictions cited above, the use of illustrations to enhance the communication of information in publications is encouraged. The following guidance should prove beneficial.

- When employing one or two colors, photographs—especially photographs of people—look best if printed in black ink.

- When using four colors, special colors (such as for rules or display type) must be specified as proportions of process inks; specifying with a system number will force a fifth press run.

- Keep illustrations as simple and uncluttered as possible, and use double care in proofing them.

And don't forget to contact the Editorial Services Division of OCEPA for professional assistance in design and aquisition of illustrations for your publication.

1. PURPOSE: This Order establishes policy and procedural requirements for the review of material published or issued by the Environmental Protection Agency. The EPA Publications Review Procedure is established to:

a. Assure that materials published or issued by EPA, including materials made available through the National Technical Information Service, have been developed using methodology which will achieve high quality results;

b. Clarify EPA responsibilities for information published or issued in the name of the Agency;

c. Provide for the expeditious approval of publications before their public release; and

d. Identify, for external reporting requirements, all periodicals, pamphlets, and audio-visual products produced by EPA.

2. POLICY AND PROCEDURES: The Assistant Administrators, General Counsel, Inspector General, Associate Administrators, Regional Administrators, and the Administrator's Staff Office Directors are the responsible officials for the substance, form, and policy implications of all materials originated in their respective offices. These officials must establish internal review procedures and controls to assure the high quality of their publications and issuances. Each official or his designee must indicate concurrence in the publication or issuance of all materials by signing the appropriate block on EPA Form No. 2340-1. This concurrence includes a certification that such materials have been adequately reviewed.

Such materials submitted by EPA contractors and assistance recipients shall be processed, respectively, in accordance with the pertinent contract clause or the assistance regulation at 40 CFR 30.518.

3. DOCUMENTS SUBJECT TO.REVIEW BY HEADQUARTERS OFFICE OF EXTERNAL AFFAIRS: The responsible officials listed above shall forward to the Office of External Affairs for final publication approval:

a. Any material that has policy implications; and

b. Any periodical as defined by OMB Circular A-3 or other item required to be reported to the Office of Management and Budget.

c. Any periodical, pamphlet, or audio-visual product as defined in OMB Bulletin 81-16 or its successors.

4. MATERIALS SUBJECT TO THE PROCEDURES: Materials published or issued in the name of the United States Environmental Protection Agency, audio-visual as well as printed materials, whether originated by EPA employees, contractors, assistance recipients, or consultants, are subject to the EPA Publication Review Procedure except:

a. Congressional testimony;

b. Verbatim testimony from hearings;

c. Advance Notices of Proposed Rulemaking (ANPRMs), proposed or final regulations subject to a formal comment period;

d. Press releases approved by the Office of Public Affairs or a counterpart organization within a Regional office or laboratory;

e. Legal opinion, briefs, and memoranda, including initial, final, or other decisions in quasi-judicial administrative proceedings;

f. Federal Register Notices;

g. Notices of Public Hearings;

h. Requests for Proposal (RFPs);

i. Articles by EPA employees and assistance recipients submitted for publications to refereed scientific journals which include a statement indicating that the article does not reflect the official views of EPA;

j. Criteria Documents and other similar documents subject to a formal public comment period or review by the Science Advisory Board or the Science Advisory Panel;

k. Advisory Committee statements and reports;

l. Materials generated on an employee's own time using private facilities;

m. Internal policy statements, memoranda, and Directives;

n. Official Agency correspondence;

o. Publications of the Office of the Inspector General;

p. Such other materials as are deemed appropriate for exclusion by the Office of External Affairs.

Howard M. Messner   June 4, 1984
Assistant Administrator, OARM