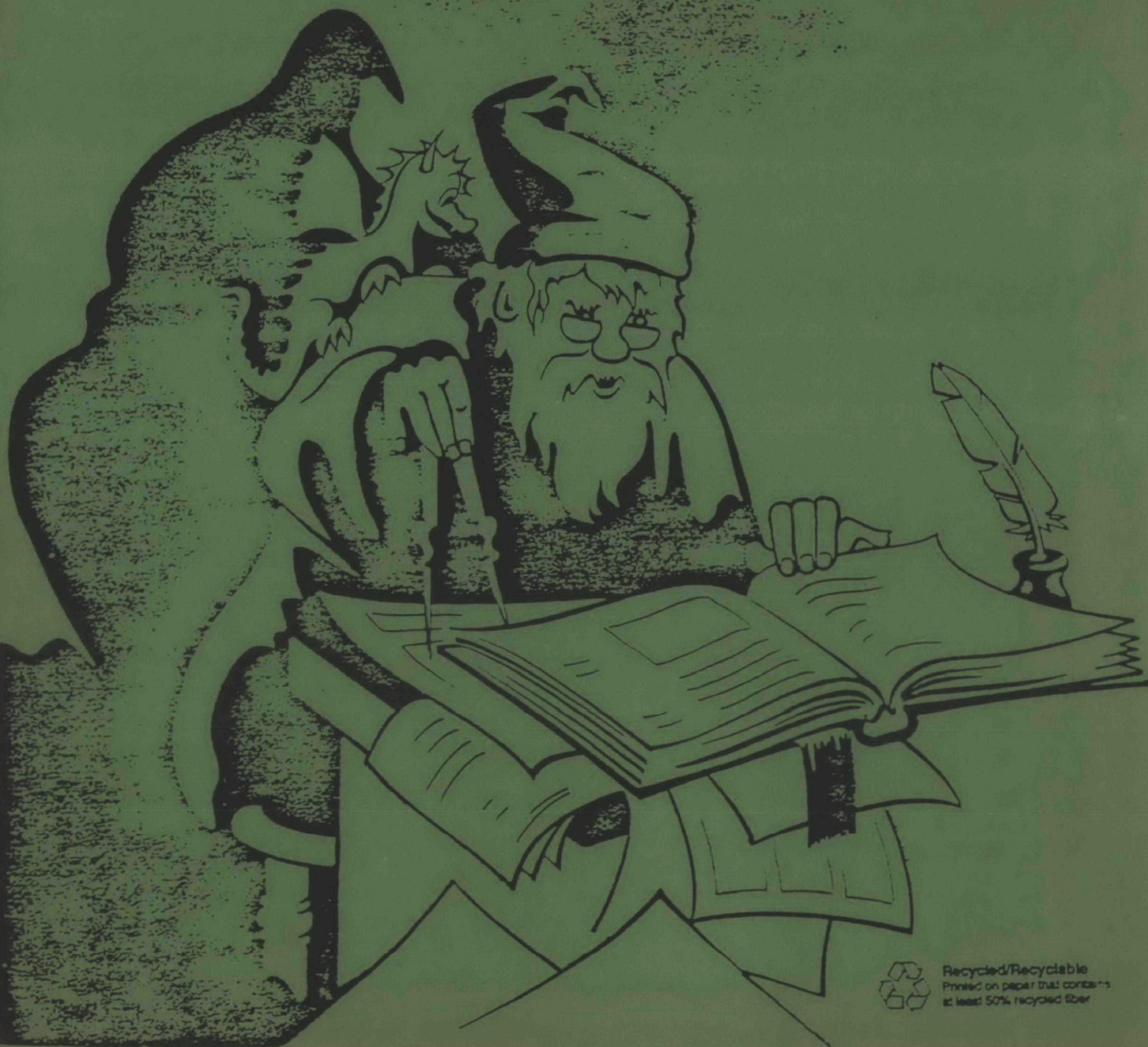


# Publication Management

## A Guide To Processes, Standards, And Style



Recycled/Recyclable  
Printed on paper that contains  
at least 50% recycled fiber

## Whom To Call

To Get A Publication Number—EPIC . . . . . 513 569-7980

To Obtain Forms

    Product Review . . . . . 202 260-5590

    Inventory . . . . . 202 260-4371

To Order A Publication—PIC . . . . . 202 260-2080

Editorial Services Division, OCEPA . . . . . 202 260-4359

Communications Planning Division, OCEPA . . . 202 260-5590

Print Shop—Headquarters . . . . . 202 260-2125

C.E.R.I. (technical documents) . . . . . 513 684-7369

Mail Management Staff . . . . . 202 260-2040

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# **Publication Management**

A Guide To Processes,  
Standards, And Style

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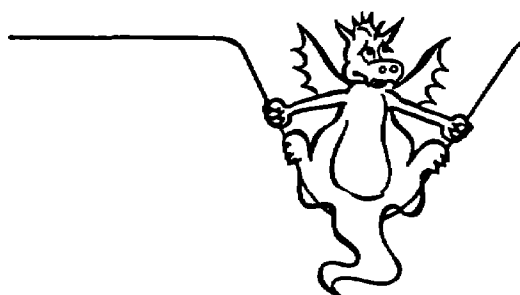
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## Introduction

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

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### 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

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1. Decide on form, message, audience, and desired impact.
  2. 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).
  3. Sometime between steps 2 and 7, get a number for the publication by calling EPIC at 513 569-7980.
  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. Fill out the *Public-Information-Product Inventory* form (2200-5) and send to the Publication Review Coordinator, Editorial Services Division (A-107). Forms are available from EPIC (513 569-7980) and in limited quantities from the PRC (202 260-4371). Submitting this form eliminates the need to fill out a *Notification Of Intent To Publish* form.
  8. Design a format that makes sense for the message, the audience, the distribution method, and your budget.
  9. Illustrate with photographs and artwork that communicate clearly and please the eye.
  10. Typeset for economy and readability.
  11. Create a layout that aesthetically fills the pages.
  12. Proof the assembled mechanicals.
  13. Circulate for review by all concerned parties (see product-review guidebook).
  14. Compile lists for distribution.
  15. Document that all reviews and approvals have been completed.
  16. Complete form 2340-1, *Publication Review Record And Printing Request* (available from Printing Management Section in room G100D). Editorial Division signature is required to authorize any variance from the Graphic Standards System.
  17. Deliver the camera copy, form 2340-1, and the blue part of an accepted form 2200-5 to EPA Printing Management.
  18. Announce the publication's availability and market as appropriate.
  19. Monitor response and distribution to evaluate usefulness and predict need for reprints.
-



## Publishing Terminology

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### 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: typesetters, 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

**A**n 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

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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) compiles a computer database and prints an annual catalog of all technical publications it produces. All other EPA publications (that is, all non-CERI publications) plus all audio-visual and other types of public-information products, are recorded for cataloging using the Public-Information-Product Inventory form—EPA form 2200-5.

When an Inventory form (for a publication) is processed, a GPO form 3868 (Notification Of Intent To Publish) is automatically created and forwarded to the Government Printing Office, thus eliminating the need for the originator to fill out this form. Since the 3868 is required by GPO at least 30 days prior to printing, publication originators should complete and submit the Inventory form as

soon as all the requested information can be assembled. Publication originators should also be aware that EPA's Printing Control Officers will not accept a job without evidence of an accepted Inventory form.

The Inventory 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. The forms are then forwarded to EPIC (the Environmental Publications and Information Center) in Cincinnati for inclusion in the Master Inventory System and creation of the GPO 3868 forms.

The Master Inventory System is a database of more than 30,000 entries that provides for entering orders, determining quantities in stock, and using key words to search for documents. In the not-too-distant future, staff throughout the Agency will be able to access the System—and complete Inventory forms—directly via computer.

A sample Public-Information-Product Inventory form along with a line-by-line explanation appears on pages 10 and 11. Your Product Review Officer can obtain copies from EPIC. Small quantities may be

picked up from the Publication Review Coordinator (260-4371).

## 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.

All printing is initiated using EPA form 2340-1, Publication Review Record And Printing Request. An annotated sample of this form can be found on pages 12 and 13. These forms are available from Printing Management (room G100D) and from the Supply Store.

The EPA numbering system is maintained by EPIC.

To obtain a publication number call

513 569-7980

## Processes And Forms

### 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

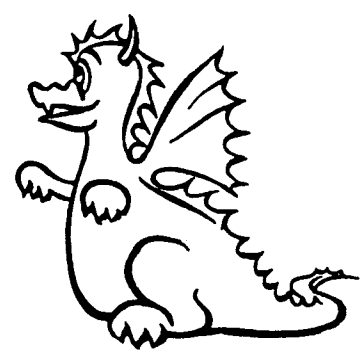
Type Codes in Alphabetical Order

- 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)



## Processes And Forms

### The Public-Information-Product Inventory Form—2200-5

#### Line-By-Line Guidance

**1. TITLE**—Short and simple is best with a key word as close to the start as feasible. For further guidance, see the section on Titles under "Writing Style."

**2. NUMBER**—Numbers for all EPA information products are assigned by the manager of the EPA Publications and Information Center in Cincinnati, Ohio. To obtain a number, call 513 569-7980. See page 8 for details on the numbering system.

**3. FORMAT**—Use one of the terms listed here if applicable. If none seem to fit, call 260-6642 for assistance. In any event, avoid using a description of the content, i.e., "fact sheet," or "draft."

**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 (see "booklet").

**Booklet:** Any number of bound sheets with a separate cover (one 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:** 35mm transparencies.

**Vu-Graphs:** Overhead transparencies.

**Videotape**                      **Audiotape**

**Film**                              **Microfilm**

**Floppy Disk**                      **Microfiche**

**CD-I**                                **Exhibit**

**CD-ROM**

**4. SERIES**—Indicate here if the product is one of several under an overall title or category, such as "Tech Facts," or "public-service announcement."

**5 - 8. Self-explanatory.**

**9. CONTRACTORS/GRANTEES**—If a contractor or grantee was, is, or will be involved in the research (editorial,

not scientific research), writing, editing, design, or other preparation of the product, list the company or organization's name, the EPA contract/grant number, and the amount of money spent or allotted.

**10. SOURCE**—The box(es) checked here will tell catalog readers where to obtain your product. If proper source isn't listed, give details in item 20.

**11.** Number of individual units to be produced. For exhibits, indicate expected number of showings per year and number of years of usefulness (i.e. 5/2).

**12. COLORS**—Do not include the color of the paper stock. For example, black ink on blue paper is a one-color process.

**13. SIZE**—For publications, this is the dimensions of the folded product. For leaflets, size typically will be 4" x 9". Pamphlets and booklets may be 4" x 9", 5½" x 8¾", or 8½" x 11".

For videotapes, this is the type: VHS, ¾", 1", etc.

For audiotapes this is cassette, reel, etc.

For film, this is 16mm, 8mm, etc.

For computer disks, 3½" or 5¼".

For an exhibit, this is either table-top or free-standing

**14. LENGTH**—For publications, this is the number of printed pages, not including any separate cover. If the publication will be but is not yet typeset, the number of pages can be roughly estimated on the basis of one double-spaced page (25 lines) of typewritten text (pica type) being equal to approximately:

One-third of a page in an 8½ x 11" publication.

Two-thirds of a page in a 5½" x 8¾" publication.

Three-quarters of a page in a 4" x 9" publication.

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.

**15. AUDIENCE**—Describe 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*).

**16. PROMOTION**—List quantities, audiences, and timing for flyers, press releases, announcements, advertisements (where? in what?), review copies (to whom?), or other marketing activities planned for the product. [This information is necessary to complete GPO form 3868—Notification Of Intent To Publish.] For many EPA documents, the response will be "none."

**17. DESCRIPTION**—A concise paragraph that clearly gives the catalog reader enough information to decide whether to order or seek out the product.

**18. KEY WORDS**—These terms will be used to locate your product in the Agency's electronic databases and library files and indexes. Careful thought in their selection is crucial to the effectiveness of your product. In general, concentrate on terms that distinguish and specify; avoid commonalities, such as "environment" and "report."

**19. CERTIFICATION**—The Product Review Officer is the person in each program office who has been designated by the AA/RA to handle the EPA Product-Review process. If you are unsure who this is in your program, call your AA/RA's secretary or the OCEPA Communications Planning Division at 260-4361.

**20. COMMENTS**—Use this space for overflow information from items 9, 10, and 16; or to flag special characteristics or considerations.

# PUBLIC-INFORMATION-PRODUCT INVENTORY

Print neatly and firmly to ensure all copies are legible.  
Guidance in completing this form is given on the reverse side.

1. Title		2. EPA Product Number	
		3. Format	
4. Series		5. Date Submitted [mo -day-yr.]	
6. Publication Date [mo -yr.]		7c. Telephone	
7a. Contact Name		7b. Mail Code	
8. Issuance <input type="checkbox"/> Initial <input type="checkbox"/> Periodical— Frequency will be _____ issues per _____ <input type="checkbox"/> Reprint— Date last printed _____ <input type="checkbox"/> Revision of existing document— Title _____ Number: _____			
9. Contractors ID No. _____ Amount \$ _____ Name _____		10. Source <input type="checkbox"/> Public Information Center <input type="checkbox"/> Program <input type="checkbox"/> EPIC—Cincinnati <input type="checkbox"/> → 20 <input type="checkbox"/> National Technical Information Service	
11. Quantity	12. No of Ink Colors Cover      Text	13. Size	14. Length
15. Audience			
16. Promotion			
17. Catalog Description (topics covered and points made)			
18. Key Words (for indexes and databases) (no more than 12)  _____ _____ _____			
19. Product-Review Officer's Certification—The concept of this material and the expenditure of resources for its production are approved by Program/Regional management, and the OCEPA Communications Planning Division has been notified in ample time for comment. It will be produced in accordance with all applicable and pertinent Agency and federal rules and regulations (including those given in the OCEPA <i>Publication Management</i> guidebook). Two copies of all non-technical publications will be sent to the Editorial Services Division of OCEPA upon completion. One copy of video/audio products will be sent to the Multi-Media Services Division of OCEPA upon completion.  <div style="display: flex; justify-content: space-between;"> <span>_____</span> <span>_____</span> <span>_____</span> </div> <div style="display: flex; justify-content: space-between;"> <span>Name (printed)</span> <span>Date</span> <span>Signature</span> </div>			
20. Comments			

ORIGINATOR: Keep bottom copy, send rest to: PRC, Editorial Services Div., OCEPA (A-107), U.S.EPA, Wash., DC 20460

For OCEPA Use Only:   Received _____  _____ Accepted and forwarded to EPIC	For EPIC Use Only:
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## Processes And Forms

### Publication Review Record And Printing Request—2340-1

#### Line-By-Line Guidance

**1 - 5.** (self explanatory)

**6.** Overtime can as much as triple the printing cost.

**7.** Due to the auction/contract process at GPO, printing times are impossible to predict accurately. It is wise to allow six weeks for printing, yet jobs are sometimes completed in one week or less. Faster service can often be obtained at additional cost.

**8 - 13.** In almost all cases, these items are left blank, as composition is completed prior to submitting the job to GPO.

**14.** (a) "Camera Copy" refers to the quantity of physically separate boards or pages of mechanicals.

(b) "Negatives" are rarely involved, except with reprints.

(c) "Overlays" do not include tissues covering the mechanicals, only sheets of plastic with parts of illustrations.

(d) Count only illustrations that are not part of the mechanicals. Normal photographs are "half-tones."

**15.** An 11" x 17" sheet folded once to make four standard letter-sized pages would be described as 8-½" x 11".

**16.** Almost always "Head to Head."

**17.** If it's not a form, leave this unmarked.

**18, 19, & 22.** Paper "Grade" is an indication of a paper's strength and finish. "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, such as PMS-228, 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." [Note for the curious: PMS-228 is the Pantone Matching System number for a dark plum-red.]

**20.** Normally left blank.

**21.** A "Self" cover is made of the same paper as the rest of the publication.

**23 & 24.** (Self explanatory, but rarely used)

**25.** If the printer is being requested to send various quantities to different addresses, attach a clear and accurate list.

**26.** Most pamphlets and booklets are "saddle-stitched"—with staples; thicker publications are often "perfect bound"—with glue.

**28, 29, 31, & 32.** Unneeded if the job will be printed in-house, but necessary for printing through GPO.

**30.** Usually the program office or the Product Review Officer for the program.

**33.** Usually none.

**34.** If there are only a few destinations, list them here.

**35.** According to the program's procedures. (See "Reviewing" on page 6.)

**36.** Each program and region should have two persons (usually the Product Review Officer and alternate) authorized to sign in place of the AA/RA.

**37.** These boxes refer to provisions in OMB Circular A-3, *Government Publications* (May 1985). A-3 is being replaced by an expanded Circular A-130. Under A-130, OMB requires agencies to maintain and implement planning, management, and record-keeping systems for "all information products." Until this form has been revised, check the second box for all publications not specifically excepted by EPA Order 2200.4A.

**38.** The blue copy of the Inventory form, signed by OCEPA's Product Review Coordinator, must accompany the Printing form and takes the place of a signature in line 38a. Exception: the signature of the Director or Deputy Director of the Editorial Services Division is required here to authorize any variance from the Graphic Standards System.



## Writing Style

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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

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## Titles

For clarity, consistency, and in view of the needs of bibliographic databases, 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 populace" but "a 40-percent reduction "

The pronouns "we," "us," and "our" should only be used to designate 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. Example: "*Leaking underground storage tank regulation implementation plan*" would be considerably easier to grasp if written "*A plan to implement regulations covering underground storage tanks that leak.*"

## Specific Terms

EPA, not *the* EPA. Also, do not spell out "Environmental Protection Agency" 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 preposition.

## Commonly Misused Words

Despite the leniency of some dictionaries, 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 parenthetical modifier telling something about the subject that is not absolutely 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 permissible

# Graphic Standards

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## 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, EPAalert, 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:



The signature:



United States  
Environmental Protection  
Agency

Washington DC 20460

### 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"*



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*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", 5½" 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

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## 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

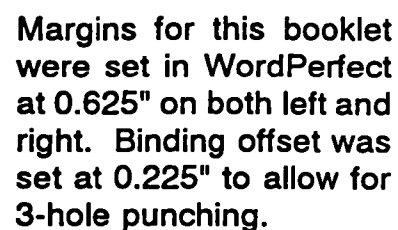
Heads, subheads, captions, and cutlines may simply be set in varying sizes and weights of the body type, or a sans-serif type (preferably *Univers*, but *Helvetica* is acceptable) may be used. *Univers* is also recommended for labeling charts, graphs, and similar illustrations.

## 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




**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.**

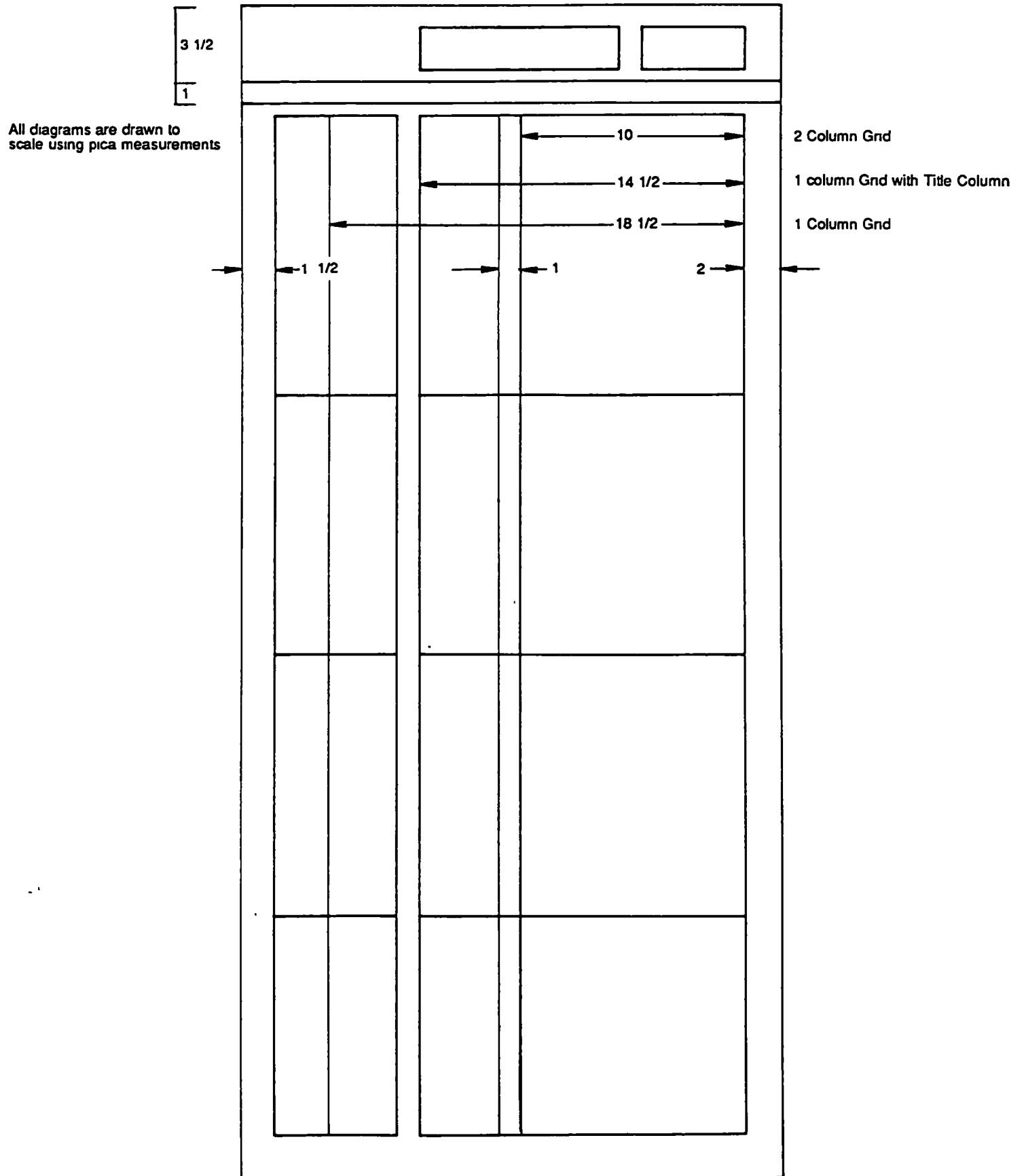
Standard Formats With Recommended Type Sizes												
All dimensions are in inches except for those marked as points. Shift margins as necessary for hole punch and other special bindings.												
Page Dimension	4 x 9			5.62 x 8.75				8.5 x 11				
Number of Columns	1	1+1	2	1	1+1	2	3	1+1	2	2+1	3	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)	
 <b>EPA</b>	<b>Title</b>  <b>Sub-title</b>

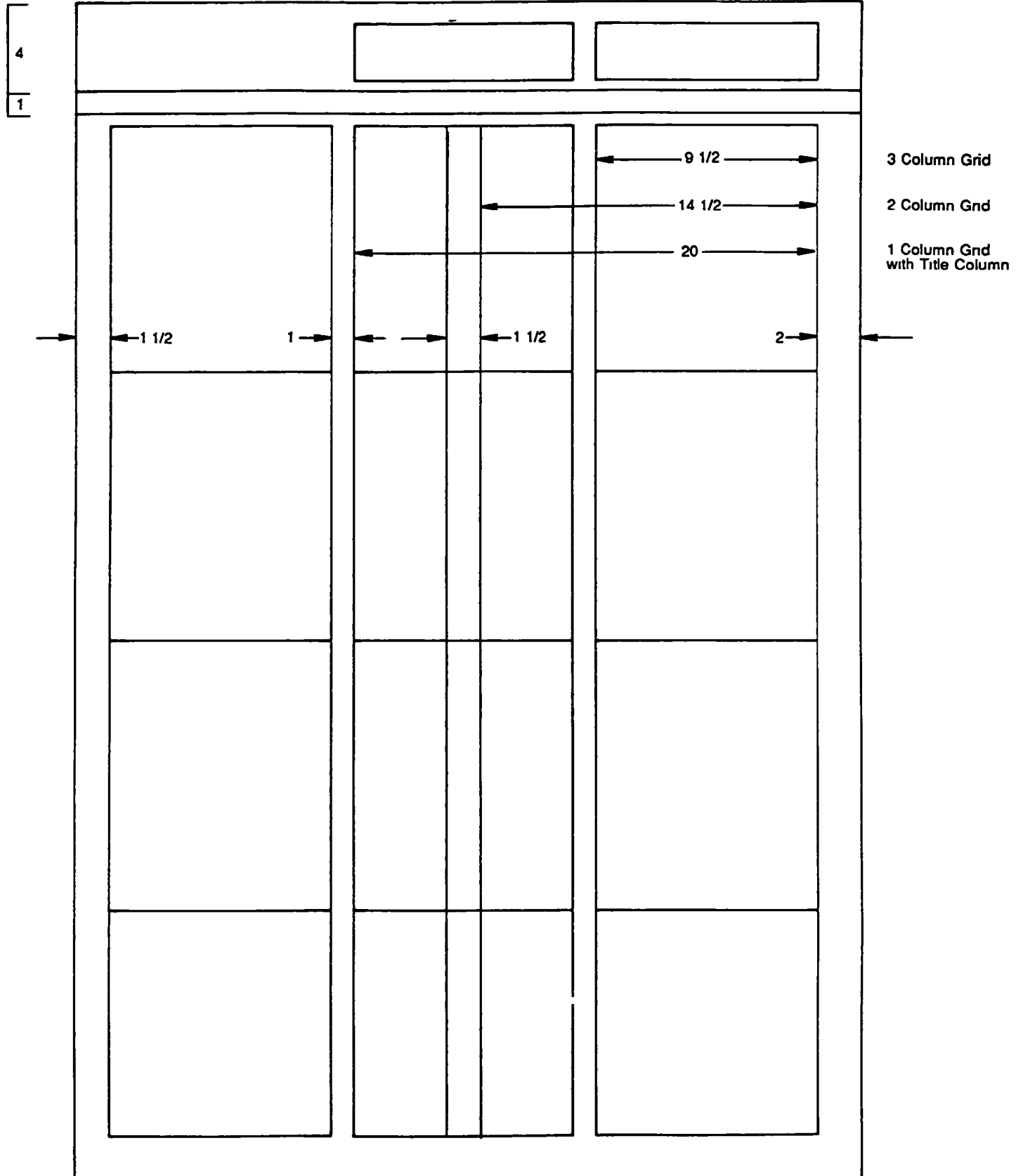
# 4" x 9" — Layout Grids



**5 $\frac{5}{8}$ " x 8 $\frac{3}{4}$ " — Placement Of Cover Elements**

	United States Environmental Protection Agency	Number Date
	Office or Region (Mail Code)	
	<b>Title</b> <b>Sub-title</b>	

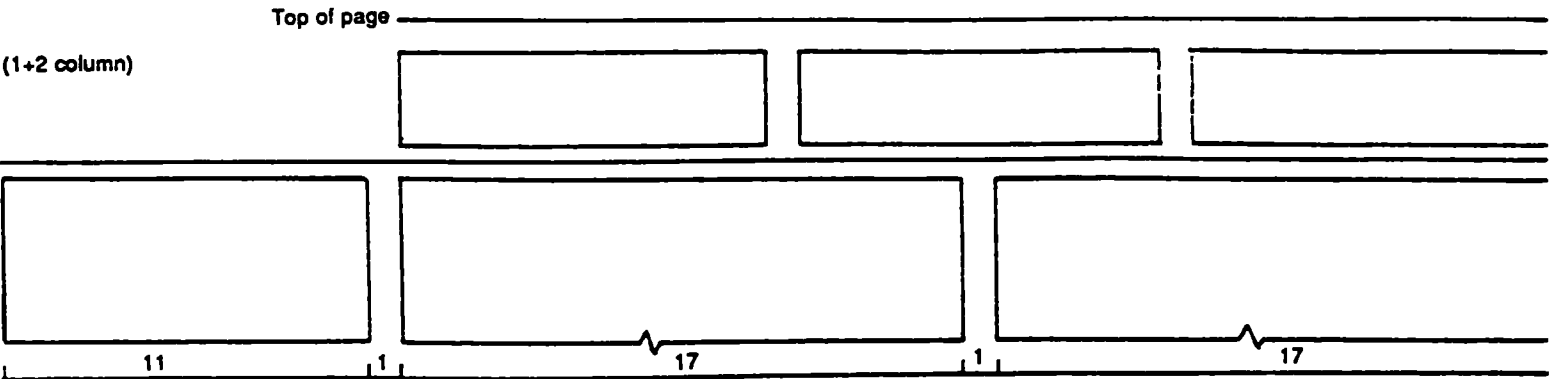
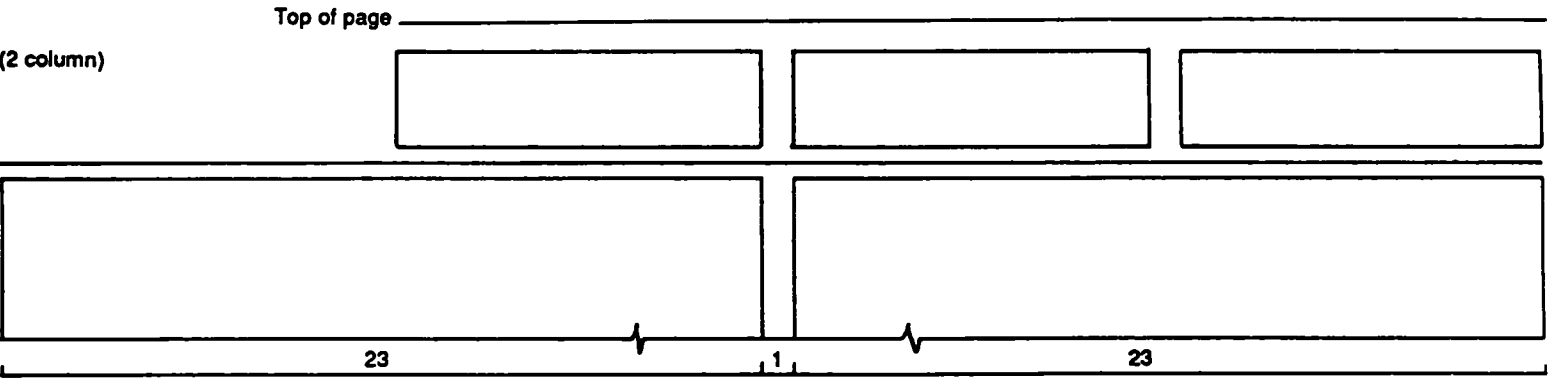
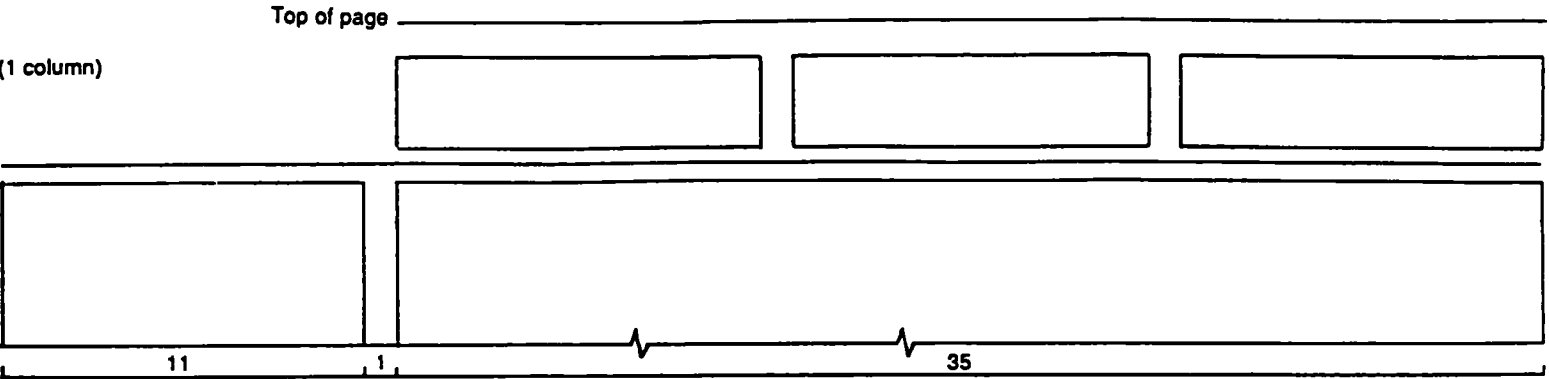
# 5½" x 8¾" — Layout Grids





8½" x 11" — Layout Grids

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



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

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			3
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			3
--	--	--	---

A diagram of a 1D lattice consisting of two horizontal rows of rectangular sites. The top row and bottom row each contain four sites. The sites are connected horizontally by lines. The first, third, and fifth sites (counting from the left) in both rows are labeled '11' below them. The second and fourth sites are labeled '1' below them. The lattice is terminated at both ends by wavy lines, indicating it is part of a larger system.



United States  
Environmental Protection  
Agency

Office [AA] or Region  
(Mail Code)

Publication Number  
Date

---

Main Title

Subtitle



United States  
Environmental Protection  
Agency

Office [AA] or Region  
(Mail Code)

Publication Number  
Date

---

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

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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 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 type-setting 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

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## 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 waste-paper 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.



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## 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

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## 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.



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## EPA Order 2200.4A EPA PUBLICATIONS REVIEW PROCEDURE

**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  
Assistant Administrator, OARM

June 4, 1984