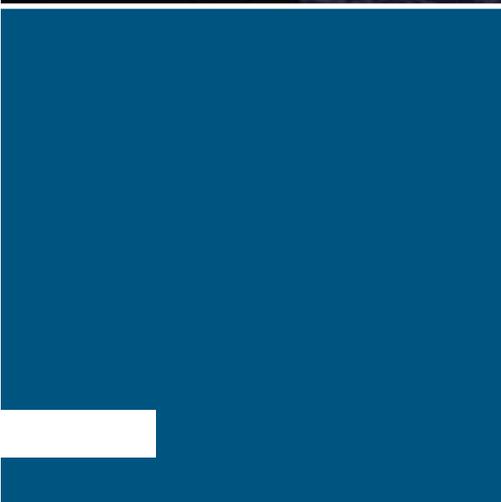




# Visual and Product Standards

## GRAPHICS MANUAL



## **VISUAL AND PRODUCT STANDARDS ADVISORY BOARD**

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<b>Rebecca Calderon</b>	<b>Jonathan Hermann</b>	<b>Donna Vincent Roa</b>
<b>Julie Damon</b>	<b>Andy Miller</b>	<b>Bobbye Smith</b>
<b>Kathy Driver</b>	<b>Jewel Morris</b>	<b>Eric Weber</b>
<b>Thomas Fontaine</b>	<b>Virginia Narsete</b>	<b>Candida West</b>
<b>David Gray</b>	<b>Julian Preston</b>	<b>Richard Wiggins</b>

### **SPECIAL ACKNOWLEDGEMENTS:**

We would like to thank the EPA Office of Public Affairs staff for their input and oversight of the Visual and Product Standards Project. The support has been invaluable.

# Introduction

People around the world recognize and respect the US Environmental Protection Agency name and the work we do to protect human health and the environment. Because of this, the EPA name and signature represent valuable organizational assets.

The Agency's products and communication outputs help multiple internal and external stakeholders understand and connect to the work we do.

High-quality, cost-effective, and technically sound communication products serve an important role in communicating science and research results to decision makers and the general public. Adhering to standards across these communication outputs will help us to:

- Save time and create efficiencies in our processes
- Achieve short-term and long-term cost savings
- Create a recognizable visual style
- Ensure consistency of use and application of a system

This document defines standards and essential guidelines that will help meet these objectives. The easy-to-use system, the pre-designed templates with anchor elements, and the sophisticated and vibrant color palette can support a variety of creative presentations. The new design conveys our identity in a contemporary, professional style that instills pride.

External and internal communication materials standards should be consistent with these guidelines to support an integrated image inside and outside of the organization.

All employees, contractors, and partners are responsible for complying with these identity standards.

If you have any questions regarding these guidelines for print products, please contact Donna Vincent Roa, PhD, ABC, Public Affairs Director, Office of Research and Development, 202-564-0953 or [roa.donna@epa.gov](mailto:roa.donna@epa.gov), for more information.



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# EPA Logo: Usage

The EPA logo and identifier is the primary graphic symbol for internal and external communication. EPA policy does not allow use of office or organizational symbols or logos. They compete and detract from the EPA identity.

New logos or graphic symbols should not be developed. Doing so consumes valuable resources that could be directed toward achieving other Agency objectives. These random identifying symbols or graphic elements create a disjointed image of the Agency and cause stakeholder confusion.

Using these two versions (primary and alternate) of the EPA logo will generate equity in the symbol, assure consistency across products, and maintain a unified image.

The EPA logo must always be reproduced with consistent high quality.

The EPA seal is reserved for official communication, flags, and building signs.

The relationship between the logo and logotype should never be shifted or adjusted. Always use approved artwork when reproducing the EPA identity.

## PREFERRED USE



## ALTERNATE USE



For greatest readability, this presentation of the logo may be used on products that do not have enough space for the logo with text (pens, name badges, lapel pins, lanyards, website banners, etc.).

It may also be used on partnership publications in the presence of other logos. Without the text underneath, the logo should be made the same relative size as the other logos on the page.

## CLEAR SPACE



To ensure high visibility and an uncluttered presentation, always maintain clear space around the EPA logo. To determine the clear space, measure the width of the "E" in the logotype. The clear space will change depending on the size of the signature.

## MINIMUM SIZE



It is important that all part of the EPA identity be readable. For this reason, the EPA logo should not be reproduced at sizes any smaller than those specified here.

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

# EPA Logo: Color Variations

The one-color version of the EPA logo is used on all ORD materials. If a colored background is used, make sure there is enough contrast in value to maintain legibility.

See examples below for approved EPA logo and background color combinations.

## BLACK LOGO

Use the one-color black logo with the following background colors:



The EPA logo can also be PMS 2955 on these backgrounds.

### EXAMPLE:

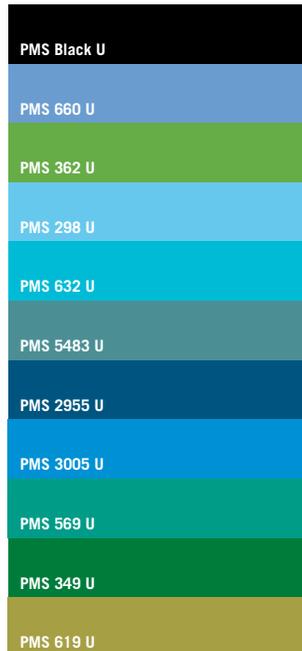


### EXAMPLE:



## WHITE LOGO

Use the one-color white logo with the following background colors:



### EXAMPLE:



## COLOR LOGO

Use the following one-color logos on a white background only.



### PMS BLACK U



### PMS 660 U



### PMS 362 U



### PMS 632 U



### PMS 5483 U



### PMS 3005 U



### PMS 2955 U



### PMS 569 U



### PMS 349 U



### PMS 619 U

# SCIENCE Artwork

The SCIENCE artwork is an essential part of this identity system. The artwork will help Agency scientists and researchers raise awareness of the science contributions to the Agency’s mission.

There are two versions of the SCIENCE artwork for your use—horizontal and vertical.

Document covers should include a version of the SCIENCE artwork. You may include a version of the SCIENCE artwork on back covers for additional emphasis. However, do not mix the styles in one publication.

For products with limited space or those where use of the SCIENCE artwork may affect readability, it may be eliminated.

See pages 45-46 for sample best practice designs using the SCIENCE artwork.

All margins should be no less than 0.5”, and gutters should be no less than .25”.

## HORIZONTAL VERSION

**Typeface:** Times New Roman  
**Template File:** File Name Will Go Here  
**Document Format:** Adobe Illustrator



## VERTICAL VERSION

**Typeface:** Times New Roman  
**Template File:** File Name Will Go Here  
**Document Format:** Adobe Illustrator



## WHITE BACKGROUND

When using a white background, the SCIENCE artwork is a percentage of the same color used for the EPA logo.



You are not limited to the colors shown in these examples. Please refer to the chart below for approved color percentages.

Color	Percentage
PMS 660 U	10%
PMS 362 U	10%
PMS 632 U	10%
PMS 5483 U	10%
PMS 2955 U	8%
PMS 569 U	10%
PMS 349 U	8%
PMS 619 U	10%

## COLOR BACKGROUND

When using a color background, the SCIENCE artwork is a percentage of that same color.



You are not limited to the colors shown in these examples. Please refer to the chart below for approved color percentages.

Color	Percentage
PMS 660	90%
PMS 362	90%
PMS 298	90%
PMS 632	90%
PMS 5483	90%
PMS 2955	88%
PMS 569	90%
PMS 349	88%
PMS 619	88%
PMS 383	88%
PMS 458	82%
PMS 584	82%
PMS Warm Gray 5	82%
PMS 7407	82%

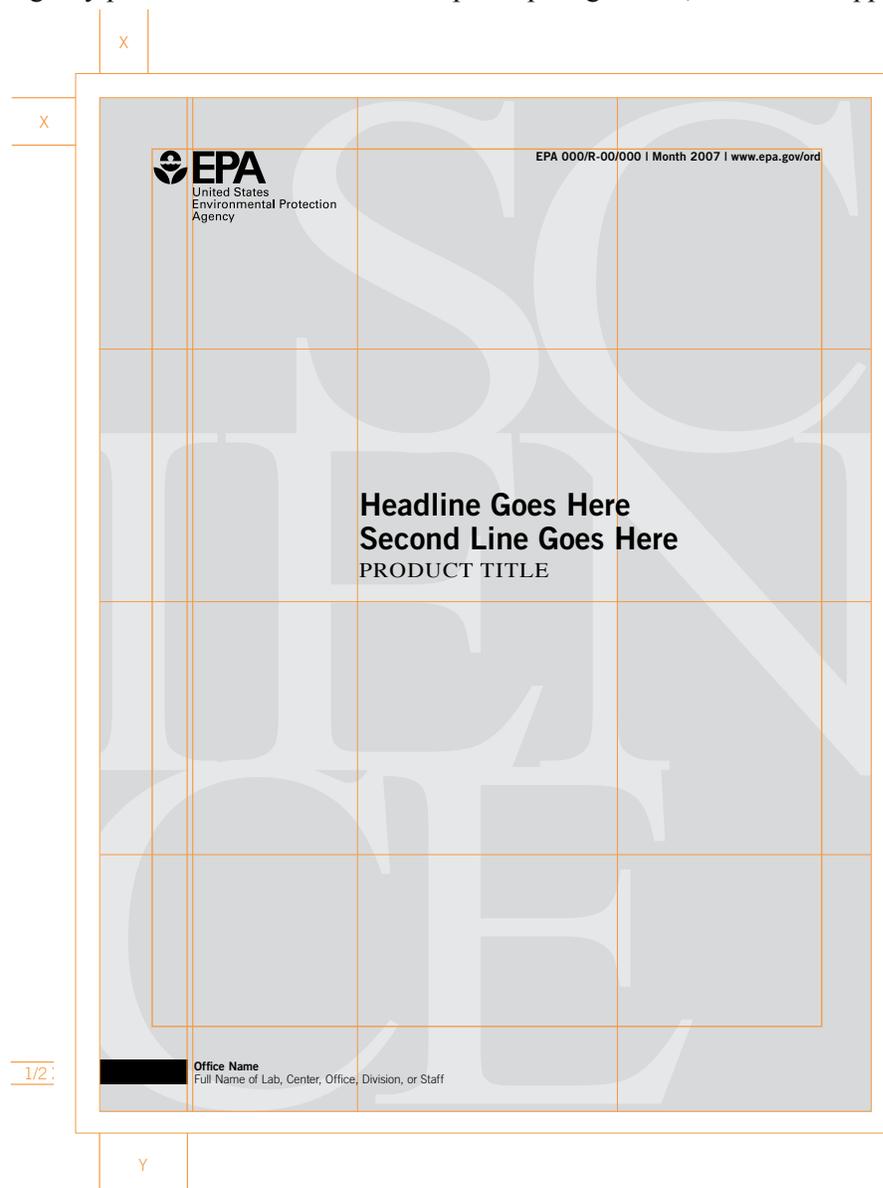
# Grid System: Covers

All of our materials follow a basic, yet versatile three-column by four-row grid system. For additional flexibility, each column and row can be divided in half.

There are no bleeds on any of our materials. Please leave a .25" border, unless otherwise noted.

Placement of certain elements off the grid is acceptable; however, all publication covers should include the anchor elements in the location shown on this page: EPA logo, document title and series or supporting information, tab, and folio text (first line: office name; second line: full name of lab, center, office, division, or staff).

The tab should have two lines of text or no text at all. One line is not appropriate. If the publication is an Agency publication with a number of participating offices, no text will appear at the tab.



## MARGINS:

Should be no less than 0.5"

## EPA LOGO:

The EPA logo should be placed equal distance from the top and left side of the page. This guides the dimensions of the tab located toward the bottom of the page.

## SCIENCE ARTWORK:

See pages 4 and 5 for usage guidelines

## PUBLICATION INFO:

Trade Gothic Bold No. 2

## DOCUMENT TITLE:

Trade Gothic Bold No. 2  
Align: Bottom  
Lines up with the left side of the second column

## SERIES TITLE:

Times New Roman Regular  
All caps  
Lines up with the left side of the second column

## TAB:

H: 1/2 Margin  
W: Ends at the right of the flower in the EPA logo

## TAB TEXT:

Trade Gothic Bold No. 2  
9/10  
Trade Gothic Light  
9/10  
Align: Left and center  
Lines up with the left of the "E" in the EPA logo

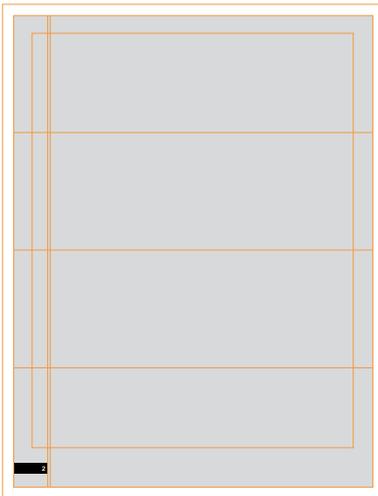
# Grid System: Interior Pages

The interior pages follow the same basic, yet versatile four-row grid system. Depending on the size of the publication, you may use a one-, two- or three-column vertical grid. Examples below show a left-hand page. The right-hand page is the mirror image of the left. Page numbers are placed in the tab. The edge of the tab is on the grid line.

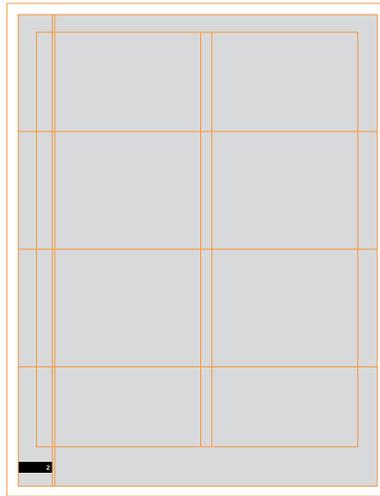
Contents/sections of any given report may be driven by specific lab/center/office publishing guidelines and technical information requirements.

All margins should be no less than 0.5", and gutters should be no less than .25".

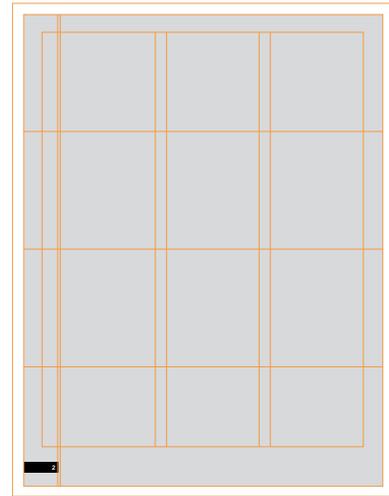
## ONE COLUMN GRID



## TWO COLUMN GRID



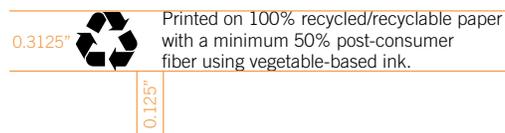
## THREE COLUMN GRID



## RECYCLE LOGO

This mandatory logo and the following text must be prominently displayed on a document title page OR document back cover. **“Printed on 100% recycled/recyclable paper with a minimum 50% post-consumer fiber using vegetable-based ink.”**

If you are printing a document that uses 100% post-consumer paper, or if the document is processed chlorine free, this should be included in the disclaimer.



**TEXT:**  
Trade Gothic Light  
7/8

# Color Palette: Values

This family of colors was drawn from colors of our environment...air, water, and earth. The Signature Palette, which includes the colors of the EPA logo, and the Applications Palette can drive a publication's color emphasis.

The colors in the Accent Palette are for accent only and should not be used as main colors or for headline text. They can be used for bullets, lines, smaller elements, etc. Colors from all three palettes should always be used at either 100% or 25% (use the 25% screen when placing fields of color under text or artwork).

Documents designed with more than two colors of ink require approval by the Agency Printing Office.

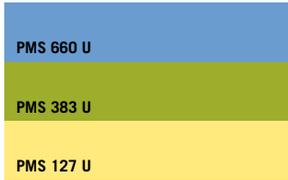
The colors in the printed manual have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards.

Signature Palette	PANTONE	CMYK	RGB
	660 U (79%)		
	660 U	C-57 M-27 Y-0 K-2	R-93 G-126 B-188
	362 U	C-60 M-1 Y-93 K-10	R-76 G-144 B-75
Applications Palette			
	298 U	C-53 M-2 Y-1 K-0	R-81 G-182 B-230
	632 U	C-75 M-0 Y-15 K-0	R-50 G-154 B-183
	5483 U	C-71 M-27 Y-37 K-6	R-97 G-134 B-141
	3005 U	C-99 M-22 Y-0 K-1	R-0 G-118 B-189
	2955 U	C-99 M-37 Y-6 K-41	R-53 G-87 B-119
	569 U	C-87 M-8 Y-55 K-6	R-59 G-138 B-128
	349 U	C-82 M-5 Y-95 K-33	R-64 G-112 B-86
	383 U	C-29 M-3 Y-97 K-20	R-138 G-154 B-54
	584 U	C-16 M-1 Y-80 K-2	R-203 G-212 B-101
	619 U	C-22 M-16 Y-81 K-22	R-145 G-138 B-86
	Warm Gray 5 U	C-10 M-12 Y-13 K-28	R-168 G-161 B-155
	458 U	C-6 M-11 Y-90 K-10	R-209 G-187 B-101
	127 U	C-0 M-5 Y-62 K-0	R-249 G-225 B-126
	7407 U	C-11 M-30 Y-75 K-4	R-205 G-163 B-111
The color below, though not a color of the environment, has been included to accommodate the Risk Assessment Forum publication...known widely as "The Purple Book."			
	2755 U	C-87 M-88 Y-1 K-2	R-85 G-78 B-133
Accent Palette			
	7413 U	C-0 M-44 Y-81 K-2	R-214 G-134 B-88
	731 U	C-17 M-49 Y-86 K-32	R-145 G-109 B-84
	200 U	C-3 M-88 Y-62 K-10	R-185 G-78 B-94

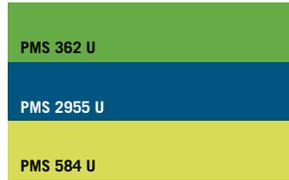
# Color Palette: Combination Options

The combinations below are built with one color from the Signature Palette (excluding 660-79% screen), two or three colors from the Applications Palette, and one color from the Accent Palette. These predetermined sets can help guide your color choices for four color products that have been approved by the Agency Printing Officer.

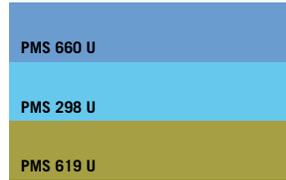
## ORGANIC



## PARAGON



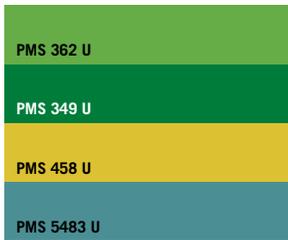
## AIRGLOW



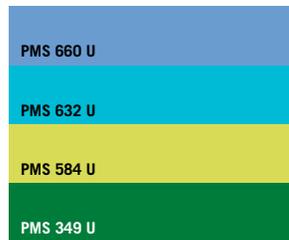
## SANDBOX



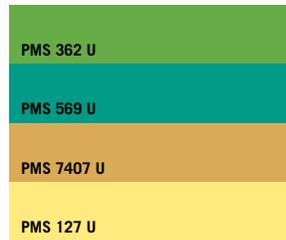
## EARTHBOUND



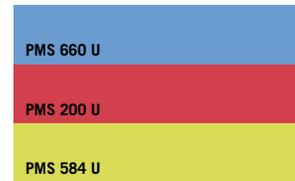
## HARBOR



## HARVEST



## ROSEBUD



# Typography

Using common typefaces in communication materials further enhances an organization's identity. The following clean, sophisticated, and versatile typefaces are to be used for our print and online outputs. Trade Gothic is the primary typeface for all professionally designed products. Times New Roman and Arial are readily available fonts for desktop use (PowerPoint™, MS Word, Excel, etc.).

## TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TRADE GOTHIC LIGHT OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## TRADE GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TRADE GOTHIC OBLIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## TRADE GOTHIC BOLD NO. 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## TRADE GOTHIC BOLD NO. 2 OBLIQUE

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TIMES NEW ROMAN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## TIMES NEW ROMAN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## TIMES NEW ROMAN BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Arial is an acceptable substitute for Trade Gothic only when Trade Gothic is unavailable. Arial can also be used in text, PowerPoint™ presentations.

## ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Images must illustrate the subject matter and connect the reader to a publication's content. Clean, simple images are best. If you use photos of employees, they must illustrate an activity directly related to the employee's official duties. Use of color photos must be approved by the Agency Printing Officer.

To add interest to photo boxes and color bars, we've developed the notched corner as a design option. Examples of how to incorporate the notched corner are shown below and throughout this publication. Notched corners also appear in banner artwork (e.g., see Science News or Science in Action products). Desktop users are not expected to notch pictures or design products with a notch.

All photo boxes should use a 2-point white rule.

When multiple photo boxes are used together, notch the corners where they connect to form an inverted 'V.'

When a single photo box is used alone, notch only one of the corners.



45° Angle  
Length: 0.25"



- 45° Angle  
Length: 0.25"



- 45° Angle  
Length: 0.25"

Credit can be given for a photographer whose photos appear in your publication. The caption and credit lines should appear as shown below.



**TEXT:**  
Trade Gothic Oblique  
8/10

Caption goes here. Caption goes here.  
Caption goes here.

Photo Credit goes here.

0.125"

0.125"



45° Angle  
Length: 0.25"

# Color Options

Printing in one or two colors is the most cost effective approach to document production. Pages 12 and 13 feature color combinations from the color palette that enhance the presentation of text, imagery, and design.

Four color printing should only be used for documents that require additional colors. Use of more than two colors of ink requires approval of the Agency Printing Officer. Documents intended for electronic posting only can be designed in four colors.

Additional guidance can be provided by the Agency Printing Officer.

## ONE-COLOR

When designing a one-color piece, please choose from the colors shown below. They are dark enough to be used in all elements of the design (photos, graphics, headlines, body copy, etc.).



## TWO-COLOR

When designing a two-color piece, please choose from one of the three color combination options shown below. They incorporate one color that is dark enough to be used in all text (Black, PMS 2955, and PMS 349), and one complementing color that can be used to enhance the duotone imagery and overall design.

### BLACK U + ONE OTHER COLOR



## PMS 2955 U + ONE OTHER COLOR

PMS 2955 U Black U	PMS 2955 U	PMS 2955 U PMS 660 U	PMS 2955 U PMS 362 U	PMS 2955 U PMS 298 U
PMS 2955 U PMS 632 U	PMS 2955 U PMS 5483 U	PMS 2955 U PMS 3005 U	PMS 2955 U PMS 569 U	
PMS 2955 U PMS 349 U	PMS 2955 U PMS 383 U	PMS 2955 U PMS 584 U	PMS 2955 U PMS 619 U	
PMS 2955 U PMS Warm Gray 5 U	PMS 2955 U PMS 458 U	PMS 2955 U PMS 127 U	PMS 2955 U PMS 7407 U	

## PMS 349 U + ONE OTHER COLOR

PMS 349 U Black U	PMS 349 U PMS 660 U	PMS 349 U PMS 362 U	PMS 349 U PMS 298 U
PMS 349 U PMS 632 U	PMS 349 U PMS 5483 U	PMS 349 U PMS 3005 U	PMS 349 U PMS 2955 U
PMS 349 U PMS 569 U	PMS 349 U PMS 383 U	When using these two colors together, do not use duotone photos.	PMS 349 U PMS 619 U
PMS 349 U PMS Warm Gray 5 U	PMS 349 U PMS 458 U	When using these two colors together, do not use duotone photos.	PMS 349 U PMS 7407 U

# Product Template: Publication Cover

The example below shows the standard layout for a publication cover. It includes the anchor elements: EPA logo, signature tab and folio information, publication title, and publication number.

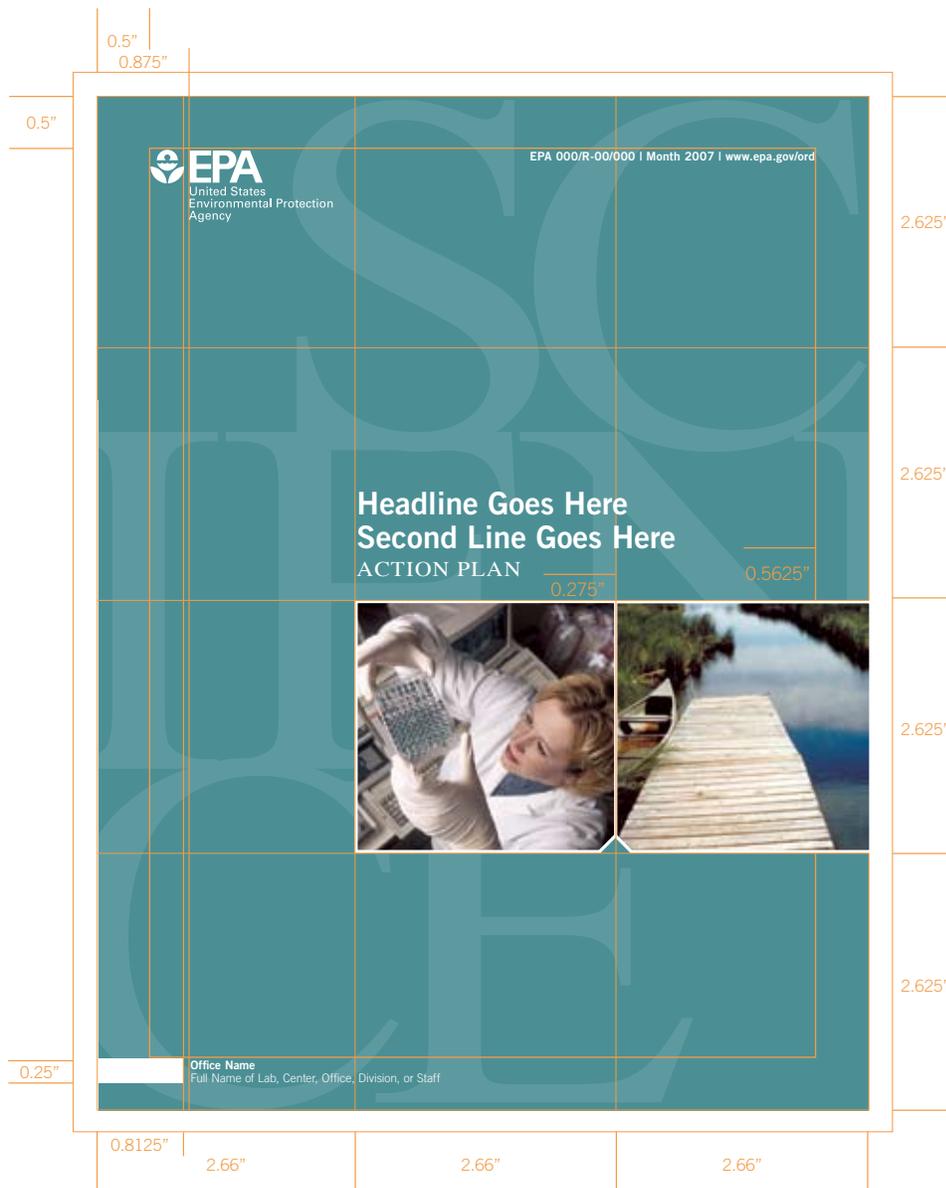
A template, style sheets, and grids have been developed for consistent typographic standards and page layout across products.

## FRONT COVER: OPTION A

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### EPA LOGO:

W: 1.8625"

H: 0.75"

### JOB INFO:

Trade Gothic Bold No. 2  
9

### DOCUMENT TITLE:

Trade Gothic Bold No. 2  
24/26  
Align: Bottom

### SERIES TITLE:

Times New  
Roman Regular  
All caps  
16

### PHOTO RULE:

White  
2pt

### TAB TEXT:

Trade Gothic Bold No. 2  
9/10  
Trade Gothic Light  
9/10

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

# Product Template: Publication Back Cover

## BACK COVER: OPTION A

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### EPA LOGO:

W: 1.8625"

H: 0.75"

### ADDRESS:

Trade Gothic Medium  
8/10

### MAILING INFO:

Trade Gothic Light  
9/12

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

# Product Template: Publication

In addition to Front and Back Cover Option A shown on pages 12 and 13, there are three others: Option B, Option C, and Option D. These options adhere to the same grid and have only slight variations as noted below.

The EPA logo, title, subtitle and tab elements on the front covers stay locked in position. The only differences are the use of the SCIENCE artwork and photo placement.

The job information and the mailing information on the back cover remain in the same position. The only differences are the possible use of the SCIENCE artwork and possible photo placement.

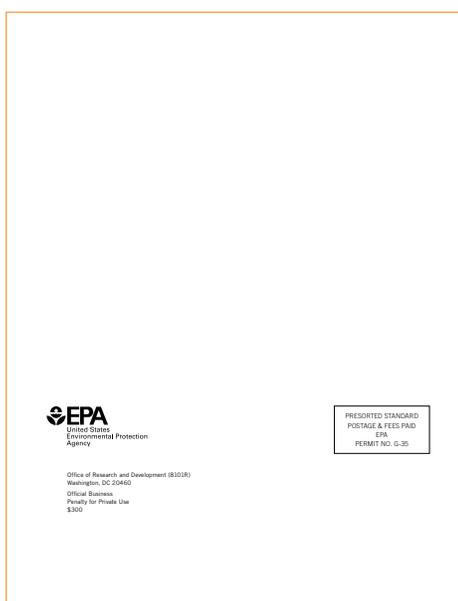
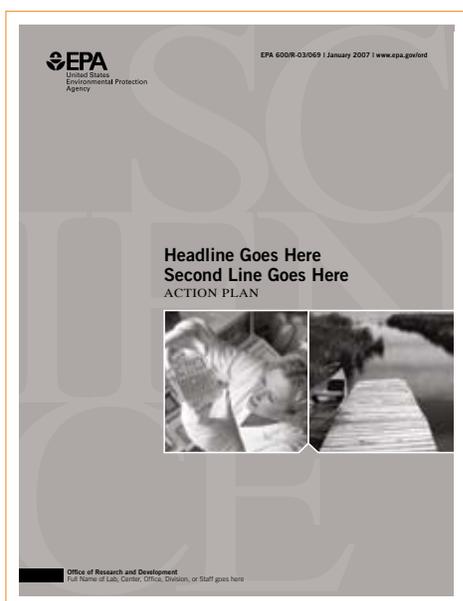
You are not limited to the colors shown in these examples. Please refer to the Color Palette on page 8 for additional options.

## FRONT AND BACK COVER: OPTION B

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### FRONT:

Same as example shown on page 12

### BACK:

No SCIENCE artwork  
No photos  
Mailing information.

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

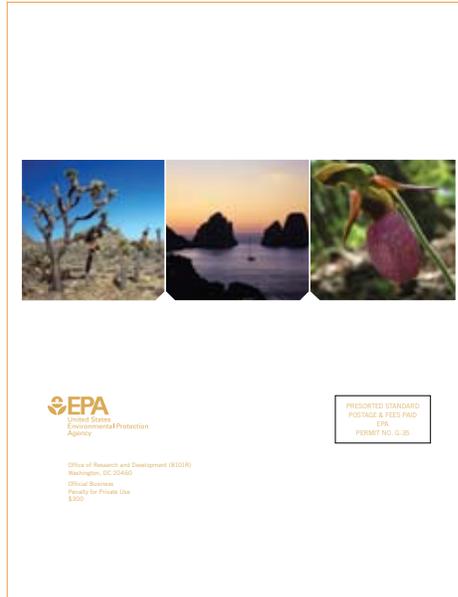
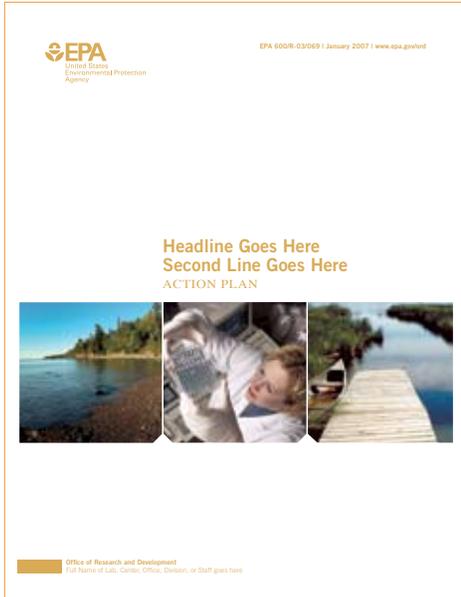
# Product Template: Publication

## FRONT AND BACK COVER: OPTION C

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### FRONT:

No SCIENCE artwork

### BACK:

No SCIENCE artwork  
Mailing information.

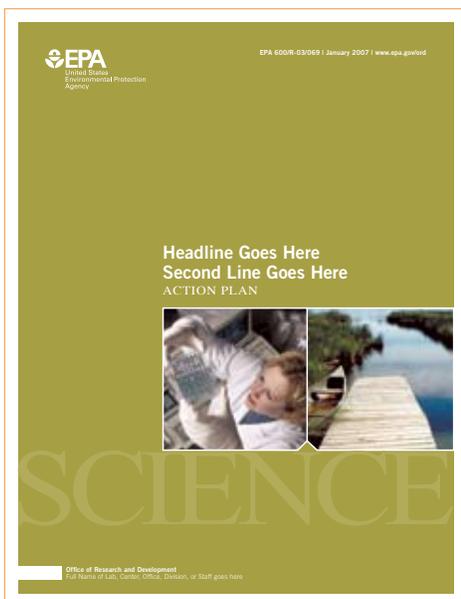
You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

## FRONT AND BACK COVER: OPTION D

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### FRONT:

Horizontal SCIENCE artwork

### BACK:

Horizontal SCIENCE artwork  
No photos  
Mailing information.

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

# Product Template: Publication Text Spread

## SAMPLE TEXT SPREAD (black and white)

Document Size: 8.5" x 11"

Template File: File Name Will Go Here

Document Format: Adobe InDesign

	0.875"		0.75"
0.75"		<b>1.0</b> Introduction <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc tristique sem id ligula. Quisque et turpis. Suspendisse potenti. Ut pharetra cursus pede. Praesent nec nisl. Quisque at metus. Cras mauris pede, eleifend nec, venenatis quis, ultrices in, eros. Nam consequat. Mauris pulvinar luctus erat. Sed scelerisque elementum nisl. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean vestibulum. Proin feugiat massa vel augue.</p> <p>Morbi tellus. Vestibulum commodo fermentum nulla. Donec magna. Proin pellentesque mauris vitae mauris. Fusce felis tortor, hendrerit eu, rhoncus a, faucibus ut, nibh. Curabitur posuere magna ut urna. Mauris lobortis sem a elit. Curabitur tristique tincidunt arcu. Nulla facilisi. Duis vitae dolor. Suspendisse arcu purus, feugiat sit amet, scelerisque eget, accumsan ac, dolor. Fusce at magna ut libero tempus blandit. Mauris luctus vehicula ligula.</p> <p><b>Subhead Goes Here</b></p> <p>Morbi tellus. Vestibulum commodo fermentum nulla. Donec magna. Proin pellentesque mauris vitae mauris. Fusce felis tortor, hendrerit eu, rhoncus a, faucibus ut, nibh. Curabitur posuere magna ut urna. Mauris lobortis sem a elit. Curabitur tristique tincidunt arcu. Nulla facilisi. Duis vitae dolor. Suspendisse arcu purus, feugiat ligula.</p> <p><b>Level 2 Subhead Goes Here</b></p> <p>Curabitur consequat augue ut risus suscipit ultricies. Ut molestie placerat orci. Ut metus lorem, volutpat vitae, eleifend in, commodo ac, diam. Curabitur sapien nibh, accumsan nec, porttitor et, eleifend vel, justo.</p> <p>Aenean fringilla, lorem sed lobortis pretium, ipsum ligula hendrerit purus, a euismod eros diam ac nibh. Maecenas sollicitudin dui id erat. Nullam condimentum. In aliquam odio malesuada dui. Duis sollicitudin libero nec purus. Pellentesque imperdiet mollis nunc. Morbi aliquam. Donec aliquam pulvinar justo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque habitant morbi tristique senectus et netus et malesuada fames mi id euismod auctor, urna urna tincidunt diam, a aliquet nibh. Integer ac massa. Aenean felis nisi, congue sit amet, pulvinar at, elementum eu, turpis.</p> <p>Morbi eu risus. Aliquam erat volutpat. Suspendisse eu lorem tristique posuere. Lorem ipsum dolor sit amet, Pellentesque quis est. Nam a pe</p> <p>de et purus convallis euismod. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur porttitor et, eleifend vel, justo.</p> <p>volutpat risus, ut porttitor nibh turpis at nunc. Nullam tincidunt blandit, viverra vel, lorem. Ut metus lorem, volutpat vitae, eleifend in, commodo ac, diam. Curabitur sapien nibh, accumsan nec, porttitor et, elskaj ddkfsl eifend vel, justo.</p>	
0.25"			
	0.8125"		

### SECTION TITLE:

Trade Gothic Bold No. 2  
24/26

Trade Gothic Light  
24/26

### BODY TEXT:

Times New Roman  
10/12

2 Columns

Gutter: 0.5"

Space After: 0.0625"

### SUBHEAD:

Trade Gothic Bold No. 2  
12/12

Space Before: 0.125"

### LEVEL 2 SUBHEAD:

Trade Gothic Bold No. 2  
Oblique  
10/12

Space Before: 0.025"

### ITALIC SUBHEAD:

Times New Roman  
Bold Italic  
10/12

### PAGE NUMBER:

Trade Gothic Bold No. 2  
9/10

Right Indent: 0.125"

# Product Template: Publication Text Spread

0.75"		0.875"	
		0.75"	
	<h2>2.0</h2> <h3>Section Head Will Go Here</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc tristique sem id ligula. Quisque et turpis. Suspendisse potenti. Ut pharetra cursus pede. Praesent nec nisl. Quisque at metus. Cras mauris pede, eleifend nec, venenatis quis, ultrices in, eros. Nam consequat. Mauris pulvinar luctus erat. Sed scelerisque elementum nisl. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean vestibulum. Proin feugiat massa vel augue.</p> <p><b>Subhead Goes Here</b> Morbi tellus. Vestibulum commodo fermentum nulla. Donec magna. Proin pellentesque mauris vitae mauris. Fusce felis tortor, hendrerit eu, rhoncus a, faucibus ut, nibh. Curabitur posuere magna ut urna. Mauris lobortis sem a elit. Curabitur tristique tincidunt arcu. Nulla facilisi. Duis vitae dolor. Suspendisse arcu purus, feugiat sit amet, scelerisque eget, accumsan ac, dolor. Fusce at magna ut libero tempus blandit. Mauris luctus vehicula ligula.</p> <p><b>Level 2 Subhead Goes Here</b> <i>Italic Subhead</i> Morbi eu risus. Aliquam erat volutpat. Suspendisse facilisis, nisl et rhoncus porttitor, pede diam rutrum felis, sit amet tempus leo erat non lacus. Nulla ac mi eu lorem tristique posuere. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse at justo. Pellentesque quis est. Nam a pede et purus convallis euismod. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.</p> <p>Curabitur consequat augue ut risus suscipit ultrices. Ut molestie placerat orci. Ut metus lorem, volutpat vitae, eleifend in, commodo ac, diam. Curabitur sapien nibh, accumsan nec, porttitor et, eleifend vel, justo.</p> <p><b>Italic Subhead</b></p> <ul style="list-style-type: none"><li>Assessing the effects of ecosystem stressors such as nutrients, sediments, pollutants, and exotic species on estuarine species, habitats and food webs.</li><li>Documenting the condition of estuarine habitats and their use by indigenous fish and shellfish.</li><li>Assessing the biological condition of estuarine and nearshore marine environments. Aenean fringilla</li></ul> <p>lorem sed lobortis pretium, ipsum ligula hendrerit purus, a euismod eros diam ac nibh. Maecenas sollicitudin dui id erat. Nullam condimentum. In aliquam odio malesuada dui. Duis sollicitudin libero nec purus. Pellentesque imperdiet mollis nunc. Morbi aliquam.</p> <p>Donec aliquam pulvinar justo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque habitant morbi tristique senectus et netus et malesuada fames mi id Integer ac massa. Aenean felis nisi, congueulvinar at, elementum eu, turpis.</p> <p>Duis urna. Maecenas varius, arcu vitae vestibulum iaculis, ante arcu volutpat risus, ut porttitor nibh turpis at nunc. Nullam molestie dui quis velit. Morbi tellus elit, dignissim eu, tincidunt blandit, viverra vel, lorem.</p> <p>Suspendisse lobortis mattis urna. Aliquam tincidunt nisl. Vestibulum egestas mattis diam. Etiam nonummy hendrerit ligula. Etiam ligula quam, vestibulum quis, posuere sed, posuere a, purus. Maecenas suscipit. Phasellus et orci. Phasellus ac sem non pede iaculis suscipit. Fusce nisl ipsum, pretium sed, porttitor quis, mattis quis, magna. Cras risus augue, bibendum sed, odio posuere vestibulum.</p> <p>Vivamus feugiat sem eu est. Etiam sem magna, porta eu, tristique a, tempus ut, velit. Duis viverra purus et enim. Morbi rutrum libero mollis nisl fringilla egestas. Aenean feugiat lorem non urna. Donec tristique aliquet dolor. Mauris auctor rhoncus dolor. Ut libero. Vestibulum faucibus, velit quis sodales volutpat, ipsum tellus lobortis pede. Cras semper aliquet ipsum. Fusce pellentesque dui Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc tristique sem id ligula.</p> <p>Quisque et turpis. Suspendisse potenti. Ut pharetra mauris pede, eleifend nec, venenatis quis, ultrices in, eros.</p> <p>Aenean fringilla, lorem sed lobortis pretium, ipsum ligula Pellentesque imperdiet mollis nunc. Morbi aliquam. Donec aliquam pulvinar justo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque habitant morbi tristique senectus et netus et malesuada fames mi id euismod auctor, urna urna tincidunt diam, a aliquet nibh. Integer ac massa. Aenean felis nisi, congue sit amet, pulvinar at, elementum eu, turpis.</p> <p>Morbi eu risus. Aliquam erat volutpat. Suspendisse consectetur adipiscing elit. Suspendisse at justo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc tristique sem id ligula. Quisque et turpis. Suspendisse potenti. Ut pharetra cursus pede. Praesent nec nisl. Quisque at metus. Cras mauris pede, eleifend nec, venenatis quis, ultrices in, eros.</p>		
		3	0.25"
		0.8125"	

#### BULLET LIST:

Times New Roman  
10/12  
Indent: 0.125"  
Space After: 0.025"

#### PAGE NUMBER:

Trade Gothic Bold No. 2  
9/10  
Left Indent: 0.125"

# Product Template: Case Study

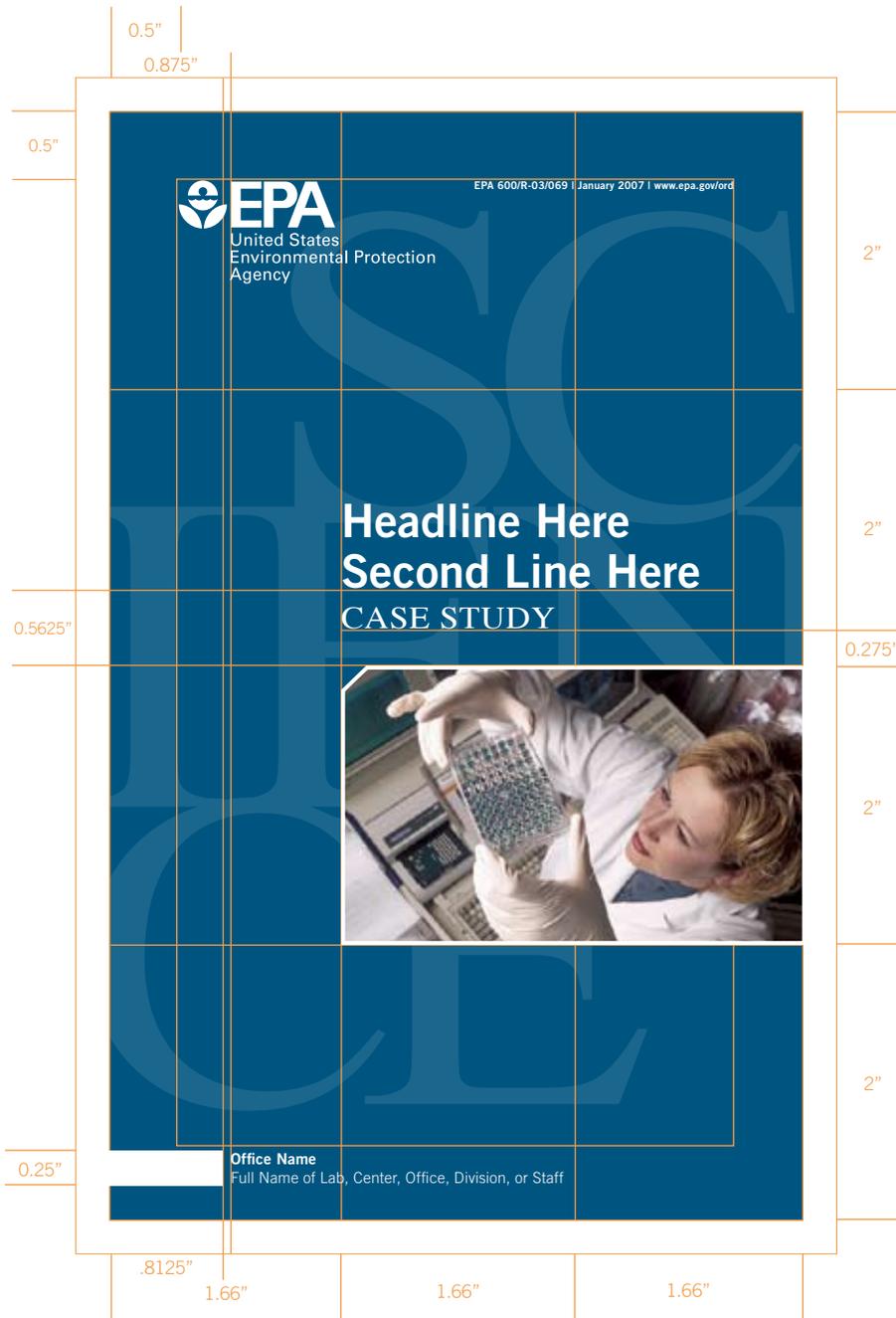
This product should be produced using the template file and specifications below. Style sheets and grids have been developed for consistent typographic standards and page layout.

## FRONT COVER: OPTION A

**Document Size:** 5.5" x 8.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### EPA LOGO:

W: 1.8625"

H: 0.75"

### JOB INFO:

Trade Gothic Bold No. 2  
5.5

### DOCUMENT TITLE:

Trade Gothic Bold No. 2  
24/26  
Align: Bottom

### SERIES TITLE:

Times New  
Roman Regular  
All caps  
16

### PHOTO RULE:

White  
2pt

### TAB TEXT:

Trade Gothic Bold No. 2  
9/10  
Trade Gothic Light  
9/10

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

# Product Template: Case Study

## BACK COVER: OPTION A

**Document Size:** 5.5" x 8.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### EPA LOGO:

W: 1.8625"

H: 0.75"

### ADDRESS:

Trade Gothic Medium  
8/10

### MAILING INFO:

Trade Gothic Light  
9/12

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

# Product Template: Case Study

In addition to Front and Back Cover Option A shown on pages 18 and 19, there are two others: Option B and Option C. These options adhere to the same grid and have only slight variations as noted below.

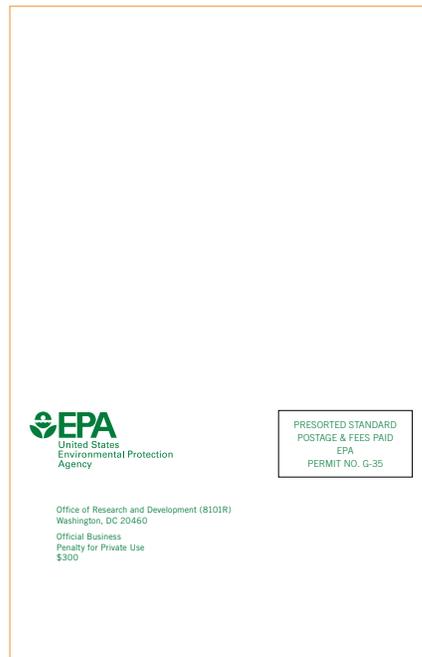
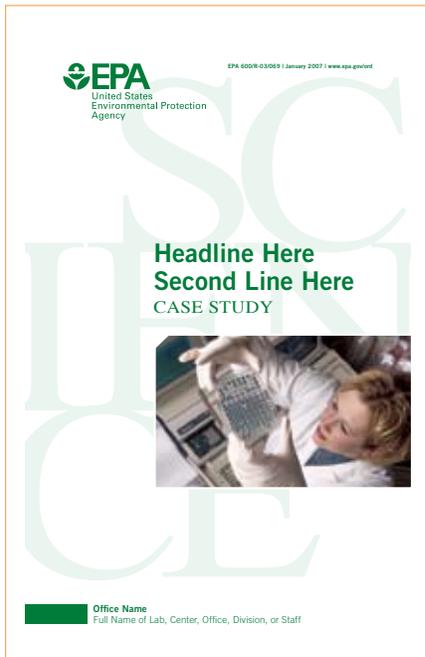
The EPA Logo, Title, Subtitle and Tab elements on the Front Covers stay locked in position. The only difference is the use of the SCIENCE artwork.

## FRONT AND BACK COVER: OPTION B

**Document Size:** 5.5" x 8.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### FRONT:

Vertical SCIENCE artwork

### BACK:

No photos  
Mailing information.

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

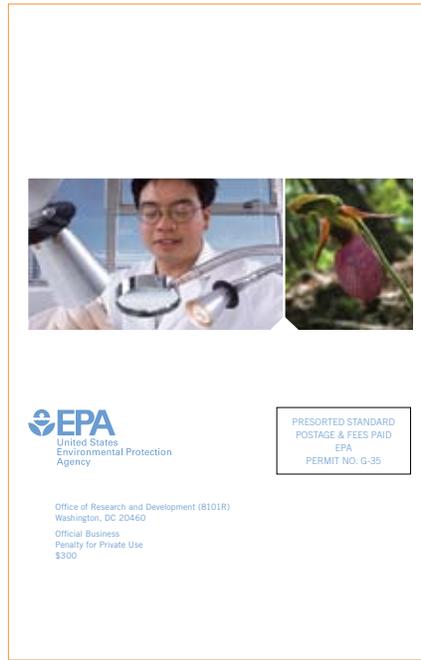
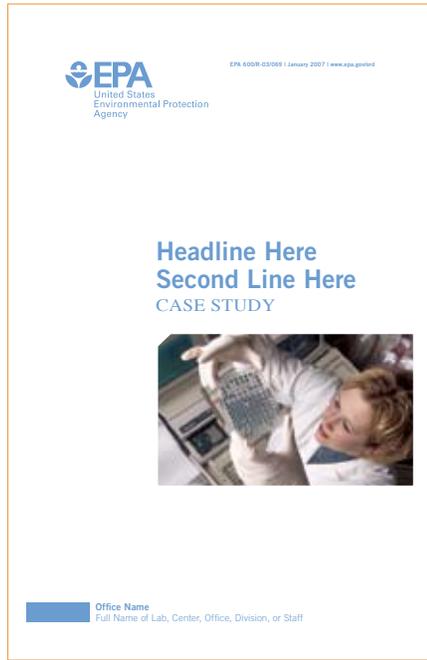
# Product Template: Case Study

## FRONT AND BACK COVER: OPTION C

**Document Size:** 5.5" x 8.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### FRONT:

No SCIENCE artwork

### BACK:

No SCIENCE artwork  
Mailing information.

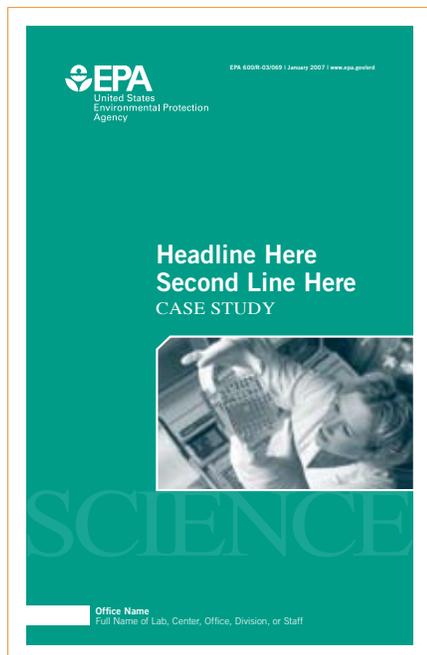
You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

## FRONT AND BACK COVER: OPTION D

**Document Size:** 5.5" x 8.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



### FRONT:

Horizontal SCIENCE artwork

### BACK:

Horizontal SCIENCE artwork  
No photos  
Mailing information.

You are not limited to the color shown in this example. Please refer to the Color Palette on page 8 for additional options.

# Product Template: Case Study

## SAMPLE TEXT SPREAD

Document Size: 5.5" x 8.5"

Template File: File Name Will Go Here

Document Format: Adobe InDesign

0.875"		
		0.375"
		0.375"
	<h2>Headline Here</h2> <h3>Second Line Here</h3> <h4>CASE STUDY</h4> <p><b>Subhead</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor libero vitae lacus. Cras commodo, nunc nec mollis lacinia, ligula lorem consequat nisi, tempor vulputate enim pede quis velit. In nonummy vehicula elit. Maecenas a arcu. Nunc convallis felis a quam. Nullam accumsan malesuada purus. Nullam ultricies. Curabitur vehicula odio in leo. Etiam tincidunt nonummy ante. Mauris id risus nec nibh venenatis fringilla. Aliquam erat volutpat. Aliquam sed tortor ut nunc nonummy egestas.</p> <p>Vivamus pharetra fermentum nisl. Nulla id lectus id quam vehicula sagittis. Pellentesque ullamcorper enim non erat. Vestibulum rhoncus malesuada ipsum. Praesent rhoncus sodales risus. Proin elementum lacus at ipsum. Fusce dui orci, tincidunt id, rutrum a, pretium ac, arcu. Suspendisse potenti. Quisque vel mauris vitae mi tempor dapibus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent leo tortor, tincidunt non, ornare accumsan, ullamcorper a, neque. Nam pharetra lacinia turpis. Cras fringilla lobortis nunc. Sed dictum quam quis velit. Nunc eu nunc vel sapien tincidunt faucibus.</p> <p>Mauris sollicitudin ullamcorper risus. Donec hendrerit est quis justo. Donec tortor nunc, auctor quis, posuere sed, sollicitudin in, erat. Curabitur ultricies erat sit amet pede. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. In hac habitasse platea dictumst.</p> <p>Proin eu turpis a odio pulvinar lacinia. Vivamus sed risus. Cras malesuada gravida nulla. Aliquam erat volutpat. Sed nec erat sit amet quam accumsan pellentesque. Vestibulum nulla. Nunc ullamcorper. Ut felis. Nam lacinia metus a felis. Nulla convallis aliquam ipsum. Vestibulum arcu elit, placerat vitae, fringilla in, viverra quis, lorem. Donec condimentum lacus sit amet Quisque vel mauris vitae mi tempor dapibus. Pellentesque habitant morbi tristique non, ornare accumsan, ullamcorper a, neque. Nam pharetra lacinia turpis. Cras fringilla lobortis nunc. Sed dictum quam quis velit. Nunc eu nunc vel sapien tincidunt faucibus.</p>	
0.25"	2	
		.8125"

### SECTION TITLE:

Trade Gothic Bold No. 2  
24/26

### SERIES TITLE:

Times New  
Roman Regular  
All caps  
16

### BODY TEXT:

Times New Roman  
9/12  
1 Column  
Space After: 0.0625"

### SUBHEAD:

Trade Gothic Bold No. 2  
12/12  
Space Before: 0.125"

### PAGE NUMBER:

Trade Gothic Bold No. 2  
9/10  
Right Indent: 0.125"

The accompanying CD  
contains an entire case  
study sample design.

# Product Template: Case Study

## SAMPLE TEXT SPREAD

**Document Size:** 5.5" x 8.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign

		0.875"
0.375"		
0.375"		
	<p>In nonummy vehicula elit. Maecenas a arcu. Nunc convallis felis a quam. Nullam accumsan malesuada purus. Nullam ultricies. Curabitur vehicula odio in leo. Etiam tincidunt nonummy ante. Mauris id risus nec nibh venenatis fringilla. Aliquam erat volutpat. Aliquam sed tortor ut nunc nonummy egestas.</p> <p>Vivamus pharetra fermentum nisl. Nulla id lectus id quam vehicula sagittis. Pellentesque ullamcorper enim non erat. Vestibulum rhoncus malesuada ipsum. Praesent rhoncus sodales risus. Proin elementum lacus at ipsum. Fusce dui orci, tincidunt id, rutrum a, pretium ac, arcu. Suspendisse potenti. Quisque vel mauris vitae mi tempor dapibus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent leo tortor, tincidunt non, ornare accumsan, ullamcorper a, neque. Nam pharetra lacinia turpis. Cras fringilla lobortis nunc. Sed dictum quam quis velit. Nunc eu nunc vel sapien tincidunt faucibus.</p> <p><b>Subead</b></p> <p><b>Level 2 Subhead</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor libero vitae lacus. Cras commodo, nunc nec mollis lacinia, ligula lorem consequat nisi, tempor vulputate enim pede quis velit. In nonummy vehicula elit. Maecenas a arcu. Nunc convallis felis a quam. Nullam accumsan malesuada purus. Nullam ultricies. Curabitur vehicula odio in leo. Etiam tincidunt nonummy ante. Mauris id risus nec nibh venenatis fringilla. Aliquam erat volutpat. Aliquam sed tortor ut nunc nonummy egestas.</p> <p><b>Level 3 Subhead</b></p> <p>Vivamus pharetra fermentum nisl. Nulla id lectus id quam vehicula sagittis. Pellentesque ullamcorper enim non erat. Vestibulum rhoncus malesuada dui mauris vitae mi tempor dapibus. Pellentesque habitant morbi tristique Mauris sollicitudin ullamcorper risus.</p> <p>Donec hendrerit est quis justo. Donec tortor nunc, auctor quis, posuere sed, sollicitudin in, erat. Curabitur ultricies erat sit amet pede. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. In hac habitasse platea dictumst. Proin eu turpis a odio pulvinar lacinia. Vivamus sed risus. Cras malesuada gravida nulla. Aliquam erat volutpat. Sed nec erat sit amet quam accumsan pellentesque. Vestibulum nulla. Nunc ullamcorper. Ut felis. Nam lacinia metus a felis. Nulla convallis aliquam ipsum. Vestibulum arcu elit, placerat vitae, fringilla in, viverra quis, lorem. Donec condimentum lacus sit amet mauris.</p>	
		0.25"
		.8125"

### LEVEL 2 SUBHEAD:

Trade Gothic Bold No. 2  
Oblique  
10/12  
Space Before: 0.025"

### ITALIC SUBHEAD:

Times New Roman  
Bold Italic  
10/12

### PAGE NUMBER:

Trade Gothic Bold No. 2  
9/10  
Left Indent: 0.125"

# Product Template: Science in ACTION

The Science in Action factsheet is our primary user-generated tool for communicating **research results and outcomes**.

This one- to two-page document includes banner artwork at the top of the page, and the signature tab and folio text at the bottom of the page.

Photographs are encouraged. They help to tell your story.

This signature color suite (PMS 2955, PMS 362, and PMS 660) is for general use products, internal and external newsletters, and for the intranet.

See page 27 for sample of page 2.

## FRONT

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word



**science in ACTION**  
BUILDING A SCIENTIFIC FOUNDATION FOR SOUND ENVIRONMENTAL DECISIONS

**TITLE WILL GO HERE TITLE GOES  
HERE TITLE WILL GO HERE**

**Subhead:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer odio. Praesent mollis dignissim orci. Fusce ante neque, fermentum ac, vulpulate vehicula, dapibus non, tortor. Nam et enim. In malesuada nulla quis odio. Nunc turpis nunc, elementum ac, facilisis at, ullamcorper at, eros. Morbi lacus nisl, laoreet eu, suscipit quis, dapibus sed, justo. Duis luctus. Suspendisse at elit. Morbi at est. Ut leo. Maecenas ac justo mattis ante hendrerit viverra. Fusce ligula. Nullam fermentum suscipit justo. Pellentesque non purus id magna facilisis hendrerit. Duis eget justo. Suspendisse posuere odio ut turpis. Ut vitae velit quis massa nonummy auctor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



**Subhead:**  
Nunc diam dolor, eleifend eu, ornare ac, elementum vel, dui. Phasellus felis est, convallis nec, ornare a, malesuada a, augue. Sed urna ante, varius quis, ultrices ac, imperdiet et, pede. Maecenas dignissim ultrices justo. Duis accumsan. In turpis. Fusce ante ipsum, suscipit in, fringilla sit amet, aliquam id, lorem. Suspendisse fermentum. Cras dignissim facilisis lectus. Nam mauris dui, interdum non, iaculis vel, nonummy varius, risus. Duis luctus cursus libero. Nullam id sapien sed nisl sollicitudin rutrum. Curabitur vitae libero. Aliquam sollicitudin vulpulate urna. Donec feugiat diam non risus fringilla luctus. Praesent mollis elementum nunc. Ut mauris orci, elementum non, imperdiet placerat, auctor sed, purus. Vivamus ornare nulla sed nulla.

**Subhead:**  
Nullam non nisl id nunc mollis pulvinar. Curabitur nonummy pellentesque nisl. Quisque hendrerit, mi quis luctus vehicula, nunc velit euismod lacus, non ultricies magna eros nec dolor. Aenean ultricies metus a mauris. Maecenas mauris. Cras placerat. Proin arcu. Vestibulum sit amet velit quis lectus pretium porta. Cras porta ullamcorper nulla. Aliquam tincidunt quam ac erat. enim. Sed tristique massa ac libero. Nullam metus. Suspendisse a magna.

**Subhead:**  
Nam faucibus. Nunc mollis fermentum nibh. In risus elit, tristique lacinia, volutpat eget, condimentum tristique. Aliquam sagittis sagittis ante. Curabitur ac ante. Mauris sed enim. Sed tristique massa ac libero. Nullam metus. Suspendisse a magna. Donec pretium. Cras vitae neque in sapien aliquet egestas. augue convallis lacinia. Sed luctus auctor neque. condimentum consequat, urna arcu vestibulum libero, sagittis bibendum elit augue fermentum nisi. Proin quam. Maecenas rhoncus vulpulate sem.

**Subhead:**  
Donec pretium. Cras vitae neque in sapien aliquet egestas. augue convallis leo ipsum, mollis a, consectetur in, Maecenas rhoncus vulpulate sem. Nam faucibus. Nunc mollis fermentum nibh. In risus elit, tristique lacinia, mi. Proin in lacus ut lorem pretium. Duis est sem. egestas ut, lobortis nec, risus. Donec ac enim. Nulla facilisi. montes, nascetur ridiculus mus.

**REFERENCES:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer odio. Praesent mollis dignissim orci. Fusce ante neque, fermentum ac, vulpulate vehicula, dapibus non, tortor.

Nam et enim. In malesuada nulla quis odio. Nunc turpis nunc, elementum ac, facilisis at, ullamcorper at, eros. Morbi lacus nisl, laoreet eu, suscipit quis, dapibus sed, justo. Duis luctus. Suspendisse at elit.

Morbi at est. Ut leo. Maecenas ac justo mattis ante hendrerit viverra. Fusce ligula. Nullam fermentum ut turpis. Ut vitae velit quis massa nonummy auctor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

**CONTACT:** Kacey Deener, MPH, Office of Res. + Dev., 202-343-9852, [deener.kathleen@epa.gov](mailto:deener.kathleen@epa.gov)  
[www.epa.gov/orad](http://www.epa.gov/orad)

**U.S. Environmental Protection Agency**  
Office of Research and Development



# Product Template: Science NEWS

The ORD News Director, in collaboration with the Office of Public Affairs, prepares and disseminates the Science News press release to science writers and journalists.

## FRONT AND BACK

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word



www.epa.gov/ord

# science NEWS

BUILDING A SCIENTIFIC FOUNDATION FOR SOUND ENVIRONMENTAL DECISIONS

**For Immediate Release**  
March 6, 2007

## NEWS RELEASE

### U.S. EPA and Smithsonian: Strengthening Americans' Access to Environmental and Scientific Information

**Contact:** Melissa Anley-Mills, EPA ORD 202 564 5179 or [anley-mills.melissa@epa.gov](mailto:anley-mills.melissa@epa.gov)  
Carolyn Martin, Smithsonian, 202-633-5197 or [MartinCL@si.edu](mailto:MartinCL@si.edu)

(Washington, D.C., -- March 6, 2007) The U.S. Environmental Protection Agency (EPA) has partnered with the Smithsonian Institution to bolster their common interest of sharing and advancing scientific knowledge, enabling both to reach new audiences with critical information regarding the environment. The partnership, formalized in a Memorandum of Understanding (MOU) that was signed today by Dr. George Gray, assistant administrator of EPA's Office of Research and Development and Dr. David Evans, Under Secretary for Science at the Smithsonian Institution, builds upon current ongoing collaborations between the two organizations.

"This agreement allows the efficient use of resources and recognizes the strengths and assets that each brings to environmental protection, public education and providing critical scientific information necessary for decision-making" said Dr. Gray.

"The Smithsonian has a long tradition of doing basic research and communicating our results in our world-famous museums. This partnership with the EPA will allow the public to benefit from the practical applications of the research," Dr. Evans said.

Through this MOU, the staff and facilities of both EPA and the Smithsonian have the structure and basis for implementing and expanding joint research activities. The Smithsonian has already collaborated with EPA to convene important scientific discussions attracting academia, practitioners, and decision-makers on topics such as biodiversity and the health outcomes associated with human impacts on ecosystems; harmful algal blooms; and, in March 2007, a workshop on wildlife toxicology. These discussions help share cutting-edge scientific research, identify important information gaps and strategies for advancing the body of scientific knowledge.

Other current collaborations include research to improve our fundamental understanding of environmental systems and therefore take protective action of our natural resources such as the Chesapeake Bay, coral reefs and use available technologies to give us more tools for environmental decision-making. The two organizations are currently collaborating on the

MORE

U.S. Environmental Protection Agency  
Office of Research and Development

Page 2, EPA and Smithsonian

"Barcode of Life" Initiative that uses DNA to better identify, most animal species with great speed and accuracy. This technique has been used to conclusively identify invasive organisms, and led to the recent announcement of the quagga mussel in the Duluth-Superior Harbor. Another current collaboration involves The Global Earth Observation System of Systems (GEOSS), which aims to provide a "dashboard for the planet" that will provide better information to support environmentally sustainable decision-making.

Future collaborative undertakings may include digitizing scientific information and data, the detection, assessment and control of non-native and invasive species; and promoting greater understanding of the science behind environmental issues allowing the American public to take their own steps toward greater environmental stewardship.

The Smithsonian is the world's largest museum and research complex, with 19 museums and galleries, the National Zoological Park, nine research centers and more than 150 affiliate museums around the world. The U.S. EPA, part of the executive branch of the US Government, responsible for protecting human health and the environment, has offices in Washington, DC, 10 regional offices, and more than a dozen labs located across the country.

For more information:

- EPA's Office of Research and Development [www.epa.gov](http://www.epa.gov)
- Global Earth Observation System of Systems (GEOSS) [www.epa.gov/geoss](http://www.epa.gov/geoss)
- The Barcode of Life Data System (BOLD) [www.boldsystems.org](http://www.boldsystems.org)
- Smithsonian Institution [www.smi.si.edu](http://www.smi.si.edu)

EPA relies on quality science as the basis for sound policy and decision-making. EPA's laboratories and research centers, and EPA's research grantees, are building the scientific foundation needed to support the Agency's mission to safeguard human health and the environment.

###

2

# Product Template: Science FEATURE

The Science Feature template is a series that showcases science and research conducted at EPA. The stories contain 250-300 words of text and a photograph that illustrates the story. They would typically be printed in-house in limited quantities for special uses (e.g., briefings with Program Offices, conferences, scientific workshops, press briefings, etc.)

In ORD, for example, the web site ([www.epa.gov/ord](http://www.epa.gov/ord)) houses electronic versions of science features. To target a different stakeholder group, that story can be reformatted and repurposed using this template for a print-based version.

Since the design incorporates a minimum space presentation of the logo, the folio information in the bottom left hand corner near the signature tab should always include the U.S. Environmental Protection Agency in the first line and the formal office name in the second line.

All Science Feature products should have consistent placement of the anchor elements: the EPA logo, the tab and folio information, and the banner artwork.

This signature color suite (PMS 2955, PMS 362, and PMS 660) is for general use products, scientific posters, internal and external newsletters, and for the intranet.

## FRONT

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word

Screen shot of Science Feature from [www.epa.gov/ord](http://www.epa.gov/ord)

**EPA**  
www.epa.gov

# science FEATURE

BUILDING A SCIENTIFIC FOUNDATION FOR SOUND ENVIRONMENTAL DECISIONS

By Aaron Fenster

## TITLE WILL GO HERE TITLE GOES

HERE TITLE WILL GO HERE

**Subhead:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer odio. Praesent mollis dignissim orci. Fusce ante neque, fermentum ac, vulputate vehicula, dapibus non, tortor. Nam et enim. In malesuada nulla quis odio. Nunc turpis nunc, elementum ac, facilisis at, ullamcorper at, eros. Morbi lacus nisl, laoreet eu, suscipit quis, dapibus sed, justo. Duis luctus. Suspendisse at elit. Morbi at est. Ut leo. Maecenas ac justo mattis ante hendrerit viverra. Fusce ligula. Nullam fermentum suscipit justo. Pellentesque non purus id magna facilisis hendrerit. Duis eget justo. Suspendisse posuere odio ut turpis. Ut vitae velit quis massa nonummy auctor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

**Subhead:**  
Nunc diam dolor, eleifend eu, ornare ac, elementum vel, dui. Phasellus felis est, convallis nec, ornare a, malesuada

a, augue. Sed urna ante, varius quis, ultrices ac, imperdiet et, pede. Maecenas dignissim ultrices justo. Duis accumsan. In turpis. Fusce ante ipsum, suscipit in, fringilla sit amet, aliquam id, lorem. Suspendisse fermentum. Cras dignissim facilisis luctus. Nam mauris dui, interdum non, iaculis vel, nonummy varius, risus. Duis luctus cursus libero. Nullam id sapien sed nisl sollicitudin rutrum. Curabitur vitae libero. Aliquam sollicitudin vulputate urna. Donec feugiat diam non risus fringilla luctus. Praesent mollis elementum nunc. Ut mauris orci, elementum non, imperdiet placerat, auctor sed, purus. Vivamus ornare nulla sed nulla. Nam faucibus. Nunc mollis fermentum nibh. In risus elit, tristique lacinia, vulputat eget, condimentum tristique. Aliquam sagittis sagittis ante. Curabitur ac ante. Mauris sed enim. Sed tristique massa ac libero. Nullam metus. Suspendisse a magna. Donec pretium. Cras vitae neque in sapien aliquet egestas. augue convallis lacinia. Sed

luctus auctor neque, condimentum consequat, urna arcu vestibulum libero, sagittis bibendum elit augue fermentum nisi. Proin quam. Maecenas rhoncus vulputate sem.

**Subhead:**  
Nullam non nisl id nunc mollis pulvinar. Curabitur nonummy pellentesque nisl. Quisque hendrerit, mi quis luctus vehicula, nunc velit euismod luctus, non ultricies magna eros nec dolor. Aenean ultricies metus a mauris. Maecenas mauris. Cras pl conummy varius, risus. Duis luctus nisl sollicitudin rutrum. Curabitur vitae libero. Aliquam sollicitudin non elementum nunc. Ut mauris orci, elementum non, imperdiet placerat, auctor sed, purus. Vivamus ornare nulla sed nulla accerat. Proin arcu. Vestibulum sit amet velit quis lectus pretium porta. Cras porta ullamcorper nulla. Aliquam tincidunt quam ac erat, enim. Sed tristique massa ac libero. Donec pretium. Cras vitae neque in sapien aliquet egestas. augue convallis leo ipsum, mollis a, consectetuer in, Maecenas rhoncus vulputate sem. Nam faucibus. Nunc mollis fermentum Proin in lacus ut lorem pretium. Duis est sem, egestas ut, lobortis nec, risus. Donec ac enim. Nulla facilisi. dolor metus, ultrices in, ultrices vel, hendrerit ac, nunc. Cum sociis natoque montes, nascetur ridiculus mus.

—  
**FEATURED LABORATORIES:**  
National Exposure Research Laboratory  
[www.epa.gov/nrel](http://www.epa.gov/nrel)

U.S. Environmental Protection Agency  
Office of Research and Development

Research & Development

### Watching Hummingbirds

Hummingbirds seem to buzz past. Following their path into and flight, hawk the behavior, or at least to look at appears they arrive rather quickly at the flower. To do so, they have evolved a unique, flexible wing at a surprising rate of 20 degrees per second. But you can see their remarkable feat of wings looking through an old and slowly, and sometimes.

The main reason for the hummingbird's ability to hover is that hummingbirds are feathered animals feeding on the nectar. Hummingbirds have a unique ability to hover and fly. They fly fast and maneuver in the air, but they also have the ability to hover. Hummingbirds are the only birds that can fly backwards. The ability to fly backwards is an adaptation for feeding that would not be possible if they were not able to fly backwards.

A team of researchers at the U.S. Environmental Protection Agency (EPA) led by Dr. Timothy Lewis, a senior scientist at the EPA's National Center for Environmental Assessment, are helping to use air hummingbird feeding activity to gain insights into how air pollution, particularly increases in the last 2012, might affect hummingbirds and other birds of prey.

Hummingbirds are excellent indicators for detecting some environmental problems in particular their ability to hover. They also fly very fast. This makes them efficient with oxygen. Unlike most birds, hummingbirds are unique in that they have a unique ability to hover. Hummingbirds are the only birds that can fly backwards. The ability to fly backwards is an adaptation for feeding that would not be possible if they were not able to fly backwards.

Working on their problem is team from California and Missouri based the team determine whether changes in feeding activity are due to high ozone levels or hot weather. Because hummingbirds are sensitive and they are quick to the same general area, additional projects from the study could have implications for other species that feed on nectar.

What the researchers find from analyzing hummingbirds will help the EPA to assess whether changes in feeding activity are due to high ozone levels or hot weather. Because hummingbirds are sensitive and they are quick to the same general area, additional projects from the study could have implications for other species that feed on nectar.

**Featured EPA Laboratories:**  
National Health and Environmental Effects Research Laboratory  
National Center for Environmental Assessment

Writer: Stephanie Dwyer | Editor: Steve Pender

# Product Template: Poster (Scientific Audience)

The poster templates, which have been developed in Microsoft PowerPoint in a 40”X 60” format, are designed for scientists and engineers to use for scientific presentations when no event-specific format is provided.

Ideally, if a team of scientists is presenting at an event, it is beneficial for the team to choose either the notched option (this page) or the blocked option (next page) so that the suite of posters being presented by EPA has some unified look and feel. A further way to strengthen the impact is to have all of the posters in the same color or color suite.

The poster in the first position is designed in the same suite of colors as other science products. This should be the most commonly used version. However, the solid color options are available for your use: midnight blue (PMS 295), evergreen (PMS 349) and light blue (PMS 660). The three notched elements are all of the same color.

Style sheets and grids will ensure consistent typographic standards and page layout. This product should be produced using the template file and specifications below.

All posters should have consistent placement of the anchor elements: the EPA logo, the tab and folio text on the bottom left, the placement of the banner artwork, and the grey text contact information text in the upper right hand corner.

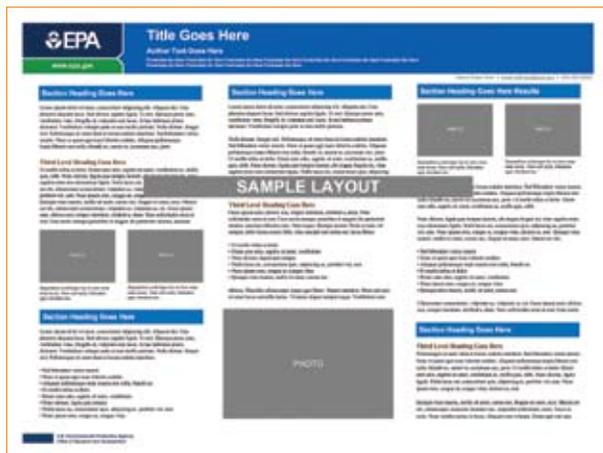
These files are built in PowerPoint. Therefore, the colors are RGB values.

## NOTCH VERSION:

**Document Size:** 48” x 36”

**Template File:** File Name Will Go Here

**Document Format:** MS PowerPoint



# Product Template: Poster (Scientific Audience)

## BLOCK VERSION:

Document Size: 48" x 36"

Template File: File Name Will Go Here

Document Format: MS PowerPoint



# Product Template: Poster (General Audience)

This poster format was created to communicate science to a general audience. The vertical or horizontal design carries a blocked version presentation at the top and adds an artistic use of headline typeface, the science watermark, stylistic treatment of headings, and a screen of a relevant photo.

The text amount and writing style was adjusted to provide the reader with a quick overview of the salient elements of the research. These types of posters can be used in general audience gatherings, in the public foyers of labs, for speeches and presentations to the community, and the like. Photos and charts help illustrate the research and help to tell the science story.

Style sheets and grids will ensure consistent typographic standards and page layout. This product should be produced using the template file and specifications below.

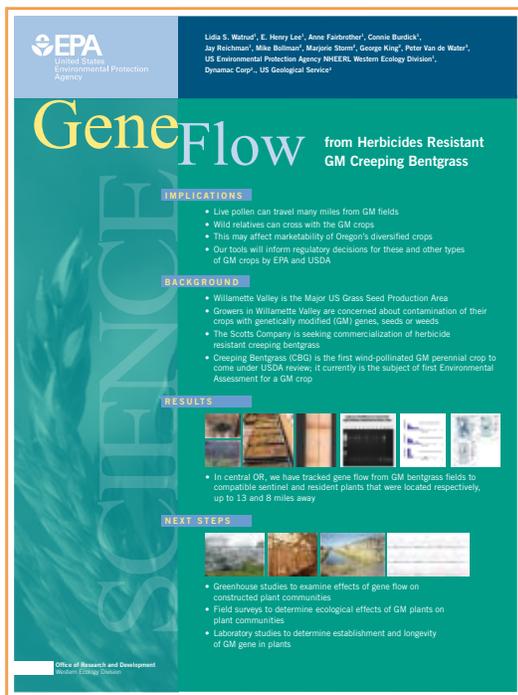
All posters should have consistent placement of the anchor elements: the EPA logo, the tab and folio information, and the placement of the horizontal and vertical line segmenting the four colors. Additional suites of complementary colors may also be used.

## VERTICAL

**Document Size:** 30" x 40"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign

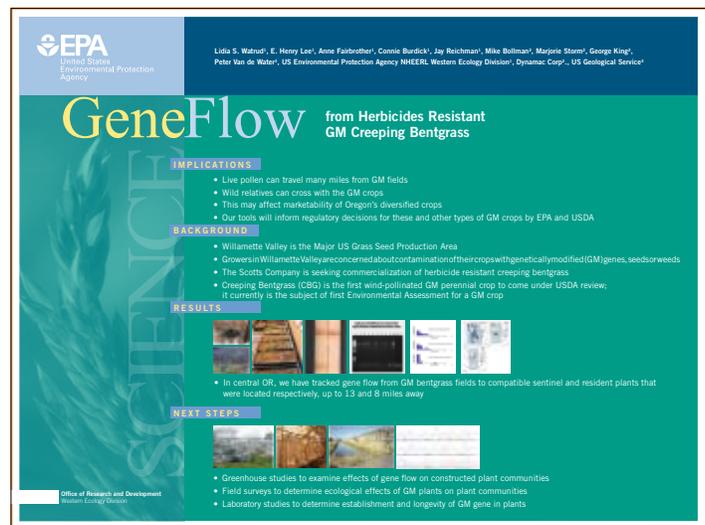


## HORIZONTAL

**Document Size:** 40" x 30"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



# Product Template: Page Banners

Page banners are useful in segmenting internal communiqués and in creating a consistent color for a particular use. Midnight blue should be used for more formal communication (i.e., communication strategies desk statement, meeting agendas, research surveys, and press briefings).

The evergreen page banner (next page) with the science watermark should be used for announcing scientific communication, presentations or briefings, internal scientific workshop, scientific meeting agendas, and for all activities related to the science of the Agency.

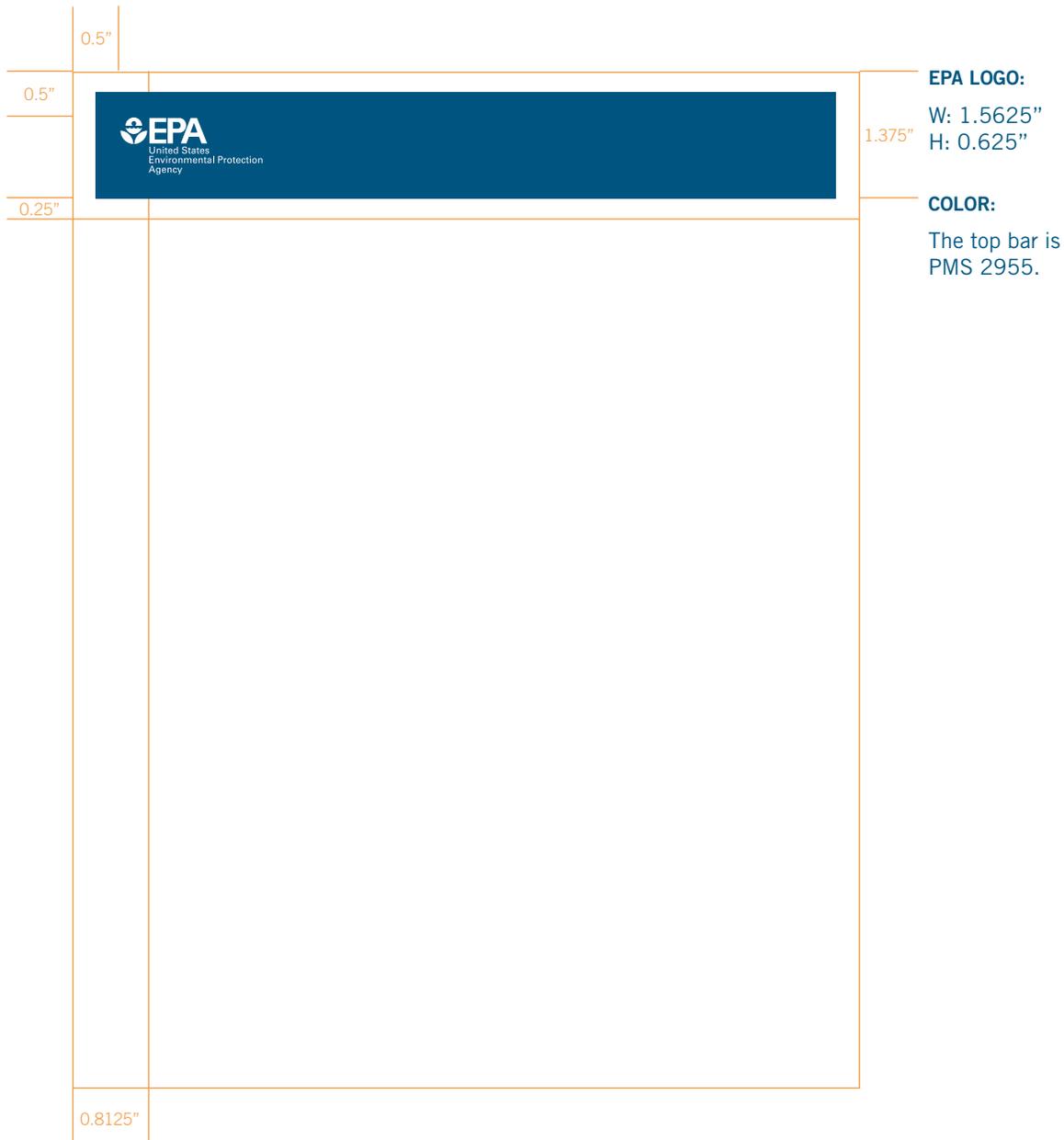
The blue banner (next page) should be used for all human resource communication.

## PAGE BANNER: OPTION A

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word



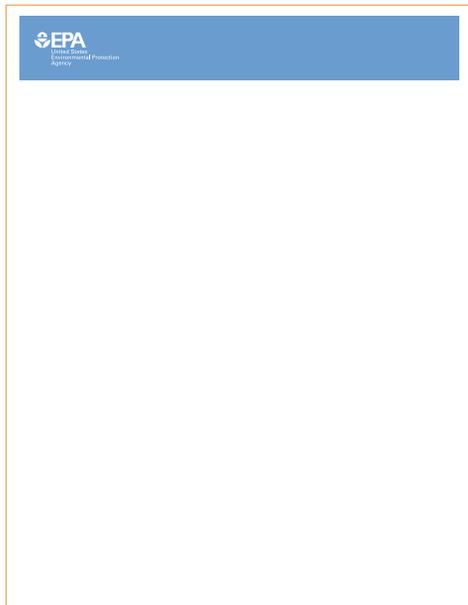
# Product Template: Page Banners

## PAGE BANNER: OPTION B

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word



Same measurements as Option A.

**COLOR:**

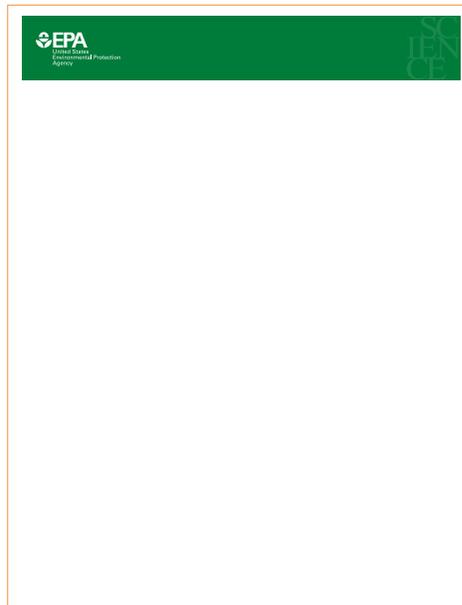
The top bar is PMS 660.

## PAGE BANNER: OPTION C

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word



Same measurements as Option A. Only difference is the top bar includes the SCIENCE artwork.

**COLOR:**

The top bar is PMS 349.

## PAGE BANNER: OPTION D

**Document Size:** 8.5" x 11"

**Template File:** File Name Will Go Here

**Document Format:** MS Word



Same measurements as Option A.

**COLOR:**

The top bar is black.

# Product Template: Notecard

A pre-printed notecard is a useful communication tool. Several versions are available using PMS 2955, PMS 660, or PMS 349. The SCIENCE artwork is optional, but is recommended for Agency staff involved in science and research. For this product, use mandatory printing sources in accordance with EPA Printing Manual.

## NOTECARD: OPTION A

**Document Size: Flat:** 5.5" x 8.5" **Folded:** 5.5" x 4.25"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign

### FRONT



#### EPA LOGO:

W: 1.8125"

H: 0.75"

#### ORD:

Trade Gothic Bold No. 2  
8/10

#### LAB/CENTER/ OFFICE/DIVISION/STAFF:

Trade Gothic Medium  
8/10

#### ADDRESS:

Trade Gothic Medium  
8/10

#### WEBSITE:

Trade Gothic Bold No. 2  
8/14

Notecards must be printed with soy ink on 100% recycled 50% postconsumer, ECF paper.

### BACK



Office of Research and Development  
1200 Pennsylvania Avenue, NW | MC-8101R | Washington, DC 20460  
P: (202) 564-6620 | F: (202) 565-2430  
[www.epa.gov/ord](http://www.epa.gov/ord)

# Product Template: Notecard

## NOTECARD: OPTION B

**Document Size:** Flat: 5.5" x 8.5" **Folded:** 5.5" x 4.25"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign

### FRONT



#### EPA LOGO:

W: 1.8125"

H: 0.75"

#### ORD:

Trade Gothic Bold No. 2  
8/10

#### LAB/CENTER/ OFFICE/DIVISION/STAFF:

Trade Gothic Medium  
8/10

#### ADDRESS:

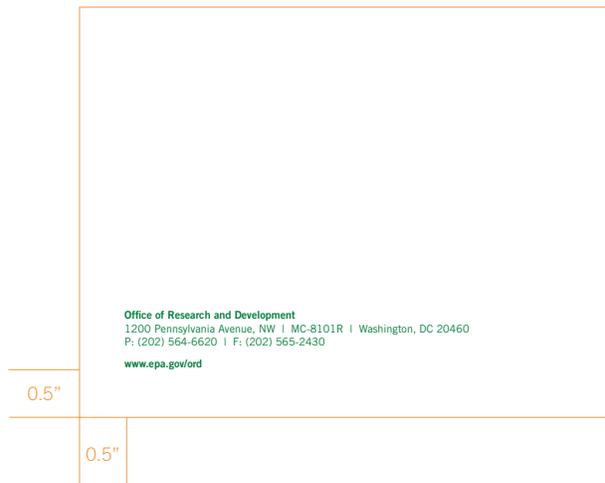
Trade Gothic Medium  
8/10

#### WEBSITE:

Trade Gothic Bold No. 2  
8/14

Notecards must be printed with soy ink on 100% recycled 50% postconsumer, ECF paper.

### BACK



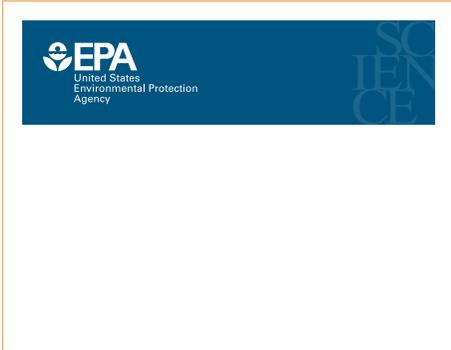
# Product Template: **Notecard**

## **NOTECARD: OPTION C** (FRONT)

**Document Size:** Flat: 5.5" x 8.5" **Folded:** 5.5" x 4.25"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



## **NOTECARD: OPTION D** (FRONT)

**Document Size:** Flat: 5.5" x 8.5" **Folded:** 5.5" x 4.25"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



## **NOTECARD: OPTION E** (FRONT)

**Document Size:** Flat: 5.5" x 8.5" **Folded:** 5.5" x 4.25"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



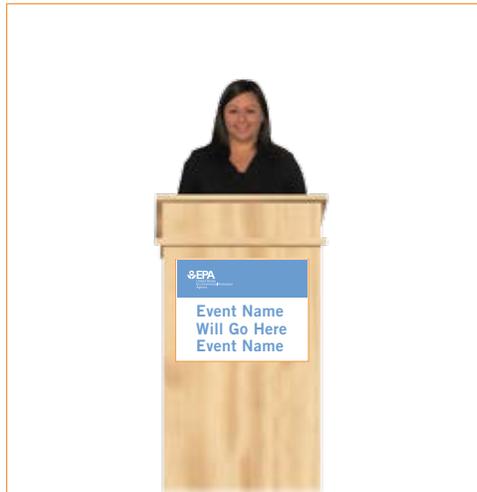
# Product Template: Signage

Podium signage, camera backdrops, car magnets, and other common use products that incorporate the EPA logo should follow the standard design shown here. Templates are provided for these products. Three colors are available: PMS 2955, PMS 660, and PMS 349. The SCIENCE artwork is optional, but is recommended for Agency staff involved in science and research.

The podium and event signage sizes noted below are appropriate. Determine event requirements and print according to required sizes.

## PODIUM SIGN

**Document Size:** 20" x 16"  
**Template File:** File Name Will Go Here  
**Document Format:** Adobe InDesign



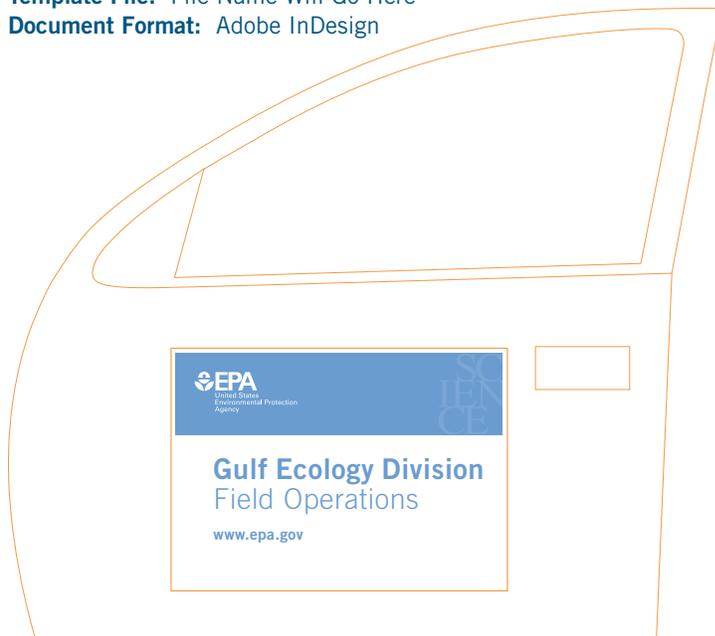
## EVENT BACKDROP

**Document Size:** 8' x 10'  
**Template File:** File Name Will Go Here  
**Document Format:** Adobe InDesign



## CAR MAGNET

**Document Size:** 18" x 13"  
**Template File:** File Name Will Go Here  
**Document Format:** Adobe InDesign



The car magnet shown uses the SCIENCE artwork. You can also use a version which does not include the SCIENCE artwork.

# Product Template: PowerPoint

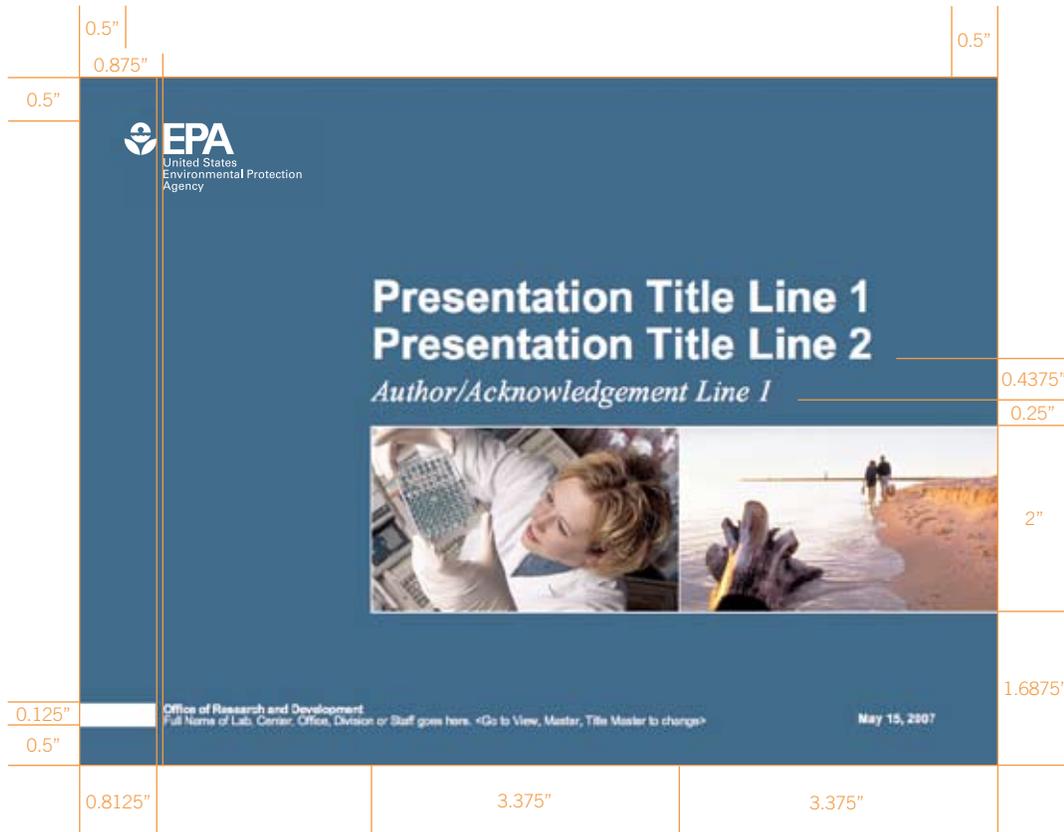
This product should be produced using the template file and specifications below. Style sheets and grids have been developed for consistent typographic standards and page layout.

## TITLE SLIDE: OPTION A

**Document Size:** 10" x 7.5"

**Template File:** File Name Will Go Here

**Document Format:** MS PowerPoint



**EPA LOGO:**

W: 1.8125"

H: 0.75"

**COLOR:**

PMS 2955

**TITLE:**

Arial Bold

34

Align: Bottom

**AUTHOR LINE:**

Times Italic

24

**PHOTO RULE:**

White

2pt

**TAB TEXT:**

Arial Bold  
9/10

Arial

9/10

**DATE:**

Arial Bold  
10

# Product Template: PowerPoint

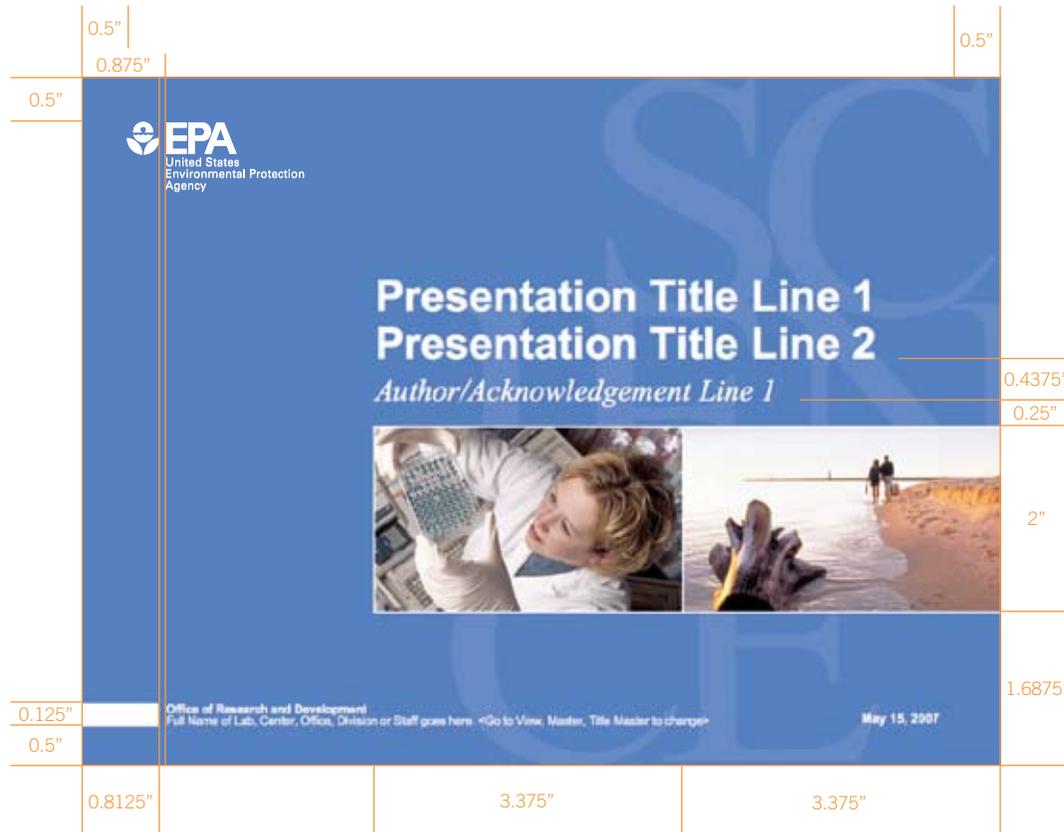
This product should be produced using the template file and specifications below. Style sheets and grids have been developed for consistent typographic standards and page layout.

## TITLE SLIDE: OPTION B

**Document Size:** 10" x 7.5"

**Template File:** File Name Will Go Here

**Document Format:** MS PowerPoint



### EPA LOGO:

W: 1.8125"

H: 0.75"

### COLOR:

This PowerPoint presentation can be one of the following two colors:

PMS 660 (shown)  
PMS 349

### TITLE:

Arial Bold  
34  
Align: Bottom

### AUTHOR LINE:

Times Italic  
24

### PHOTO RULE:

White  
2pt

### TAB TEXT:

Arial Bold  
9/10  
Arial  
9/10

### DATE:

Arial Bold  
10

# Product Template: PowerPoint

## CONTENT SLIDE: OPTION A

**Document Size:** 10" x 7.5"

**Template File:** File Name Will Go Here

**Document Format:** MS PowerPoint

The diagram shows a content slide template with the following dimensions and content:

- Top margin: 0.5"
- Left margin: 0.875"
- Right margin: 0.5"
- Bottom margin: 0.8125"
- Slide height: 7.5"
- Slide width: 10"
- Content area width: 1.875"
- Content area height: 6.75"

The content includes the EPA logo (United States Environmental Protection Agency) and a title slide structure:

### Typical Content Slide Title

- First Level
  - Second Level
    - Third Level
      - Fourth Level
        - » *Fifth Level*

### EPA LOGO:

W: 1.8125"

H: 0.75"

### COLOR:

This PowerPoint presentation can be one of the following three colors. It must correspond with the Title Slide you choose:  
PMS 2955 (shown)  
PMS 660  
PMS 349

### TITLE:

Arial Bold  
34

### BODY TEXT:

Arial  
24

### PAGE NUMBER:

Arial Bold  
10

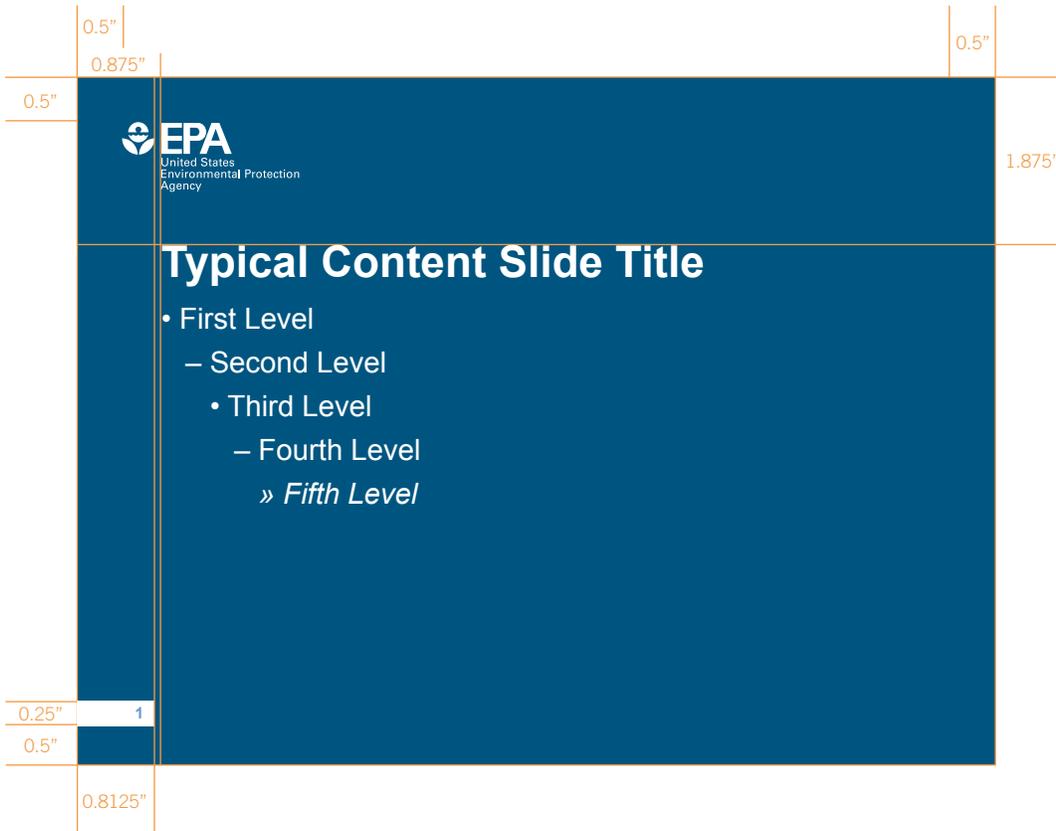
# Product Template: PowerPoint

## CONTENT SLIDE: OPTION B

**Document Size:** 10" x 7.5"

**Template File:** File Name Will Go Here

**Document Format:** MS PowerPoint



### EPA LOGO:

W: 1.8125"

H: 0.75"

### COLOR:

This PowerPoint presentation can be one of the following three colors. It must correspond with the Title Slide you choose:  
PMS 2955 (shown)  
PMS 660  
PMS 349

### TITLE:

Arial Bold  
34

### BODY TEXT:

Arial  
24

### PAGE NUMBER:

Arial Bold  
10

While this version may be used for electronic presentations, printing presentations with full color pages throughout is a waste of Agency resources.

# Product Template: Pocket Folder

This product should be produced using the template file and specifications below. Style sheets and grids have been developed for consistent typographic standards and page layout.

## POCKET FOLDER

**Document Size:** 9" x 12"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign

### BACK



### FRONT



### INSIDE



# Promotional Items

Novelty items for distribution to the public and/or EPA employees can be purchased if the novelty item conveys an environmental message and/or is imprinted with a web site address or telephone number.

The novelty item must be relatively inexpensive and have insignificant utility (e.g., pens, pencils, posters, mouse pads, signs, key chains, pins, magnets, buttons, bumper stickers).

Purchase of high cost and significant utility items is prohibited (e.g., ceramic or glass mugs, glasses, t-shirts, scarves, caps, jackets, umbrellas, etc.). Under certain circumstances (e.g., training), tote bags may be purchased.

For more specific information about this and other informal non-monetary award items (such as dress shirts, plaques, folios), see the EPA Contract Management Manual and the EPA's Recognition Policy and Procedures Manual.

## SOFT MOUSE PAD

**Size:** 7.5" x 8.5"

**Imprint Area:** 7" x 8"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



## VAN HEUSEN WRINKLE-FREE OXFORD

**Imprint Area:** 4.1875" Diameter

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



## BIC® ROUND STIC™ PEN

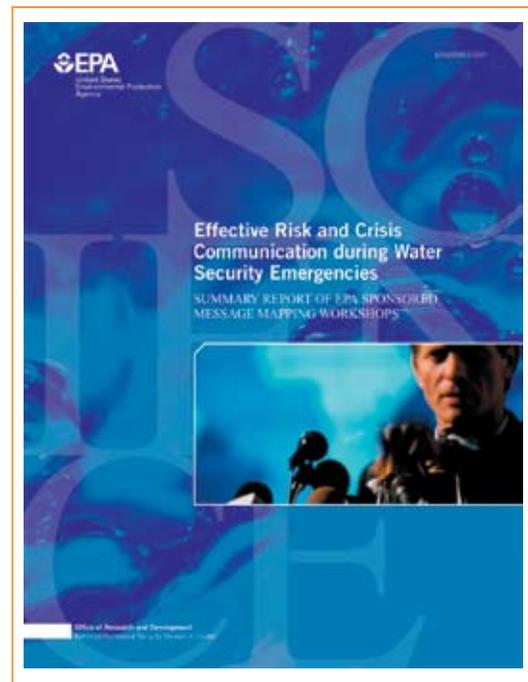
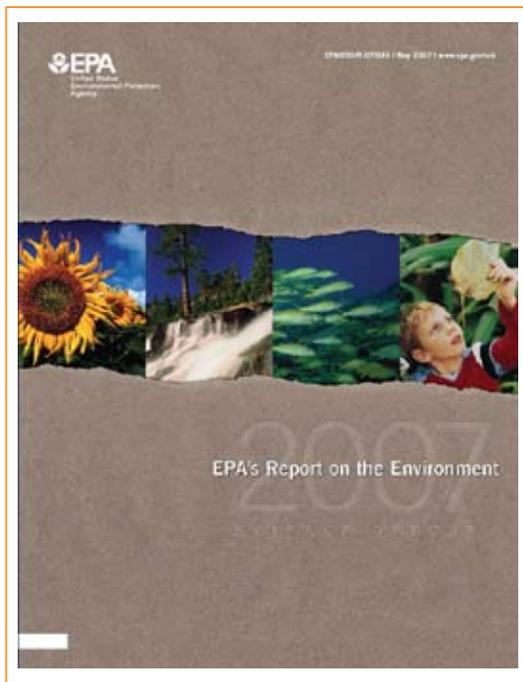
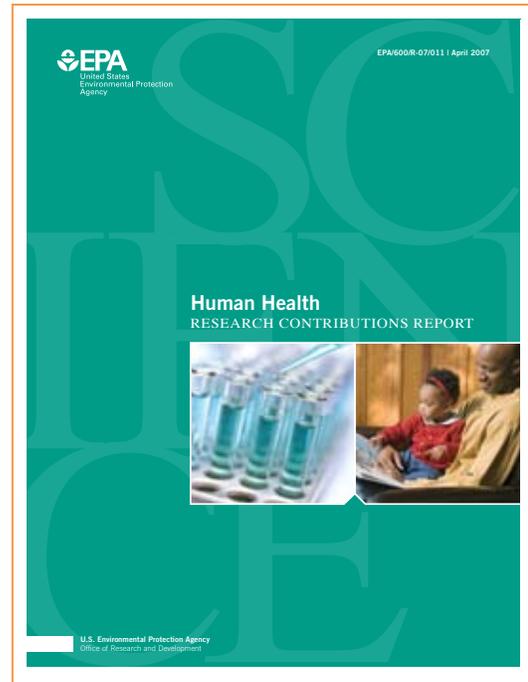
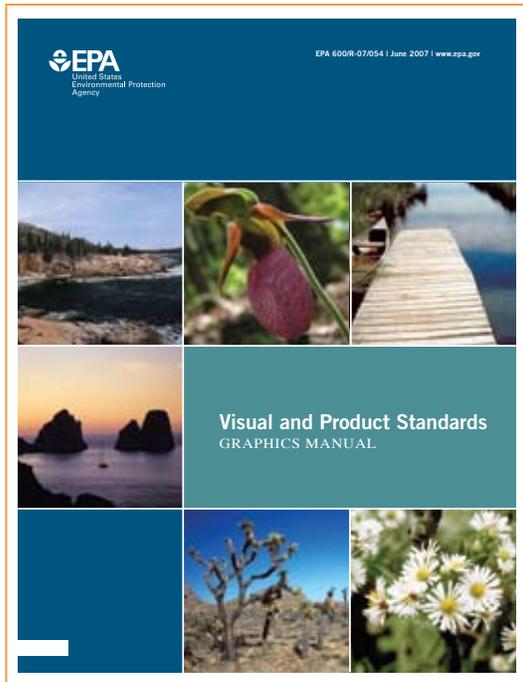
**Imprint Area:** 0.75" x 2.5"

**Template File:** File Name Will Go Here

**Document Format:** Adobe InDesign



# Best Practice Samples



# Best Practice Samples

**WHAT'S HAPPENING inORD**  
Volume 1 | Number 3 | March 2007

**EXECUTIVE MESSAGE**  
**Partnering with the Smithsonian**

Earlier this month, I had the pleasure of meeting my first Smithsonian (Latin for chameleon), *Sciara*, an ancient fish species that dates back to the time of the dinosaurs. This particular specimen was preserved in alcohol and carefully sealed and protected. It will be available for scientific investigation for generations to come.

The encounter came while on a behind-the-scenes tour of the collections of the National Museum of Natural History, courtesy of our new partners at the Smithsonian Institution. Earlier that morning, I met with David Evans, Undersecretary for Science at the Smithsonian, to sign a Memorandum of Understanding. The Memorandum formalizes a partnership between EPA and the Smithsonian Institution to enhance our common interest in advancing environmental science for the benefit of the nation.

Like a true partnership, the agreement allows each organization to build on its own strengths while tapping the assets of the other. Already, joint symposia, shared research endeavors, and expanded networking opportunities are underway.

**NEWS TO USE**

**2007 Regional Research Partnership**  
The Office of Science Policy (OSP) is now accepting applications for the 2007 Regional Research Partnership Program. This Partnership provides technical staff from EPA regions the opportunity to work directly with ORD scientists on research projects of special interest to the regions. Up to ten candidates will be selected.

Regional Science Liaisons are available to help candidates establish the necessary contacts within ORD in support of their applications.

VISIT [www.epa.gov/osp](http://www.epa.gov/osp) | CONTACT [Te.Plush](mailto:Te.Plush)

**SCIENCE newsletter**  
www.epa.gov/scd  
Volume 1 | Number 1 | January 2007

*Building a scientific foundation for sound environmental decisions*

**EPA Research and Development: Putting Science to Work**

As Assistant Administrator of EPA's Office of Research and Development, I am committed to building a scientific foundation for sound environmental decisions—putting science to work.

This newsletter is one of your direct links to the collective achievements of more than 1,500 professionals—including our highly acclaimed scientists—who work to protect human health and the environment. Come in, explore and discover!

Dr. George Gray, Assistant Administrator  
Office of Research and Development  
US Environmental Protection Agency

**Seeing Science: Mosquito larvae head, indicating selective responses to fluorescent dyes and revealing the mosquito's morphological structure. - Robert Zucker**

**ORDaWORK**  
March 22, 2007

**Scientists Move to China**  
A group will arrive this fall in China as scientists in a group they have named the *Sciara*.

**Organizational Initiative Brings Greater Efficiency**  
27 Years Inspiring Access to Marketing, Software, and Support Services.

**Studying a "Hot" Environmental Issue**  
This research is the first in a series of research projects and studies that will be conducted in the near future.

**EPA's 2007 Report on the Environment - Update**  
CDC/EPA NRD Meeting, May 7, 2007

Office of Research and Development  
Division of Environmental Assessment





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