

# Acknowledgment of USDA Support by NIFA

When acknowledging USDA support in accordance with 2 CFR Part 415, grantees must use the following acknowledgment for all projects or initiatives supported by the National Institute of Food and Agriculture (NIFA):

"This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number XXX-XXXXX-XXXXX."

Whenever practical, NIFA also expects that grantees use NIFA's official identifier in publications, posters, websites and presentations resulting from their award. This identifier can be found at <http://nifa.usda.gov/resource/official-nifa-identifier>.

In addition, all publications and other materials, except scientific articles or papers published in scientific journals, must contain the following statement:

"Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture."

## PRESS ANNOUNCEMENTS AND MEDIA INTERVIEWS

Recommended awards should not be announced in any manner by a grantee until approval is obtained by NIFA's communication office. This applies to press releases, newsletters, and press interviews, web or social media postings. In many cases, the Secretary of Agriculture may want to personally announce the award.

NIFA grant awardees are requested to coordinate all public announcements with NIFA's Communication Staff at [CommunicationsStaff@nifa.usda.gov](mailto:CommunicationsStaff@nifa.usda.gov) (link sends e-mail). Simultaneous announcement by NIFA and the grantee are preferred.

The awardee is responsible for acknowledging NIFA support during news media interviews that discuss work supported by NIFA.

# Official NIFA Identifier

Sunday, January 1, 2012

We appreciate your interest in using our identifier to acknowledge NIFA in both print and digital partner materials. The following is the official identifier presented in several useful configurations. Before downloading files, we ask that you review the following guidelines, format descriptions, and faqs:

## GUIDELINES

- The integrity of the complete identifier should be maintained in all uses. Additions and deletions to the identifier are not permitted.
- To maintain clear identification, the identifier should always appear proportionally, isolated from other elements, such as titles or graphic devices. It should not be obscured in any way or reproduced against strongly patterned backgrounds that would tend to impair its recognition.
- When it is used in conjunction with symbols of other public and private sector partners, the NIFA identifier should have equal placement.
- *Never enlarge a jpg file beyond 100%. If you are unable to use the vector (scalable eps) version, and need a larger jpg, request one for the NIFA visual information specialist (see below).*

## FORMATS

We provide the identifiers in several file formats, color modes, and resolutions for specific use in various software applications:

- For use in Powerpoint
  - [Vertical](#)
  - [Horizontal](#)
  - [Centered](#)
- For use in Word, Publisher, InDesign, etc.
  - [Vertical](#)
  - [Horizontal](#)
  - [Centered](#)
- For use on Web
  - [Vertical](#)
  - [Horizontal](#)
  - [Centered](#)

If you need a high-resolution vector, please contact [Stephanie Engle, Visual Information Specialist](#)(link sends e-mail).

## WHAT'S THE DIFFERENCE BETWEEN CMYK AND RGB?

CMYK color mode is for printing. It stands for the 4 colors used in process printing: cyan, magenta, yellow, and black (the "K" meant "key" in printing terms, as the key printing plate). RGB color mode is for viewing on screen. It stands for the three colors of light used to create color on your monitor or projector: red, green, and blue.

## WHAT DOES "PPI" STAND FOR?

PPI stands for "pixels per inch." An image can be made up of a few pixels for every inch, or many. The more the pixels in an inch, the higher the resolution. 72 ppi is the standard pixel resolution for Web. 300 ppi is the minimum for printing. Commercial presses often use 1250 ppi for printing brochures and magazines!

## I'M MAKING A POWERPOINT SHOW AND IT HAS A PHOTOGRAPH COVERING THE BACKGROUND. WHEN I PLACE THE CORRECT IDENTIFIER FROM ABOVE, THERE IS A WHITE BOX AROUND IT. HOW DO I GET RID OF THE WHITE BACKGROUND?

That's very easy to do! After you place the image, select it and go to the "format" tab. At the far left you will find the "recolor" button. At the bottom of the drop down menu is the "Set Transparent Color" option. Click on it. The cursor becomes an eyedropper tool. Place the cursor over the white area of the identifier, and click. All of the white becomes invisible, leaving the USDA identifier and the black logotype floating over the background image.

## WHY DOES THE IDENTIFIER LOOK SQUISHED WHEN I PLACE IT IN MY DOCUMENT?

Logos and identifiers---or any graphics for that matter---need to be scaled (sized) proportionally. When the bounding box around the identifier is pulled in to make it smaller, the identifier within the box can become distorted horizontally, vertically, or both. To correct this problem, hold the "shift" key down as you pull on the corners of the bounding box. The "shift" key keeps everything in proportion.

## RESOURCE DETAILS

### Resource File:

 [Powerpt usda nifa vertical rgb 300.jpg](#) (113.76 KB)

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 [Powerpt usda nifa horizontal rgb 300.jpg](#) (107.69 KB)

 [Powerpt usda nifa centered rgb 300.jpg](#) (110.83 KB)

 [Word Adobe usda nifa vertical cmyk 300.jpg](#) (736.12 KB)

 [Word Adobe usda nifa horizontal cmyk 300.jpg](#) (730.48 KB)

 [Word Adobe usda nifa centered cmyk 300.jpg](#) (734.07 KB)

 [Web usda nifa vertical rgb 72.jpg](#) (37.49 KB)

 [Web usda nifa horizontal rgb 72.jpg](#) (32.71 KB)

 [Web usda nifa centered rgb 72.jpg](#) (33.73 KB)