

ARS □ CSREES □ ERS □ NASS

Policy and Procedures

Title: Printed Letterheads, Envelopes, and Postcards

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Distribution: ARS Headquarters, Areas, and Locations

This directive states policy and procedures for the design, printing, and procurement of letterhead, envelopes, and postcards used by ARS personnel.

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1. INTRODUCTION

This directive provides instructions and procedures for ARS personnel for the design, printing, and procurement of letterhead, envelopes, and postcards. The responsibilities of the ARS Mail Manager, the Deputy Area Directors (DAD), and ARS personnel are provided as well as the procedures and the specifications which must be used for designing, printing, and procuring letterhead, envelopes, and postcards.

2. FORM

- AD-700, Procurement Request, Area Offices
- AD-78, Procurement Request, HQ

3. AUTHORITY

- USDA DR 1420-1

Note: Directive 1420-1 has not been revised since 1988. The information in DR 1420-1 pertaining to calling/business cards is obsolete.

4. POLICY

It is ARS policy:

- To keep the number and variety of printed letterheads, envelopes, and postcards to a minimum.
- That an individual's name or title will not be commercially printed on official ARS stationery or specially designed reference slips.
- That the terms "FROM THE DESK OF" or "FROM THE OFFICE OF," followed by the title of an official will not appear on any **official** stationery used in ARS.
- That commercially printed letterhead should exclude phone and fax numbers as these numbers often change, resulting in outdated letterhead. It is recommended that desktop printed letterhead be produced as needed and should include phone, fax, and e-mail information.

- That HQ DC/MD personnel can retrieve Microsoft Word letterhead templates from their desktop if the Beltsville Service Center does not have appropriate letterhead stocked.

5. RESPONSIBILITIES

ARS Mail Manager, OCIO

- Maintains current samples of approved letterhead, envelopes, and postcards.
- Maintains a supply of commercially printed letterhead and envelopes at the Beltsville Service Center, Beltsville, MD.
- Coordinates the commercial printing of approved letterhead, envelopes, and postcards with the USDA Office of Communications.

DAD

- Reviews AD-700 and approves requests for new printing of letterheads, envelopes, and postcards.
- Maintains current samples of approved letterheads, envelopes, and postcards.

ARS HQ DC/MD Personnel

- Request approval for any new printing of commercial administrative letterhead and postcards from ARS Mail Manager.

Area Office Personnel

- Request DAD approval of new commercial printing of letterhead, envelopes, and postcards.

6. PROCEDURES

Area Office Personnel

- Prepare and submit AD-700 to DAD for approval of commercial printing request.

HQ DC/MD Personnel

- Submit AD-78 commercial printing request for administrative letterhead and postcards to the ARS Mail Manager.
- Obtain envelopes and letterhead from the Beltsville Service Center, Beltsville, MD.

DAD

- Approves AD-700 requests for commercially printed letterhead, envelopes, and postcards.
- Returns the approved request to the Area Office requester for submission to the Area Office Mail Manager.

ARS Mail Manager, OCIO

- Forwards AD-78 printing requests to the USDA Printing Office, Office of Communications.

7. SPECIFICATION

- Standard specifications for letterhead are white bond with 25% rag content and 20 pound weight. For further specifications of other printing products, contact the servicing Government Printing Office (GPO).
- The USDA Design Center, Office of Communications, approves all new letterhead designs and specifications. Requests for these must be submitted through the ARS Information Staff.

EDWARD B. KNIPLING
Administrator
Agricultural Research Service

Date

Exhibit 1

ENVELOPES, POST CARDS, MAILING LABELS
(Return Addresses)

United States Department of Agriculture

Agricultural Research Service
Beltsville, Maryland 20705

OFFICIAL BUSINESS

**United States
Department of Agriculture**

Agricultural Research Service
1400 Independence Avenue, SW
Washington, DC 20250-0300

OFFICIAL BUSINESS

**U.S. Department of Agriculture
Agricultural Research Service**

Official Business



United States Department of Agriculture

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Exhibit 2

Sample Letterhead for all ARS offices (desktop Printed)



XYZ Office, ABC Staff
100 Anywhere Blvd., Anyplace, Any State, 12345-6789.
Voice: 123-456-7890 ☐ Fax: 123-789-0456 ☐ E-mail: username@whatever.gov
An Equal Opportunity Employer



United States Department of Agriculture

Research, Education, and Economics
Agricultural Research Service

Exhibit 3

Sample Letterhead for the Office of the Administrator (Commercially Printed)



Office of the Administrator
1400 Independence Avenue, SW., Room 302-A Jamie L. Whitten Federal Building
Washington, DC 20250-0300
An Equal Opportunity Employer



United States Department of Agriculture

Research, Education, and Economics
Agricultural Research Service

Exhibit 4

Sample Letterhead for the Administrative and Financial Management, DC
(Commercially Printed)



Administrative and Financial Management
1400 Independence Avenue, SW., Room 341-A Jamie L. Whitten Federal Building,
Washington, DC 20250-0300
An Equal Opportunity Employer



United States Department of Agriculture

Research, Education, and Economics
Agricultural Research Service

Exhibit 5

Sample Letterhead for Administrative and Financial Management, Beltsville, MD
(Commercially Printed)



Administrative and Financial Management
5601 Sunnyside Avenue, Beltsville, MD 20705-5100
An Equal Opportunity Employer



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Exhibit 6

Sample Letterhead for Budget and Program Management Staff, DC
(Commercially Printed)



Budget and Program Management Staff
1400 Independence Avenue, SW., Room 358-A Jamie L. Whitten Federal Building
Washington, DC 20250
An Equal Opportunity Employer



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Exhibit 7

Sample Letterhead for the Office of Technology Transfer



Office of Technology Transfer
5601 Sunnyside Avenue, Room 4-1159
Beltsville, Maryland 20705-5131
An Equal Opportunity Employer