

**UNDER REVISION**

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**Appendix I. NCES Graphic Standards for Publication and Other Product Covers, Title Page, and Back of Title Page**

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**National Center for Education Statistics  
Policy and Procedures**

Directive No: 02

Date: January 8, 2003

**Subject:** Graphic Standards for NCES Publication Covers

This directive is intended to ensure that all NCES publications and other products share common design and style elements. The graphic design standards are not intended to limit creativity but are designed to help assure that NCES presents a consistent image that builds product recognition among users and potential users of education data. Although the standards were developed for standard-size publications (8 ½ x 11 inches), they may be adapted for use in designing covers for all NCES products, including booklets, brochures, CD-ROMs, folders, etc. Templates and logos are available from the Office of the Commissioner by calling 202-502-7300.

Revisions and additions to these graphic standards will be issued as necessary.

Val Plisko

*Associate Commissioner*

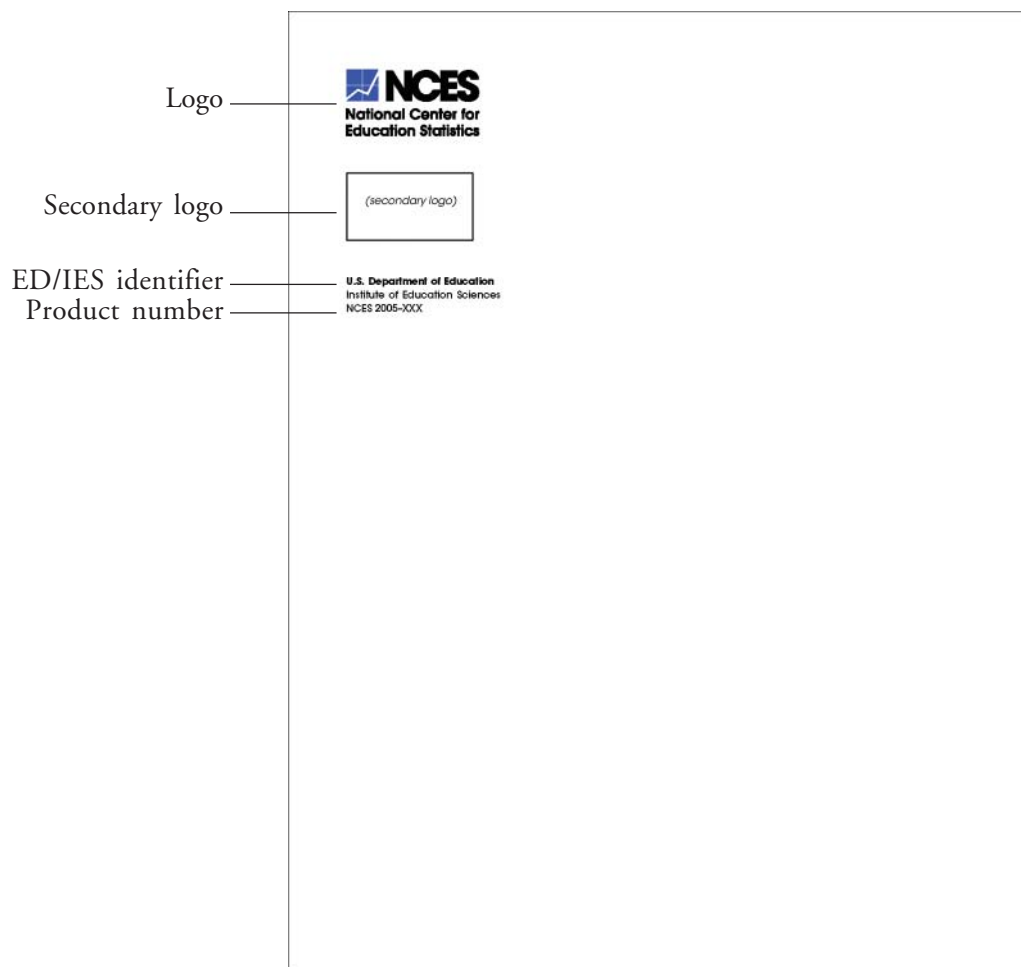
# Graphic Standards for the Design of NCES Media Products

**Purpose:** To ensure that all National Center for Education Statistics (NCES) products are designed to reinforce the identity of NCES and to build product recognition among users and potential users of education data.

## NCES Masthead

**Standard:** All NCES products must bear the NCES masthead.

**Details:** The NCES masthead consists of the NCES logo, Department identifier (ED/IES), and publication/product number. Details on each of these elements, including their placement on the “grid,” follow. The masthead should appear in the same location on all covers, but—with approval from the OC—it can vary depending on the layout needs of a specific product (e.g., CD-ROM, brochures).



## NCES Logo

**Standard:** All publications and materials produced for and by the National Center for Education Statistics (NCES) must carry the NCES logo, the official identifier for the National Center for Education Statistics. The logo must appear prominently on the front of all products.

**Details:** The NCES logo is a major component of the Center’s graphic identity. It consists of two parts: the square logo and the logotype “NCES.” The square has four quadrants with a graph line moving from lower left to top right. The NCES logo takes three forms: “square” “stacked” and “one-line.”

### Standard Usage

The logo is to be used primarily as a two-color logo. The square is PMS 661 or CMYK: 100 72 0 6 (*blue*); and the Logotype is 100 percent black. Use the square logo on the front of publications and other printed materials and use either the stacked or one-line logos on the spine of publications.



“[square logo](#)”



“[stacked logo](#)”

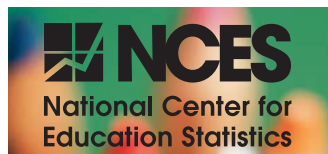


“[one-line logo](#)”

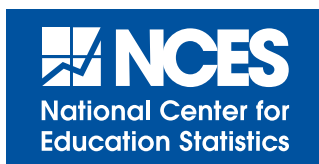
*To access graphic files of these logos (from the electronic version of this appendix), click on the logo name above.*

### Alternate Usage

When the logo is to be used on different color backgrounds, alternate treatment may be used.



**Black logo**  
The square and letters “NCES” are 100 percent black.



**Reversed logo**  
The square and letters “NCES” are reversed to white.



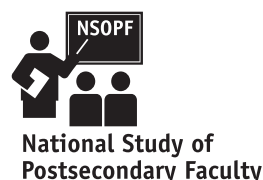
**Solid color logo**  
The square and letters “NCES” are 100 percent tint of a color.

## Secondary Logos

**Standard:** In addition to the NCES logo, the logo(s) of all NCES entities or other agencies (also called secondary logos) from which a product originates may appear on the cover of NCES products.

**Details:** Not all NCES entities have a secondary logo. However, if one exists, it must appear on the cover. Multiple secondary logos may appear on the cover of a publication. Set secondary logos in proportion to the NCES logo and to be consistent with the NCES logo in regard to color (e.g., when the NCES logo is used in full color, so should the secondary logo; when the NCES logo is used in 100% black, so should the secondary logo).

### Examples



## U.S. Department of Education/IES Identifier

**Standard:** The front of all NCES publication covers must bear the organization's imprimatur—"U.S. Department of Education, Institute of Education Sciences"—and the NCES publication number, if applicable.

**Details:** The Department/IES identifier and publication number lines should always appear as follows:

**U.S. Department of Education**  
 Institute of Education Sciences  
 NCES 200X-XXX

The Department of Education line must be set in Avant Garde Gothic Bold (8 pt., 11 leading); set the IES and publication number lines in Avant Garde Gothic Medium (8 pt., 11 leading).

## Typefaces and Fonts

**Standard:** The text on all NCES publication covers must be typeset in Adobe Avant Garde.

**Details:** The typeface and fonts used in designing NCES publication covers help to foster a consistent graphic look. Adobe Avant Garde fonts have been chosen to complement the NCES logo.

Avant Garde Gothic Book

Avant Garde Gothic Medium

**Avant Garde Gothic Demi**

**Avant Garde Gothic Bold**

## Color Palette

**Standard:** Use colors that work well with the NCES logo and with type that must be reversed out.

**Details:** Color is an integral component of a graphic identity program. The 10 colors below are recommended for use in NCES publications because they work well with the NCES logo; however, other colors may be used, especially if a program, survey, or other activity already has an established “look” with color(s) associated with it. The colors below may be especially useful to programs desiring to create families of publications.



PMS 568  
CMYK:83 0 56 38



PMS 661  
CMYK:100 72 0 6



PMS 187  
CMYK:0 91 72 24



PMS 1385  
CMYK:0 47 100 7



PMS 430  
CMYK:6 0 0 47



PMS 7474  
CMYK:90 0 28 22



PMS 2587  
CMYK:72 79 0 0



PMS 1665  
CMYK:0 65 87 0



PMS 477  
CMYK:72 87 100 0



Process Black  
CMYK:0 0 0 100

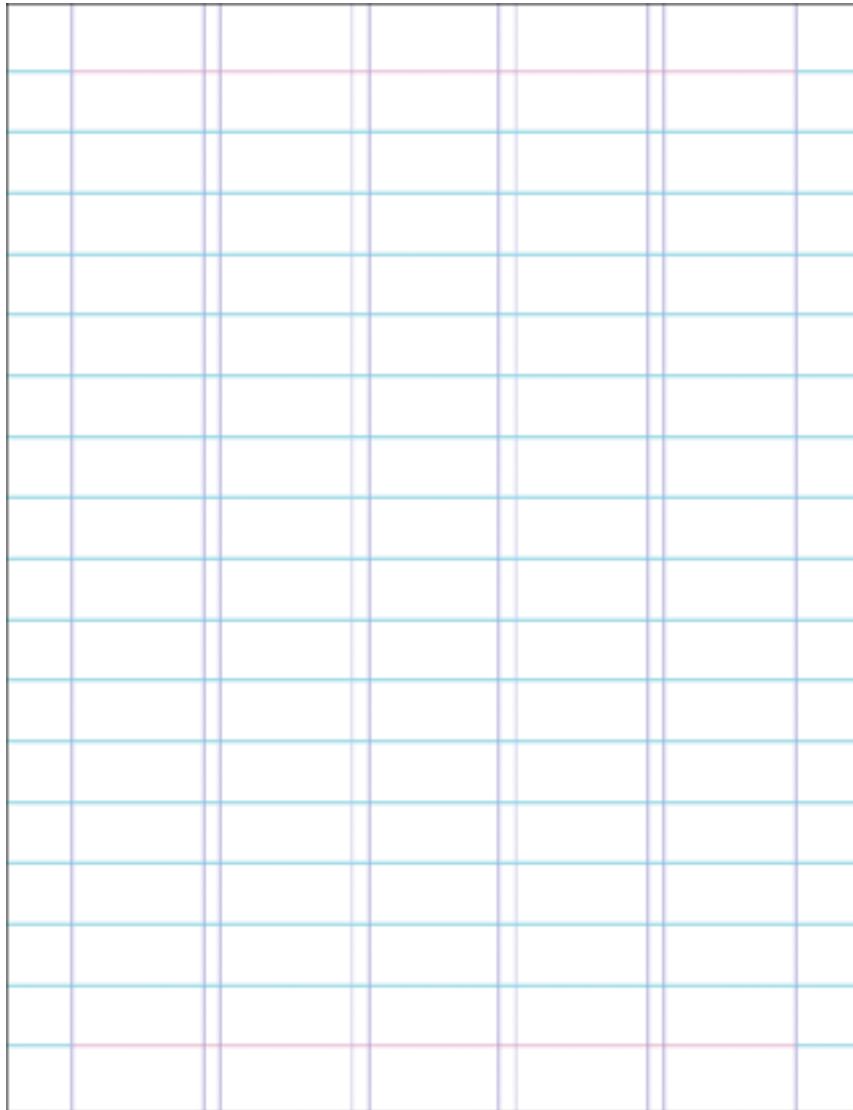
NOTE: Tints of spot color should not be used on the front cover of publications.

## Grid

**Standard:** All NCES standard-size publication covers (8.5 x 11 inches) must be designed on a grid with

- (1) a *top* margin of 4p;
- (2) *bottom/left/right* margins of 4p;
- (3) 5 *columns* overall; and
- (4) a *gutter* width of 1p.

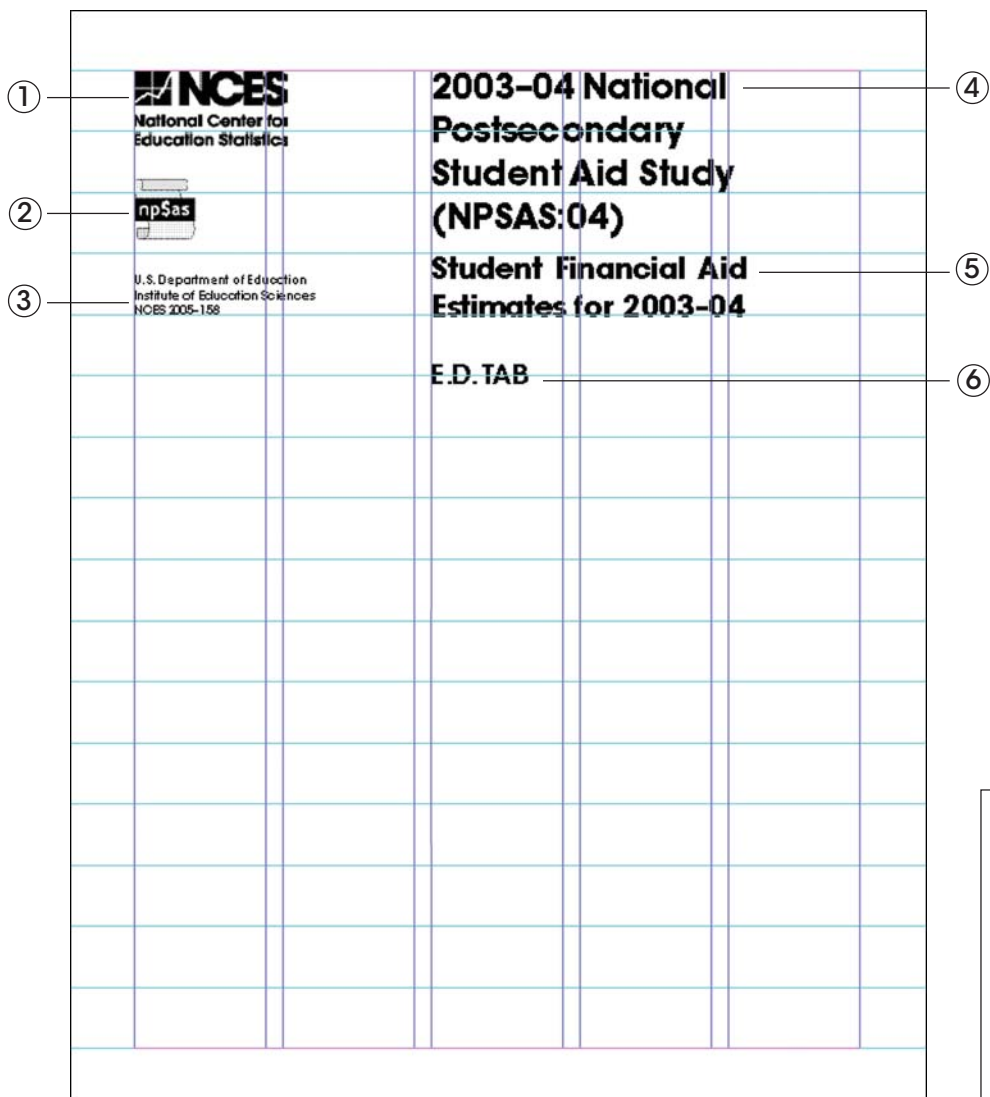
**Details:** The area between the top and bottom margins is broken into 16 equal modules, each 3p7.5 in height. This provides a design that can be made of 2, 4, 8, 12, or 16 horizontal divisions. The page is vertically divided into 5 columns with a 1p gutter.



NOTE: Adapt the grid—a pattern of horizontal and vertical lines forming rectangles of uniform size—for designing covers for other NCES products, including brochures, booklets, CD-ROM covers, and folders.

## Placement of Elements on Grid

- ① **NCES logo.** Place in the first column in the first module of the grid.
- ② **Secondary logos.** Place under the NCES logo in the first column in the third, fifth, seventh module, etc. Set in proportion to the NCES logo.
- ③ **Department/IES identifier and product number.** Place in the first column in third, fifth, seventh module, etc. Set the first line in Avant Garde Gothic Bold and the other lines in Avant Garde Gothic Medium (8 pt, 11 leading).
- ④ **Publication title (level 1).** Place in the third column in the first module. Set in Avant Garde Gothic Bold (25 pt, 31 leading).
- ⑤ **Subtitle (level 2).** Place below the Publication title 3p from baseline to baseline. Set in Avant Garde Gothic Demi (21 pt, 27 leading).
- ⑥ **Type of product (level 3).** Place below the Publication title (or Subtitle if there is one) 4p from baseline to baseline. Set in Avant Garde Gothic Demi (19 pt, 23 leading).



*To access Microsoft Word templates for the standard front cover and back cover formats, click on [front cover/back cover templates](#) in the electronic version of this style guide.*

NOTE: Depending on the type of product (e.g., publication, brochure, CD-ROM), and the length of the title or subtitle, the font sizes may need to be adjusted.

## Artwork and Cover Designs

**Standard:** All artwork used in NCES publications must be of high quality, appropriate to the topic, and reflect racial and ethnic diversity.

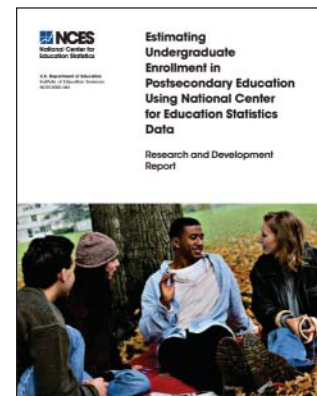
**Details:** NCES contractors have access to photographs that meet the above criteria. Carefully select photographs. Choose photographs that are appropriate for the topic.

Photographs (or illustrations) must be displayed in one of the seven formats described below. If your program/survey/activity already has an established “look” and contains certain elements you would like to retain, please contact the Office of the Commissioner to discuss how your look can be adapted to the standards.

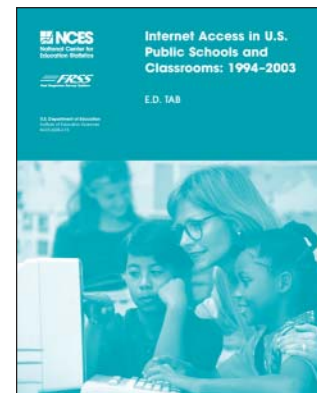
(1) *Full-size photograph.* The images used with this layout should be simple with areas where type can be overlaid. Photograph bleeds off all four edges of the page. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.



(2) *Photograph with white field.* The bottom, right, and left sides of the image bleed off the edges of the page. The height of the white field depends on the length of the title. Start image at least one module below the end of the title text. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.

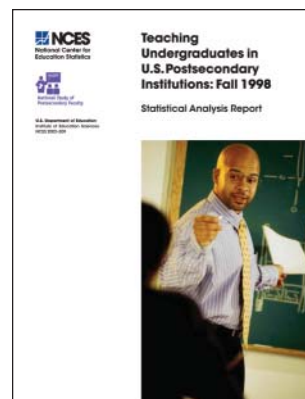


(3) *Photograph with color field.* The bottom, right, and left sides of the image bleed off the edges of the page. The height of the color field depends on the length of the title. Start image at least one module below the end of the title text. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.





(4) *Small photograph with white field.* Place photo in third column and bleed off the right and bottom edges. Vertical placement depends on the length of the title. Place the photo at least one module below the end of the title. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.



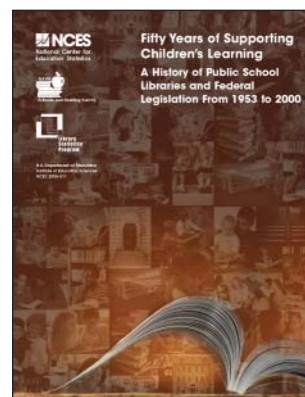
(5) *Small photograph with color field.* Place photo in third column and bleed off the right and bottom edges. Vertical placement depends on the length of the title. Place the photo at least one module below the end of the title. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.



(6) *Small photograph with white and color field.* The height of the white field depends on the length of the title. Start image and color column at least one module below the end of the title text. Color stretches from the left edge across the second column. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.



(7) *Other artwork (illustration, line art, photo montages, etc.).* The images used with this layout should have areas where type can be overlaid. Artwork should be treated in one of the formats described above in regard to the grid. Text color should be consistent with the treatment of the logo(s): either all black, 100% color, or reversed out.



NOTE: When selecting image, be sure that there is enough extra image to provide “bleed” for the printer, usually 1/8 inch to 1/4 inch.

## Spine

**Standard:** All NCES perfect-bound publications must have the NCES logo, publication title, and year of publication printed on the spine unless the spine is less than 1p wide (about 72 pages). Publications with spines less than 1p in width should be saddle stitched with *no* spine information.

**Details:** The spine is set within the same horizontal modules as the cover. The top and bottom margins are 4p with 16 modules 3p7.5 in height.

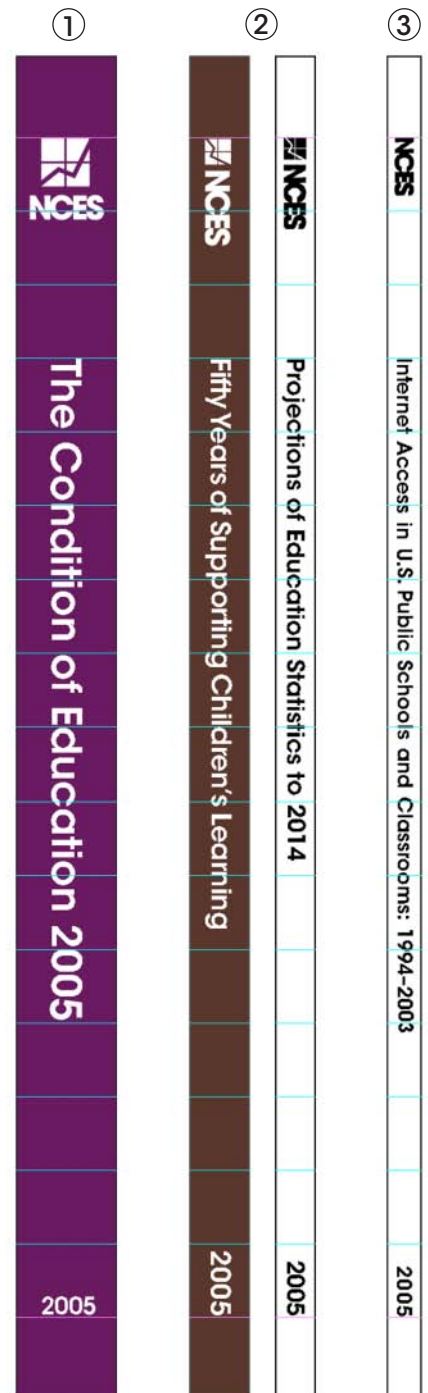
- ① On spines that are 4p or larger in width, use the *NCES stacked logo* and set the left and right margins to 0p9.
- ② On spines that are 2p to 4p in width, use the one line *NCES logo* and set the left and right margins to 0p3 (3 points).
- ③ On spines that are less than 2p in width, use the *logotype* NCES alone and set the left and right margins to 0p3.

*Titles* are set in the fourth module and centered vertically on the spine. The *publication date* must be placed centered on the baseline in the 16<sup>th</sup> module on any spine greater than 6p, and set vertically and right justified against the 16<sup>th</sup> module in spines less than 6p.

The spine should be either one color or white (depending on the design of the cover). The elements of the spine—logo, publication title, and year of publication—should match the coloration of the cover.

*Type Style.* Set in Avant Garde Demi. Font size and leading are to be set between the minimum (8 pt., 10 leading) and the maximum size (21 pt., 25 leading).

NOTE: Graphic designers should decide the proper font size to fit the spine.



## Back Cover

**Standard:** The back cover of all NCES publications must carry the U.S. Department of Education seal, ED Pubs mailing address, and mail indicia.

**Details:** The *seal* is centered at the bottom of the page (set in the 14<sup>th</sup> module in the third column) and its diameter is 8p.

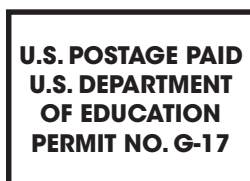
The *return address* is set 4p from the top and 4p from the left, following the grid. Set in Avant Garde Gothic Medium (9 pt, 11 leading) and other lines in Avant Garde Gothic Book (9 pt, 11 leading). The line in the return address is set in color and is 0p2 wide. The return address follows and must be set as shown.

U.S. Department of Education  
ED Pubs  
8242-B Sandy Court  
Jessup, MD 20794-1398

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Official Business  
Penalty for Private Use, \$300

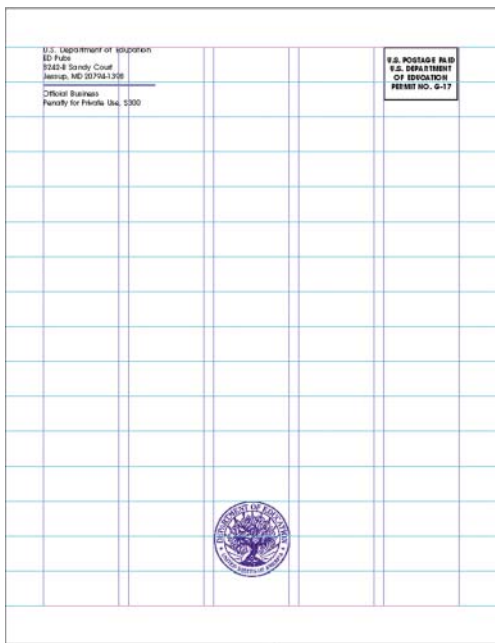
The *mailing indicia* is set 4p from the top and 4p from the right. The indicia box is 0p2 wide. Set in Avant Garde Gothic Bold (9 pt, 11 leading). The indicia is always set in black or 100 percent color and in all caps. Text for the mailing indicia follows.



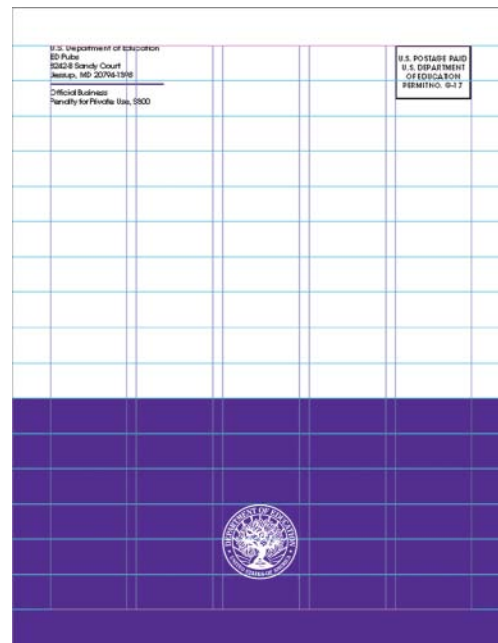
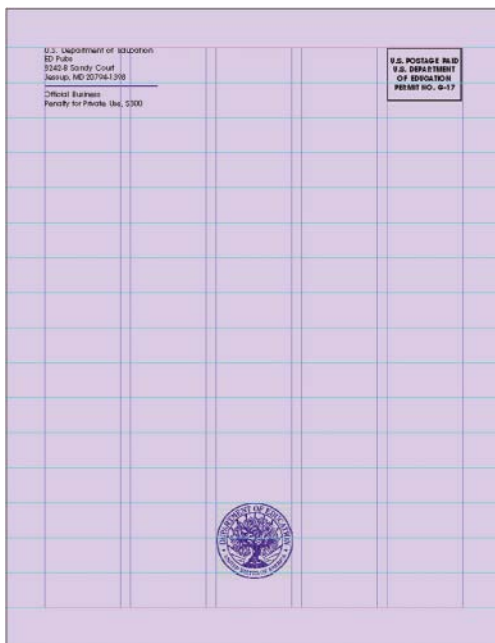
The back cover has three design options

- Full page with a 20 percent ink color and the seal set in 100 percent of the color.
- 100 percent color bar on the bottom third of the page and the seal is reversed to white. The bar begins in the 11<sup>th</sup> module down and bleeds off the right, left, and bottom margins.
- Plain white and the seal set in 100 percent of the color.

The color is the same color used on the front cover. The seal is set in the 14<sup>th</sup> module in the third column; its diameter is 8p.



*To access Microsoft Word templates for the standard front cover and back cover formats, click on [front cover/back cover templates](#) in the electronic version of this style guide.*





## Title Page

**Standard:** The title page of all NCES publications must match the cover, except that the title page also includes **the month and year of publication, and the name(s) of the author(s)/project officer and their affiliations.** No photographs or line art print on title page. The title page prints in black and white.

**Details:** The month and year of publication are placed 5p below all subtitles/report descriptors. Set names in Avant Garde Gothic Demi (12 pt., 14 leading).

Names of author(s)/project officers, and their affiliation, are set in the third column in the 10<sup>th</sup> module, with 2p of space between groups of author(s)/project officers. Set names in Avant Garde Gothic Book (10 pt., 12 leading); titles (e.g., *Project Officer*) in Avant Garde Gothic Book Oblique (8 pt., 9.5 leading); and affiliations (e.g., MPR, ESSI, NCES) in Avant Garde Gothic Demi (8 pt., 9.5 leading).

	<b>2003-04 National Postsecondary Student Aid Study (NPSAS:04)</b>	
	<b>Student Financial Aid Estimates for 2003-04</b>	
<small>U.S. Department of Education Institute of Education Sciences NCES 2005-158</small>	<b>E.D. TAB</b>	
	<b>February 2005</b>	
	<small>Lutz Berkner Shirley He Stephen Lew MPR Associates, Inc.</small>	
	<small>Melissa Cominole Peter Siegel RTI International</small>	
	<small>James Griffith Project Officer National Center for Education Statistics</small>	

*To access Microsoft Word templates for the standard title page format and boilerplate format for print or web-only publications, click on either [title page/boilerplate templates—print](#) or [title page/boilerplate templates—web](#) in the electronic version of this style guide.*

## Back of Title Page

The back of title page (also known as the boilerplate page) is required in all publications and is numbered with a lowercase Roman numeral ii, which does not appear on the printed page. The page contains the masthead showing

- ① U.S. Department of Education, Secretary’s name and title;
- ② Institute of Education Sciences, Director’s name and title;
- ③ National Center for Education Statistics, Commissioner’s name and title;
- ④ NCES statement of purpose from NCES enabling legislation and feedback information;
- ⑤ Publication month and year (usually, the month that the publication goes to the printer);
- ⑥ NCES web addresses;
- ⑦ Suggested Citation (follow the standard NCES style for a reference);
- ⑧ EDPubs ordering information; and
- ⑨ Content Contact (carry the name of the NCES project officer, telephone number, and e-mail address).

①	U.S. Department of Education Margaret Spellings Secretary
②	Institute of Education Sciences Grover J. Whitehurst Director
③	National Center for Education Statistics Grover J. Whitehurst Acting Commissioner
④	The National Center for Education Statistics (NCES) is the primary federal entity for collecting, analyzing, and reporting data related to education in the United States and other nations. It fulfills a congressional mandate to collect, collate, analyze, and report full and complete statistics on the condition of education in the United States; conduct and publish reports and specialized analyses of the meaning and significance of such statistics; assist state and local education agencies in improving their statistical systems; and review and report on education activities in foreign countries.  NCES activities are designed to address high-priority education data needs; provide consistent, reliable, complete, and accurate indicators of education status and trends; and report timely, useful, and high-quality data to the U.S. Department of Education, the Congress, the states, other education policymakers, practitioners, data users, and the general public. Unless specifically noted, all information contained herein is in the public domain.  We strive to make our products available in a variety of formats and in language that is appropriate to a variety of audiences. You, as our customer, are the best judge of our success in communicating information effectively. If you have any comments or suggestions about this or any other NCES product or report, we would like to hear from you. Please direct your comments to  National Center for Education Statistics Institute of Education Sciences U.S. Department of Education 1990 K Street NW Washington, DC 20006-5661
⑤	February 2005
⑥	The NCES World Wide Web Home Page address is <a href="http://nces.ed.gov">http://nces.ed.gov</a> The NCES World Wide Web Electronic Catalog is <a href="http://nces.ed.gov/pubsearch">http://nces.ed.gov/pubsearch</a>
⑦	<b>Suggested Citation</b> Berliner, L., He, S., Lew, S., Cominole, M., and Siegel, R. (2005). 2003-04 National Postsecondary Student Aid Study (NPSAS:04): Student Financial Aid Estimates for 2003-04 (NCES 2005-158). U.S. Department of Education, Washington, DC: National Center for Education Statistics.
⑧	<b>For ordering information on this report, write to</b>  U.S. Department of Education ED Pubs PO Box 1398 Jessup, MD 20794-1398  or call tollfree 1-877-4ED-Pubs or order online at <a href="http://www.edpubs.org">http://www.edpubs.org</a> .
⑨	<b>Content Contact</b> Aurora D'Amico (202) 502-7334 <a href="mailto:aurora.damico@ed.gov">aurora.damico@ed.gov</a>

*To access Microsoft Word templates for the standard title page format and boilerplate format for print or web-only publications, click on either [title page/boilerplate templates—print](#) or [title page/boilerplate templates—web](#) in the electronic version of this style guide.*



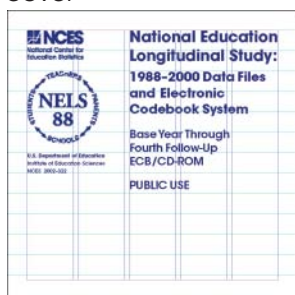
## Other Types of Products

The following are examples of how the graphic standards have been applied to CDs and odd-size publications.

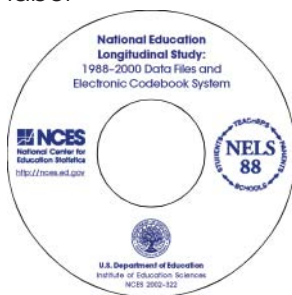
### CDs (4.75" x 4.75")

CD covers and label should contain enough identifying information so that each piece stands alone. Front cover should contain the title, logos, restricted seal (if necessary), ED/IES identifier, and product number. Label includes the same elements as the cover, as well as the ED seal and NCES web address. Back cover carries NCES/ED/IES identifier, NCES web address(es), ED seal, and month and year. Photos and line art can be included in the background as long as they do not interfere with the text. When a CD is a companion to another product, colors and artwork should relate to each other.

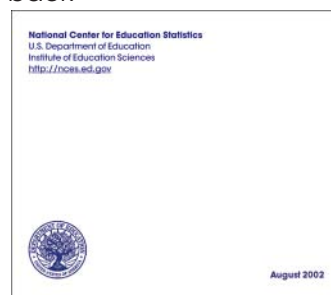
cover



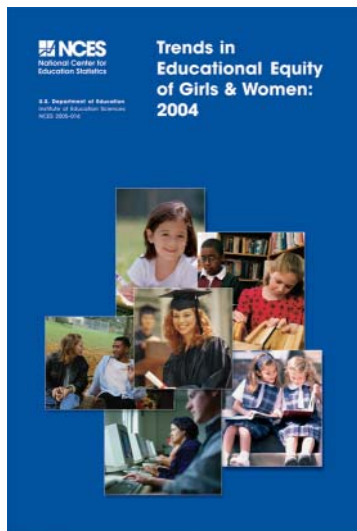
label



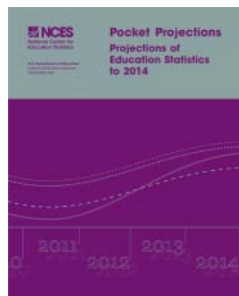
back



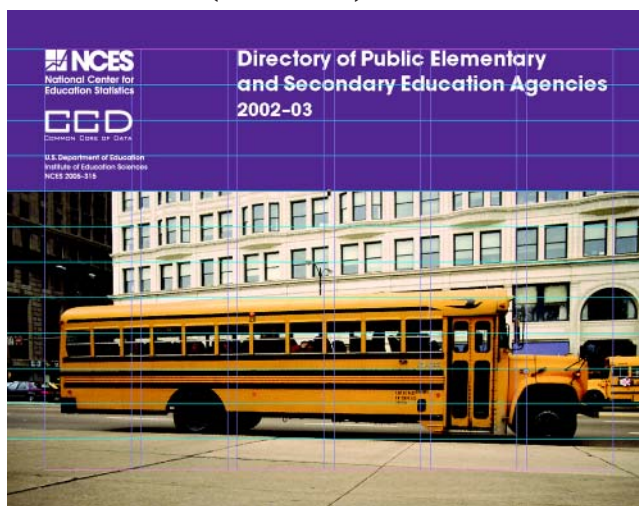
### Small format (6" x 9")



### Small format (4" x 5")



### Horizontal (11" x 8.5")



## Glossary

**baseline:** An imaginary line on which the body of all letters rests.

**bleed:** The layout, type, or pictures that extend beyond the trim marks on a page.

**boilerplate:** This term refers to the back of title page. The boilerplate includes general information about the organization, the month and year a product is printed, a suggested citation, product ordering information, and the name of a person to contact with questions about the publication (content contact).

**CMYK:** An acronym for the four process colors: Cyan, Magenta, Yellow, and Black. (K stands for Black so that it is not confused with Blue.) Four-color process printing is the process of combining four basic colors (CMYK) to create a printed color picture or colors composed from four colors.

**font:** A complete set of characters in a specific typeface. Examples include Avant Garde Gothic Bold and Avant Garde Gothic Demi.

**grid:** A pattern of horizontal and vertical lines forming rectangles of uniform size used to organize graphic and typographic elements in a layout.

**gutter:** The term gutter can apply to (1) the unprinted space in the center between the left and right pages; and (2) the white space between columns of type.

**logo/logotype:** The symbol created to identify an organization, company, or product that is set in a distinctive style and usually includes color selections that are used consistently.

**masthead:** Think of the masthead as the “credit box,” which includes the publication name, sponsoring organization, and other identifying information.

**PMS:** The abbreviated name of the PANTONE Matching System, a system of formulated ink colors used for communicating color. Also known as PMS Colors.

**reverse:** An image that is the color of the paper (white), not that of the ink. This image is defined by the surrounding ink.

**spine:** The bound edge of a publication.

**tint:** A shade of a single color or combined colors.

**typeface:** A style of type. Examples of typefaces include Avant Garde, Times Roman, Courier, and Helvetica. One typeface includes all the various fonts in that style, such as bold, italic, roman, or regular.