

## Design Template

The template is designed to provide a well-designed document that is similar to other plans and identifiable as part of a family of documents, but also allowing for individual variation. The contractor will work with the COR and the park to suggest creative variations to the overall design template as well as for specific elements such as a superintendent's letter, significance statements, interpretive themes, and appendices.

**Overall Design:** Documents are either portrait or landscape; this is specified for each project. Portrait-format documents have 2 columns, a 2" outer margin, and a ½" gutter. Landscape-format documents have 3 equal columns, with a 1" top margin, and ¾" margins on other sides. Graphics may intrude into any parts of columns.

Footers contain page numbers on the outside of each page, "[Name of Park] Long-Range Interpretive Plan" on the left inside of page, and "National Park Service" on the right inside. Headers identify the Chapter (except for the chapter title pages) and are located on the outsides. Headers and footers may be a color other than black.

**Cover (Front and Back):** At the top is a 1" black band, with an NPS arrowhead on the right. Printed in white on the black band in 3 lines, left justified, 10 pt: "Park Name / National Park Service / U.S. Department of the Interior." Below the band will be the name of the park and "Long-Range Interpretive Plan" A cover photograph takes up most of the cover space. There is a ¾" margin on all sides.

**Font:** All headings, headers, footers, titles, and captions are Frutiger open type. All body text is NPS Rawlinson. Frutiger must be purchased; Rawlinson is available on the HFC website. Overall font size is either 11 or 12 pt; size of other text will vary as needed (e.g., captions may be 10 pt, paragraph headings may be 14 pt, and chapter headings may be 16 pt) or as recommended by the contractor. Tables will also reflect a consistent font size and style throughout the document. Italics and bold text will be specified in the full-text document. Most text will be black; headers, footers, sidebars, and captions may be another color, as long as they are consistent.

**Graphics:** Most graphics will be 4-color and may be provided by park staff. Most will be JPEG files; some may be GIF, TIF, or BMP. Some color correction using Adobe Photoshop or a comparable program may be needed. Graphics will not be enlarged past what is allowed by their resolution.

The contractor shall scale, adjust, and link high-resolution graphic files to the layout. Graphics must be large enough to convey the image clearly. Special attention shall be given to adequate resolution and sharpness when scaled to the correct size. The contractor shall adjust color and tonal values, assign and/or convert to the correct working space profile, and shall be responsible for evaluating all aspects of image quality as relates to the intended use in the layout. The contractor shall notify the COR as soon as possible by e-mail (or a phone call followed by an e-mail) of all image quality problems with any graphic file, transparency, or print.

Contractors will creatively use graphics and white space when designing and laying out the plan. Graphics may cross into both columns and margins.

**Accessibility:** The final Adobe PDF document shall be Section 508 compliant and accessible electronically by people with disabilities. The contractor shall follow the accessibility guidelines and best practices available on Adobe's official website (<http://www.adobe.com/accessibility>). The accessibility section of Adobe's website provides training, best practices, examples, and other resources. Also see the Publications/Reports section of the Programmatic Accessibility Guidelines for National Park Service Accessible Media (Attachment F).

In addition, the final text of the MS Word document shall match exactly the content of the final Adobe In-Design and PDF electronic files, which will enable park staff to provide a Word version of the interpretive plan upon request.

**Examples:** The HFC Interpretive Planning website (<http://www.nps.gov/hfc/products/ip-lrip.htm>) has examples of recently completed plans that demonstrate the general desired appearance.