National Park Service
U.S. Department of the Interior

Harpers Ferry Center

HFC Editorial Style Guide

January 2007

The purpose of the *HFC Editorial Style Guide* provided by Harpers Ferry Center is to create a standard for writing and editing in our interpretive media and to define policy regarding recurring questions about grammar and editorial style. Questions commonly encountered are addressed here, with emphasis on terms and phrases specific to National Park System areas.

Answers to style questions not addressed here can be found in standard style reference books, specifically: *Chicago Manual of Style, 15th Edition (www.chicagomanualofstyle.org)*, *United States Government Printing Office Style Manual, 2000*, *The Elements of Style* by William Strunk and E. B.White, and *The Associated Press Stylebook, 39th Edition, 2004*. For general writing guidance see William Zinsser's *On Writing Well*.

For decisions about spelling, hyphenation, and compound words, we recommend *The American Heritage Dictionary of The English Language, Third Edition*.

References often disagree—that is why style guides exist—and questions of style must be decided with the public foremost in mind. This is the audience for whom National Park Service public media are produced, not scholars, historians, scientists, or bureaucrats. It is important that the editorial style used throughout your publication, exhibit, web page, podcast, audiovisual production, or other media be consistent.

New entries are added to this guide about twice a year. If you have comments or suggested revisions, send an e-mail to <HFC Editorial Style Guide>. Your comments and questions are always welcome.

•***a* or *an* when used before *h*** Use *a* before a pronounced h; use *an* before a silent h.

a historic moment	an honor
a hysterical patient	an heir
a hoary marmot	an honest mistake

•**abandoned** Avoid when writing about American Indian dwellings.

The ancestral Puebloan people left their homes about 800 years ago.

•**access** Avoid as a verb for "reach" or "get to" (word is too similar to accessible).

You can get to the park from the south via I-95.

•**accessible** It means that facilities can be used by persons with disabilities. *see* disabled; *see* hearing impaired.

•**acronym** Precisely defined, an acronym refers to a single, pronounceable word formed from the initial letters of a series of words from a name, title, or long term. North Atlantic Treaty Organization—NATO. Acquired immune deficiency syndrome—AIDS. *see* initialism; *see* NPS (when to use an article).

•**act of Congress** *see* dates.

Adding these properties will require an act of Congress.
but The Wilderness Act was signed into law in September 1964.

•**A.D.** Avoid. *see* dates.

•**addresses** Spell out street, road, and avenue in running text; may abbreviate in a stacked address (each item on a separate line). For clarity, whenever possible, place address (and phone number) at end of paragraph. Write NW, SW, NE, SE *see* state name abbreviations.

1234 Cypress St.
The White House is on Pennsylvania Avenue.
16th Street NW

•**administrative statement format** This may be shortened if necessary.

[Bryce Canyon] is one of over 380 parks in the National Park System. The National Park Service cares for these special places saved by the American people so that all may experience our heritage. To learn more about national parks and National Park Service programs in America's communities visit www.nps.gov.

•**African American** (or black) No hyphen.

African Americans traveled north on the Underground Railroad.
the African American soldier

•**a.m.** *see* time of day.

•**America** A world-wide synonym for the United States of America; use American to describe the people.

•**American Indian** Use specific tribal name(s) whenever possible, accurate, and appropriate. Use singular noun, i.e. Navajo, Lakota, Tlingit. Or use American Indian. Avoid using Native American (it is ambiguous and least desirable of alternatives); *but* some tribes prefer Native American—use the preference of area groups.

The Navajo entered Canyon de Chelly about 300 years ago.

- **American Revolution affiliations** Do not capitalize patriot, loyalist, regulars, or tory (except in quoted material); *but* Whig and Tory as members of political parties; Continental Army troops; Provincial regiments. (Experts disagree about capitalization of Revolutionary War terms.)

- **Anasazi** Avoid, but clarify at first mention; *see* ancestral Puebloan people; *but* use the preference of specific groups.

  These ancestral Puebloan people, often called Anasazi, used ladders made of ponderosa pine to reach the canyon's ledges.

- **ancestral Puebloan people** Predecessors of today's Pueblo and Hopi Indians; try to avoid Anasazi except at first mention.

- **archeology** *not* archaeology.

- **arms (small)** Firearms that can be carried in the hand, like muskets, pistols, rifles, carbines, and shotguns. *see* artillery.

- **artillery** Large-caliber weapons, like cannon, howitzers, and missile launchers, usually supported on a carriage and operated by crews. *see* arms (small).

  The Napoleon 12-pounder [not 12-pound] cannon was the most popular smoothbore artillery piece in the Union and Confederate armies.

- **ATV** All-terrain vehicle; spell out at first mention with ATV in parenthesis.

- **audiovisual**

- **backcountry**

- **bald cypress**

- **B.C.** Avoid. *see* B.C.E./C.E., *see* dates.

- **B.C.E./C.E.** B.C.E. (before common era) replaces B.C., and C.E. (common era) replaces A.D. Clarify at first mention. This format is preferred over B.C. and A.D.

  At Knife River Indian Villages National Historic Site the earliest known people date from 11,000 to 6,000 B.C.E. (Before Common Era).

- **biological soil crust** This is now the preferred term for what was formerly called cryptobiotic. *see* www.soilcrust.org

  The biological soil crust at Arches National Park is alive, but it won't bite you.

- **biosphere reserve (wording)** "(Park name), part of a major ecosystem that protects the diversity of life, was named a biosphere reserve in (date)."

- **bison** Commonly called buffalo. If writing bison, clarify at first mention.

  Bison, commonly called buffalo, graze on this prairie.

- **black** *see* African American.

- **boat launch** Preferred over boat ramp (ramps are paved—boat launches include paved and unpaved entrances). Be consistent with park signage.

• **ca.** Avoid writing "ca." or "circa" in general text for publications, exhibits, and websites—rewrite or use "about" instead; *but* use abbreviation ca. in credit lines.

The pearlware bowl found at Ninety Six National Historic Site dates to about 1810.
F. Gabriel painting ca. 1850. CEDAR RIVER HISTORICAL SOCIETY.

• **cactus, cacti**

• **campstove**

• **Canada goose** *not* Canadian goose.

• **cannon** Cannon can be both singular and plural (same word, no *s*). Cannons is correct but used less often. Be consistent; use local preference; *see* artillery.

Many of the fort's 18-, 24-, and 36-pounder cannon were the type used on ships.

• **capital, capitol** Spelled with an *a*—the city where a seat of government is located; do not capitalize. Spelled with an *o*—the building where the business of government takes place. Capitalize when referring to the U.S. Capitol in Washington, D.C., and when referring to state capitols.

Annapolis is the capital of Maryland.
The Virginia Capitol is in Richmond.

• **capitalization** Avoid unnecessary capitals. Animal and plant names are lower case, unless they contain a proper name. Nouns are capitalized if part of a formal name, lowercase if they stand alone. If a term is plural following more than one proper name, it is lowercase (style guides differ; NPS style is to use fewer capitals). For Spanish words *see Chicago Manual of Style, 15th ed.*

sea otter	Kentucky warbler
Douglas fir	great blue heron
New York City	*but* the city of New York
Acadia National Park	*but* the park's policy
Wisconsin Ice Age	*but* during the ice age
Ranger Baker	*but* Ask a ranger.
Superintendent Levy	*but* The superintendent is here.
Apache Visitor Center	*but* at the visitor center
U.S. government	federal government

water from the Shenandoah and Potomac rivers
emigrants on the California and Oregon trails

• **captions** Captions or labels forming clauses (complete sentences) or phrases (incomplete sentences) end with a period.

Major Ferguson addresses his troops before the battle.
Colonel Shelby, three hours before the battle.

• **century** The 16th-century fort. The 16th century refers to the 1500s and requires mental translation for many people. Try to use actual dates instead of century.

Ho for California! Since the mid-1800s the West had held out the promise of gold and boundless opportunity.
much clearer than Since the mid-19th century the West had held out the . . . .

• **chronology or timeline format** Begin with initial cap and end with period—even if entry is a sentence fragment. Write in present tense.

1882 Born January 30, Hyde Park, New York.
1883 Organizes black student school strike, the first such response in the United States to unequal treatment.

•**circa** Avoid. *see* ca.

•**Civil War** Confederates—members of the Confederate army. Federals—members of the Union army. The North—use sparingly in referring to the United States government during the Civil War, use Union or Federal government. The South—use sparingly in referring to the 11 states that seceded; use Confederate States of America (formal name) or the Confederacy. Yankee—do not use as a synonym for Union soldiers; avoid except in quoted material. Unionist—do not use as a synonym for Union soldiers; avoid except in quoted material. Rebel—do not use as a synonym for Confederate; avoid except in quoted material. *See* federal and Confederate States of America.

The 54th Massachusetts Infantry was the most famous of the Union's black regiments.

•**colon** Use to introduce a series of items that are closely related to the subject; the colon is followed by one space.

Make bread with these ingredients: flour, water, salt, sugar, and yeast.

•**commander in chief** No hyphens. Capitalize only if in a formal title.

•**commas** In a series of three or more items, separate the items with commas. Use a comma before a conjunction that joins two independent clauses (and, but, or, as). Unless needed for clarity, omit comma after short introductory phrases.

Our dessert choices are pie, cake, and ice cream.
Adam lost the keys to the car, and the family is helping him search every cranny.
In this valley glaciers carved a U-shaped swath into the bedrock.

•**compass directions** Lowercase; capitalize only specific geographic regions, but try to limit capitals. *see* east, north, south, west, geographic regions.

•**concessioner**

•**Confederate** *see* Civil War.

•**Confederate States of America, C.S.A.** Use C.S.A. sparingly to avoid ambiguity; it refers to the Confederate States of America—*and* to the Confederate States Army.

•**convince that** *but* persuade to.

•**cougar** mountain lion; panther; puma.

•**credit lines and copyright symbol usage ©** *Note: copyright usage.* Copyright usage has precise, legal regulations. Always verify with source of the image about use of the copyright symbol ©.
For more information check the Library of Congress, U.S. Copyright Office website: www.copyright.gov

Format—credit line. Name of photographer, artist, or creator should be in all caps and small type size (4 to 5 pt, depending on the media). Place credit so it is not mistaken as a caption or interpretive text.

1) GIVE CREDIT—name of creator of image and use the copyright symbol ©.
–Professional photographer, artist, or creator of image (someone who is paid by NPS only for the use of image—and original creator retains all property and all rights).

©JANE DOE [credit next to photo]

–Stock house manages the image provided by photographer, artist, or creator of image (stock house is paid by NPS only for the use of image—and stock house, as agent, retains property and rights). Often stock house is listed first and photographer second; sometimes only stock house is credited—credit according to request.

©IMAGES FOR YOU/JACK DOE

–Amateur photographer, artist, or creator of image (someone who donates use of the image to NPS but retains all property rights)—this includes park volunteers, professionals who are often called "friends of the park," and NPS employees who created the image/product on their own time, with their own equipment, and with their own money (no reimbursement or other payment).

©JACK DOE [for his stone wall illustration]

2) GIVE CREDIT—NPS and person's name and USE the copyright symbol ©.
–Photo or illustration is owned by NPS but photographer, artist, or creator retains copyright (requested in writing, approved, and granted).

NPS/©LOUIS S. GLANZMAN [for British troops occupy Boston]

3) GIVE CREDIT—NPS and person's name. DO NOT use copyright symbol ©.
–Photo or illustration is commissioned by NPS, and NPS owns the finished product (photo, illustration) unconditionally with no restrictions.

NPS/L. KENNETH TOWNSEND [for Saint Gaudens illustration]

–NPS hires a professional to photograph or draw objects owned by NPS; (professional may be credited if requested)

NPS/JANE DOE

4) CREDIT NPS ONLY (do not credit name of creator). DO NOT use copyright symbol ©.
–Photo, illustration, artifact is owned by the park or is part of NPS collection—this includes photo, illustration, other image or product created by park employees while on duty.

NPS [for sketch of muskrat by park employee]
NPS COLLECTION

5) CREDIT INSTITUTIONS. DO NOT use copyright symbol ©.
–Historic photos, illustrations, images from museums, institutions, libraries, and more. *Note:* If artist or photographer is of historical importance, try to use the name in the caption—not in the credit.

SMITHSONIAN INSTITUTION [photo credit, gold nugget]
LIBRARY OF CONGRESS [photo credit, wagon train]

Edward Curtis photographed these Navajo riding east into Canyon de Chelly in 1904. NATIONAL ARCHIVES [caption and credit for photograph]

6) CREDIT PERSON (owner of image/product). DO NOT use copyright symbol ©.
–Historic photo, illustration, image, artifact is privately owned but was not created or produced by the owner (person donates use of image to NPS, or is paid, but retains ownership and property rights).

COURTESY/JANE DOE [for use of historic postcards]
COURTESY/JACK DOE [for photo of Navajo chief blanket]

•cryptobiotic crust *see* biological soil crust.

•dashes

1) Em dash — Longer than en dash or hyphen, often called simply "the dash;" used to indicate a sudden change in thought or to add emphasis. There is no space before or after the em dash.

Kings Mountain—named for an early settler and not for King George III—is a rocky spur of the Blue Ridge. (em dash)

2) En dash – half the length of an em dash and longer than a hyphen; used in a combination of figures, capital letters, or figures and capital letters. *see* hyphens. There is no space before or after the en dash.

pp. 38–45 1924–2005 KOMO–TV

note: Do not use en dash for the word "to" if "from" precedes the expression; do not use en dash for "and" if "between" precedes it.

The visitor center is closed from October 15 to April 1.
not The visitor center is closed from October 15–April 1.
You may rent canoes between 9 a.m. and 2 p.m.
not You may rent canoes between 9 a.m.–2 p.m.

•dates Write in this order: month, day, and year. Use a comma before and after the year in sentences with full dates. No comma if using only month and year in a sentence. Do not use an apostrophe to indicate plural dates.

On December 7, 1941, Japanese bombers struck Pearl Harbor.
Five companies garrisoned Fort Sumter in June 1863.
1900s *not* 1900's
1950s and 1960s *not* 1950s and 60s (informally, '50s and '60s)
spirit of '76

B.C.E./C.E. is now preferred format. Avoid A.D./B.C.

•day use If a noun; day-use if used as an adjective.

•degree *see* temperature.

•Depression For the Great Depression during the 1930s.

•directions to reader in text and in captions Set off in parentheses and italicize entire item, including parentheses.

The coat of the American black bear can be black, brown, or auburn *(left)*.
The core of L'Enfant's 1791 plan is the triangle created by the Capitol, the White House, and the Mall *(see map above)*.

•disabled Avoid writing "handicapped" or the "disabled"—put the person before the disability; write "persons with disabilities." *see* hearing impaired.

The Longstocking Trail is accessible for persons with disabilities.
The park has audio, video, and large-print tours available for persons with disabilities.
The Pelican Trail is wheelchair-accessible.

•discover (territory) Avoid; use explore, chart, venture, scout, etc.

•discoverers Avoid in reference to lands already populated; rewrite in a way that includes multiple points of view. *see* explorers.

•Douglas fir

•Earth, earth Earth is our planet; earth is soil or dirt.

•**east, eastern** Lowercase compass directions; minimize use of capital letters except for specific regions (or popular place names); Eastern Shore of Maryland; East Coast; the East is east.

•**elk** Commonly used name for wapiti (a large North American deer).

•**ellipsis** The omission of a word, phrase, line, paragraph, or more from a quoted passage is indicated by ellipsis dots (also called points). Avoid using an ellipsis at the beginning or end of a quotation unless necessary for context. Ellipsis dots must always appear together on the same line.

The rules for ellipses take up several pages in the *Chicago Manual of Style, 15th Edition. Check this reference to be sure of correct usage.*

1) Three spaced dots. Use three dots to indicate deleted material within the same sentence.

> "If a stop cannot be put to these massacres, the country will be depopulated . . . as neither Whig nor Tory can live." Nathanael Greene, 1780

2) Four spaced dots. Four dots indicate the omission of (a) the last part of a sentence, (b) the first part of the next sentence, (c) a whole sentence or (d) a whole paragraph. If sentence ends with question mark or exclamation mark, use it and three dots. When four dots are used, the first dot is usually a true period (no space between it and the preceding word). Here is a condensation of President Nixon's resignation announcement using three dots and four dots:

> "In all the decisions I have made in my public life, I . . . tried to do what was best for the nation. . . . I have never been a quitter. . . . But as President, I must put the interest of America first. . . . Therefore, I shall resign the presidency effective at noon tomorrow." *Richard Nixon, August 8, 1974*

•**e-mail addresses** Do not use capital letters unless address is case sensitive.

> mobydick@ocean.edu

•**em dash, en dash** *see* dashes; *see* hyphens.

•**en route**

•**ensure, insure** Ensure means to make certain; insure means to provide for insurance.

> Careful planning can help ensure an enjoyable cross-country hike.
> The policy insures his life.

•**Euro-American/European American** Avoid; be specific when possible, accurate, and appropriate.

> Sir Francis Drake, English mariner
> Juan Rodriguez Cabrillo, Portuguese explorer
> French missionaries and settlers from the East Coast

•**explorers** Use to refer to people venturing into territory unknown to them. Bear in mind that the territory may already be populated. Avoid "discoverers" unless that is truly the case. Consider others' points of view. In certain cases, the term "travelers" may be appropriate. *see* discoverers.

•**farther, further** Farther refers to physical distance, further to an extension of time or quantity.

> Lydia walked farther than Mark along Cumberland Island's shore.
> Thomas will look further into the disappearance of the laptop.

•**federal** federal government, federal law, federal property, federal funds, *but* Federal soldier, Federal forces, Federal fort, and Federal government when writing about the Civil War.

Use a capital letter for the architectural style and for corporate or governmental bodies that use the word as part of their formal names: Federal Express, the Federal Trade Commission.

•**Federalist** Federalist Party; Federalist Papers.

•**fewer, less** Fewer refers to number and individual items, less refers to quantity and bulk.

Fewer birds came to the feeder because Yuriko put out less food.

•**firepit**

•**firewood**

•**first-come, first-served**

•**flash flood**

•**foreign words** Do not italicize foreign words and phrases that are familiar to most readers. *see Chicago Manual of Style, 15th Edition.*

You can buy tortillas and guacamole at the concession stand.

A translation following a foreign word is enclosed in parentheses.

The word she wanted was *pécher* (to sin) not *pêcher* (to fish).

•**Forest Service** The Forest Service was established in 1905 and is an agency of the U.S. Department of Agriculture. The initialisms (*see* acronyms) USDA-FS and USFS; are controversial because of their historic usage. It is best to coordinate with signage in the park. It is important to distinguish the federal agency from state forest agencies. In our media the federal agency is generally referred to as the Forest Service. In text try to use specific names or titles of forest service areas.

Campgrounds are in Mount Baker National Forest.
The visitor center in Escalante, Utah, houses National Park Service, Forest Service, and Bureau of Land Management offices.

•**four-wheel drive vs. 4-wheel drive** Use four-wheel drive *not* 4-wheel drive. (Abr. 4WD).

•**fractions** In text spell out if amounts are less than one, if standing alone, or if followed by "of a" or "of an"—use a hyphen between the words. Use fractions in unit modifiers (even if amount is less than one). Try to stack numbers in the fraction ⅝ *not* 5/8.

In March three-fourths of the lake is open to anglers. *not* In March ¾ of the lake is open to anglers.
The beetle is three-quarters of an inch long.
The steep ½-mile hike takes about one hour round-trip. *but* The steep trail is one-half of a mile long.

•**fresh water** If used as a noun; one word, if an adjective.

•**frontcountry** Avoid if possible; it is bureaucratic jargon.

•**genus, species** *see* scientific names.

•**geographic names** For text issued by federal agencies, the U.S. Board on Geographic Names (BGN) determines the federally recognized place names and spellings of geographic features in the United States and its territories.

For general information: Geographic Names Information System (GNIS)
http://geonames.usgs.gov
For specific information: To find federally recognized names
http://geonames.usgs.gov/domestic/index.html

1) Federally recognized names—as a U.S. government agency, we are mandated to use federally recognized place names as listed in the Geographic Names Information System (GNIS).

2) Variant name—these often include historic, locally used names, and misspellings; if using a variant name, show the federally recognized name first and the variant name second; the variant name must be clearly distinguished as a variant (for example, put the variant name in parenthesis or different type size or type face).

3) Historic names —historic place names can be used in a historic context; watch out for names that use 's (apostrophe and s) and names that may be one or two words.

Sierra Nevada *not* Sierra Nevada Mountains
The Narrows *not* Verrazano Narrows (the water channel) *but*
Verrazano-Narrows Bridge crosses The Narrows.
At 20,320 feet Mount McKinley is the highest mountain in North America.
The Battle of Wilson's Creek took place along Wilsons Creek.
The courthouse in the village of Appomattox Court House was built in 1846.

•**geographic regions** Minimize use of capital letters except for specific regions (or popular place names).

northern California, southern Appalachians; the Bay Area; the Upper Peninsula; Pacific Northwest; West Coast; East Coast; Midwest.

•***Giardia lamblia*** The organism; may be abbreviated *G. lamblia.*

•**giardiasis** The illness caused by the *Giardia lamblia* organism.

•**Gila monster**

•**guide dogs** "Service animals" is currently the preferred designation for guide dogs or signal dogs.

Except for visitors needing service animals, pets are not allowed in the campground.

•**guided hikes** *see* self-guiding trail.

•**gulls** members of a large family of seabirds; correctly called gulls but often referred to as seagulls.

•**Harpers Ferry Center** *not* the Harpers Ferry Center (no article).

•**Hawaiian words** Do not add 's (apostrophe and s) to Hawaiian words to form possessives. You must use Hawaiian fonts to spell Hawaiian words with macrons over vowels (ā, ē, ī, ō, ū) and glottal stops (') in certain cases. These

appear in several official park names and brochures.

The island of Pele not Pele's island.
The visitor center for the USS *Arizona* Memorial is a 45-minute drive from Waikīkī.
The trail will lead you past the Kaloko-Honokōhau and ʻAimakapā fishponds and the ʻAʻōpio fishtrap.

•**hearing impaired** Or hearing loss, hard of hearing.

The film about George Washington Carver is captioned. Audio guides and neck loops are available for persons with hearing loss.

•**highcountry**

•**highways** Use official designation (as noted on maps); list official designation first and local name second in parentheses.

I-75 (Alligator Alley) Nebr. 7 *not* State Route 7 *not* NE 7
U.S. 1 *not* U.S. Highway 1 *but* 39063 U.S. Highway 95 (park address)

•**holidays** Use actual dates not traditional names *but* Thanksgiving.

The park is closed Thanksgiving, December 25, and January 1.

•**hyphens** Generally use a hyphen between two or more words combined to form a modifier preceding the word modified, *except* when the first word ends in *ly*. *see* dashes.

rust-resistant alloy
The long-awaited bridge replaced a series of ferry crossings.
The backed-up water behind Hoover Dam forms a 110-mile-long lake.
but a federally funded project

When two or more hyphenated compounds have a common basic element, the hyphens are all retained.

4- to 5-ton trucks 8-, 10-, and 16-foot boards
moss- and ivy-covered walls, *not* moss and ivy-covered walls
In Lake Mead you may catch largemouth bass at 5- to 20-foot depths.

•**ice age** *but* Wisconsin Ice Age; Ice Age Reserve.

•**icefield**

•**Indian** *see* American Indian.

•**initialism** An abbreviation formed from the initials of a name, title, or long term that is read as a series of letters. ATM, BBC, FDR, DOI, NPS.

see acronym; *see* NPS (when to use an article).

•**initials** Franklin D. Roosevelt; FDR and JFK (no periods and no spaces); *but* W.E.B. Du Bois, P.D. James (periods, no spaces between initials), P.O. Box (space between O. and Box only).

W.E.B. Du Bois cofounded the NAACP and supported the rights of black Americans.

•**insure** *see* ensure.

•**Internet address** Do not use capital letters unless address is case sensitive; *see* website.

www.google.com

•**italics** *see* foreign words, quotations (display and headline type examples); measurements (English and metric differences); ships, and more.

•**Joshua tree** *but* Joshua Tree National Park.

•**lifejacket** *see* PFD, personal flotation device.

•**lifesaving station** One word unless proper name or local signage requires otherwise.

By the 1890s lifesaving stations were located every 3.5 miles along the New Jersey coast.
The Old Harbor Life-Saving Station at Cape Cod was built in 1897–98.

•**livestock** *but* pack animals.

•**loyalist** *see* American Revolution affiliations.

•**map symbols and terminology** Be precise when choosing terminology for map symbols; be aware of subtle differences—gas station (sells gas only; may sell snacks) and service station (sells gas and does repairs, may sell snacks).

For up-to-date symbols that you can use on your maps: www.nps.gov/hfc/carto/map-symbols.htm

•**measurements on maps** Measurement labels are abbreviated; no period is used after the abbreviation; there is no space between numeral and symbol (set name of feature in italics; measurements in roman).

Mount Rainier
14411ft
4392m

•**measurements in text** Measurements are given in English measure; units of measurement are spelled out, not abbreviated.

The trout weighed three pounds.

1) In text with specific measurements or when measurements are unit modifiers, the English measure is first, followed by the abbreviated metric equivalent in parentheses. Set metric in lowercase roman, use one space between the figure and the metric unit. Periods are not used with the metric abbreviation. Abbreviated symbol is always singular.

At 20,320 feet (6,194 m) Mount McKinley is North America's highest peak.

2) Metric is used in text only if circumstances call for it—such circumstances might include parks with a high number of international visitors, scientific usage, or a specific request by a park.

•**media** This plural noun takes a plural verb.

Media, like brochures, maps, wayside exhibits, and films, are produced for park visitors at Harpers Ferry Center.
There are no interpretive media at Rainy Day Visitor Center, but plans for site bulletins and wayside exhibits are underway.

•**metric** *see* measurements.

•**Mexican War** *see* U.S.-Mexican War.

•**military ranks** Abbreviate rank if used with complete name; spell out rank if used with last name only; in subsequent references, may use last name without rank (if specifically requested by a park, rank can be spelled out when

first used with complete name).

Gen. Robert E. Lee General Lee Lee advanced

Do not use the term "Brevet" in connection with any rank unless there is a reason for it and the term can be explained. Otherwise it will only create confusion.

Military Officers—ranks and equivalents

Army	Navy
[5 Stars] General of the Army	Fleet Admiral
[4 Stars] Gen. (General)	Adm. (Admiral)
[3 Stars] Lt. Gen. (Lieutenant)	Vice Adm.
[2 Stars] Maj. Gen. (Major)	Rear Adm. [upper]
[1 Star] Brig. Gen. (Brigadier)	Rear Adm. [lower]
	Com. (Commodore)
Col. (Colonel)	Capt. (Captain)
Lt. Col.	Cmdr. (Commander)
Maj.	Lt. Cmdr.
Capt.	Lt.
1st Lt. (First Lieutenant)	Lt. jg (Junior Grade)
2nd Lt.	Ens. (Ensign)

•**mission statement** The mission of the Department of the Interior is to protect and provide access to our nation's natural and cultural heritage and honor our trust responsibilities to tribes. The National Park Service preserves unimpaired the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. The National Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.

•**money** $35 million; $35,000,000.

•**More Information format** Stack information on separate lines for easier reading.

For More Information
Cabrillo National Monument
1800 Cabrillo Memorial Dr.
San Diego, CA 92106-3601
TTY/619-224-4140; 619-557-5450
www.nps.gov/cabr

•**more than** *see* over.

•**mountain lion** *see* cougar.

•**mountaintop**

•**nation** *but* the Nation's Capital.

•**National Park Service** *not* "the Park Service" (to avoid confusing with state parks).

•**national park, national parks, national monuments** Lowercase unless part of a proper name. *see* capitalization.

Many national parks charge entrance fees.
Congaree National Park is in South Carolina.
Cabrillo and Lava Beds national monuments are in California.

•**National Park System**

•**national seashore** *but* Fire Island National Seashore.

•**Native American** Avoid unless requested by specific groups. *see* American Indian.

•**north, northern** Lowercase compass directions; minimize use of capital letters except for specific regions (or popular place names).

Acadia is northeast of Boston.
California's North Coast.

•**NPS** When do I use an article? Initialisms like NPS are read as a series of letters. Typically if NPS is a noun there *is* an article. If NPS is used as an adjective there is *no* article. *see* acronym; *see* initialism.

The Friends Foundation funds programs that are beyond the financial capacity of the NPS. (noun)
Acquiring new acreage is in accordance with applicable law and NPS policy. (adj.)

•**North (the)** *see* Civil War.

•**numbers** Spell out numbers one through nine; use figures for 10 or greater; if a series of numbers appears in a sentence, use above guidelines. Spell out a numeral at the beginning of a sentence (regardless of amount), or rewrite.

Yesterday two mules slid off Bright Angel trail.
The three hikers passed by eight overlooks and 15 waterfalls.
Forty-five species of birds are found in the park.

Use commas within numbers greater than 999 (but not within dates) *see* dates.

More than 1,000 bats live in Black Hole Cave.
Northern Plains Indians lived along the Upper Missouri River for over 9,000 years.
The smallpox epidemic of 1837 killed thousands of Northern Plains Indians.

Note: use judgment and be consistent throughout the media. Style guides disagree; some spell numbers one through nine and use figures for 10 and greater; others spell numbers one through ninety-nine and use figures for 100 and greater—<u>all have exceptions</u>.

•**one-way** If used as an adjective; one way if noun; *never* write 1-way. *see* round-trip.

Cedar River Gorge is a one-way loop road that winds through old-growth forest.
There is more than one way to reach the campground.

• **over** This may be used as an equivalent of more than. Traditionally "over" referred to spatial relationships and "more than" referred to quantity and numerals. Today, "over" is preferred but "more than" may be used as necessary if it aids clarity.

Over 1,100 men died in the battle.
We encountered winds of over 50 miles per hour as we flew over Snoqualmie Pass.
Trailers over 30 feet long are prohibited on Corkscrew Pass.
More than 800 brown pelicans flew over Anacapa Island.

• **pack animals** *but* livestock.

• **panther** *see* cougar.

• **park** *but* Olympic National Park.

• **park area in more than one state** List states in alphabetical order separated by a space, forward slash, and a space.

Blue Ridge Parkway North Carolina / Virginia
Cumberland Gap National Historical Park Kentucky / Tennessee / Virginia
Yellowstone National Park Idaho / Montana / Wyoming

• **parklands**

• **patriot** *see* American Revolution affiliations.

• **people/persons** Traditionally, *persons* was used for small groups (three persons), and *people* with large groups (hundreds of people). Today, most writers use people even for small groups.

Three people signed up for lunch-time Spanish classes at Saguaro National Park.

• **percent** Spell out "percent" in text (one space between numeral and spelled-out form); use % symbol in scientific writing and in tables (no space between numeral and symbol).

The director issued a Servicewide announcement that all NPS employees will receive a 50-percent raise.

2006 Hantavirus Report

Deer mice population on Minnie Island	1,000
Population captured and tested for hantavirus	850
Cultures resulting in positive testing	60%

• **PFD** Personal flotation device; spell out at first mention with PFD in parenthesis.

Always wear a personal flotation device (PFD) when boating on Lake Roosevelt.

• **poisonous** *see* snakes.

• **possessive** If a singular noun, add 's (apostrophe and s) whatever the final consonant. *see Elements of Style*, Strunk and White, rule 1. *see also Chicago Manual of Style, 15th Edition,* possessives: general rule, exceptions, and options. Avoid awkward usage; be consistent throughout the project. *see* ships, *see* Hawaiian words.

the cat's tail
but Grant Kohrs' longhorns roamed the open range.

1) If a plural noun ends in s, add only an apostrophe.

The visitors' entrance is on the left. Cannon fire set the officers' quarters ablaze.

2) Plural nouns not ending in s, add 's (apostrophe and s).

women's rights
alumni's feelings

•**p.m.** *see* time of day.

•**President, president** Capitalize president only as a formal title before one or more names: President Reagan, Presidents Ford and Carter. Lowercase in all other uses.

President Clinton visited Harpers Ferry NHP on Earth Day, April 1998.
Lincoln was president during the Civil War.
She is running for president of the United States.

•**presidency**

Roosevelt assumed the presidency at a time of great social ferment.

•**presidential**

but Rosa Gonzales received the Presidential Medal of Freedom.

•**prickly pear cactus**

•**pronghorn** Pronghorn not a true antelope; clarify at first mention with "often called antelope."

•**quotations** Display or headline type: set quotation in italics with no quotation marks (author credit in roman type).

A curious ensemble of wonderful features. John Wesley Powell, 1869

1) Capitalize first word: if quotation is a complete sentence or introduced with a colon or comma; or dialog; also lines of poetry.

Chief Joseph said, "From where the sun now stands I will fight no more forever."

2) Do not capitalize first word: if quotation is fragmentary and placed in running text (without comma or colon).

Chief Joseph said he would "fight no more forever."

•**quotation marks** Place period and comma within quotation marks. The dash, semicolon, and question mark go within if they apply to the quoted material; they go outside if they apply to the whole sentence.

Gayle asked, "What shall we do?"
Bill shouted, "The meadow is on fire!"

Common expressions and slang. If colloquial expressions or slang are well-known to readers, it is not necessary to enclose them in quotation marks. But, expessions or words that are unfamiliar should be in quotation marks so people don't take them literally.

Bands of trappers explored the network of rivers west of the Mississippi for hundreds of miles in search of "soft gold"—the pelts of fur-bearing animals.

•**rain forest**

•**ranger** *but* Ranger Baker.

•**rebel** *see* Civil War.

•**red-tailed hawk**

•**Representative** A civil or military title preceding a full name may be abbreviated. Preceding a surname only, the title is spelled out. *see* initials, military ranks, surnames, and titles.

Representative Pinkerton began his first term in 1909.
Rep. Grant Pinkerton encouraged President Taft to sign the Arizona Statehood Act in 1912, making it the 48th state.

•**Revolutionary War** *see* American Revolution affiliations.

•**rivers** Columbia River *but* Columbia and Snake rivers.

•**round-trip** Hyphenated, both as an adjective and as a noun.

•**ruin** Avoid unless included in proper name; use dwelling, site, structure. *see* abandoned.

Ancestral Puebloan people built these dwellings more than 1,000 years ago.
The 2.5-mile trail to White House Ruin is on the canyon's South Rim Drive.

•**RV** Abbr. for recreational vehicle.

Recreational vehicle (RV) parking is available at Deerlodge campground.

•**salt water** If used as a noun; saltwater, if an adjective.

•**scientific names** Latin names of plants and animals (genus and species) are set in italic type. Always capitalize genus names, but never capitalize species names even if they are in a capitalized title. Divisions higher than genus (phylum, class, order, family) are set in roman type and are capitalized.

In late spring Atlantic horseshoe crabs, *Limulus polyphemus*, climb ashore in Delaware Bay, where females deposit eggs.

•**seagulls** *see* gulls.

•**sea life, sea star** *but* seabird, seaside, starfish.

•**self-guiding trail** *not* self-guided; avoid writing simply "nature" (most trails are nature trails in some way) or "interpretive" trail (visitors may expect a ranger-led tour).

•**Senator** A civil, legislative, or military title preceding a full name may be abbreviated. Preceding a surname only, the title is spelled out. *see* initials, military ranks, surnames, and titles.

Senator Truman began his second term in early 1941.
Sen. John Quincy Adams supported Thomas Jefferson in the Louisiana Purchase.

•**sexist language** Not appropriate. Rewrite gracefully to avoid awkwardness; avoid "he/she."

work force	*not* manpower
surname	*not* maiden name
founders	*not* founding fathers

•**she** A female; use "it" not "she" for a country, ship, or nature.

Portugal raised its flag for the last time over Macao in December 1999.

•**Shenandoah Valley** *but* the valley.

•**ships, aircraft, trains, spacecraft, vehicles** Names of ships, aircraft, spacecraft, and artificial satellites are set in italics. Abbreviations before the

name, if used, are set in roman. Do not use periods in the abbreviation preceding a ship name. When forming the possessive, the "s" is set in roman. *Note about ships*: Use "it" not "she."

A ship is a seaworthy vessel too large to dock unassisted, *but* write ferryboat and gunboat.

USS *Arizona* or *Arizona* — *Challenger's* crew
Spirit of St. Louis — *Missouri's* turret
Sputnik motivated the United States to take action.

1) If the name occurs in text that is already set in italics, such as some quotations and captions, then the name is set in roman.

Sputnik *motivated the United States to action.*
The greatest loss was on board USS Arizona.

2) Designations of class or make, names of trains, and space programs are capitalized but not set in italics.

Chrysler Imperial — Project Mercury — Boeing 747
the train they call the City of New Orleans

3) Generic terms for vessels, aircraft are neither capitalized nor italicized.

submarine — space shuttle

•**shuttle bus** *not* shuttlebus. Be consistent with local signage.

•**slack water** If used as a noun; slackwater, if an adjective.

•**small game**

•**snakes** Poisonous or venomous? Herpetologists may prefer venomous, but the words are interchangeable in everyday usage. Poisonous is perhaps the more easily understood term.

Poisonous snakes live in the canyon. Watch where you put your hands and feet.

•**spaces—one or two in text composition** On a typewriter use two spaces after a period. On a computer (or for typesetting) use one space after a period; *see Chicago Manual of Style, 15th Edition.*

•**Spanish language, accents, special characters, punctuation** Many Spanish words include accented vowels and the ñ with a tilde. The spelling is wrong without these marks. Questions and exclamations require inverted leading punctuation marks.
see Chicago Manual of Style, 15th Edition and other sources.

en los años de 1760 — el Río Bravo
¿Dónde está el parque nacional, por favor?
¡Toma un galón de agua por persona por día!

•**Spanish language, capitals** Capitalize only the first word in titles (books, exhibits). Forms of address (Mr., Dr. etc.) before names are lowercase.
see Chicago Manual of Style, 15th Edition and other sources.

El desierto chihuahuense — (The Chihuahuan Desert)
Golondrinas puebleras — (Cave Swallows)
el señor Tomás López — el doctor Garcia

•Spanish language, compound names If a Spanish name contains "de", which means "of" or "from," it must be lowercase. Avoid dividing compound names of persons and places at the end of lines. *see* Spanish language, word division. *see Chicago Manual of Style, 15th Edition* and other sources.

Hidalgo de Parral
San Antonio de Béxar
don Juan Ponce de León
Hernando de Soto but De Soto National Memorial (park name)

•Spanish language, word division Divide Spanish words after a vowel or group of vowels; do not divide two or more adjacent vowels. A single vowel may not stand alone at the end of a line. Spanish *ch*, *ll*, and *rr* are considered single characters–do not divide. Avoid dividing proper names. Compound place names are considered one word—do not divide.
see Chicago Manual of Style, 15th Edition and other sources.

bue-no	mu-jer
ene-ro *not* e-nero	uni-dad *not* u-nidad
San Diego	Cabrillo

•Spanish, Spaniard Either is correct if referring to people. Spanish is used commonly today; Spaniard is more formal. Avoid using "the Spanish" as a collective noun if you mean "the Spanish governor" or "the Spanish colonists."

•south, southern Lowercase compass directions; minimize use of capital letters except for specific regions; southern Appalachians.

•South (the) *see* Civil War.

•Star-Spangled Banner The national anthem of the United States.
The lyrics were written in 1814 by Francis Scott Key after witnessing the bombardment of Fort McHenry in Baltimore, Maryland, by British ships during the War of 1812.

•state state government, state regulations.

•state name abbreviations
1) <u>in addresses only</u> Use U.S. Postal Service two-letter abbreviations only with full addresses with ZIP codes.

AZ ME WA

2) <u>in brochure and exhibit text</u> Use these state abbreviations (if not addresses):

Ala.	Ariz.	Ark.	Calif.	Colo.	Conn.	D.C.	Del.	Fla.
Ga.	Ill.	Ind.	Kans.	Ky.	La.	Mass.	Md.	Mich.
Minn.	Miss.	Mo.	Mont.	N.C.	N.Dak.	Nebr.	Nev.	N.H.
N.J.	N.Mex.	N.Y.	Okla.	Ore.	Pa.	P.R.	R.I.	S.C.
S.Dak.	Tenn.	Tex.	Va.	V.I.	Vt.	Wash.	Wis.	W.Va.
Wyo.								

Seven states are not abbreviated:
Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, and Utah.

3) in <u>handbooks</u> Write out full names for all states (except in addresses).

•streets Maple Street; but Cypress and Larch streets.

•subject/word agreement "Everyone (singular) will get their (plural) chance to see the cave," is becoming more accepted to avoid gender-specific language—but try to rewrite!

Every visitor will get a chance. *or*
All visitors will have a chance.

- **sun**

- **superintendent** *but* Superintendent Benally.

- **surnames** Avoid Mr. and Mrs.; use full name (including initials), first and last names together, or last name alone. *see* titles.

  Maggie L. Walker organized the first black student school strike in the U.S. (*not* Maggie organized).
  Carl and Lilian Sandburg lived in North Carolina.
  Greene slipped away before dawn on June 20, 1781.
  but Dr. King [Martin Luther King Jr.]

- **telephone numbers** 123-456-7890 is preferred style (hyphens), but (123) 456-7890 is acceptable (be consistent within the project).

- **temperature** 32°F or 20–32°F in winter (en dash; no space after degree symbol).

  Expect temperatures in the 80s and 90s°F in summer.

- **timberline** Avoid, use tree line.

- **time of day** 8 a.m., 2 p.m.; spell out noon and midnight.

  At 4:30 a.m. a mortar shell from Fort Johnson arched across the sky.
  President Lincoln arrived at noon, and the meeting began.
  She took the midnight train to Georgia.

- **titles** A civil, legislative, or military title preceding a full name may be abbreviated. Preceding a surname only, the title is spelled out. *see* initials, surnames.

  Pres. George Washington proclaimed the first National Day of Thanksgiving in October 1789.
  President Lincoln invited Frederick Douglass to the White House in 1863.

- **Tory** *see* American Revolution affiliations.

- **trailhead**

- **TTY** Text telephone; this is a more inclusive term than TDD. Number precedes regular voice number, "Call TTY/301-123-4567; 301-123-8910." If number is the same, Call TTY/voice 301-412-1212.

- **turn of the century** Ambiguous; avoid unless meaning is absolutely clear.

- **underground** *but* Underground Railroad.

- **Union** *see* Civil War.

- **unique** Avoid; use only if truly one of a kind.

- **United States, U.S.** United States, a noun (spell out). U.S. an adjective (no space).

  Lyndon B. Johnson was elected to the U.S. Senate in 1948.
  The United States is part of the North American continent.

- **U.S. government**

- **U.S.-Mexican War (1846–1848)**

•**venomous** *see* snakes.

•**visitor center** *but* Mount Rainier Visitor Center.

•**wapiti** *see* elk.

•**website** the Web, World Wide Web, and Internet.

•**west, western** Lowercase compass directions; minimize use of capital letters except for specific regions (or popular place names); the Pacific Northwest; the West is west; West Coast.

•**western red cedar**

•**wetland** *not* wet land.

•**wheelchair** *see* disabled.

•**Whig** *see* American Revolution affiliations.

•**whites/white settlers** Avoid as a sweeping statement about non-Indian people. Non-Indians, whether resident or passing through territories, were of varied ethnic origins. Consider using a verb followed by a preposition (such as "settled in" or "settled on"). Avoid writing—"French missionaries settled the Mississippi valley."—because it implies, incorrectly, that the areas were uninhabited before that time. *see* Euro-American; *see* explorers.

•**white-tailed deer** *not* whitetailed or whitetail deer.

•**wildfire**

•**wildlife**

•**word division** *see Word Division, 1987,* Supplement to *United States Government Printing Office Style Manual* and *The American Heritage Dictionary of The English Language, Third Edition.*
1) Divide according to natural pronunciation so that the part of the word left at end of line suggests the whole word.
capac-ity *not* capa-city serv-ice *but* Robert Ser-vice

•**world heritage site** "(Park name) is listed as a world heritage site, the principal international recognition for natural and cultural areas of global significance."

•**Yankee** *see* Civil War.

•**year-round**

•**ZIP code** In addresses use ZIP + 4 when possible; contact parks, local post offices, or the Internet.

National Park Service
U.S. Department of the Interior

Harpers Ferry Center

NPS Maps > Find a National Park Service Map > Starter Maps

Starter Maps

Starter Maps provide all the ingredients needed to make a standard National Park Service map—labels, symbols, line styles, and area colors—on layers in Illustrator CS2 format.

Starter Maps semi-automate the design and production of National Park Service maps. Starter Maps provide all the ingredients needed to make a standard National Park Service map — labels, symbols, line styles, and area colors — on organized layers in Adobe Illustrator CS2 format.

Example of a simple area map created from a Starter Map.

Download a Starter Map

Starter Maps are Zip compressed (Help with Zip)

- Publications A-width brochure (213k)
- Publications B-width brochure (1 MB)
- Publications area map (118k)
- Wayside exhibit map (419k)

How to use Starter Maps

Note: To use Starter Maps you should be familiar with Adobe Illustrator CS2 and map-making. These maps are not intended for beginners.

Basic use

When you open a Starter Map you will see a blank Adobe Illustrator document with symbols, north arrows, bar scales, and other map elements outside of the art board on either side. Each class of map elements is on its own dedicated layer in the Layers Palette. By Option-dragging (Mac) or Alt-dragging (PC) you can

copy map elements to the art board to start building your map.

Copied map labels, road shields, bar scale numbers, etc. are easily edited with Type Tool. The size of callout boxes automatically adjusts as you type—even when the text is on multiple lines. Use the Scale Tool to increase or decrease the length of bar scales as needed.

Typing in a callout box.

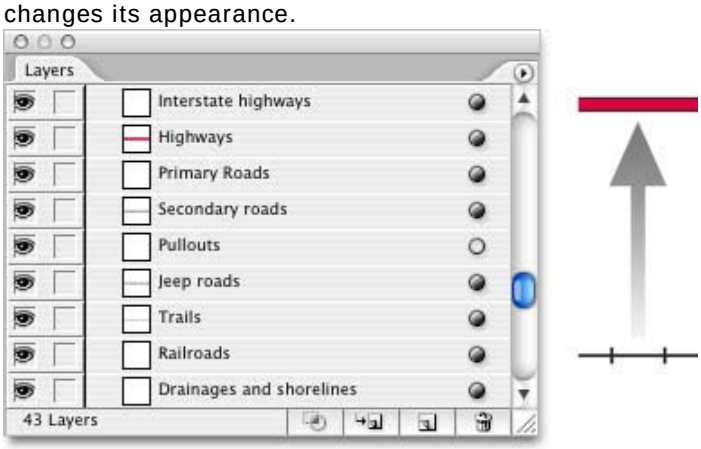
New Maps
Creating a new map from scratch with a Starter Map is accomplished in two ways.

1. Place a scan or screen shot of a base map on a new layer at the bottom of the Layers palette. Using the scan as a reference, then trace your map being careful to draw the different classes of information on the appropriately named layer. For example, all drainages should go on the drainages layer, trails on the trails layer, and so forth.

2. Import lines and polygons from a GIS and place them on the appropriate layer in the Starter Map. This more advanced method requires special software and access to GIS data.

Targeted Layers
In the Layers palette, a gray-filled dot on the right side indicates a Targeted layer with a pre-assigned graphical style. The graphical styles found in Starter Maps match National Park Service map standards. For example, a line drawn or placed on the jeep road layer will automatically appear as a double-dashed line identical to the jeep roads found on other Park Service maps. Other Targeted layers bring a standardized appearance to area fills, such as water bodies and park areas. Moving a line or polygon from one Targeted layer to another automatically changes its appearance.

Moving a line from the Railroads layer to the Interstate highways layer will change its appearance.



Tip 1: For Targeted Layers to work properly lines and polygons placed on them must have NO stroke or fill. Use the Color palette to set the stroke and fill of lines and polygons to none, if necessary.

Tip 2: Clicking the gray-filled dot on a targeted layer will select all objects on that layer. You can then use the Appearance palette to modify the assigned graphical style.

Contact Tom Patterson if you have questions about the Starter Maps (Phone: 304-535-6020; Email: tom_patterson@nps.gov).

Author: Harpers Ferry Center
Last Updated: Friday, 29-Dec-2006 14:27:13 Eastern Standard Time
http://www.nps.gov/hfc/carto/starter-maps.htm

ATTACHMENT E

Writing for NPS Unigrid Brochures

Scope of Work

With the fewer personal services now offered to visitors to National Park Service (NPS) areas, the official Unigrid visitor information brochure becomes ever more important for creating a management presence for the NPS in parks. The Unigrid brochure intends to give park visitors both *interpretation* of the park's features and their significance and *information* about how best to enjoy their visit with respect for the park and its features and for the NPS mission to preserve and protect them. The Unigrid brochure helps parks encourage public support of national parks and the NPS mission.

Evaluation and Style Guide

The writing for Unigrid brochures—exclusive of driving directions and descriptions of visitor services, facilities, activities, safety, and park management concerns—will be evaluated based on the description of interpretation and interpretive writing below. Driving directions and descriptions of visitor services, etc. will be evaluated as expository writing that must be clear and concise. All writing will adhere to the HFC Editorial Style Guide 2007.pdf, available at www . . . *The American Heritage Dictionary of the English Language, Third Edition*, is used as an extension of the HFC Editorial Style Guide—i.e., it is authoritative for spelling and for whether a word should be one word, two words, or hyphenated.

Interpretation and Interpretive Writing

Interpretive writing has grown out of the seminal work on interpretation by Freeman Tilden in *Interpreting Our Heritage* and more recently the workbook and CD *Meaningful Interpretation: How To Connect Hearts and Minds to Places, Objects, and Other Resources*, edited by David L. Larsen and published by Eastern National. Tilden developed and established interpretation as an art. "Interpretation is revelation based upon information," he wrote, and "The chief aim of interpretation is not instruction, but provocation." Tilden's perspective remains important. Larsen's work articulates a philosophy of interpretation and offers a common terminology, standards, and mechanics, techniques, and schematics to help realize Tilden's art. Familiarity with these books benefits anyone intent on writing NPS Unigrid brochures—or other media—for visitors to national park areas.

Basic information about *interpretation*, as practiced by the NPS, is available at http://www.nps.gov/learn/ . More detailed information is available at: http://www.nps.gov/idp/interp/theprogram.htm , with information about online course modules for Media Specialists, which includes Module 230 (Interpretive Writing). Anyone may undertake this training. It is by no means restricted to NPS or other federal employees.

Interpretive writing integrates the best methods of effective writing with the principles and techniques of interpretation. Effective interpretive writing draws from sound scholarship, respects multiple perspectives, and uses creative techniques to engage the reader.

Interpretive writing is goal driven: it wants to move the reader toward understanding and—ideally—toward an active feeling of stewardship for the particular park and by extension for the National Park System and national park idea. Interpretive writing assumes good, professional writing that is appropriate to the content and the audience. Beyond good professional writing, interpretive writing strives to connect the reader intellectually and emotionally with the meanings inherent in these places and their features.

Interpretive writing usually takes off from something tangible—an artifact, animal, or described event—and then links it with an intangible quality of the tangible phenomenon to create an interpretive theme statement. The tangible may include facts, information, evidence, physical features, explanations, illustrations, comparisons, contrasts, etc. The intangible may include concepts, ideas, feelings, meanings, relationships, processes, etc.

The interpretive theme statement expresses something inherently meaningful about the place, feature, or event presented. This theme is then used to develop cohesively the relevant ideas that support it. Those relevant ideas are then introduced by tangibles that are then linked to intangibles, to elevate the reader in stair-step fashion to a more meaningful connection and a stronger feeling of stewardship.

Writing a Unigrid brochure requires finding the effective entry into the theme or themes addressed by the layout presentation of the material. Ideally—this is NPS Publications staff practice—the designer, cartographer, and writer/editor team collaborates to develop the layout presentation with major input from the park staff. This maximizes the synergy between words and images and helps the team decide what to show and what to tell. This also helps the designer, cartographer, and writer/editor commit to the Unigrid brochure's overall theme or big idea. Collaboration internally and with the park is a necessity.

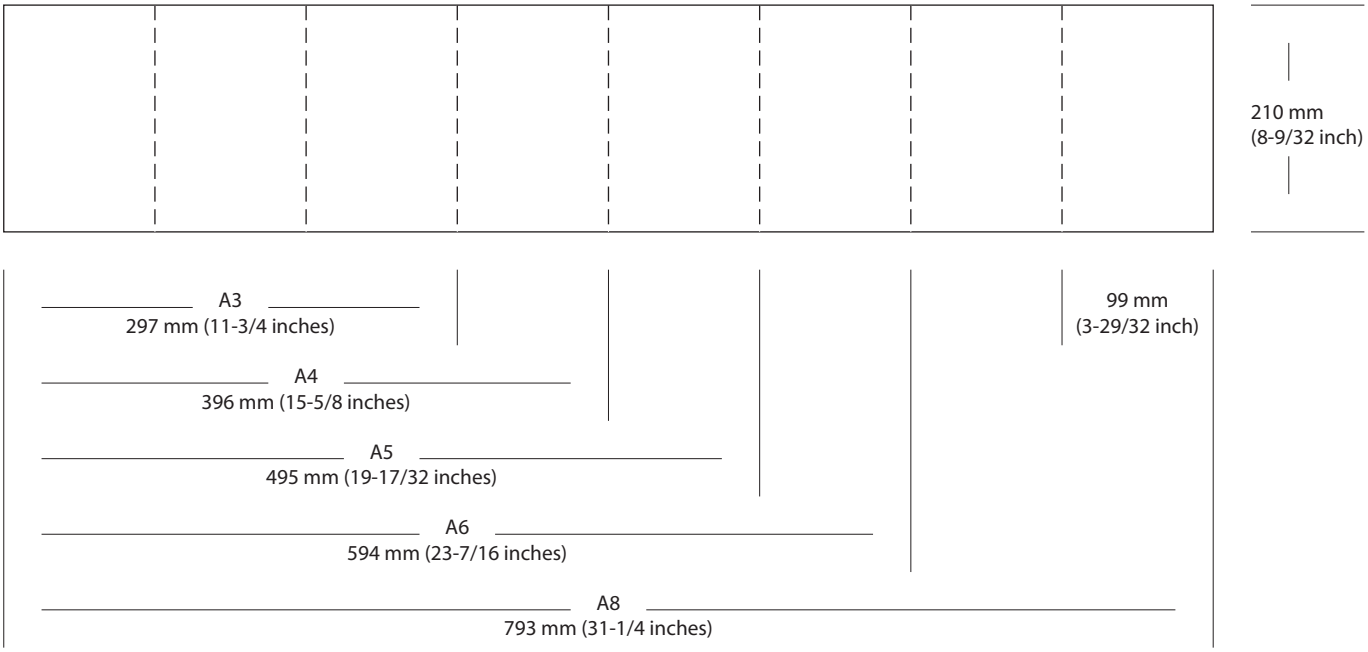
Unigrid writing heeds the best of writing for the Web. It strives for the energy to engage the reader immediately and the economy to grab and hold attention amid today's information glut. Energy issues from precise active verbs mostly used in basic, English syntax: subject-verb-object. Edit out function words and phrases—they dawdle, they stifle energy, and they bankrupt economy. Wherever possible, rely on words of Anglo-Saxon origin: they are shorter and more concrete than words derived from Latin or Greek. Read the writing aloud to test its rhetoric on your ear. That's as close as you approach hearing how the reader may hear your writing.

A last word, from Annie Dillard: "The work's unity is more important than anything else about it. Those digressions that were so much fun to write must go."

January 20, 2010

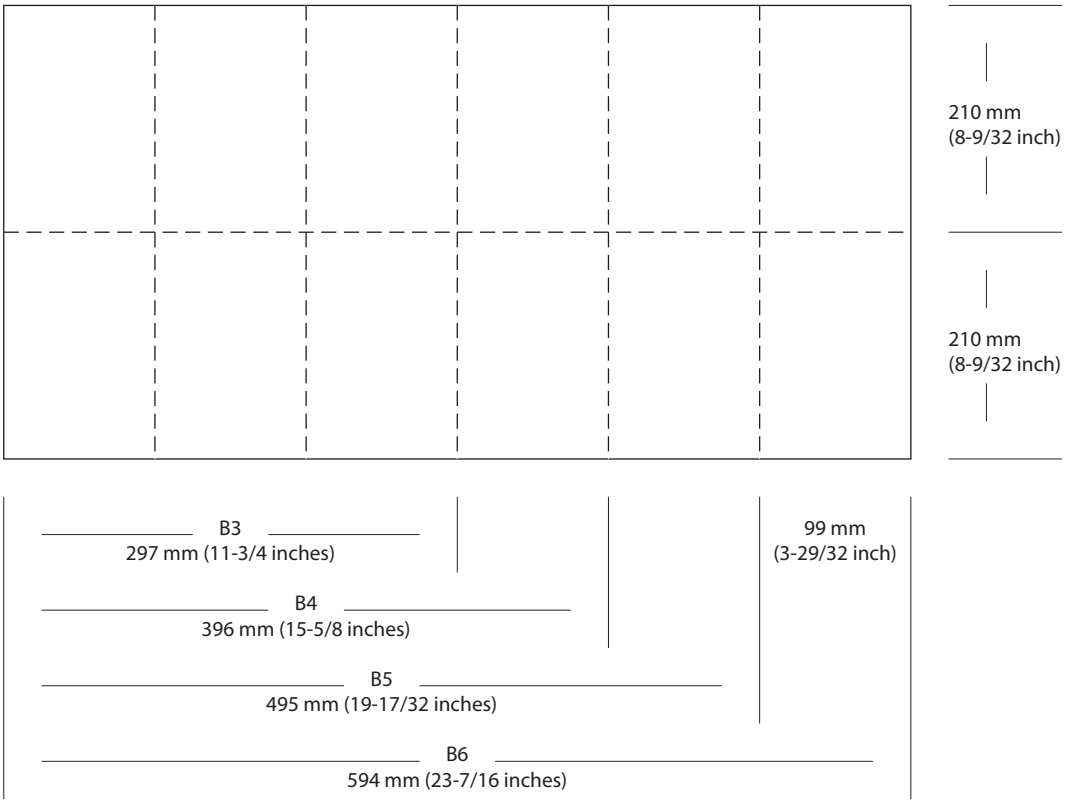
ATTACHMENT F **Size Chart for NPS Unigrid Brochures** **January 20, 2010**

A Series (does not show A12)



The A12 brochure length is 1188 mm (12 panels at 99 mm) (46.77 inch)

B Series



The B series does not include a 12 or 8 pannel brochure.

Large Print Brochure Specifications Guide

Recommended type fonts and sizes keyed to B6 sized grid (2pp-master.indd) and the B3 sized grid (1p or insert-master.indd. The B6 and B3 are NPS unigrid brochure sizes and are not to be confused with international paper sizes.

Also the two formats called Essay_LP11x17 format1.indd and DayUse_LP11x17 format1.indd show these same specifications applied

Park Name	36 Point/36 leading Frutiger LT Std 65 bold open type. kerned 0, reverse to white through the NPS Identity system black band.
Logo & Designation	14 Point/23 leading Frutiger LT Std 65 Bold open type, tracking 10, reverse to white through the NPS Identity system black band
Essay Title	55 Point/57 leading Frutiger LT Std 65 Bold open type, tracking 0. If using two color* printing the display title could print in the second color, or in black. * A word about a second color: Refer to the Publications chapter in Programmatic Accessibility Guidelines for National Park Service Interpretive Media (www.nps.gov/hfc/accessibility) for references of color contrast and color combinations as well as color-blindness information resources.
Captions & Attributions	16 Point/20 leading Frutiger LT Std 65 Bold open type, tracking 0. If using two color printing the display title could print in the second color, or in black.
Display Paragraph or Introduction	28.5 point/35 leading Frutiger LT Std 65 Bold open type, tracking 5. If using two color printing the display title could print in the second color, or in black.
Majority text	18 point/22 leading Frutiger LT Std 55 roman open type, tracking 0, print in black. A word about Initial Caps: No Style sheet—highlight and change type point size in Control panel to one of the already introduced hierarchy sizes (Essay or Chapter head) Do not nest into paragraph. It should be distinctly a part of the first line of copy. If using two color printing the display title could print in the second color, or in black.
Chapter heads	36 point/36 leading Frutiger LT Std. 65 Bold open type, tracking 0. If using two color printing the display title could print in the second color, or in black.

Chap. Subheads	22 point/22 leading Frutiger LT Std 65 bold open type, tracking 0, If using two color printing the display title could print in the second color, or in black.
Safety text or special notice	18 Point/22 Leading Frutiger LT Std. 65 Bold open type, tracking 0. If using two color** printing the display title could print in the second color, or in black. ** A word about the second color within a text column: This is the same specification as Majority text in the rest of the column, but for contrast and impact the weight is bold instead of roman. Usually one deviation in style is preferable, the use of color type can benefit from a heavier weight font. Do not use italics unless it is a ship's name, publication or other media title or use quotation marks instead of italics. The paragraph style sheet applies the green of the C&O Sample; to change the color do it in the style sheet character color by establishing your preferred second color.
Odd page Number	24 point/24 leading Frutiger LT Std 65 Bold open type, tracking 0. If using two color printing the display title could print in the second color, or in black. Use to flush right number with extreme right margin.
Even Page Number	Use to flush left number with extreme left margin.

Digital Image Guide

for Media Production
revised December 2006

National Park Service
U.S. Department of the Interior
Harpers Ferry Center

Introduction

This document gives guidelines for selecting or preparing digital image files for use by Harpers Ferry Center or by parks for media production. This information is technology and application dependent, so it will change over time. Also, it does not cover all possible situations. This guide assumes that files are being supplied to HFC for use in our projects. If you are working with a vendor who will be providing services to you, seek their advice. Be sure to review the *Definitions and Important Details* section that follows *Guidelines* for more information.

Content

Digital Photography and Scans 1

Guidelines for Specific Media 4

Definitions and Important Details 6

Digital Photography

The file type produced by a digital camera is determined by the capability of the camera and the settings chosen by the photographer. The type of file significantly influences the quality possible in media production. All high-end cameras can make ***camera raw*** and ***JPEG*** file formats. Many also have ***TIFF*** file capability. Because data compression is inherent in JPEG files and it always results in the unrecoverable loss of information, **JPEG files are not acceptable for quality reproduction.**

File Types

Digital Negative (*DNG*)
A universal camera raw format that is gaining widespread acceptance. A DNG file is our first choice in file types for digital photography. Files converted from a proprietary camera raw format to DNG files are still camera raw files and preserve all the raw attributes. Hasselblad, Leica (M8), and Pentax cameras and backs use DNG as their native raw format. There is more information under *File Types* in *Definitions and Important Details* section.

Camera Raw (*NEF, CRW, CR2, ORF,* etc.)
The actual name and file extension varies between camera manufacturers. See *File Types* in *Definitions and Important Details* section for more information on camera raw files.

Adobe DNG files (preferred) or proprietary camera raw formats automatically provide the highest resolution and bit depth for the camera, with the most flexibility, and ultimately the highest possible quality for reproduction. If your camera does not make camera raw files it is not up to the task of making files for reproduction.

The quality of the media is dramatically influenced by the nature of the files. **Digital Negative or Camera Raw format is highly recommended.** Harpers Ferry Center will scale and refine raw files for their final use.

Sensor and File Sizes

A digital camera sensor's native resolution is referred to in ***megapixels.*** One megapixel is one million pixels. The number of pixels produced by a sensor is determined by multiplying the vertical axis resolution by the horizontal axis resolution.

For example 3888 pixels x 2592 pixels = 10,077,696 pixels or 10 megapixels.

Digital Photography (continued)

The maximum physical image size that can be made at a cameras native resolution for a specific use (output resolution) can be determined by dividing the resolution of each axis by the required final output resolution.

For example the same 10 megapixel camera produces a file that is 3888 x 2592 pixels. If we are printing high quality offset we might want a resolution of 350 ppi. 3888 / 350 = 11.1 inches; 2592 / 350 = 7.4 inches. So we can produce an 11.1 x 7.4 image at 350 ppi using the native resolution of the camera.

If a larger than native file is needed interpolation of the file in conversion from camera raw to the working TIF or PSD file is necessary. How successful this will be depends on the quality of the image (lens, camera, conditions, photographer) and the ability of the software plus the skill of the individual working with the file. There are many "ifs" involved.

Scans

To ensure a usable scan, two variables must be known: resolution requirements and final image size. Size must also consider cropping—do not assume the full image is being used. These variables are linked and must be known before the scan is made to assure adequate resolution for the use.

Resolution

Resolution is the measure of the density of information in a digital image. It is the number of pixels in a given physical space. The more pixels per inch the higher the resolution. Resolution is usually expressed in ***dots per inch (DPI), pixels per inch (PPI)***—which is the same thing, or ***pixels per millimeter***. See pages 6 and 7 for more information.

Final Image Size

The final image size is the physical size of the individual image when it is output. A usable scan cannot be ensured without including the final image size when calculating the resolution. Also check a graphic print-out (comp) for cropping.

Scale Calculation for Percent Enlargement or Reduction

Use this method if your scanner software calculates the scan resolution from the required final resolution and the size change:

• Measure the distance between two points within the image in an actual size comp. Then measure the same distance in the original transparency. Divide the comp dimension (final size) by the transparency dimension (original) to get the enlargement or reduction factor (you can add two zeros to this number if you need a percent). It does not matter what unit of measure you use as long as it is the same for both measurements. Millimeters are good because they are small increments and you can avoid converting odd fractions to decimal.

Scale Calculation for Required Scan Resolution

Some scanner software requires the calculated scan resolution to be entered by the user. Use this method for them:

• Make the same measurements as above. Multiply the comp dimension (final size) by the required resolution and divide the result by the transparency dimension (original size) to get the required scanning resolution.

300–400 DPI (120–160 pixels per centimeter) at the final output size is required for high quality printing on coated paper. 160 pixels per centimeter (res 16 or ~406 ppi) is the preferred resolution for publications at HFC.
Be sure you understand the relationship between physical size and resolution —see *definitions and important details* starting on page 6.

All resolution requirements stated in this document are at the final output size for the media being produced. Please refer to a supplied cropping guide when calculating the size and resolution of a scan. Scans are often used at less than full frame. If this is not taken into account the resulting resolution will be lower than required.

Scans (continued) Be aware that a quality scan involves more than having adequate resolution and that a good scanner must meet several additional criteria.

Bit Depth Save 16 bit per channel files if your scanning software allows it. This provides dramatically more tonal data. Most image editing is destructive, so having a data cushion is helpful.

Color Mode All scanners scan in RGB. If you are scanning a black-and-white original, please scan and save an RGB file to send to us. This gives us more to work with even if we eventually convert it to grayscale.

Color Management Convert files other than camera raw to the Adobe RGB (1998) color space and save with this same profile embedded. Review a companion document called *Color Management for Harpers Ferry Center Designers and Cartographers* for more information on how the Center uses color management: http://www.nps.gov/hfc/products/imi/imi-docs.htm

File Types **Tagged Image File Format** (TIFF or .tif)
This is the catch-all file format for uncompressed ***raster*** data (see definitions) and is preferred. PSD or uncompressed PDF are also acceptable. **JPEG files are not acceptable for quality reproduction.**

Sharpening Do not sharpen the files. We can always sharpen more but we can not remove excessive or inappropriate sharpening.

Guidelines for Specific Media

Commercial Offset Printing

For offset printing, the rule of thumb is that resolution should be 1.5 to 2 times the ***screen ruling (LPI)*** being used.

Please see **Definitions and Other Important Information** beginning on page 6 if there are terms or acronyms here you are not familiar with.

Coated paper (gloss or dull), 150-200 LPI screens

Resolution:	300–400* ppi (120–160 pixels per centimeter)
Color Space:	RGB preferred if coming to HFC
File Type:	TIFF, PSD, or PDF with no compression
Profile:	Adobe RGB (1998), US Web Coated (SWOP) v2, or Gray 20% Dot Gain **

Uncoated paper (offset paper), 100—150 LPI screens

Resolution:	200–300* ppi
Color Space:	RGB, CMYK, or grayscale —talk to your service provider
File Type:	TIFF, PSD, or PDF with no compression
Profile:	Adobe RGB (1998), US Web Uncoated v2, or Gray 25% Dot Gain **

Newsprint, 60—120 LPI screens

Resolution:	150–200* ppi
Color Space:	RGB, CMYK, or grayscale — talk to your service provider
File Type:	TIFF, PSD, PDF with low compression, JPEG high quality (low compression)
Profile:	Adobe RGB (1998), US Web Uncoated v2, or Gray 30% Dot Gain **

Inkjet Printing

Park wayside displays or other large inkjet exhibits

Resolution:	200* ppi
Color Space:	RGB preferred by HFC, CMYK or grayscale OK
File Type:	TIFF, PSD, or PDF with no compression
Profile:	Adobe RGB (1998), US Web Coated (SWOP) v2, or Gray 20% Dot Gain **

Making highest quality photographic inkjet prints, printing on a high quality, photo grade or museum grade paper, and the printer has a Postscript RIP (you are doing the printing)

Resolution:	240–720* ppi (device dependent)
Color Space:	RGB, CMYK, or grayscale
File Type:	TIFF or PSD
Profile:	Adobe RGB (1998), US Web Coated (SWOP) v2, or Gray 20% Dot Gain **

Making highest quality photographic inkjet prints, printing on a high quality, photo grade or museum grade paper, and the printer does not have a Postscript RIP (you are doing the printing)

Resolution:	240–720* ppi (use the native resolution of the print engine for best quality)
Color Space:	RGB
File Type:	TIFF or PSD
Profile:	Adobe RGB (1998) **

Notes:

- Even though inkjet printers are CMYK devices they seem to work best when RGB files are sent and the printer does the conversion. This is especially true with six-color (or more) printers (CMYK + light C, light M, light K, R, G, B, etc.).
- When using an inkjet printer as a comping device in preparing files for other media, work according to the requirements of your final product.

Guidelines for Specific Media (continued)		
Digital Photographic Printing (Lambda, Light Jet, etc.)	Resolution:	200–400* ppi (lower resolution for very large prints)
	Color Space:	RGB
	File Type:	TIFF if the output is only an image PDF if the image is placed in a page layout
	Profile:	Adobe RGB (1998) **
Screen Printing and Porcelain Enamel	Resolution:	200* ppi
	Color Space:	RGB or grayscale
	File Type:	PSD, TIFF, PDF with no compression
	Profile:	Adobe RGB (1998) or Gray 20% Dot Gain **
Color Laser Printer	(with a Postscript RIP and you are doing the printing)	
	Resolution:	150–200* ppi
	Color Space:	CMYK or grayscale You can use RGB, but the RIP will do the conversion to CMYK, and the resulting image quality may not be satisfactory.
	File Type:	TIFF or JPEG medium quality (medium compression) PDF is OK if the printer has a Postscript RIP
	Profile:	Color management recommended but not necessary **
Display Screen or Internet Publishing	Resolution:	72–100* ppi
	Color Space:	RGB or grayscale
	File Type:	TIFF, PSD, PDF, GIF, or JPEG medium to low quality (medium to high compression)
	Profile:	sRGB **

*For all processes the specified resolution is at the final imaged size. For more information see *resolution* below.

** For information on the color management process at Harpers Ferry Center, download the companion document: *Color Management for Harpers Ferry Center Designers and Cartographers* from:
http://www.nps.gov/hfc/products/imi/imi-docs.htm

Copyright Information

Be sure that use rights from the photographer and model releases from people appearing in the image have been secured as required for any photograph, digital image, or other graphic you might publish. Please supply this information to Harpers Ferry Center with the image. You can add this information to the image metadata using any of several Adobe applications. For copyright requirements information contact HFC Graphics Research office, (304) 535-6714.

More Information

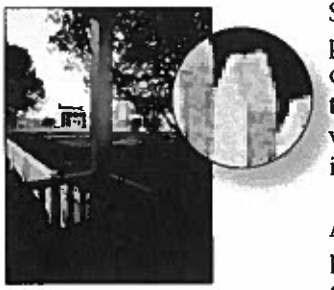
This is an overview. The designer for your Harpers Ferry Center project can discuss specifics of the job with you.

See the color management document at:
http://www.nps.gov/hfc/products/imi/imi-docs.htm.
It details the use of ICC color management (ColorSync) at HFC.

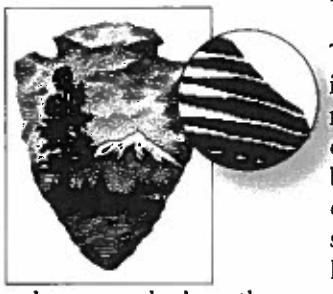
For more information go to the Harpers Ferry Center website:
http://www.nps.gov/hfc.

Definitions and Important Details

A *digital photographic image*, as used here, is a raster file. A raster file can result from a scan, a digital photograph, or have been created with software. It is a continuous tone image, meaning that it has shades of gray (or color). From this raster file, by various means, we produce a visual representation—a picture or an image.



Raster—A digital photographic image above, and a bitmap image below, and enlargements of each showing the pixels.



Several attributes determine how well a digital photographic image suits a specific use. Resolution, color space, and file type are primary. Others—contrast, color balance, and sharpening—deal more with crafting visually satisfying images regardless of intended use and are not addressed here.

An image might be used in a commercially printed publication, a small circulation publication printed on a desktop printer, a large format display like a wayside or banner, or it might be viewed in its final form on a computer monitor. Each of these categories might have subcategories with their own requirements.

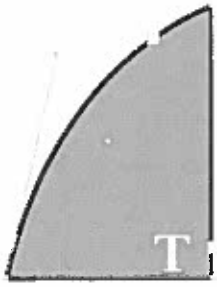
These standards primarily concern photographic images, but another type of raster image file must be mentioned because its requirements are so different. This is a ***bitmap*** or ***line*** scan. Examples might be a signature or logo. Such images have no shades of gray, only black or white. Because the edges of such images, where they go from black to white, have no transitional area of gray to smooth diagonal or curved edges, they require much higher resolution—four to eight times higher—than do digital photographic images.

Raster

The data for both types of image are recorded as raster data. Raster is a data structure, like a grid. Any point in an image falls in a discrete spot of information or picture element, called a *pixel*. A pixel describes the luminance and color of that spot. The image is made of row after row of pixels. This is clearly visible in the illustrations above. The density of pixels is the ***resolution***. The resolution is established at the origination of the file. Digital photographic images are always described by raster data. They are never described by vector data.

Vector

By contrast ***vector*** data are geometric instructions. A circle, for example, would be described by the x and y coordinates of its center, its radius dimension, and fill and stroke information. Because only objects are described, there is no data required for vacant areas. The amount of data required by these two different data types differs dramatically. Vector files are—except in extreme circumstances—substantially smaller than raster files. Text, line illustrations, flat tints, and blends are usually represented by vector data. The text in this document is an example of vector data.



Vector—There are no pixels until it is RIPed.

Vector files, unlike raster files, are resolution independent: you can scale vector files to whatever size you want and the image quality does not degrade. Why? Because the resolution is determined at the point of printing when the file is converted to raster (RIPed).

Definitions and Important Details (continued)

Resolution

Resolution is the measure of the density of information in a digital image. It is the number of pixels in a given physical space. The more pixels per inch the higher the resolution. Resolution is usually expressed in dots per inch (DPI), pixels per inch (PPI)—which is the same thing, or pixels per millimeter.

An inverse proportional relationship exists between the physical size of an image and its resolution. As you make an image larger, the resulting resolution is lower. As you make an image smaller, the resulting resolution is higher.

For example, a 200 dpi image at 4 x 5 inches doubled to 8 x 10 inches will be 100 ppi. Or, change the resolution to 400 ppi and the physical size shrinks to 2 x 2.5 inches.

Image editing applications provide the option to set the resolution and size independently, but the software interpolates the data as it is scaled up. This has limited usefulness. See interpolation, below.

Bit Depth

Information in a raster file also has a third dimension. This is bit depth—the amount of information contained in each pixel. It is the number of discrete values (shades) each pixel can use to represent a spot in the original scene or transparency. The higher the bit depth the more values are available and the more subtlety can be employed for each spot. Bit depth is independent of resolution.

- Bitmap files are 1 bit, and that bit is either on or off, black or white.
- Continuous tone files usually require 8 bits per pixel (and per color channel) to successfully create the illusion of photographic continuous tone. Eight bits (per color channel) allows for 256 discreet values (per color channel). An 8 bit RGB file is sometimes referred to as a 24 bit file.
- Each pixel of a 16 bit file can be one of roughly 64,000 theoretical discreet values in each color channel. Image editing software now fully supports 16 bit files, which includes 12 and 14 bit sources like digital cameras shooting raw files and many scanners.

The impact of 16 bit data is significant both for file size and for potential image quality. File size for 16 bit is double that for 8 bit. Because most image editing destroys data, image editing affects image quality. An 8 bit file has just enough data to present smooth tonal transitions in a reproduction. But if the image is edited some of that data will be discarded and tonal banding might be visible. We don't experience this more often only because dithering is applied to 8 bit files when they are edited. With the vast amount of additional data available in a 16 bit file, it becomes unlikely that abrupt steps in smooth tonal transitions will result.

Interpolation

Interpolation is what software does to increase the resolution of a raster file or to increase its physical size while maintaining the resolution. The software essentially makes up the missing information. Interpolation produces a larger file size, but the amount of useful information does not increase by much. Interpolation is not recommended if there are other options.

Color Type or Color Space

There are several ways to portray the hue, saturation, and luminance of a full-color image. We regularly use two specific methods, or processes (hence *process color)*:

RGB stands for Red, Green, Blue. This is an additive color process, meaning that as equal amounts of each color are added we approach white. RGB is used where light itself forms the image we view. Computer monitors and projectors are RGB devices.

Definitions and Important Details (continued)

Color Type or Color Space

CMYK stands for Cyan, Magenta, Yellow, and Black. This is a subtractive color process. As color is subtracted we approach white, and as equal amounts of CMY are added we approach black (theoretically). The black ink normally is used to add density. Subtractive color is used to form images where light is reflected from a reflective surface (like paper) and, in the process, is filtered by the ink layers deposited on that surface. CMYK is used in commercial offset printing, inkjet printing, and color laser printing.

All scans and digital camera images begin life in the RGB color space. Even large commercial drum scanners create RGB data, which might or might not be converted to CMYK as part of its internal process. The RGB color space has a gamut (range of colors and luminance) that can approach the range that the human eye can perceive. But the possible gamut of CMYK is sharply limited by the physics of the process and includes only a portion of the possible RGB gamut.

Color Profile

A color profile is a set of instructions that provide a color reference for other software and devices that might use the file. Profiles are embedded in image and layout files. The proper use of profiles in a color managed workflow can dramatically improve the predictability and consistency of the final result. Profiles are based on standards established by the International Color Consortium (ICC).

Camera Raw and Raw File Types

Camera raw formats automatically provide the highest resolution and bit depth for a camera and allow the most flexibility—and ultimately the highest possible reproduction quality. This is true in part because the data has not been processed with the capture parameters (white balance, sharpening, curves, etc.). All of these are limiting once applied and destructive to change later. And some are dependent of the size of use. So the ability to postpone "baking" the file until the specific use is known has advantages. Also, since processing the raw file does not change it, the raw file can be used again and again, much like a negative.

Most camera manufacturers have at least one proprietary raw format. These are not universally compatible and support for them will not exist forever. There will be too many for software manufacturers to support. When this happens what will happen to the unsupported camera raw files that photographers have archived? You can see the need for a standard raw format.

DNG

DNG (.dng), or Digital Negative file, began as a proposal from Adobe for a common camera raw format. Adobe developed the DNG format and a software utility to create DNG files from proprietary camera raw and released them and the code for anyone to use freely. Hasselblad, Leica (M8), and Pentax among others, have adopted DNG as their native camera raw format.

Proprietary Camera Raw

NEF—Nikon, *CRW* and *CR2*—Canon, *ORF*—Olympus, etc., etc., etc.
The name, file extension, and software required is different for each camera manufacturer. These and the DNG raw format all have the same capabilities.

Other Raster File Formats

PSD (.psd), or Photoshop document, is Photoshop's native file format. It can preserve all layers, additional channels, and paths in their editable form. Few other applications can accept images in PSD format. So, don't send an image.psd to someone who doesn't have Photoshop.

TIFF (.tif), or Tagged Image File Format is a good, all-around, basic format that preserves all of the raster data. TIFF can be used without conversion in all popular page layout programs, and it can be converted to any other common file type with no loss of data unless compression is applied.

Definitions and Important Details (continued)

Other Raster File Formats

EPS (.eps), or Encapsulated PostScript is no longer recommended, because it does not work well with color management and the files are significantly larger for the same amount of data.

JPEG (.jpg) is both a method of data compression for images and a file type. Because image files are raster data they tend to be large. This can be a problem for some uses of images like on-line viewing. Therefore, for these applications the use of data compression is appropriate. BUT BEWARE: the term *data compression* can be misleading in image editing. It amounts to intelligently *throwing away information*. The more compression, the more visible is the deterioration. The lost data cannot be recovered. Never use lossy compression—JPEG or other methods—for images meant for high quality reproduction. For uses of this format that are appropriate, save only the final completed file as JPEG. Always keep the parent file as a TIFF or Photoshop format file to return to. Do not resave a JPEG file because each time you throw away more data. If you are forwarding a file that might require more work, always play it safe and send a TIFF made from the parent, not from the JPEG.

PDF (.pdf), or Portable Document Format, is a newer file format recommended to replace EPS. Images saved from Photoshop as PDF files can then be viewed using Acrobat Reader. JPEG compression can also be applied in the process of saving a file as PDF. The same cautions mentioned under JPEG should be observed. Most page layout programs now accept PDF files for images. PDF will preserve vector data in a raster file (an image with a clipping path).

Worksheet for Developing an Illustration Scope of Work

This worksheet was created to assist in the development of a Scope of Work for new interpretive illustration. Before developing new art, a careful search of the existing illustrative material archived at Harpers Ferry Center (HFC) should be done using the HFC Commissioned Art Collection at http://www.nps.gov/hfc/products/art-collection.htm. Because the National Park Service often acquires only one-time or limited use rights for artwork, the database is not available to the public. The collection is available only through an NPS intranet login.

Content

What is the purpose or interpretive goal of the illustration?

Provide a narrative description of the illustration.

Style

Will the illustration be done in full color, grayscale, or black and white?

Will the illustration be highly rendered with careful detail, or loosely rendered with less detail?

Will the illustration be rendered as traditional reflective art or digitally?

Will there be opportunities to repurpose the illustration and, if so, will modifications be needed?

Will the illustrations be used as full-page graphics, or small inset diagrammatic-type renderings?

Reproduction

Final reproduction size?

Width _____ Height_____

Margin_____

Original illustration size?

Width _____ Height_____

Will the illustrator be providing high-resolution scans?

Yes _____ No _____ Scan Specifications:

Review and Approval

Who will be reviewing and approving the illustration? How much review time is required?

Research and Reference

Identify all deliverables for review and approval (i.e. sketches, revised sketches, color studies, scans)

Will the illustrator travel to the park? Yes _____ No _____

List Resources to be provided by the illustrator (i.e. photo shoot with models - *model release required*)

Will the illustrator be provided a complete reference package?

Yes _____ No _____

List the Reference Package Contents

ATTACHMENT J - NPS CREATING WEB FEATURES -January 20, 2010

Creating Web Feature

The NPS uses a Content Management System (CMS) to manage and present information on NPS.gov. A standard set of design templates are provided via this system for entering information into the website, thus largely eliminating the need for costly design work. Instead, web authors are able to focus on producing quality content for their visitors.

The fundamental building blocks of a quality website in the CMS are good web writing and professional-looking imagery. Once these basic needs are fulfilled, web authors may want to enrich their sites by adding other more interactive types of content such as:

-video (including streaming)
-audio (including streaming)
-virtual reality panoramas
-flash
-webcams (including streaming)
-podcasts
-mapping files

The CMS can accommodate all of these media types, and examples of their usage are available on several park sites including:

-Grand Canyon NP streaming video (http://www.nps.gov/grca/photosmultimedia/rangerminute.htm)
-Glacier NP panoramic images (http://www.nps.gov/glac/photosmultimedia/panoramas.htm)
-Acadia NP audiocasts (http://www.nps.gov/acad/photosmultimedia/hawkwatchaudiocast.htm)

While the CMS can accommodate almost all file types needed to create a website, there are instances when using a unique look and feel and/or combination of content types may enhance a presentation, improve its interpretive quality and/or better engage the desired audience. For example, younger audiences often enjoy content that is colorfully designed and interactive. While it is possible to accommodate to create such content in the CMS, sometimes the more engaging choice is to create a separate web feature not contained in a CMS template.

A web feature is defined as a collection of web pages that address a specific subject or theme and require a unique look and feel to interpret and enhance its content. As a rule, all basic content such as trip planning/orientation information, descriptions of operations and management documents should be placed in the CMS. However, either the CMS or a separate web feature could be used for content that enhances the basic site.

Examples:

-The description of a hike is contained in the CMS, but an interactive hike could be a separate web feature (ex., http://www.nps.gov/glac/photosmultimedia/ehikes.htm).

-The basic description of a park's fossil collections and collection/study processes is contained in the CMS, but an interactive tour of the collection and paleontology lab could be a separate web feature (ex., http://www.nps.gov/features/joda/).

-Trip planning information for visiting a historic home is in the CMS, but a virtual tour of the home could be a separate web feature (ex., http://www.nps.gov/features/clba/feat0001/flash.html).

Requirements for Creating a Web Feature

The CMS is a cost-effective and efficient solution for presenting information and should be the first choice considered for a project. Please keep the following requirements in mind if considering a web feature.

Web Features Must:

- Enhance content already contained in the CMS
- Demonstrate exceptional understanding and interpretation of a topic
- Engage users
- Demonstrate a mastery of professional design and usability standards
- Incorporate a design that is strongly influenced by the feature's content and is complimentary to the design and aesthetics of NPS.gov.

Technical Requirements:

- Incorporates elements of the NPS Graphic Identity
- Displays the feature name on the opening page
- Maximum page width of 980 pixels (designed for a 1024 pixel wide screen resolution)
- Complies with Section 508 of the Rehabilitation Act
- Complies with security requirements of NPS.gov servers

Before starting work on a new web feature project, please contact the NPS.gov Web Manager to discuss the project plan and the above requirements. The Enterprise Web Management Team is responsible for the NPS.gov web servers and their security, and the NPS.gov Web Manager must review any web development and approve access to the servers for any work outside the CMS.

In addition, the NPS.gov Web Manager must review existing web features created before the CMS was implemented.

Version Control Log

Date	Version #	Author	Description
5.17.2007	1	Ken Handwerger	Initial version sent out for review.
5.22.2007	1b	Khaled Bassim	Revisions.
5.22.2007	Final	Carl Chitwood	Final, Signed Policy.
5.22.2007	Signed	Carl Chitwood	Signed and Active
5.25.2007	1c	Tim Cash	Revisions per Carl Chitwood.
9.10.2007	2	Tim Cash	Revisions based on peer review

ATTACHMENT K

DRAFT Director's Order #11C: Web Publishing

Approved:

Duration: Until revised or rescinded.

Table of Contents

1. Purpose
2. Background
3. Scope
4. Legal Authorities
5. Definitions
6. Operational Policies and Principles
7. Responsibilities and Delegations
8. Additional Requirements Specific to Web

1. PURPOSE

The purpose of this Director's Order (DO) is to define responsibilities and establish the standards for information published by the National Park Service (NPS) on the World Wide Web (Web) including the Internet (nps.gov), Intranet (InsideNPS), and Extranet. This Director's Order replaces and supersedes DO #70, issued January 8, 2001.

2. BACKGROUND

The Internet offers extraordinary opportunities to share information and invite the public to learn more about the NPS mission, park resources, and our national system of parks and partnership programs. Through the Web, we can communicate essential information about the national park experience and our cultural and natural resources offering users a very potent frame of reference for whom we are as a people and as a country. This information is available globally to anyone who has access to the Internet and who wants to learn about these American places and the people, objects, events and values they represent.

The nature of the Web allows us to create a seamless presentation that fully integrates content created Service-wide, making the user experience richer, deeper, and more satisfying. The web should never be considered a publication because a publication is a 1-way communication while the web is 2-way. The web is a communications vehicle that (when properly utilized) actively answers the requests of its visitors. The launch of a Content Management System (CMS) in 2005 was a critical step in achieving this goal. The CMS represents the evolution of Web technology and thinking since the launch of *Park Profiles* in 2000 and gives parks and programs the tools necessary to develop and post material that meets the needs of our users and the requirements of the NPS, Department of the Interior, and federal policies governing the Web, as well as accepted national and international protocols. This will ensure the most efficient use of technology, funding, and human resources. It will also continue the implementation of the public outreach and communications programs established in DO #52A: Communicating the National Park Service Mission.

3. SCOPE

This DO defines responsibilities and establishes principles, standards, and a common vocabulary for the NPS's use of Web technologies to publish information externally (nps.gov), internally (InsideNPS), and to our friends' groups, partners, and other government agencies (Extranet). This document applies to all Web pages, all searchable databases that have a public Web interface and all Web applications (refer to definitions in section 5.1).

It applies to all NPS employees, contractors, volunteers, and partner organizations producing material for the NPS Web.

4. LEGAL AUTHORITIES

4.1 General authority to issue this order is found in the NPS Organic Act (16 USC 1 through 4) and delegations of authority in part 245 of the Department of the Interior Manual (DM). This Order is intended only to improve the internal management of the NPS and is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or equity by a party against the United States, its departments, agencies, instrumentalities or entities, its officers or employees, or any other person.

4.2 The following laws and other guidance direct the NPS in its Web activities:

The Electronic Freedom of Information Act (EFOIA) Amendments of 1996 (P.L. 104-231, or "E-FOIA," 5 USC 552) established very specific requirements for federal agencies to make certain information available in electronic format, including publishing to the Internet. The legislative history makes clear the Congressional intent that federal agencies be pro-active in delivering to the public electronically formatted information that is clearly of general public interest.

The Paperwork Reduction Act of 1980 (P.L. 96-511, 16 USC 5901-6011), as amended by the Paperwork Reduction Act of 1995 (P.L. 104-1344, USC 3501-3520), directs agencies to promote the use of information technology to improve the productivity, efficiency, and effectiveness of agency programs, including improved dissemination of public information.

OMB Circular A-130 (revised, February 8, 1996) implements the Paperwork Reduction Act by establishing uniform government-wide information resources management policies. It directs agencies to use electronic media and formats, including public networks, to make government information more easily accessible and useful to the public.

Section 104 of the National Parks Omnibus Management Act of 1998 (P.L. 105-391) directs the NPS to make available to the public its strategic plans, annual performance plans, and annual budgets.

Executive Order 13011 on Federal Information Technology (July 16, 1996), gives agencies the authority and responsibility to make measurable improvements in mission performance and service delivery to the public through the strategic application of information technology.

Executive Order 12862, "Setting Customer Service Standards," September 11, 1993 (31 USC 501, 58 F.E. 48257), establishes customer service standards to guide agency operations.

Executive Memorandum, "Expanding Access to Internet-based Educational Resources for

Children, Teachers, and Parents," (April 18, 1997) gives agencies the responsibility to better educate children by developing high-quality educational resources on the Internet.

The Child Protection Act of 1984 and the Children's Online Privacy Protection Act of 1998 establish the guidelines for the protection and privacy of children on the Web.

Section 508 of the Rehabilitation Act of 1973 requires federal agencies that develop, procure, maintain, or use electronic and information technology to make it accessible to people with disabilities unless it would pose an undue burden to do so. Federal employees and members of the public with disabilities must have access to, and use of, information and services comparable to the access and use available to those without disabilities.

4.3 The following NPS guidance also relates to the Web:

Director's Order #5: Written Communication (Paper and Electronic). Describes responsibilities and requirements for written communication and correspondence within the NPS and with organizations outside of the NPS, including electronic mail, the Internet, and the Intranet. It also addresses personal use of these technologies in the workplace and the privacy of employees when using them.

Director's Order #20: Agreements. The NPS is authorized by law to enter into agreements with other agencies, organizations, and individuals. These agreements establish formal relationships that allow the NPS to more efficiently and economically accomplish its mission.

Director's Order #21: Donations and Fundraising. Establishes guidance for NPS employees who accept donations directly and/or work with organizations that seek to raise money to benefit the national parks or the programs of the NPS.

Director's Order #52 A–D: Communicating the National Park Service Mission. Establishes strategies and standards for increasing public awareness and understanding of the NPS mission and sets consistent Service-wide graphic design standards.

5. DEFINITIONS

Content Management System (CMS) – the database technology used to manage content for nps.gov.

Cookie – A message given to a Web browser by a Web server. The browser stores the message in a text file. The message is then sent back to the server each time the browser requests a page from the server.

Enterprise Web Management (division) –provides Service wide Web support through system administration, technical governance, development, training, design, guidance, and technical support. This Division is managed by the Enterprise Web Manager

Extranet –a means to make certain Intranet resources (InsideNPS) available to partners, business affiliates, and stakeholders.

FTP – File Transfer Protocol, a means of uploading files to a remote website.

InsideNPS – The official NPS Service-wide Intranet website.

Internet – a Web page, digital image, application, video and sound file, and/or database that is publicly available on the Web.

Intranet – a Web page, digital image, video and sound file, application, and/or database restricted to employees and authorized users.

NISC – National Information Systems Center – A division under OCIO that is responsible for governing, maintaining, building, and deploying all new applications, websites, and databases.

NITC – National Information Technology Center – A division under OCIO responsible for network, hardware, and machine maintenance.

nps.gov – The official NPS public website.

NPS Web Management Steering Committee (WMSC) – is responsible for recommending the overall guidance, direction and coordination for the web and the development and maintenance of web guidelines and related directives and standards in coordination with the NPS Enterprise Web Management Division. The WMSC is responsible for providing recommendations for the direction and coordination on web related technologies, architecture, infrastructure, hardware, software, servers, and applications. This committee is chaired by the Enterprise Web Manager.

OCIO – Office of the Chief Information Officer – responsible for providing Service-wide strategic direction, advice, and guidance to NPS management on all aspects of information management and technology. This directorate is managed by the Chief Information Officer (CIO)

Persistent Cookie – Also called a *permanent cookie*, or a *stored cookie*, a cookie that is stored on a user's hard drive until it expires (persistent cookies are set with expiration dates) or until the user deletes the cookie. Persistent cookies are used to collect identifying information about the user, such as Web surfing behavior or user preferences for a specific Web site. This type of cookie is not allowed on federal websites without a waiver from OMB and the OCIO.

Post – The act of publishing content.

Search Engine – A program that searches documents for specified keywords and returns a list of the documents where the keywords were found.

Server – A computer or device on a network that manages network resources. For example, a file server is a computer and storage device dedicated to storing files. Any user on the network can store files on the server. A print server is a computer that manages one or more printers, and a network server is a computer that manages network traffic. A database server is a computer system that processes database queries.

Session Cookie – Also called a *transient cookie*, a cookie that is erased when the user closes the Web browser. The session cookie is stored in temporary memory and is not retained after the browser is closed. Session cookies do not collect information from the user's computer.

They typically will store information in the form of a session identification that does not personally identify the user.

Web Application – Any web enabled software (whether built internally or commercial-off-the-shelf (COTS) products) that perform business improvement processes and enables the streamlining of information flow or capture.

Web Content Author (author) – the individual(s) primarily responsible for researching, writing, and editing Web content. (creator, writer, editor, etc.). This position will be listed as the point of contact for inquiries.

Web Page – Individual document that is available on the web.

Web Project – any activity or task that creates content (pages, images, multimedia, and applications) that does not reside within the nps.gov content management system or the InsideNPS content management system. Residence in the content management system is dependant upon the use of the standard templates and designs available within the CMS and upon the page being created, managed, and served by the CMS.

Web Resource Producer (producer) – the individual(s) responsible for the technical aspects of web, including, mark up language coding (HTML, DHTML, XML, etc), posting, modifying, and/or creating document files.

Website – A logically and navigationally connected set of one or more pages, documents, services and/or applications(s). It is intended for a specific audience(s), accessible through the Internet, Intranet or Extranet via a Web browser, with a primary point of entry (home page), has a defined purpose and is managed as a distinct collection.

Web standards and guidelines – a set of documents produced by the Enterprise Web Management Division that governs all aspects of the web that are not covered by this DO. These documents will be located on InsideNPS (http://inside.nps.gov/waso/web).

Upload – To transmit data from a computer to a bulletin board service, mainframe, or network. For example, if you use a personal computer to log on to a network and you want to send files across the network, you must upload the files from your PC to the network.

URL – Abbreviation of ***U**niform **R**esource **L**ocator*, the global address of documents and other resources on the Web. The first part of the address indicates what protocol (type of connection) to use and the second part specifies the IP address or the domain name where the resource is located. For Example: http://nps.gov/yell – http:// is the protocol; nps.gov is the address of the site; yell is the park's directory/site

6. OPERATIONAL POLICIES AND PRINCIPLES

6.1 Nps.gov:

- Is a primary communications tool of the National Park Service presenting our mission, principles, and policies to a worldwide audience 24 hours a day, 7 days a week.
- Will provide the public with accurate, comprehensive, current, and useful information.
- Will maintain a consistent look and feel in compliance with Director's Order #

52C.

- Will meet or exceed Web usability standards and the unique needs and requirements of Internet audiences.
- Is managed by the Enterprise Web Management Division and all Web pages must adhere to this Director's Order and all guidance set by the Enterprise Web Manager in coordination with the Web Management Steering Committee.

6.2 Further considerations about nps.gov:

- Any official web-enabled public information produced by NPS with operational or internal funding must have a presence on nps.gov.
- To serve the public and ensure operational effectiveness, the National Information Technology Center (NITC) will ensure that the nps.gov is available 24 hours a day, 365 days a year, with 99.9% uptime. The NITC will also assume responsibility for maintaining sub-second server response time for all public-facing servers.
- The NPS Web relies upon a shared or "distributed" model of work, responsibility, and accountability to succeed.
- New nps.gov projects must be approved in advance by the OCIO. The OCIO has 30 days to review a project. Projects not reviewed within 30 days are considered approved.
- All content on nps.gov may be subject to OCIO review, approval and/or auditing for compliance with the web standards and guidelines.
- The web standards and guidelines will set standards for design, usability, information architecture, security, application development, multimedia, flash, and features. They will also govern other aspects of the web not covered in this DO.
- Links are provided to enhance the user experience and ease of use, but it must be clear when users are leaving nps.gov. Intercept scripts must be utilized and default scripts will be provided by the Enterprise Web Management Division.
    - All pages containing links to non-federal managed sites must trigger a disclaimer intercept.
- Webcams are permitted only for non-commercial resource protection and visitor uses. (Any use of streaming technologies must be approved at least 60 days in advance by the OCIO ensure infrastructure capabilities for such projects.)
- All NPS websites, web pages, or applications will have domain names that tier off of nps.gov. All NPS content will primarily be hosted on ".gov" domains.
- URLS –The Web address (URL) for a park is http://www.nps.gov/"xxxx" where "xxxx" equals the park's "Alpha Code. All Parks will also be available under the park's official name. (http://nps.gov/GrandCanyon). URLS for non-park websites on nps.gov must be coordinated with the Enterprise Web Manager and appropriate Program/Regional Coordinator.

6.3 InsideNPS

- Will meet or exceed Web usability standards and the unique needs and requirements of Internet audiences.
- Is managed by the Enterprise Web Management Division and all Web pages must adhere to this Director's Order and all guidance set by the Enterprise Web Manager in coordination with the Web Management Steering Committee.
- Will maintain a consistent look and feel in compliance with Director's Order # 52C.

6.4 New web projects must be approved in advance by the OCIO. The OCIO has 30 days to review a project. Projects not reviewed within 30 days are considered approved.

- Projects will be reviewed for compliance with policy, potential redundancy, and for service-wide applicability.
- Projects will be reviewed for compliance to web standards and guidelines as published by the Enterprise Web Management Division in coordination with the Web Management Steering Committee. The standards and guidelines will be published and maintained on InsideNPS.

6.5 All NPS websites will comply with applicable federal, departmental, and bureau policies and regulations.

- Information considered confidential or protected under the law should not be posted on nps.gov, but may be posted on InsideNPS if stringent security methods are in place.

6.6 All material published on nps.gov must follow standards and procedures for Formats, content, writing, organizational structure and metadata established in the web standards and guidelines.

6.7 All NPS websites will comply with accessibility regulations including but not limited to:

- Provide a text-only version of any graphics-rich page. Every effort should be made to develop one Web page that serves both those with and without disabilities.

- Provide "alternative text" for all images (not including those used as spacers), buttons, links, hotspots on image maps, and graphical buttons. Alternative text should describe the image in detail and not convey any other meaning than the description of the image and its purpose.

- Provide alternative formats such as text versions that convey the essence of audio and visual presentations.

- Avoid blinking, flashing, or other design elements that cause the screen to flicker.

- Comply with web standards and guidelines as defined by the Enterprise Web Management Division.

7. RESPONSIBILITIES AND DELEGATIONS

7.1 Chief Information Officer

- Final Approval for all web projects
- Delegation of authority to Enterprise Web Manager for governance of web.
- Legal Responsibility for Information on public sites.

7.2 Enterprise Web Manager

- Oversees and approves information design standards, maintenance, and governance of the NPS Web infrastructure (which NISC administers), including

licenses, facilities, and security.

- Reviews and approves activities by other NPS organizations that affect the NPS Web.
- Ensures consistent management of the web by governing content usability, taxonomy definitions, website design, website infrastructure, and web applications.
- Enforces this DO – in consultation with the CIO – by terminating user access to the Web and/or removing material when non-compliance is not remedied.
- Develops and maintains the web standards, guidelines, design, and training.
- Chairs the NPS Web Steering Committee to regularly solicit input from the field and WASO.
- Division Chief of NPS Enterprise Web Management Division
- Project Approval. Any project not approved by this The Enterprise Web Manager will be subject to shut down until such approval is granted. Any budget requests, Web activities, or projects will require approval before proceeding to the ITIC, PMIS regional approval, or OFS approval.

7.3 NPS Web Management Steering Committee

- Represent the needs of the NPS and its partner organizations, and set development priorities and goals for the web.
- Has review over all Web activities.

7.4 Regional and Associate Directors

- Responsible for information quality and legal compliance of all web content that is posted by subordinates.
- Delegation of Authority and designation of a Regional/Program Web Coordinators. A minimum of 1 Web Coordinator is required for every region and program.
- Delegation and Designation of 1 voting member to the NPS Web Steering Committee.
- Submission of web projects for approval to the Enterprise Web Manager before Regional/Program Approval of funding.

7.5 Park Superintendents

- Delegation of authority to Park Web Coordinators.
- Assignment and designation of Park Web Coordinator Duties. A minimum of 1 Park Web Coordinator is required for every park.

7.6 Park, Regional and Program Web Coordinators

- Responsible for information quality and legal compliance of all web content that is posted by subordinates and local content authors.
- Responsible for compliance with this and other policies and guidelines at the park/program level.
- Coordinating training for their regions/programs in collaboration with the Enterprise Web Management Division.
- Maintain an up-to-date list of park web coordinators.

7.7 Content Authors

- Responsible for posting content on the park, program or region.

- Responsible for information quality and accessibility of content that they publish on the web.

8. ADDITIONAL REQUIREMENTS SPECIFIC TO WEB

8.1 EFOIA Requirements

Nps.gov is the NPS electronic reading room required by the Electronic Freedom of Information Act Amendments of 1996 (EFOIA, 5 USC 552(2)). The following documents, or their equivalents, fall within the specific requirements of EFOIA, and must be posted on nps.gov and be accessible through the appropriate park.

- Final versions of certain park planning documents, including General Management Plans, Operations Plans, and other plans that document park policy and management decisions.

- National Environmental Policy Act decision-making documents, including Environmental Impact Statements, Environmental Assessments, and Findings of No Significant Impact.

- Service-wide Management Policies, Strategic Plans, Director's Orders, and handbooks and other forms of guidance that accompany Director's Orders.

- "Park Compendiums" or other similar legally required documents that list superintendent-authorized decisions that affect the public, such as opening and closing times, and open and closed park areas.

- All superintendent directives and guidance to park staff that affect the public.

- Documents that were released in response to a FOIA request and that are known to be of high and continuing public interest. This category might include documents such as contracts; agreements with partners or other agencies; or any documents that involved controversy or a public commenting process. The web standards and guidelines contain specific guidance for complying with EFOIA.

8.2 National Parks Omnibus Management Act of 1998 Requirements

Nps.gov will be used to comply with Section 104 of the National Parks Omnibus Management Act of 1998 (P.L. 105-391), which deals with park budgets and accountability found in park strategic and performance plans. The following documents or their equivalents have been determined to fall within these requirements and must, therefore, be posted on NPS.gov and be accessible through the appropriate park.

Each park's 5-year strategic plan and annual performance plan prepared pursuant to the Government Performance and Results Act of 1993 (GPRA).

Each park's annual budget, including, at a minimum, funding allocations for resource preservation (including resource management); visitor services (including maintenance, interpretation, law enforcement, and search and rescue); administration; and the allocations into each of the above categories of all funds retained from fees collected for that year, including (but not limited to), special use permits, concession franchise fees, and recreation

use and entrance fees. These budgets should be posted following receipt of the appropriation for the park unit from the Operations of the National Park System account, but no later than January 1 of each year.

8.3 Standard Disclaimer Statement(s)

In accordance with the Office of Management and Budget Memorandum on Privacy Policy (6/2/99), all publicly accessible NPS websites must provide a link to the approved disclaimer statement. The privacy policy, as outlined in the disclaimer, ensures that individuals have been given notice and choice about how any personal information is handled when they use NPS.gov. The disclaimer also addresses issues of endorsement, copyright, and links to non-NPS sites. Each park homepage will have a link to the NPS disclaimer statement.

The web standards and guidelines contain specific guidance on the use and placement of disclaimers. (Published by the Enterprise Web Management Division)

8.5 Logos

Logos for plug-ins are allowed; as long as the plug-in is free and is an industry standard. Approved logos of plug-ins will be maintained in the web standards and guidelines, which are approved, published and governed by the Enterprise Web Management Division. Authority for the governance of placement and use of logos will reside with the Enterprise Web Management Division.

8.6 Electronic mail - Website Interactivity

Each park or program with a website on NPS.gov must provide an email link, but not a personal, visible, email address to which public inquiries may be directed. This address should be provided to the Enterprise Web Management Division for placement in a central feedback system. All inquiries must receive a timely and appropriate response. (See DO #5: Written Communication, Section 10.5).

No actual email addresses will be made publicly available. All email will be routed through a central feedback application.

Personal email addresses currently residing on a publicly available page must be removed and replaced with a link to the central feedback application.

---End of Director's Order #11C---

ATTACHMENT L

U.S. DEPARTMENT OF THE INTERIOR
CERTIFICATION REGARDING LOBBYING

This certification is required by Section 1352, title 31, U.S. Code, entitled "Limitation on use of appropriated funds to influence certain Federal contracting and financial transactions."

(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS)
Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

Signature_____ Date

Instructions for Certification

1. This certification and a disclosure form should be filed by each person as required, with each submission that initiates agency consideration of such person for: (1) award of a Federal contract, grant, or cooperative agreement exceeding $100,000; or (2) an award of a Federal loan or a commitment providing for the United States to insure or guarantee a loan exceeding $150,000.

2. This certification and a disclosure form should be filed by each person as required, upon receipt by such person of (1) a Federal contract, grant, or cooperative agreement exceeding $100,000; or (2) a Federal loan or a commitment providing for the United States to insure or guarantee a loan exceeding $150,000, unless such person previously filed a certification, and a disclosure form, if required, at the time agency consideration was initiated.

3. Any person who requests or receives from a person referred to in paragraphs (1) and (2) above: (1) a subcontract exceeding $100,000 at any tier under a Federal contract; (2) a subgrant, contract, or subcontract exceeding $100,000 at any tier under a Federal grant; (3) a contract or subcontract exceeding $100,000 at any tier under a Federal loan exceeding $150,000; or, (4) a contract or subcontract exceeding $100,000 at any tier under a Federal cooperative agreement, shall file a certification, and a disclosure form, as required, to the next tier above.

4. All disclosure forms, but not certifications, shall be forwarded from tier to tier until received by the person referred to in paragraphs (1) or (2) above. That person shall forward all disclosure forms to the appropriate Bureau/Office within the Department of the Interior.

5. Any certification or disclosure form filed under paragraph (4) above shall be treated as a material representation of fact upon which all receiving tiers shall rely. All liability arising from an erroneous representation shall be borne solely by the tier filing that representation and shall not be shared by any tier to which the erroneous representation is forwarded. Submitting an erroneous certification or disclosure constitutes a failure to file the required certification or disclosure, respectively. If a person fails to file a required certification or disclosure, the United States may pursue all available remedies, including those authorized by Section 1352, title 31, U.S. Code.

(Jan 90)

ATTACHMENT M

DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352
(See reverse side for public burden disclosure)

1. Type of Federal Action: ☐ a. contract b. grant c. cooperative agreement d. loan e. loan guarantee f. loan insurance	**2. Status of Federal Actions:** ☐ a. bid/offer/application b. initial award c. post award	**3. Report Type:** ☐ a. initial filing b. material change For Material Change Only: Year _____ Quarter _____ Date of last report _____
4. Name and Address of Reporting Entity ☐ Prime ☐ Subawardee Tier _____, if known Congressional District, if known:	**5. If Reporting Entity in Number 4 is Subawardee, Enter Name and Address of Prime:** Congressional District, if known:	
6. Federal Department/Agency:	**7. Federal Program Name/Description:** CFDA Number, if applicable: _____	
8. Federal Action Number, if known:	**9. Award Amount, if known:** $	
10. a. Name and Address of Lobbying Entity (if individual, last name, first name, MI): (attach Continuation	**b. Individuals Performing Services (including address if differen from Number 10a) (last name, first name, MI):** Sheet(s) SF-LLL-A, if necessary)	
11. Amount of Payment (check all that apply): $ _____ ☐ Actual ☐ Planned	**13. Type of Payment (check all that apply):** ☐ a. retainer ☐ b. one-time fee ☐ c. commision ☐ d. contingent fee ☐ e. deferred ☐ f. other; specify:	
12. Form of Payment (check all that apply): ☐ a. Cash ☐ b. in-kind; specify: nature value		
14. Brief description of Services Performed or to be Performed and Date(s) of Service, including officer(s), employees, or member(s) contacted, for Payment indicated in Item 11: (attach Continuation Sheet(s) SF-LLL-A, if necessary)		
15. Continuation Sheet(s) SF-LLL-A attached: Yes ☐ No ☐		
16. Information requested through this form is authorized by title 31 U.S.C section 1352. This disclosure of lobbying activities is a material representation of fact up which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semianually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for such failure.	**Signature:** _____ **Print Name:** _____ **Title:** _____ **Telephone Number:** _____ **Date:**	
Federal Use Only:	**Authorized for Local Reproduction SF-LLL**	

DISCLOSURE OF LOBBYING ACTIVITIES
CONTINUATION SHEET

Reporting Entity: _____ **Page** __ **of** _____ _____

U.S. G.P.O. 1990-260-708:00012

Authorized for Local Reproduction
Standard Form – LLL-A

INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime Federal recipient. At the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to title 31 U.S.C. section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in connection with a covered Federal action. Use the SF-LLL-A Continuation Sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. **Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence the outcome of a covered Federal action.**

2. **Identify the status of the covered Federal action.**

3. **Identify the appropriated classification of this report. If this is a follow-up report caused by material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.**

4. **Enter the full name, address, city, state and zip code of the reporting entity. Include Congressional District, if if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be, a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is 1st tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.**

5. **If the organization filing the report in item 4 checks "Subawardee", then enter the full name, address, city, state and zip code of the prime Federal recipient. Include Congressional District, if known.**

6. **Enter the name of the Federal agency making the award or loan commitment. Include at least one organizational level below agency name, if known. For example, Department of Transportation, United States Coast Guard.**

7. **Enter the Federal agency program name or description for the covered Federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (SFDA) number for grants, cooperative agreements, loans, and loan commitments.**

8. **Enter the most appropriate Federal identifying number available for the Federal action identified in item 1 (e.g., Request for Proposal (RFP) number; Invitation for Bid (IFB) number; grant announcement number; the contract, grant, or loan award number; the application/proposal control number assigned by the Federal agency). Include prefixes, e.g., "RFP-DE-90-001.**

9. **For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitment for the prime entity identified in item 4 or 5.**

10. **(a) Enter the full name, address, city, state and zip code of the lobbying entity engaged by the reporting entity identified in item 4 to influence the covered Federal action.**
    (b) Enter the full names of the individual(s) performing services, and include full address if different from 10(a). Enter Last Name, First Name, and Middle Initial (MI).

11. **Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (item 4) to the lobbying entity (item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.**

12. **Check the appropriate box(es). Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.**

13. **Check the appropriate box(es). Check all boxes that apply. If other, specify nature.**

14. **Provide a specific and detailed description of the services that the lobbyist has performed, or will be expected to perform, and the date(s) of any services rendered. Include all preparatory and related activity, not just time spent in actual contact with Federal officials. Identify the Federal official(s) or employee(s) contacted or the officer(s), employee(s), or Member(s) of Congress that were contacted.**

15. **Check whether or not a SF-LLL-A Continuation Sheet(s) is attached.**

16. **The certifying official shall sign and date the form, print his/her name, title, and telephone number.**

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington D.C. 20503.

OMB No. 1510-0056

ATTACHMENT N

ACH VENDOR/MISCELLANEOUS PAYMENT ENROLLMENT FORM

This form is used for Automated Clearing House (ACH) payments with an addendum record that contains payment-related information processed through the Vendor Express Program. Recipients of these payments should bring this information to the attention of their financial institution when presenting this form for completion.

PRIVACY ACT STATEMENT

The following information is provided to comply with the Privacy Act of 1974 (P.L. 93-579). All information collected on this form is required under the provisions of 31 U.S.C. 3322 and 31 CFR 210. This information will be used by the Treasury Department to transmit payment data, by electronic means to vendor's financial institution. Failure to provide the requested information may delay or prevent the receipt of payments through the Automated Clearing House Payment System.

AGENCY INFORMATION

FEDERAL PROGRAM AGENCY:		
AGENCY IDENTIFIER:	AGENCY LOCATION CODE (ALC):	ACH FORMAT: ☐ CCD+ ☐ CTX ☐ CTP
ADDRESS: **NATIONAL PARK SERVICE**		
CONTACT PERSON NAME:		TELEPHONE NUMBER: ( )
ADDITIONAL INFORMATION:		

PAYEE/COMPANY INFORMATION

NAME:	DUNS NUMBER:	SSN NUMBER OR TAXPAYER ID NUMBER:
FACTS DEPARTMENT ID (IF A GOVERNMENT AGENCY):	FACTS BUREAU ID (IF A GOVERNMENT AGENCY):	
ADDRESS (**INCLUDING COUNTY**) :		
CONTACT PERSON NAME AND TITLE:	TELEPHONE NUMBER: ( )	FAX NUMBER: ( )
TYPE OF BUSINESS (i.e., Small Business, Woman-Owned, 8(a), Minority, Disadvantaged, Veteran-Owned, Service Disabled Veteran, HubZone, Large Business, Nonprofit, Education Institute, or State, Federal, Local, or Tribal Government)		
EMAIL ADDRESS FOR SOLICITATION NOTIFICATION:	ARE YOU A REGISTERED VENDOR AT THE CENTRAL CONTRACTOR REGISTRATION WEBSITE - http://www.ccr.gov ?	

FINANCIAL INSTITUTION INFORMATION

NAME:	
ADDRESS:	
ACH COORDINATOR NAME:	TELEPHONE NUMBER: ( )
NINE DIGIT ROUTING TRANSIT NUMBER: ___ ___ ___ ___ ___ ___ ___ ___ ___	
DEPOSITOR ACCOUNT TITLE:	
DEPOSIT ACCOUNT NUMBER:	
TYPE OF ACCOUNT: ☐ CHECKING ☐ SAVINGS	
SIGNATURE AND TITLE OF AUTHORIZED OFFICIAL: (Could be the same as ACH Coordinator)	TELEPHONE NUMBER: ( )

ATTACHMENT O

PROPOSAL SUMMARY AND DATA SHEET		RFP NUMBER:
NAME OF OFFEROR		EMPLOYER IDENTIFICATION NUMBER/SOCIAL SECURITY NUMBER
NAME OF INDIVIDUAL(S) AUTHORIZED TO NEGOTIATE	TITLE	TELEPHONE NUMBER
NAME OF INDIVIDUAL(S) AUTHORIZED TO EXECUTE AND SIGN CONTRACTS	TITLE	TELEPHONE NUMBER

NUMBER OF EMPLOYEES CURRENTLY EMPLOYED	DOLLAR VALUE OF BUSINESS PER ANNUM

This proposal is predicated upon all the terms and conditions of the above referenced RFP, and is firm for _____ days from the date of this proposal for acceptance thereof by the Government (120 Days, if not otherwise specified).

NAME AND ADDRESS OF COGNIZANT GOVERNMENT AUDIT AGENCY

PHONE NUMBER OF COGNIZANT AGENCY

ACKNOWLEDGEMENT OF AMENDMENTS – THE OFFEROR ACKNOWLEDGES RECEIPT OF AMENDMENTS TO THE RFP AS FOLLOWS:

AMENDMENT NUMBER	DATE	SIGNATURE

ATTACHMENT P

QUESTIONNAIRE
Reference: FAR 15.608(a)(2)

****

PAST PERFORMANCE QUESTIONNAIRE

For use in Solicitation Number N1106100086, to provide conceptual graphic designs, writing, editing, cartography, illustration, print-ready graphic production and website design and development services for all media types.

I. CONTRACT IDENTIFICATION

1. Contractor/Job: _____

2. Client: _____

3. Completion Date, or Stage of Completion, if still in progress: _____

   _____

4. Cost: Original _____ Current/Final _____

5. General description of product and/or service provided:

   _____

   _____

6. Name, address, telephone number, fax number, and e-mail address of contractor's primary contact:

   _____

   _____

   _____

   _____

II. EVALUATOR IDENTIFICATION

Provide the organization name, address and telephone number, and e-mail address in addition to the evaluator's name, title, signature, and date of evaluation.

Name/Title: _____

Organization: _____

Address: _____

_____

Telephone Number: _____

E-mail Address: _____

Signature/Date: _____

III. PERFORMANCE EVALUATION

Please answer each question to the best of your ability. The answers you provide may be shown to the contractor, but your identity will remain confidential.

1. Quality of Products and Services including Quality Control

Demonstrated ability to perform services in accordance with contract specifications. Conformance to good standards of workmanship. Creativity, ease of use and reliability. Shows attention to an internal quality control process.

Often surpassed..... ( ) 4

Sometimes exceeded..... ( ) 3

Usually met..... ( ) 2

Often did not meet.....… ( ) 1

Comments: _____

_____

_____

2. Timeliness of Performance

Compliance with delivery schedules; reliability, and responsiveness to technical direction.

Often met..... ( ) 4

Sometimes met..... ( ) 3

Usually met.....… ( ) 2

Often did not meet..... ( ) 1

NOTE: If the contractor did not meet required performance time or delivery schedules, were liquidated damages assessed?

( ) Yes ( ) No

Comments: _____

_____

3. **Customer Satisfaction**

Satisfaction of end users with the Contractor's product's and services.

Extremely satisfied..... ( ) 4

Generally satisfied..... ( ) 3

Generally not satisfied.....… ( ) 2

Extremely not satisfied..... ( ) 1

Comments: _____

_____

_____

4. **Business Relations**

Effective management, ability to manage projects involving subcontracts, working relationship with Contracting Officer and Contracting Officer's Representatives, reasonable/cooperative behavior, flexibility, effective contractor recommended solutions, businesslike concern for government interests.

Extremely effective..... ( ) 4

Generally effective..... ( ) 3

Generally ineffective.....… ( ) 2

Extremely ineffective..... ( ) 1

Comments: _____

_____

_____

IV. **SUMMARY**

Would you do business with this contractor again, if you had a choice?

Definitely, without reservations.....… ( ) 4

Probably, with few reservations..... ( ) 3

Probably not.....…… ( ) 2

Definitely not.....…… ( ) 1

Use this section to provide additional information not included above or to explain negative responses.

_____

_____

_____

_____

_____