

## SECTION C DESCRIPTION/SPECIFICATIONS/ WORK STATEMENT

### 1. **BACKGROUND**

The mission of the U.S. Department of the Interior is to protect and provide access to our nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities.

As one of the nation's principal conservation agencies, the National Park Service (NPS), Harpers Ferry Center (HFC), assists with the responsibility to protect and manage some of our most treasured resources. In order to preserve these treasures, it is important that their stories be told in ways that help visitors understand them, experience them, and appreciate their value. It is also important that those who visit National Park System sites be assured that their visits are safe and enjoyable.

Each site, established by legislation, recognizes and commemorates a significant natural resource, cultural, or historical event. The mandate the American people give the NPS is a challenge well worth meeting and a challenge demanding participation by our visitors. Interpretive, educational, and informational media generated by the NPS, including websites and print publications such as "Unigrid" brochures, are intended to inform and contribute to Americans' sense of pride and stewardship. These products build on a 30-year-old standardized graphic design system and have come to symbolize institutional identity; excellence in presentation; accuracy, integrity, and quality of content; and relevance for today's audience. Unlike commercial media products, these specialized media products serve as official expressions of individual parks, NPS resources, and the responsible use of those resources. As such, they are intended to reflect the national significance of national parks, and require a commitment to the needs of the parks above all else. By these efforts, the stewardship and support of our visiting public will be strengthened.

The NPS relies on a variety of media to tell the parks' stories. Interpretive efforts through publications have traditionally used Unigrid brochures, but initiatives today employ interactive websites and a variety of printed material. The objective of such media products, including Unigrid brochures, is to publish NPS maps, diagrams, or illustrations locating points of interest, developed areas, and road and trail access. Assorted media must present safety information and regulations, and an overview of visitor services and activities. Many print publications, especially Unigrid brochures, are also designed to be visually dynamic as souvenir pieces with photographs, artwork, dimensional images, and narratives inviting the curious to explore by highlighting the assets being preserved.

The NPS also requires a range of additional media to support interpretive, informational, and administrative programs. Such products may include large-print (accessibility) brochures, foreign language versions of Unigrid brochures, booklets, annual reports, reports to Congress, business plans, posters, conference materials, special event programs, publication templates, websites, and more. These publications all work to support and enhance the NPS mission by employing NPS identity standards, and include strong interpretive components for both internal and external audiences.

2. **PURPOSE**

The purpose of this contract is to provide conceptual graphic design, writing, editing, cartography, illustrations, print-ready graphic production services, and website design and development services for all media types of the National Park Service, other Department of the Interior bureaus and other agencies of the government.

3. **SCOPE OF WORK**

Independently, and not as an agent of the government, the contractor shall provide services including labor, materials, equipment, facilities, and travel, except as otherwise specified in this contract, necessary to provide conceptual graphic design, writing, editing, cartography, illustrations, print-ready graphic production services, and website design and development services for all media types, including large-print accessibility brochures and foreign language versions of NPS Unigrid brochures.

To ensure continuity, accountability, and coordination, each member of the contractor's team shall be available as needed throughout the entire project. For example, the production designer shall be consulted during the concept design phase, and the graphic designer shall consult, review, and art direct during the progression development of the end product.

All work under this contract shall be performed as specified and in accordance with the Attachments A through L as listed in Section J, List of Documents, Exhibits, and Other Attachments. In the event of conflict between a task order and the contract, the task order shall control. (Refer to Section I, Order of Precedence.)

**A. CONCEPTUAL GRAPHIC DESIGN, WRITING, EDITING, CARTOGRAPHY, ILLUSTRATION, AND PRINT-READY GRAPHIC PRODUCTION SERVICES, AND WEBSITE DESIGN AND DEVELOPMENT SERVICES**

**1. Conceptual Design Services**

- (a) The contractor shall develop a design that proposes an organization and structure for multiple components; defines appropriate scale and association of graphics, illustrations, and cartography with text matter; enhances the interpretive message with graphics; and recommends illustrations in the concept that add value to the informational purposes of the project. The design shall include recommendations on content, hierarchy and prominence of topics, and special requirements for text, maps, images, illustrations, and other graphic elements. The design shall incorporate the established formats, fonts, use of title bars, and hairlines as horizontal structural reinforcement, and in the case of the Unigrd design system, meet its general objectives.
- (b) The contractor shall create or alter maps recommended for inclusion in the design.
- (c) The contractor shall produce original illustrations and diagrams. The contractor may also be required to modify existing illustrations.
- (d) The final graphics shall become available throughout the course of design and production work. Low-resolution, For-Position-Only (FPO) images shall show content until high-resolution versions are available. Based on the COR approved list of source materials, graphic acquisition and licensing will be conducted by either the NPS or the contractor as specified in each individual task order or by modification to the task order.

All images being considered for use shall be accompanied by fully annotated source information. For any proposed, but not yet approved images, scanning permission shall be received from the source prior to FPO scanning, which constitutes “use” by commercial copyright definition.

- (e) The contractor shall present an actual size color printout (may be tiled) of the conceptual file to the COR for review and comment (a PDF file may be requested in its place). A copy of the InDesign file shall be included at this time. The contractor shall maintain a digital back-up of materials submitted. Other methods for presentation of concepts for review and approval will be specified in the task order.

- (f) Revision of the conceptual design may be needed prior to an approval. The contractor shall always use the digital file being transferred with the review stages. The COR may have had occasion to revise supplied files and it will be so noted on the printout or PDF file showing review comments.

2. **Writing and Editing Services**

- (a) The contractor shall provide writing and editing services for the production of NPS Unigrid brochures, large-type accessibility brochures, and other publications such as reports, brochures, special event and conference materials, booklets, and additional written products. The requirements may include several phases of original content development from research, writing, and editing to successive reviews by experts, managers, and other staff.
- (b) Written products shall articulate, interpret, and explain diverse subjects, complex topics, potentially controversial issues, and important agency themes. The contractor shall use knowledge of NPS and/or other policies, the agency mission, and interpretive principles to collect, synthesize, distill, and review content and accurately prepare written materials for publication.
- (c) The contractor shall ensure that all documents are reviewed for sense, clarity, and flow to ensure that content is complete, accurate, and understandable; that text makes sense and flows well; and that the document is not ambiguous or inconsistent and contains no faulty logic or factual errors. The contractor shall ensure that the document is organized and structured clearly and contains accurate and consistent information, including correlation of main text, captions, labels on diagrams and maps, and other written elements. A version of the electronic file or printout shall be supplied to the COR that includes full literature/media citations, including page numbers and/or website URLs for review and approval.
- (d) Information shall be organized considering NPS and/or other policies; government, agency, medium, and periodical style requirements; consistency with other information presented by the NPS or others; and the level of knowledge and expected reaction of the intended audience. All writing shall adhere to the HFC Editorial Style Guide. (Refer to Attachment B, HFC Editorial Style Guide.) *The American Heritage Dictionary of the English Language, Third or Fourth Edition(s)*, is used as an extension of the HFC Editorial Style Guide and is authoritative for spelling and for whether a word should be one word, two words, or hyphenated. (Refer to Attachment E, Writing for Unigrid Brochures.) This includes correction of any spelling and usage errors and assurance

that abbreviations and acronyms are spelled consistently and defined as appropriate.

All documents shall be reviewed to ensure that subjects and verbs are in agreement and that no punctuation is missing, and that corrections have been made regarding scientific nomenclature, literature citations, or other content discrepancies. (Refer to Attachment B, NPS Editorial Style Guide.)

- (e) The contractor shall reconcile text references to figures, tables, maps, appendices, and other elements to ensure that the references are present and accurate. The contractor shall check copy to assure that website references and URLs are current and accurate.

### 3. **Cartographic Services**

- (a) The contractor shall provide maps for inclusion in National Park Service Unigrd brochures, large-type accessibility brochures, and other publications such as rack cards, special event and conference materials, booklets, and additional published products.
- (b) The contractor shall provide maps that conform to map design standards developed for the NPS map starter files. (Refer to Attachment C, NPS Map Starter Files.) Maps shall have a clean, exceptionally legible appearance. NPS map design standards include Frutiger and NPS Rawlinson fonts; pictographs, scale bars, north arrows, road shields, and other NPS symbols; light colors that coordinate with other brochure elements such as photographs; generalized linework; and, where appropriate, lightly printing shaded relief.
- (c) The contractor shall produce maps compatible with those in the NPS Publications Program using Adobe Illustrator CS4, or later software. Map information shall be organized in annotated layers for easy editing.
- (d) The contractor shall modify existing NPS Publications Program maps available at: [www.nps.gov/carto](http://www.nps.gov/carto). Modifications shall typically consist of color changes; label deletions and additions; removing or adding roads, trails, and other map lines; resizing maps within reasonable limits; and, adding thematic information.
- (e) The contractor shall create basic maps with NPS Map Starter Files, available at: [www.nps.gov/hfc/carto/starter-maps.htm](http://www.nps.gov/hfc/carto/starter-maps.htm). (Refer to Attachment C, NPS Map Starter Files.)

These layered Adobe Illustrator files contain all of the information needed to design and produce maps in accordance with NPS map standards. For example, graphical styles assigned to layers automatically apply line weights and colors to roads, trails, and drainages; the contractor need only to draft (or paste) a line on the appropriate layer for the proper style to appear. Overprint and trapping settings needed for pre-press production are included in the styles. Other map elements found in Map Starter Files are north arrows; bar scales; pictographs; callout boxes; black, blue, and green labels; area colors; A and B-format grids; and crop map.

- (f) The contractor shall produce larger, more complex maps. The base data for new maps shall derive from Geographic Information System (GIS) shapefiles, geo-referenced imagery, U.S. Geological Survey (USGS) vector data, Digital Elevation Models, and other accurate digital sources in the public domain. The Universal Transverse Mercator (UTM) projection and North American Datum of 1983 (NAD83) datum are required for parks in Hawaii and the contiguous 48 states. Alaskan parks shall use the Alaskan Albers Equal-Area projection, NAD83 datum.

Maps created exclusively with GIS software, are unacceptable. All final map deliverables shall be provided in Adobe Illustrator format CS4 or higher.

#### 4. **Original Illustration Services**

- (a) The contractor shall provide and/or create illustrations or modify existing illustrations for inclusion in work produced under this contract. (Refer to Attachment I, Worksheet for the Developing an Illustration.) The contractor shall produce illustrations comparable to those in the NPS Publications Program. The final file format is Adobe Illustrator CS4 (or later) or Adobe Photoshop (or later) software. Illustration information shall be organized in annotated layers for easy editing.

Modifications shall typically be the alteration of digital files to incorporate updated information, remove unwanted information, or to fit within a different layout.

- (b) Government-furnished illustrations: Government-furnished illustrations will be provided by the COR as a 400 DPI RGB scan at full size.

- (c) Contractor acquisition of illustrations: The contractor shall create original, reflective, non-digital illustrations following the approved design. The final illustration shall be suitable for production in a variety of production techniques such as photographic prints and digital imaging. The requirements for original reflective illustrations include:
- (1) Provide research services to identify, locate, gather, originate, and validate reference materials necessary to develop an accurate depiction of the subject matter.
  - (2) Develop thumbnail sketches, rough preliminary sketches, and technique samples representing the finished medium in order to facilitate discussion with the project team and establish agreement on the content before the final illustration is begun. The scale of these developmental materials may vary from 200 to 50 percent of actual reproduction size. Size for developmental materials and final illustration will be specified in each task order.
  - (3) Render any number of subjects required for an individual job, or from job to job, that will include, but are not limited to: archeology, architecture, anthropology, botany, cultural history, diagrams, geology, military history, and wildlife.
  - (4) Render subject matter in black and white line and tone and/or full color, clearly and precisely in a technique that will reproduce well in a variety of media.
  - (5) Maintain a consistent rendering technique throughout the illustration, or series of illustrations, despite the variety of reference materials employed or subjects covered in the particular task order.
  - (6) Provide a reproducible quality digital file made from a scan of the original reflective, non-digital rendering of an illustration suitable for reproduction in a variety of production techniques.

All illustrations and rough preliminary sketches become the property of the government. They may also be included in HFC's working library of interpretive quality graphics.

5. **Original and Edited Computer-Generated Illustrations**

The contractor shall create original, computer-generated, illustrations or edit existing computer-generated images following approved layouts. The final illustration shall be suitable for production in CMYK printing and digital imaging.

Working digital files (layered, editable, and comprehensive working files) representing the NPS approved content shall also be deliverables under this contract, and shall be archived by the contractor and be available for access by the originating agency of the task order should significant adjustment to the original work become necessary under future and separate task orders.

Layered Photoshop (PSD) or Adobe Illustrator (AI) working files and production-ready PSD or AI files shall be saved and fully accessible on Macintosh Computer Operating System OSX and Windows XP, Vista, or Windows 7 using Adobe Illustrator or Photoshop. Program software will be specified in the task order.

(a) **Requirements for computer-generated illustrations include:**

Maintain a consistent rendering technique throughout the illustration, or series of illustrations, despite the variety of reference materials employed or subjects covered by the particular task order.

Develop the working file and create a grayscale JPEG at low-resolution to show the preliminary content, orientation, and facilitate discussion with the project team. Establish an agreement on the content before the final illustration is begun. Size for final digital submission will be specified in each task order.

Prepare final digital files as layered RGB Photoshop (version CS4 or higher) or layered CMYK illustrator (version CS4) or higher files. The rendered images shall be developed at the sizes shown on the layout and prepared at a resolution appropriate for the initial use. Each task order may specify the size and resolution for RGB or CMYK high-resolution file. Line art and silhouette shapes shall be considered line art and shall be prepared at a minimum of 1200 ppi resolution if not in a vector format.

(b) **Evidence of Projects Progress**

The contractor shall submit evidence of the projects progress in a variety of deliverables, including, but not limited to:

Thumbnail Sketch: a small-sized sketch provided early in the development of the illustration that is evaluated by the COR to provide feedback in the development of the preliminary sketch.

Technical Sample: a small-sized rendering in the manner used for the final illustration that demonstrates the rendering style, level of detail, and color palette, that is approved before the final illustration is begun. The textured JPEG shall fulfill this phase for computer-generated illustrations.

Final illustrations: the actual rendering in the media desired, based on the approved preliminary sketch or the final digital files provided as:

- (1) Raster: layered or flattened (depending on complexity) RGB Adobe Photoshop (PSD) files at 400 pixels per inch at the final use size.
- (2) Vector: layered CMYK Adobe Illustrator (AI) files. Any raster components shall be 400 pixels per inch and may be RGB or CMYK, depending on the need.

Revised final illustration: the actual rendering or final digital layered file may require minor revisions based on the final illustration review.

Reflective illustration scan: a digital file made from a scan of the original, reflective, non-digital rendering of an illustration suitable for reproduction in the media for which the illustration was developed in accordance with specifications provided in the task order.

(c) **Editing Digital Images**

The contractor shall provide high-resolution image editing services. The contractor shall edit high-resolution scans for use in print materials and publications. This includes, but is not limited to, joining photographs to create panoramic images, image cleanup and restoration, lightening and darkening image areas for use of other techniques for legibility, and the creation of complex masks for sky addition and object or figure isolation. Image editing for the purpose of eliminating or altering photographic historical content is prohibited. Completed files shall be delivered as high-resolution (400 ppi at actual output size) RGB layered Photoshop files. The contractor shall deliver original unaltered scans for comparison and approval.

6. **Print-Ready Graphic Production Services**

It is the intention of the NPS that the final print-ready files be a direct result of an evolutionary design process, rather than a final layout being constructed only after a rough layout has been evolved and approved. Therefore, with the exception of FPO image files, all work shall proceed from the very beginning with the mindset and precision required for them to be the final print-ready files.

- (a) Once a concept has been formulated, the contractor shall indicate the length of the topics to be covered in each of the respective sections or write a draft text to fit the layout.

The concept then goes through several review stages with refinements until the NPS approves the job for print. The contractor shall work with the COR to resolve rag-right line endings, and to refine these and other visual aspects of the text.

The digital file shall accompany all printout submissions for COR review and approval. Always use the digital files being returned from the COR; refinements may be incorporated and will be noted. (Refer to Attachment H, Digital Image Guide for Media Production.)

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

Though their use is rapidly diminishing, special conditions apply to transparencies and prints acquired from commercial sources. The contractor is advised to confirm the condition upon receipt of all transparencies and prints, and shall be responsible for any loss or damage that occurs while they are in their possession. A review and documentation of the condition of all transparencies and prints shall be made by the contractor regardless of the source. The government will document the condition of all transparencies and prints before they are furnished to the contractor.

The contractor shall scan transparencies and prints to produce FPO image files at 150–200 ppi. These shall be linked to the layout and scaled with precision by the contractor such that an accurate previsualization of the design may be obtained, and that a printout can be used as a scaling and cropping guide for the production of high-resolution scans.

- (c) Text boxes, picture boxes, graphic bar locations, and standard items shall be carefully and accurately placed.
- (d) The actual-size printouts, which shall correspond exactly to the content of the layout files, shall be submitted to the COR for review and approval. Oversized hard copy illustration shall be digitized when specified in the task order. All files and the supplied image database (with completed metadata and acquisition information) shall accompany the prints.
- (e) As specified in the task order, either the government will, or the contractor shall, complete the image acquisition process using the source information supplied by the contractor in the image database. Files will be returned to the contractor along with the layout. The contractor shall substitute final high-resolution files for FPOs.

- (f) Upon the incorporation of all final editorial adjustments, final images, maps, and the completion of technical verification of the print-ready package, the contractor shall make one actual-size, full-color printout of each side and submit them with the final files. The final printout and files shall be submitted to the COR for review and approval.

7. **Website Design and Development Services**

(a) Guidelines

- (1) The NPS utilizes a central Content Management System (CMS) to provide design templates for all park homepages. Web design and development services will, for the most part, be focused on designing special web features for parks and program offices.

All NPS web features (internet, extranet, intranet) must incorporate elements of the NPS Graphic Identity and is complimentary to the design and aesthetics of NPS.gov. (Refer to Attachment J, NPS Creating Web Features and Attachment K, Draft Director's Order Number 11C: Web Publishing.)

In addition, there are standards posted by the Electronic and Information Technology Accessibility Standards, Section 1194.22, Web-based Intranet and Internet Information and Applications (Government Access Boards, December 21, 2000) which can be reviewed via the internet at: <http://www.access-board.gov/508.htm>. Section 508 of the Rehabilitation Act requires access to electronic and information technology procured by federal agencies. The Access Board developed accessibility standards for the various technologies covered by the law. These standards have been folded into the federal government's procurement regulations. These standards are incorporated into this contract by reference.

- (2) Websites shall be prepared in HTML, or programs compatible to HTML as required by the individual task order. Review and approval stages for template designs shall use Adobe Acrobat's portable document format (PDF) and transmittal of that digital data in the same format. Address for transmittal will be provided in the task order.

(b) Conceptual Design Services for Websites

All designs shall propose an organization and structure for multiple components, define appropriate scale and association of graphics with text matter, enhance the interpretive message with graphics that add value to the informational purposes in the project. In addition, the design shall incorporate the established formats, typefaces, title bars, and general objectives of the identity design systems to the extent that Director's Orders and Accessibility Standards will allow.

(c) Production-Ready Website Services

(1) Copy may be government-furnished in whole or in part with the initial package. Manuscript, caption, feature copy, and mandatory text will be government-furnished as a Microsoft Word file with annotated hardcopy printout. The contractor shall flow appropriate copy sections into the layout. The contractor is responsible for good typographic appearance. The NPS may edit as necessary to refine these visual aspects, and the contractor shall alert the COR to areas that need editorial work for appearance or for length. Always use the detail files being returned from the government; refinements may be incorporated and will be noted.

(2) For website design, the contractor shall provide scanned images at an appropriate resolution for the end result. This requirement will be specified in the task order.

The contractor shall not assume that graphics published in existing NPS projects are available for additional publications. Additional use rights must be obtained. Upon approval of the website design, the contractor may be required to obtain use rights.

(3) Web hosting and posting will be specified in the task order.

8. **Publication Development Process**

Unless otherwise specified, work shall proceed as follows:

(a) **Phase I: Concept**

- (1) A site visit or a meeting will serve as the start-up meeting. This will be specified in the individual task order.
- (2) A site visit or planning meeting will serve to orient the contractor to the resource, to meet with key park or administrative personnel (subject matter experts), to learn about the collection for possible use in the publication.
- (3) Collaborate with park staff or other NPS staff and partners to develop the interpretive themes and subthemes, significance statements, administrative objectives, maps, major graphics, and visitor experience goals.
- (4) Develop a content outline of the publication or other required deliverable for approval by the park or administrative staff and COR. Often this outline can be nearly complete before leaving the park or meeting location.

This shall be provided digitally to the COR as a PDF, Word, or equivalent file format.

- (5) Provide the proposed concept layout, based upon the approved content outline, to the COR.

For Unigrid brochures, the proposed concept layout shall be produced in Adobe InDesign on the supplied Unigrid master template (Refer to Attachment F, Size Chart for Unigrid Brochures.) Other publications shall be produced in Adobe InDesign using a unique layout proposed by the contractor. This may contain generic FPO image files, maps, and illustrations, and dummy text with the exception of key headlines. For all work, the concept layout must be specific enough only to effectively show the proposed direction for the design and content.

The objective is to gain approval for the plan before making significant investments of time and resources. It is a continuation of the dialogue begun with the content outline. It is common for park, administrative staff, and COR to request changes, and for revised concept layouts to be required.

- (6) Provide the production layout in response to the review of the approved concept plan. Graphics acquisition information shall accompany the production layout.

This layout shall contain specific images in FPO form, and actual text, though perhaps not in its most refined form. The objective is to gain approval of text, the refined layout, and specific image usage. The layout itself shall be well developed at this point, requiring only final high-resolution images, photo credits and captions, and other small refinements. It is common for park, NPS program representatives, and COR to request changes, and for revised production layouts to be required.

Graphics acquisition information is all the source information and image identification necessary to acquire a file and use rights. (Refer to Paragraph 11, Image Acquisition.)

(b) **Phase II: Refinement and Production**

Provide print-ready files to the COR according to the contract schedule. The COR may request PDF files for review in advance of the actual print-ready files.

These files shall be complete and correct Adobe InDesign layout files and all associated graphics files, properly linked to the layout, ready to RIP for platemaking. There shall be separate layout files for each side of a Unigrid brochure. Layout files for other publications shall be supplied according to individual task orders. For detailed file naming, stylesheet, and other Unigrid specifications. (Refer to Attachment D, Additional Guidelines and Specifications for Producing Unigrids and other NPS Publications.) All other publications should adhere to the organizational structure, file naming conventions, and stylesheet specifications in Attachment D or as specified in an individual task order or whenever possible to achieve consistency and uniformity with other NPS publication products.

9. **Guidelines and Additional Requirements**

Requirements may include any of the following: conceptual graphic design including a project outline, subject-matter research, writing, editing, proposed concept layout, revisions, and image research; a production layout; a graphics request package; image acquisition; cartography; original illustration; modification of existing illustrations; digital image preparation; incorporation of high-resolution graphic files; and complete print-ready digital layouts for an entire project or for partial aspects of design or production and new website design and development services or refining existing websites produced by others.

Designs specifically for Unigrid brochures shall conform to the graphic appearance of the standardized National Park Service Unigrid Brochure Program as shown in its 400-plus brochures. Other print publications will follow these basic design standards, with alternative approaches specified in individual task orders. (Refer to Attachment D, Additional Guidelines and Specifications for Producing Unigrids and other NPS Publications.)

Layout templates for large-print accessibility brochures will be government-furnished Adobe InDesign files that incorporate paragraph styles. Large-print samples, Attachment G, Large-Print Specifications and Attachment A, Programmatic Accessibility Guidelines, are available from the HFC website at:

<http://www.nps.gov/hfc/products/pubs/pubs-large-print.htm>.

Three templates are available:

B3	297mm x 420mm, 2pp format (front and back)
B6	297mm x 420mm, page size for a 4pp format
Tabloid	11 inches x 17 inches, 2 pp format (front and back)

- (a) Software: Design and production for all publications shall be developed using the latest version of Adobe InDesign, Adobe Illustrator, and Adobe Photoshop, at a minimum of version CS4. Microsoft Word shall be used for writing and editing and counting “characters with spaces.” Software upgrades shall be required over the course of the contract. Precise software version requirements will be specified in the task order.

- (b) Fonts: Specifications for all publications are limited and specific to ensure graphic consistency from project to project and with other elements that may comprise the identity system. Editing shall be carefully done for the appearance of line endings, and for well-controlled work and letter spacing established with style sheets. Substitute fonts are unacceptable unless otherwise specified in the task order. Occasional use of a different font for very specific and limited purposes is subject to COR approval.

The NPS uses the Adobe Type Library's Open Type Frutiger family and a proprietary Open Type NPSRawlinson family throughout the National Park System. The contractor shall acquire a license from the Adobe Type library for Frutiger light, light italic, roman, roman italic, bold, bold italic, black, black italic, and ultra black. Fonts for NPSRawlinson will be government-furnished, with guidelines for their use.

- (c) Color Management (all process color work): Unless otherwise specified in the task order, all work produced shall be printed using only CMYK process inks. Refer to Attachment D, Additional Guidelines and Specifications for Producing Unigrids and other NPS Publications for color management details.
- (d) Image Editing (all work): All image editing (color or tonal adjustments, filter application, and masking), shall result in a layered photoshop document (PSD) file (work file). These are the files in which all work is done. All work shall be done on layers and be available for further adjustment. All editing functions shall be done on adjustment layers when possible. When this is not possible, as in the application of a filter, a duplicate of the original image layer shall be made (filter layer) and the filter shall be applied to it. Refer to Attachment D, Additional Guidelines and Specifications for Producing Unigrids and other NPS Publications for additional image editing information and Adobe InDesign preferences.

## 10. Language Translations

### (a) **Requirements**

Foreign language versions of Unigrid brochures and other NPS media require special consideration. Translated text normally takes more space than English text. Use rights acquired for images for the English printing do not necessarily apply to a foreign language edition, and substitutions may be required.

The contractor shall **avoid mechanical word-for-word translations**. Clarity of meaning, intent, and text that is interesting to read in the target language are the goals. Translated texts submitted do not need to match the exact word order of the original English. *Dynamic translation* of key ideas is more important than maintaining strict word order or literalness. The best non-English titles and texts to communicate important interpretive themes in waysides are usually **not** exact translations of the original English words.

Park visitors who only read Spanish, or German, or French, or Japanese should be **just as effectively engaged**—and interpretively provoked - as English-only readers. Non-English readers should neither be bored by a simplistic version of their language, nor bogged down by unnatural grammatical constructions created when a translator forces other languages to mirror the original order of English thoughts. The contractor cannot assume that all visitors to national parks understand at least some English. Multilingual media need to work in each language, without leaning on the hope that some visitors will be able to make sense with partial translation of the original English labels and texts.

The contractor shall provide translations where the grammar and vocabulary meet an **international standard** for the target language, **not a regional dialect**. The level of complexity of translated texts shall match to what we hear today on news broadcasts on international cable channels, or see published in general encyclopedia-like Internet sites in the target language. Readily available examples of this standard for language complexity can be found at: <http://www.wikipedia.org>, for multiple non-English languages, the online German encyclopedia at: <http://www.encyclopediagermanica.com>, or the online *Enciclopedia hispánica* seen at <http://mexico.planetasaber.com/>.

The contractor shall provide translated texts in layouts that treat non-English text blocks **with visual parity**. Placing a second language text block below an English text block, or making it a smaller font so it fits, is problematic. Visitors complain because some see this kind of treatment as insulting. Side-by-side text block placement avoids this problem.

Machine translations generated by software or internet websites are unacceptable.

The draft translation texts shall be submitted to the COR as an electronic Microsoft Word file. The contractor shall not proceed to production until the final revised translation texts are approved by the COR.

(b) **Capitalization in Non-English Texts**

The rules of what words are capitalized differ significantly from language to language. The contractor shall provide translated texts that conform to guidance in capitalization found in the *Chicago Manual of Style*, or in style manuals for major newspapers published in the target language.

(c) **Punctuation in Non-English Text**

Punctuation rules differ from language to language. The contractor shall provide translated wayside exhibit texts that conform to guidance found in the *Chicago Manual of Style*, or in style manuals for major newspapers published in the target language.

(d) **Accented letters in Non-English Texts**

Spanish, French, German, Portuguese, Italian and many other languages require accents, tildes, umlauts, and dieresis above certain letters. When these marks are left out, the word is considered to be spelled wrong, or may have an entirely different meaning. These non-English letter forms now exist in all software for word processing and page-layout design.

The contractor shall provide translated texts with all words spelled correctly—including accents and other diacritical markings — conforming to standard reference dictionaries published in the target language.

(e) **Geographic Names and Names of Persons in Non-English Texts**

The contractor shall not translate geographic place names or the names of persons.

Where a place name differs from its English form and is widely known in the target language, for example LONDON vs. LONDRES (Spanish) or COLOGNE vs. KOLN (German), the contractor shall use the most understandable place name form for the intended audience.

(f) **Time and Date Formats in Non-English Text**

The contractor shall convert dates and times in the original English texts to the standard international day-month-year date format and the 24-hour international time format instead of the A.M. and P.M. convention.

(g) **Metric Units of Measurement in Non-English Texts**

The contractor shall convert all units of measurement into metric equivalents for non-English-speaking audiences unless specifically requested not to do so by the client park unit staff.

All conversions should preserve the degree of precision of the original English text. For example, an English text that calls a trail "*about a quarter of a mile long*" should not be converted to 402.33 meters; this implies a degree of exactness that the original English did not have. The dynamic equivalent of an *about a quarter mile* would be *about 400 meters*.

(h) **Numeric Separators in Non-English Texts**

The contractor shall submit translated texts with numbers larger than one thousand separated in the manner most widely used by the target language audience. In many cases, this will be periods where in English commas divide the thousands and millions, and a comma to divide the "decimal point" for smaller quantities below a single unit.

(i) **Dividing Words for Line Breaks in Non-English Texts**

Word division by syllable rules differ from language to language. Some major modern languages do not allow words to be divided at the end of a line of text. The contractor shall provide translated wayside exhibit texts that conform to guidance found in the *Chicago Manual of Style*, or in style manuals for major newspapers published in the target language.

(j) **Names of Plants and Animals in Non-English Texts**

Common names do not exist in all languages for all flora and fauna found in national park sites. Sometimes there are multiple common names for a single species, with different countries and regions having variants based on indigenous or non-European names. Determining just what to call an animal or plant to communicate effectively with non-English-speaking audiences can be difficult and time-consuming.

The contractor shall research what common names do exist in the target language for the plants and animals cited in English wayside exhibit texts, working from the recognized scientific name for each species.

Where conflict exists in competing common names in a non-English text, the contractor shall use the common name from the nearest country or region speaking the target language. Example: the turkey vulture *Cathartes aura* is known by many names in the Spanish-speaking world — AURA TIÑOSA in Cuba and Puerto Rico, ZOPILOTE in México, GALLINAZO DE CABEZA ROJA in Perú, and BUITRE DE CABEZA ROJA in Spain. For a wayside in Arizona, use ZOPILOTE. But for a bilingual wayside in the Everglades in South Florida, use AURA TIÑOSA.

Where no common name exists for a plant or animal in the target language, the contractor shall translate a generic term followed by the scientific name for that species, e.g. "the tree *Acer rubrum*" or "the fish *Caranx hippos*."

## 11. **Image Acquisition**

### (a) **General Requirements**

When specified in the individual task order, the contractor shall acquire all images identified in the accepted concept under Phase I with the appropriate use rights for the product. If use is contemplated in another media form, this will be specified in the task order. The contractor shall acquire images with a signed license agreement which clearly indicates that the contractor is acquiring the rights on behalf of, and in the name of, the National Park Service or other governmental entity. The license agreement shall provide the appropriate use rights for all approved graphics which shall be in accordance with and pursuant to Section G, FAR 52.227-17, Rights in Data – Special Works, and also FAR 52.227-18, Rights in Data – Existing Works. The contractor is strongly encouraged to seek images from open source or public domain resources whenever possible. Special permission is needed if the proposed image will be cropped for the project. The rights acquired shall confirm this authorization and show how the image will be cropped.

In addition, license agreements may NOT contain any of the following:

- Standard indemnification or hold harmless clauses which are typical in many license agreements. These clauses violate federal law and shall be replaced with the clause included in Attachment L.
- Any clause which should subject the National Park Service to arbitration. Any such clause shall be removed in its entirety.
- Any choice of law or choice of venue provisions which would subject the National Park Service to the laws or venue of a foreign country. These clauses should be replaced with the clause included in Attachment L.
- Any provision requiring credit information on the unigrid brochures, publications, websites, and all other deliverables created under this contract.
- Any limitations to use rights for material created or acquired under this contract which are inconsistent with FAR 52.227-17 and FAR 52.227-18.

All seals, logos, marks, fonts, and trade dress provided to the contractor are the property of, and shall remain the property of, the United State Government unless otherwise specified in writing. The contractor has a limited right to reproduce these items solely for the purpose of producing materials delivered under this contract and pursuant to each task order. All rights not granted herein are retained by the government.

(b) **Technical Requirements**

The contractor shall provide images, transparencies, and illustrations as a physical reproduction or duplicate of the full image that can be used for high resolution scanning and remain with the archives of the project. Acceptable physical reproducible or duplicates include 4" x 5" or 8" x 10" black and white negatives, 8" x 10" black and white prints, 4"x 5" or 8" x 10" color transparencies, or 35mm color slides.

If only a digital scan can be obtained, the image file shall be at the optimum resolution recommended for the particular output device based on the final size of the image as defined in the approved design, and adhere to the digital resolution and scan requirements.

(Refer to Attachment H, Digital Image Guide for Media Production.)

The contractor shall ensure that the image has the required quality needed for the use of the image as planned in the media. If a graphic cannot be obtained or is not of sufficient quality, the contractor shall be responsible for specifying an acceptable replacement image.

**B. DELIVERABLES**

Deliverables, number of copies, and review stages for COR review and approval will be specified in the task order. Deliverables may include, but are not limited to, the following:

1. Conceptual Color Printout;
2. Completed Design Printout; and
3. Final Print-Ready Printout.
4. Adobe Acrobat files in place of, or in addition to, printouts.

Deliverables and review stages for the Website Design and Development Services will also be specified in the task order.