

# Publications: Required Elements

The county's publication requirements are designed to ensure that information needed by the reader is provided and that our publications are compliant with all local, state and federal requirements. Because typography, color, design and graphics have a powerful influence on the way a reader perceives your message, the standards allow agencies flexibility in the design and presentation of their publications.

**All employees are required to collaborate with the [appropriate information officer](#) before disseminating information to the public.**

## Nonstandard Publications (Bookmarks, Table Tent Cards and Postcards)

- **Font** — Sans serif font no smaller than 8 pts (e.g., Arial).
- [ADA statement](#) for nonstandard size publications.

## Annual Reports, Booklets, Brochures, Calendars, Flyers, Magazines and Newsletters

- **Publication Title** — Placed in upper third of front page. Must adhere to AP style (no quotes or underline).
- **Date of Publication** — (i.e., January 2011, Jan. 5, 2011).
- **County Seal** — The seal dimensions will depend on the overall publication design. The seal must appear on the front, back or mail panel for a self-mailer. While this county identifying feature is important, it is not the central visual element.
- All publications must contain the statement ***A Fairfax County, Va., publication*** placed next to the county seal (either directly to the side or directly below). For brochures printed in Spanish, use the following translation: *Una publicación del Condado de Fairfax, Virginia*. For translation in Farsi, Korean, Arabic, Chinese Mandarin and Chinese Cantonese, contact the Office of Public Affairs since the characters for these languages are currently not available on the Web.



*A Fairfax County, Va., publication*

or



*A Fairfax County, Va., publication*

- **ADA Statement** — A statement of availability of accommodations or alternative format (based on the intent of the publication) for individuals with disabilities.
- **Equal Employment Opportunity Statement** (optional) — "Fairfax County is an Equal Opportunity Employer that does not discriminate on the basis of race, color, sex, creed, religion, national origin, age, disability, genetic information, veterans' status or disabled veterans' status."
- **Contact Information** — Publications providing **general information** must include authoring department's full contact information. Publications providing a service, program or activity, must ensure that name of contact person, phone and TTY number (can use general TTY 711) and complete address for the event appears.
- **Web Address** — If your agency has an Infoweb address, it must appear on internal publications produced by your agency. Likewise, the

county Web address must appear on your agency's external publications. However, Web addresses may not go beyond the specific agency address (e.g., [www.fairaxcounty.gov/dpwes](http://www.fairaxcounty.gov/dpwes)).

- **Captions for Photographs** — Follow AP Stylebook guidelines and abide by copyright restrictions.
- **Photo Credits** — Must include photographer's name if not a county employee.