

U.S. NUCLEAR REGULATORY COMMISSION MANAGEMENT DIRECTIVE (MD)

MD 3.25	GRAPHIC DESIGN AND PRODUCTION SERVICES	DT-10-08
<i>Volume 3, Part 1:</i>	Information Management Publications, Mail, and Information Disclosure	
<i>Approved by:</i>	R. William Borchardt Executive Director for Operations	
<i>Date Approved:</i>	June 3, 2010	
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<i>Issuing Office:</i>	Division of Administrative Services Office of Administration	
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EXECUTIVE SUMMARY

Directive and Handbook 3.25 were revised to include new agency graphic standards (branding) and to update publishing processes. Directive and Handbook 3.25 establish procedures, standards, and guidelines for the submission of work and for the efficient use of associated facilities and equipment for graphic design, computer graphics, and graphic arts services obtained or produced at NRC expense.

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I. POLICY

It is the policy of the NRC to provide centralized graphic design and production services to agency employees for all documents published by the agency and distributed to the public, for all displays supporting major program activities, for all digital images placed on NRC's public and internal Web sites, and for other miscellaneous documents or materials used to represent the agency.

II. OBJECTIVES

- To ensure that the agency graphic design and production services are provided in the most effective, efficient, and economical way consistent with agency standards.
- To ensure that all graphics services are used solely for NRC official business.
- To establish agency graphic standards and to ensure compliance with these standards.
- To ensure that graphic products comply with security regulations and copyright restrictions.
- To ensure that the graphic function is fully integrated with the NRC publishing program, communication initiatives, and computer systems.
- To ensure that graphic software and hardware used are compatible with the NRC (LAN) network and are consistent with industry standards.
- To ensure that graphic files are formatted correctly for printing or posting to the internal or external Web site.
- To ensure that graphic products comply with the Joint Congressional Committee on Printing's "Rules and Regulations" and with NRC publishing standards.

III. ORGANIZATIONAL RESPONSIBILITIES AND DELEGATIONS OF AUTHORITY

A. Director, Office of Administration (ADM)

1. Develops and maintains graphic design and production policy.
2. Provides centralized graphic design and production services to all NRC employees.
3. Reviews the efficiency and effectiveness of graphic design services provided by NRC and its contractors.
4. Delegates the authority to the Director, Division of Administrative Services (DAS), to implement policies, procedures, and guidelines for NRC graphic design and production services.

B. Director, Division of Administrative Services (DAS)

1. As delegated by the Director, Office of Administration (ADM), develops and maintains policies, procedures, and guidelines for NRC graphic design and production services.
2. Provides technical, expert guidance to NRC employees in visually representing technical and complex data and also provides effective methods to improve readability of published documents.
3. Budgets for agencywide requirements for graphic design and production services and corresponding production equipment.
4. Provides graphic design and production services for all published products—including NUREG series publications—to ensure compliance with agency branding standards and other graphic standards.
5. Ensures procured graphic design and production services comply with agency graphic and branding standards.
6. Approves all requests for graphic services and determines the most economical and efficient means of providing clients with needed services (produce in-house or contract with commercial design firms).
7. Delegates the authority to the Chief, Publications Branch (PB), to use color in printed products. Title 44 of the *United States Code* and the Joint Congressional Committee on Printing's "Rules and Regulations" on Government Printing and Binding govern the use of color in printed products.

C. Chief, Publications Branch (PB)

As delegated by the Director, DAS, develops and maintains procedures and guidelines for NRC graphic design and production services, including policies for the use of color in printed products.

D. Office Directors and Regional Administrators

Ensure that the NRC staff obtains written permission from the Chief, Publications Branch (ADM/DAS/PB), before planning or designing products in color and incurring unnecessary color-related expense.

E. Office of the Secretary of the Commission

Responsible for the use and application of the official seal of the agency.

IV. APPLICABILITY

The provisions of this directive and handbook apply to and must be followed by all NRC employees and NRC contractors.

V. DIRECTIVE HANDBOOK

Detailed procedures and guidelines are set forth in Handbook 3.25.

VI. REFERENCES

Code of Federal Regulations

10 CFR 1.53, "Use of NRC Seal or Replicas."

Congressional Committees

Joint Congressional Committee on Printing's Rules and Regulations. Government Printing and Binding Regulations, S. Pub. 101-9, February 1990.

Nuclear Regulatory Commission Documents

Guidance on Preparation and Processing of Visuals for Commission Briefings, transmitted via OEDO memorandum to Office Directors and Regional Administrators, September 1, 1989.

Staff Requirements Memorandum (SRM) to COMSECY-08-0013, "Action Plans Regarding Web Re-design and Publication Improvements," June 2008.

Management Directives—

3.6, "Distribution of Unclassified NRC Staff- and Contractor-Generated Reports."

3.7, "NUREG-Series Publications."

3.13, "Printing."

3.14, "U.S. Nuclear Regulatory Commission Public Web Site."

3.15, "Audiovisual and Photographic Services."

3.55, "Forms Management Program."

3.57, "Correspondence Management."

10.72, "Incentive Award."

12.1, "NRC Facility Security Program."

13.1, "Property Management."

NUREGs

NUREG-0650, Revision 1, "Publishing Documents in the NUREG Series," November 1990.

NUREG-1379, Revision 2, "NRC Editorial Style Guide," May 2009.

Web sites

ADM Graphics Services Web Site:

http://www.internal.nrc.gov/ADM/manuscriptdev_print/graphics.html

ADM Printing Procurement Services Web Site:

http://www.internal.nrc.gov/ADM/manuscriptdev_print/printing.html

NRC Management Directives Web Site:

<http://www.internal.nrc.gov/ADM/DAS/cag/mandirs/index.html>

NRC Branding Standards Web Site:

<http://www.internal.nrc.gov/ADM/branding/><http://www.internal.nrc.gov/ADM/branding/logos.html> (NRC logos)<http://www.internal.nrc.gov/ADM/branding/graphs-charts.html><http://www.internal.nrc.gov/ADM/branding/presentations.html>***United States Code***

“Public Printing and Documents” (44 U.S.C.).

“Copyrights” (17 U.S.C.).

U.S. NUCLEAR REGULATORY COMMISSION DIRECTIVE HANDBOOK (DH)

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I. INTRODUCTION

A. Graphic Design

1. Graphic design is a professional discipline within the visual arts that applies creative techniques to present and communicate information, ideas, and messages in an organized and effective format to enhance comprehension. A graphic designer uses typography, grid systems, positive and negative space, and a hierarchy of elements to achieve the final result.
2. Graphic design is commonly used at the NRC in NUREG publications (see MD 3.7, "NUREG-Series Publications" for a detailed explanation of the NUREG publishing and numbering system), PowerPoint presentations, posters, conference materials, and Web design. A well-designed poster will include artwork, the NRC logo, organized text, and design elements such as shapes and color to unify the piece.

Composition is one of the most important features of graphic design, especially when using pre-existing materials or diverse elements.

3. Graphic design is the critical component of the communication process that determines how effectively a product transmits an idea or a message.
4. Graphic design may be categorized in two mediums: print and multimedia. Print includes document design, display materials, corporate identity, logos, stationery, typography, and print production. Multimedia includes Web design, television graphics, Web streaming, video production, and animation.

B. Graphic Services

1. The graphics staff uses state-of-the-art design techniques, software/hardware, and hand illustration to enhance and improve the communication quotient of NRC documents.
2. Graphic products, such as statistical charts and graphs, are used to communicate trends over time of scientific, engineering, and technical data. Standardized graphic images are used to identify NRC and to associate the agency with its mission. Display graphics are used to represent the agency and to present the NRC message to a variety of venues.

II. THE PROCESS

A. Design Consultation and Production Planning Meeting

Clients should consult with the graphics staff (Graphics.Resource@nrc.gov) when developing the requirement for a document, display, or any other visual communication. In many cases, graphics staff will assemble a publishing team to meet with the client, discuss the requirements, and develop a production plan or schedule to meet the client's requirements. A publishing team is typically made up of graphic designers, technical editors, printing specialists, and distribution staff. Additional guidance is available on the Graphics Services Web Site at http://www.internal.nrc.gov/ADM/manuscriptdev_print/graphics.html.

B. Obtain Graphic Design and Production Services (NRC Form 460)

Clients should complete NRC Form 460 to obtain graphic design and production services. Upon receipt of the request, the graphics staff will determine whether to produce the job using our in-house services or to procure the job for the client. All requests should be e-mailed to Graphics.Resource@nrc.gov.

C. Source Material

1. Clients should furnish electronic files containing **finalized** text, not draft language, to the graphics staff. Use of draft material will prolong the production schedule and may introduce errors.
2. The graphics staff can accept the following file formats: EPS, HTML, JPEG, PDF, PNG, TIFF, WMF, and XML as well as the application source files for Microsoft Word, Excel, and PowerPoint. Please **do not** send **Microsoft Publisher** files.

3. Clients should NOT use desktop publishing software because this will unnecessarily delay the design and publishing process. The graphics staff has templates, processes, and equipment setup to integrate electronic comment, review, and print delivery; standardize color calibration; ensure print quality; and otherwise align with in-house and contract printers.

D. Products

The graphics staff will provide assistance to clients in the preparation of materials for the official use of the agency for products including:

1. Published documents (reports, NUREG documents, etc.)
2. Posters (up to 30"x40")
3. Charts
4. Banners
5. PowerPoint presentations
6. Stationery
7. Newsletters
8. Certificates
9. Tent cards
10. Web page designs
11. Highlight banners for internal Web page
12. PowerPoint event posters for lobby slideshow and plasma displays
13. CDs and DVDs
14. Conference materials

E. Prohibited Products

1. The graphics staff does not provide assistance for items that are not required for conduct of the official business of the agency including:
 - (a) Caricatures or cartoons for personal events (e.g., retirements, holiday parties, or promotion announcements)
 - (b) Baby shower announcements
 - (c) Personal party invitations
2. Title 44 of the *United States Code* requires that all printing for Federal agencies using appropriated funds be obtained through the U.S. Government Printing Office. Therefore, clients must not buy printing directly from commercial sources; rather, the NRC staff must submit printing requests to the Office of Administration (ADM), Division of Administrative Services (DAS), Publications Branch (PB). Additional

guidance is available on the Printing Procurement Services Web Site at http://www.internal.nrc.gov/ADM/manuscriptdev_print/printing.html.

F. Scanning

When exhibits or materials need to be included in a document and electronic files are not available, the graphics staff can scan the images and import the electronic files into the documents.

III. GRAPHIC STANDARDS—NRC SEAL, BRANDING STANDARDS, AND USE OF COLOR

A. NRC Seal

The agency seal is used for official business purposes only. Electronic files of the official seal and its uses can be found on the NRC branding standards Web site at <http://www.internal.nrc.gov/ADM/branding/>. The use of the agency seal is restricted to the following applications:

1. NRC letterhead stationery
2. NRC award certificates and medals
3. NRC security credentials and employee identification badges
4. NRC documents and publications
5. NRC plaques
6. NRC flag
7. Any other use determined by the Secretary of the Commission

B. Branding Standards

1. The NRC branding standards consist of a (1) logo—graphic image, name of agency, and tag line—and (2) graphic standards—layout, typography, colors, proportion, use of color, and other design elements (Exhibit 1).
2. The NRC branding standards are much more than a logo. The brand is the NRC's image, which is one of the NRC's most valuable assets, and should be managed carefully. By following these guidelines—consistently—the agency's staff can help build a strong, unified image for the NRC. Although NRC is an agency with many people and programs in various locations, NRC is one collective entity and speaks with one voice. Adopting a branded look is about setting high standards. Branding standards help the NRC ensure that all printed communications are polished and professional—a true reflection of the NRC.
3. Use branding standards for all NUREG and other documents that will be distributed to the general public.

4. Ensure that all NRC branding prohibitions regarding proportion, design, agency designation, and color usage remain standard (Exhibit 2).
 - (a) Do not use the NRC logo on correspondence or stationery.
 - (b) Do not separate the elements of the logo—they must remain as one unit.

C. Products Requiring NRC Branding Standards

The following products must follow the NRC branding standards:

1. NUREGs
2. PowerPoint slides¹
3. Business cards
4. Brochures
5. Posters
6. Award Certificates

D. Web Graphics

The Office of Information Services (OIS) is responsible for both the public and internal Web pages. MD 3.14, “U.S. Nuclear Regulatory Commission Public Web Sites,” contains guidance on Web graphics and is available on the NRC Management Directives Web site. Contact OIS for posting materials on the Web.

E. Application of NRC Branding Standards

1. NRC has standard templates for most agency products and graphic standards for charts and graphics intended for use in a NUREG-series publication.
 - (a) Templates for standard products—NUREGs, brochures, Power Point slides, business cards—in the agency brand are available on the NRC branding standards Web site at <http://www.internal.nrc.gov/ADM/branding/>.
 - (b) Statistical charts and graphs intended for a NUREG-series publication must follow statistical data presentation standards as well as overall graphic standards. Clients provide data points to the graphics staff for import into graphics design software. Standards for statistical charts and graphs are available on the NRC branding standards Web site at <http://www.internal.nrc.gov/ADM/branding/>.
2. For a complete description of the NRC graphic standards and agency branding, visit the agency’s branding standards Web site at <http://www.internal.nrc.gov/ADM/branding/>.

¹ Note – Standards for preparing slides are not included in this MD but can be found at <http://www.internal.nrc.gov/ADM/branding/presentations.html>.

F. Use of Color

Multiple colors are used in graphic design when the product or communication has an inherent functional need for multiple colors. Examples include statistical charts and graphs where the use of one color would not adequately communicate complex ideas and findings, and photographs where the color of the image conveys precise information. Color will not be used for merely ornamental or decorative purposes. (See MD 3.13, "Printing," for further explanation.)

G. Contracts for Graphic Services

All contracts issued by NRC that require preparation and production of publishing products must conform to the standards within this MD. Please note that the agency must follow all Congressional and agency procurement regulations regarding graphic services, regardless of the purchase vehicle, such as a purchase card or requirements contract.

IV. OTHER GRAPHIC SERVICES AND PRODUCTS**A. Technical Illustrations**

The graphics staff can illustrate (draw) pictures of physical components for technical specifications. The graphics staff can prepare original technical illustrations or can copy material from existing documents that are not copyrighted or classified. NUREG-0650, Rev. 1, "Publishing Documents in the NUREG Series," provides additional information about the use of technical illustrations. Technical illustrations include the following:

1. Line drawings
2. Schematics
3. Proportional drawings
4. Maps

B. Framing

The graphics staff can frame materials for only the Chairman or the Commissioners. MD 13.1, "Property Management," requires that all requests for framing, matting, or mounting of official NRC material be submitted on NRC Form 34.

C. Tab Dividers for Documents

The graphics staff can prepare tab dividers for documents used in ringed binders. These tabs should be requested during the initial planning discussions.

D. Organizational Charts

The graphics staff can prepare organizational charts, both text and pictorial, that have been approved by office directors and regional administrators.

E. Photographs

All photographs submitted must be in electronic format. If photographs are to be taken, request and schedule the photo session through the NRC photographer, Multimedia and Communication Support Services Branch. The graphics staff can also scan traditional photos (8"x10" or smaller) if electronic copies are not available.

F. Design and Layout Services for NUREG-Series Publications

1. The graphics staff can help the client to determine the most effective graphic format and layout of the document. The graphics staff will meet with clients as necessary to discuss details of the product and the production process.
2. In addition, the graphics staff can help to design a cover, a title page, and a spine for the document in accordance with the NRC branding standards.
3. Additional information on NUREG-series publication and branding is available on the NRC branding standards Web site at <http://www.internal.nrc.gov/ADM/branding/>.

G. Certificates

The graphics staff can help to design certificates for awards, Commission appointments, and training courses. The Office of Human Resources must approve and process most award certificates and all training certificates.

V. COPYRIGHTED MATERIAL

If copyrighted material is involved, attach to the NRC Form 460 the permission to use the materials granted by the copyright owner. (See NUREG-0650 for guidance even if the intended use is not a NUREG-series publication.) The client as well as the graphics staff must pay careful attention to material taken from the Internet, including other Government Web sites. The client should always inform the graphic staff of the source and file format used in submitted information or material.

EXHIBITS

- Exhibit 1 NRC Logo and Corresponding Graphic Standards for other Products are Available at the NRC Branding Standards Web Site at <http://www.internal.nrc.gov/ADM/branding/logos.html>



Exhibit 2 NRC Branding Prohibitions: Color Usage, Design, Proportion, and Agency Designation Must Remain Standard

Do not change colors.



Do not change proportions



Do not remove tagline



Do not use without tagline and Agency designation

