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

MD 3.25	GRAPHIC DESIGN AND PRODUCTION SERVICES	DT-16-21
Volume 3, Part 1:	Information Management Publications, Mail, and Information Disclosure	
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EXECUTIVE SUMMARY

Management Directive 3.25, "Graphic Design and Production Services," is revised to update publishing processes. This revision incorporates guidance on the NUREG publishing process and clarifies the policies on efficient spending, copyrighted material, greening, branding standards, prohibited products, and posters.

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I. POLICY

It is the policy of NRC to provide centralized graphic design and production services to agency employees for all (1) documents published by the agency and distributed to the public, (2) displays supporting major program activities, (3) digital images placed on NRC's public and internal Web sites, and (4) other miscellaneous documents or materials used to represent the agency.

II. OBJECTIVES

- Ensure that the agency graphic design and production services are provided in the most effective, efficient, and economical way consistent with agency standards.
- Ensure that all graphic services are used solely for NRC official business.
- Establish agency graphic standards and ensure compliance with these standards.
- Ensure that graphic products comply with security regulations and copyright restrictions.
- Ensure that the graphic function is fully integrated with the NRC publishing program, communication initiatives, and computer or Web-based systems.
- Ensure that graphic software and hardware used are compatible with the NRC local area network (LAN) and are consistent with industry standards.
- Ensure that graphic files are formatted correctly for printing, reproduction services, or posting to the internal or external Web site.
- Ensure that graphic products comply with the Joint 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), ADM

1. As delegated by the Director, ADM, develops and maintains policies, procedures, and guidelines for NRC graphic design and production services. Provides technical, expert guidance to NRC employees in visually representing technical and complex data, and provides effective methods to improve readability of published documents.
2. Budgets for agencywide requirements for graphic design and production services and corresponding production equipment.
3. 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.
4. Ensures procured graphic design and production services comply with agency graphic and branding standards.
5. 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).
6. 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 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), DAS, ADM

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

1. Ensure that the NRC staff obtains written permission from the Chief, PB, before planning or designing products in color and incurring unnecessary color-related expenses.
2. Approve all requests for the display of electronic information and the printing of posters.

E. Office of the Secretary of the Commission

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

F. Office of the Chief Information Officer

1. Responsible for ensuring hardware and software are compatible with NRC LAN.
2. Ensures all computers that have access to the Internet be compliant with the Federal Information Security Management Act (FISMA).

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. POLICY ON PROMOTING EFFICIENT SPENDING

In accordance with Section 5 and 7 of Executive Order 13589, "Promoting Efficient Spending," November 9, 2011, agencies are required to enforce efficient spending for printing.

A. NRC will limit the publication and printing of hard copy documents and presume that information should be provided in an electronic form, whenever practicable, permitted by law, and consistent with applicable records retention requirements. NRC will use acquisition vehicles developed by the Office of Management and Budget's (OMB's) Federal Strategic Sourcing Initiative to acquire printing and copying devices and services.

B. NRC will limit the purchase of extraneous promotional items (e.g., plaques, clothing, and commemorative items), in particular when the items are not cost effective.

VII. REFERENCES

Code of Federal Regulations (CFR)

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

Congressional Committees

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

Executive Order

Executive Order 13589, "Promoting Efficient Spending," November 9, 2011.

Nuclear Regulatory Commission Documents

Memorandum to Executive Director for Operations, Office Directors, and Regional Administrators, "Preparation of Briefing Slides for Commission Meetings," December 6, 2001 (ML013410062).

Staff Requirements Memorandum (SRM) to COMSECY-08-0013, "Action Plans Regarding Web Re-design and Publication Improvements," June 4, 2008.

Management Directives—

3.7, "NUREG-Series Publications."

3.13, "Reproduction and Distribution."

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

3.15, "Multimedia Services."

3.55, "Forms Management Program."

3.57, "Correspondence Management."

10.72, "Awards and Recognition."

12.1, "NRC Facility Security Program."

13.1, "Property Management."

NRC Forms Library in SharePoint:
http://fusion.nrc.gov/nrcformsportal/default.aspx.

NUREGs—

NUREG-0650, Revision 2, "Preparing NUREG-Series Publications," January 1999.

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

U.S. Copyright Office Web Site:
http://www.copyright.gov.

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.).

Federal Information Security Management Act of 2002 (FISMA) (44 U.S.C. 3541 et seq.).

Copyrights (17 U.S.C.).

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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 graphics. 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 includes document design, display materials, corporate identity, logos, typography, and print production. Some of these designs also are used for NRC Web sites (internal and public), multimedia, and social media platforms.

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 (communication effectiveness) 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. Infographics or information graphics are visual representations of information, data, or knowledge intended to present information quickly and clearly. Graphics can improve understanding and enhance a person's ability to see patterns and trends.

C. Service Level Agreements

Service levels for requests are posted on the Graphics Services Web site at http://www.internal.nrc.gov/ADM/manuscriptdev_print/graphics.html.

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 typically is made up of graphic designers, technical editors, manuscript reviewers (for NUREG publications), 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, "Request for Editing, Forms, Graphics, or Publications Services," (available in the NRC Forms Library in SharePoint) to obtain graphic design and production services. Upon receipt of the request, the graphics staff will determine whether to produce the job using in-house services or to procure the job for the client. All requests should be e-mailed to Graphics.Resource@nrc.gov. Please e-mail Graphics.Resouce@nrc.gov with any questions about how to fill out the request form correctly.

C. NUREG Publishing Process

The NUREG manuscript review follows the guidance of Management Directive 3.7, "NUREG-Series Publications," and NUREG-0650, "Preparing NUREG-Series Publications." The review process ensures that the document complies with NRC and the U.S. Government Publishing Office (GPO) publishing and printing standards. Before submission of a manuscript for NUREG review, the client is required to meet the criteria in NRC Form 426, "Authorization to Publish a Manuscript in the NUREG Series." For more information on submitting a manuscript for NUREG review, please see Manuscript Development, Graphics, and Printing Web site available at http://www.internal.nrc.gov/ADM/manuscriptdev_print/manudev_print.html.

D. Source Material

1. Clients should furnish electronic files containing ***finalized*** text approved by Quick Turnaround Editing (QTE), not draft language, to the graphics staff. Finalized text is approved by management and QTE for publication (e.g., available publicly). Use of draft material will prolong the production schedule, use more resources, 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. ***Do not*** send **Microsoft Publisher** or **Visio** files.
3. Clients should NOT use desktop publishing software. 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.
4. Clients should submit a signed NRC Form 23, "Publications Branch Copyrighted Materials Reproduction Release Form," with their request for graphics services if original material, including artwork, illustrations, photographs, or logos, will be reused in an NRC publication or on a Web site. See Section V of this handbook for more information on copyrighted material.

E. 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″ x 40″),
3. Charts,
4. Social media graphics,
5. Infographics,
6. Banners,
7. PowerPoint templates (see Section III.F of this handbook for color printing policy),
8. Letterhead (see Agency Wide Document Access and Management System (ADAMS) for letterhead templates),
9. Newsletters,
10. Certificates,
11. Tent cards,
12. Highlight banners (without animation) for the internal Web page,
13. Electronic poster displays for lobby slideshow and flat panel displays,
14. Artwork for compact disk (CD) and digital video disc (DVD) covers, and

15. Conference materials, including—

    (a) Poster sessions;

    (b) Table top displays;

    (c) Pull-up displays;

    (d) Save the date cards;

    (e) Microsoft templates for PowerPoint, name badges, and flyers;

    (f) Certificates;

    (g) Directional signage;

    (h) Programs;

    (i) Pocket cards (limited to emergency contact information);

    (j) Flyers;

    (k) Handouts; and

    (l) Web icons and graphics.

F. Prohibited Products

1. The agency is prohibited from producing or purchasing various kinds of promotional items as stated in the Executive Order 13589, “Promoting Efficient Spending.” The graphics staff cannot provide assistance for items that are not required for conduct of the official business of the agency including the following:

    (a) Caricatures or cartoons for personal events (e.g., retirements, holiday parties, or any material which may promote non-governmental activities.);

    (b) Baby shower announcements, retirement parties, wedding showers, bake sale posters, raffle posters to raise money or any event that is not official NRC business;

    (c) Personal party invitations;

    (d) Business cards (See http://www.internal.nrc.gov/ADM/branding/business-card.html for further guidance.);

    (e) Framing of photographs or artwork (See Section IV.B for further guidance.); and

    (f) Currently the graphics staff of the PB does not have the ability to produce animated Web graphics.

2. Title 44 of the *United States Code* requires that all printing for Federal agencies using appropriated funds be obtained through the GPO. Therefore, clients must not buy printing directly from commercial sources; rather, the NRC staff must submit printing requests to the ADM, DAS, PB. Additional guidance is available on the Printing Procurement Services Web site at http://www.internal.nrc.gov/ADM/manuscriptdev_print/printing.html.

G. Posters

Before requesting the development and printing of posters from the graphics staff, ensure that you have permission to display them. The NRC prohibits the hanging of posters in many locations, including the doors and walls of White Flint Complex buildings and Three White Flint North (3WFN) building. With the implementation of electronic displays, poster displays on easels have been eliminated from the first floor lobbies of the White Flint complex. Eliminating these poster displays has reduced congestion, improved pedestrian traffic flow and safety, and reduced graphic production costs. Additionally, on a limited basis and with prior approval from the Chief, PB, printed posters may be produced and distributed for display in headquarters elevator lobbies above the first floor and Two White Flint North (TWFN) exhibit area.

H. Scanning

Reproduction Resources provides scanning services for the agency (see MD 3.13, "Reproduction and Distribution"). The Administrative and Multimedia Services Branch can assist with the scanning and color correction of photographs. 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. All sources submitted for scanning must comply with copyright standards in Section V, "Copyrighted Material," of this handbook.

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

A. NRC Seal

1. 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:

   (a) NRC letterhead and business cards,

   (b) NRC award certificates and medals,

(c) NRC security credentials and employee identification badges,

(d) NRC documents and publications,

(e) NRC plaques,

(f) NRC flag, and

(g) Any other use determined by the Secretary of the Commission.

2. The Secretary must approve any uses of the NRC seal not listed in 10 CFR, Part 1, Subpart C.

3. The Publications Branch keeps a few official NRC seals that offices can sign out for official events. To request an official seal, e-mail Graphics.Resource@nrc.gov.

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. See Exhibit 1, "NRC Logo and Corresponding Graphic Standards for Other Products."

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. Branding also includes the use of social media icons for NRC accounts on the back cover of all NUREG Publications. See the Office of Public Affairs (OPA) Web site for more information on the NRC's social media tools at http://www.internal.nrc.gov/OPA/social-media-tools.html.

5. Quick Response (QR) codes, for smart devices, including phones and tablets, will be included in any publication that will be seen by the public.

6. Ensure that all NRC branding prohibitions regarding proportion, design, agency designation, and color usage remain standard. See Exhibit 2.

(a) Do not use the NRC logo on official agency correspondence.

(b) Do not separate the elements of the logo—they must remain as one unit.

(c) Ensure that you are using the most current branding logo. See Exhibit 1.

C. Products Requiring NRC Branding Standards

The following products must follow the NRC branding standards:

1. NUREGs,
2. PowerPoint slides (for external audiences),
3. Business cards (templates can be found on the NRC Forms Library in SharePoint),
4. Brochures,
5. Posters,
6. Award certificates, and
7. Anything distributed to the public and stakeholders (i.e., must contain the NRC branding standards).

D. Web Graphics

The Office of the Chief Information Officer (OCIO) is responsible for both the public and internal Web pages. MD 3.14, "U.S. Nuclear Regulatory Commission Public Web Site," contains guidance on Web graphics. MD 2.6, "Information Technology Infrastructure," contains guidance on the agency's information technology (IT) infrastructure. OCIO is responsible for ensuring hardware and software are compatible with NRC (LAN) network. For more information on posting materials on the Web, e-mail OCIO (WebWork.Resource@nrc.gov) or contact your appropriate office IT coordinator.

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, PowerPoint 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/.

3. Standards for preparing slides can be found at http://www.internal.nrc.gov/ADM/branding/presentations.html.

F. Use of Color

1. 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 or 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, "Reproduction and Distribution," for further explanation.

2. To reduce unnecessary printing, staff should develop color slides for electronic media only, including overhead projectors. The Publications Branch recommends hard-copy handouts for notetaking be black and white, duplex-printed, and contain multiple slides per page.

G. Contracts for Graphic Services

The PB has onsite graphics staff ready to help produce visual communications products for the NRC. All contracts issued by NRC that require preparation and production of publishing products must conform to the standards within this MD. The agency must follow all congressional and agency procurement regulations regarding graphic services, regardless of the purchase vehicle, including 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. 2, "Preparing NUREG-Series Publications," provides additional information about the use of technical illustrations. Technical illustrations include the following:

1. Line drawings,

2. Schematics,

3. Proportional drawings, and

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 30, "Request for Administrative Services." Only official Presidential and Commission portraits can be framed.

C. Organizational Charts

1. The graphics staff can prepare organizational charts, both text and pictorial, as approved by office directors and regional administrators. If you require an organization chart, provide the following items in an electronic format:

   (a) All changes to organization charts must be in writing, either by e-mail or a legible hand-written, markup copy.

   (b) All divisions and branches must be spelled out.

   (c) Include the middle initial with the name.

   (d) Any photographs must be provided in electronic format, usually JPEG.

2. Graphics staff do not print organizational charts below the branch level and do not include administrative assistants in the charts.

D. Photographs

All photographs submitted must be in electronic format and must not be from copyrighted sources. If photographs are to be taken, request and schedule the photo session through the NRC photographer, Administrative and Multimedia Services Branch, by e-mailing AV-Photo.Resource@nrc.gov or calling 301-415-6851, to set up an appointment. The graphics staff also can scan traditional photos (8″ x 10″ or smaller) if electronic copies are not available.

E. Design and Layout Services for NUREG-Series Publications

1. The graphics staff can help determine the most effective graphic format and layout of your 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. Information on NUREG-series publication and branding is available on the NRC branding standards Web site at http://www.internal.nrc.gov/ADM/branding/.

F. Certificates

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

V. COPYRIGHTED MATERIAL

If copyrighted material is used in the manuscript or graphic, attach to your NRC Form 460 the following: (1) permission to use the materials granted by the copyright owner, and (2) NRC Form 23, "Publications Branch Copyrighted Materials Reproduction Release Form." 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 always should inform the graphics staff of the source and file format used in submitted information or material. Please keep the following points in mind when using copyrighted material:

A. Check files for any metadata that might provide information on usage rights. If you have questions about how to access metadata in a file, please e-mail the graphics staff at Graphics.Resource@nrc.gov for assistance.

B. Although a U.S. Government agency appears to be the source of copyrighted material, you may not be free to use it. Many agencies contract out for photographs, artwork, articles, or video clips, and permission must accompany this copyrighted material.

C. More information on United States copyright usage and materials can be found in Title 17 of the United States Code available on the Copyright Web site at http://www.copyright.gov/title17.

EXHIBITS

Exhibit 1 NRC Logo and Corresponding Graphic Standards for Other Products 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 use old logo prior to June 2007

Do not change proportions of logo

Do not use logo without tagline or agency name

Do not change colors of logo