

ONIINST 5700.1
ONI-ODE
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ONI INSTRUCTION 5700.1

Subj: PROCEDURES FOR PRODUCING PUBLICATIONS AND MATERIALS
INTENDED FOR EXTERNAL DISSEMINATION

Ref: (a) ONI Standards Guide, July 2007

1. Purpose. To establish policy and procedures for producing products, publications and materials designed for dissemination to external customers and audiences.
2. Background. In late 2005, the Office of Naval Intelligence (ONIs) External Corporate Relations Office (ODE) began a program to research overall customer perceptions of ONI's products and services. Key findings indicated customers are not directly associating ONI products and services with the organization due to a lack of a recognizable identity and clear, consistent messaging. The External Corporate Relations Staff (ONI-ODE) is chartered by Commander, ONI to improve customer awareness of ONI products and services.
3. Responsibilities
 - a. ONI-ODE is responsible for generating and maintaining the ONI brand and corporate identity, ensuring standards are instituted which implement a consistent look and feel throughout the spectrum of Command products, publications and materials produced for external dissemination, and for compliance oversight. This responsibility includes establishing command standards and guidelines, to include design templates for print and electronic materials and producing regulations that govern the use of standard design elements, color pallet, fonts, the ONI seal, and Command slogan.
 - b. The Multimedia Department (ONI-55) is responsible for producing publications and materials in accordance with the approved Reference (a). This responsibility includes

enforcing consistent and proper representation of the ONI brand and corporate identity as defined in reference (a).

ONIINST
5700.1

c. Directorates will ensure all materials designed for external dissemination are submitted to the appropriate Directorate production element or the Graphic Support, Print Production and Multimedia Teams (ONI-55) as applicable. Materials produced using external assistance shall conform to Reference (a) and be reviewed and approved by ONI-ODE prior to publication. Materials produced through partnerships with other government agencies shall be reviewed and approved by ONI-ODE prior to publication.

4. Action. All ONI products, publications and materials intended for external dissemination will be produced in accordance with Reference (a). Any requests for exceptions to this policy shall be forwarded in writing for approval to Commander, ONI, via External Corporate Relations (ONI-ODE).

5. Cancellation Contingency. Upon issuance of a directive with the same subject.

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ALEXANDER BUTTERFIELD, JR.