



DEPARTMENT OF THE NAVY
OFFICE OF NAVAL INTELLIGENCE
4251 SUITLAND ROAD
WASHINGTON, DC 20395-2000

IN REPLY REFER TO
ONIINST 5700.1D
ONI-02C
6 Jun 2019

ONI INSTRUCTION 5700.1D

From: Commander, Office of Naval Intelligence

Subj: PROCEDURES FOR EXTERNAL DISSEMINATION OF INTELLIGENCE
PRODUCTS AND OUTREACH PUBLICATIONS AND MATERIALS

Ref: (a) ONI Standards Guide v.6, May 2019
(b) SECNAV M-5210.1

1. Purpose. To establish policy, procedures and standards for use by the Office of Naval Intelligence (ONI) in producing products, publications, and materials for dissemination to external customers and audiences.

2. Cancellation. ONIINST 5700.1C

3. Applicability. This instruction applies to ONI, its echelon 4 commands, and their subordinate commands and detachments; hereafter referred to as the ONI Enterprise. Additional guidance established by echelon 4 commands for intelligence products must comply with this instruction and conform to reference (a).

4. Background. In late 2005, ONI's External Corporate Relations Office began a program to research overall customer perceptions of ONI's products and services. Key findings indicated customers were not directly associating ONI products and services with the organization due to the lack of a recognizable identity and clear, consistent messaging. In 2007, the ONI Corporate Identity System was established to provide guidance and standards that produce brand recognition of ONI. It is paramount that ONI customers continue to identify each of the echelon 3 and echelon 4 commands as part of the ONI Enterprise and view the commands as a cohesive operational capability composed of multiple components, each having its own specific area of expertise.

5. Responsibilities

a. The Senior Advisor for Corporate Communications (ONI-02C) is responsible for the ONI brand and corporate identity for all ONI Enterprise entities. ONI-02C ensures standards are instituted, implementing a consistent appearance throughout the spectrum of products produced for external dissemination and consumption. Additionally, ONI-02C is responsible for compliance oversight of ONI standards including design, templates for print and electronic materials, and use of seals, logos, command slogan, standard elements, color pallet, and fonts.

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b. The Production and Dissemination (P&D) Support Division (N2), the Multimedia Services Division (N42), and ONI Enterprise final release authorities (FRAs) are responsible for producing products, publications and materials as per reference (a). This responsibility includes enforcing consistent and proper representation of the ONI brand and corporate identity for all ONI Enterprise entities.

c. All ONI Enterprise commands will ensure:

(1) All products intended for external dissemination comply with enterprise corporate identity standards.

(2) All intelligence products comply with N2 production standards.

(3) All corporate outreach products are submitted to N42 for production and compliance.

(4) Materials produced using external contract assistance must conform to reference (a), be reviewed by N42 and approved by ONI-02C prior to production and publication.

(5) ONI Enterprise materials produced through partnerships with other government agencies must comply with reference (a).

6. Action. All ONI Enterprise products, publications, and materials intended for external dissemination will be produced as per reference (a). Requests for any deviations or exceptions to this policy must be requested in writing, and addressed with ONI-02C for consultation.

7. Records Management. Records created as a result of this instruction, regardless of media and format, must be managed as per reference (b).

8. Review and Effective Date. ONI-02C will review this instruction annually on the anniversary of the effective date to ensure applicability, currency, and consistency with Federal, DoD, SECNAV and Navy policy and statutory authority using OPNAV 5215/40. This instruction will automatically expire 5 years after effective date unless reissued or otherwise canceled prior to the 5-year anniversary date, or an extension has been granted.


SCOTT V. CHESBROUGH
Chief of Staff

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