



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

IN REPLY REFER TO  
ONIINST 5700.1B  
ONI-131  
3 Jul 12

ONI INSTRUCTION 5700.1B

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

Ref: (a) ONI Standards Guide v.4, April 2012  
(b) SECNAV 5210.1

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

2. Cancellation. ONIINST 5700.1A. This is a significant revision and should be read in its entirety.

3. 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 produce brand recognition of the command. It is paramount that ONI customers continue to identify each of the Echelon III commands with ONI and view the commands as a cohesive operational capability composed of multiple components, each having its own specific area of expertise.

4. Responsibilities

a. ONI Director Corporate Communications (ONI-131) is responsible for the ONI brand and corporate identity for all ONI entities. ONI-131 ensures standards are instituted, implementing a consistent appearance throughout the spectrum of products produced for external consumption. They are responsible for compliance oversight of command standards including design templates for print and electronic materials, use of seals, logos, command slogan, standard design elements, color pallet, and fonts.

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b. The Joint Production Management Office (JPMO) and Multimedia Services Department (MSD-3) are responsible for producing products, publications and materials in accordance with reference (a). This responsibility includes enforcing consistent and proper representation of the ONI brand and corporate identity for all ONI entities.

c. All ONI Echelon II and Echelon III commands will ensure products intended for external dissemination comply with enterprise corporate identity standards. All intelligence products are submitted to JPMO for production and compliance. All outreach and corporate products are submitted to MSD-3 for production and compliance. Materials produced using external assistance shall conform to reference (a), be reviewed by MSD-3 and approved by ONI-131 prior to production and publication. Materials produced through partnerships with other government agencies shall be reviewed by JPMO and MSD-3 as appropriate, and approved by ONI-131 prior to publication.

5. Action. All ONI Echelon II and Echelon III command 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 the Commander, ONI via the Director, Corporate Communications (ONI-131).

6. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed in accordance with reference (b).



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