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UNITED STATES DEPARTMENT OF COMMERCE
The Secretary of Commerce
Washington, D.C. 20230

MEMORANDUM FOR ALL STAFF FROM THE SECRETARY

FROM: John E. Bryson
Secretary of Commerce

SUBJECT: Use of the Department of Commerce (DOC) Seals, Logos and Policy Standards for Official Communications

One of my top Departmental management priorities is implementing the vision of One Commerce. Although there are 12 bureaus, we are one Department of Commerce and our presentation to the public must reflect our unity. Our various methods of communication to stakeholders and customers should convey this message in a clear, consistent, and polished style.

There are current policies in place that reinforce the consistent and prominent use of the Department's seals, emblems, logos, and standards for official communications. Department of Commerce employees must ensure the content and appearance of communications, whether printed or electronic, adhere to the DOC *Publishing and Printing Management Manual* and/or the Departmental Administrative Order 201-1, *Approval and Use of Seals, Emblems, Insignia and Logos*. This applies to all communications generated for or by Department employees while conducting the business of the Department including but not limited to: business cards, letterhead, envelopes, note cards, publications, brochures, training materials, electronic signatures on email and electronic documents, briefings and Web sites to external customers and stakeholders. Emblems of operating units must be of designs approved by the Secretary.

This memorandum supersedes the current guidance found at chapter 4, sections 4.106 – 4.109 in the DOC *Publishing and Printing Management Manual* and DAO 201-1. Detailed specifications and standards will follow as these updates are incorporated into the policies.

“U.S. Department of Commerce” must appear on all business cards, letterhead, envelopes, note cards, publications, brochures, electronic documents, etc. If you have materials that do not meet these specifications, please incorporate this guidance upon re-order. Changes for electronic materials should be implemented over the next month. Additional transition guidance is attached to this memorandum.

The use of the DOC seal is strongly encouraged on all letterhead. Bureaus may also choose to use their own approved emblem on letterhead in lieu of the DOC seal. In all cases, only one seal/emblem may appear on the letterhead, and, the words “U.S. Department of Commerce” must be displayed in a prominent location. If a Bureau does not have its own approved emblem, the DOC seal must be used. Under no circumstances should another seal be used, unless it is the approved seal of your individual agency. For business cards, the official “Commerce Department Seal,” the “Great Seal,” or a Bureau emblem can be used. The words “U.S. Department of Commerce” must appear prominently on the card.

The homepage of every operating unit must identify that it is part of the Department of Commerce and link to the Commerce.gov homepage. The identifier needs to be located in a prominent location on the top of the Web site. The format or style of the identifier is up to the discretion of the operating units.

All business-related email correspondence must include a signature block. The signature block must include Name, Title, Operating Unit, "U.S. Department of Commerce" and phone number. The identifier should be configured on the originator e-mail client stationary feature.

While we are not requiring that all Bureaus use the Department of Commerce logo at this point, we want to revisit this issue in another year, perhaps considering whether it makes sense to redesign the DOC logo so that it better reflects the modern Department of Commerce.

Links to Department of Commerce policy can be found at:

http://home.commerce.gov/oas/Publishing&PrintingManual_9-04.pdf

http://www.osec.doc.gov/opog/dmp/daos/dao201_1.html

Attachment

Transition Guidance Regarding the Use of the DOC Seals, Logos and Policy Standards for Official Communications

General

The Department already has significant quantities of printed letterhead and business cards produced according to the existing standards and specifications. Current stocks of printed letterhead and business cards should be used before ordering any new letterhead or business cards that would comply with these new policy changes. Existing policies will be changed in the coming months to reflect new guidance.

Bureaus may want to consider “branding” all of their products in an effort to ensure they confirm credibility, connect with target prospects, and portray a consistent theme while showing unity with the Department of Commerce. This would include standardizing everything including employee business cards, presentations, brochures, publications, letterhead, websites, email signatures, etc. MMD designers can help create a standardized look, incorporating the Secretary’s new guidelines.

Letterhead

Per the new guidance, there should be **only one logo** on letterhead (DOC seal or approved Bureau emblem); the words “U.S. Department of Commerce” **must** be included on all letterhead.

Electronic letterhead is being piloted in OIG, NIST, and MBDA. These 30 to 60 day pilots are managed by OAS’ Mail and Multimedia Division (MMD). MMD has graphic designers who can work with Bureaus to develop new letterhead in accordance with new policy changes.

Business Cards

Currently, there are multiple business card styles from which employees are able to choose. Under the new guidance, business cards may contain **only one** logo, the DOC seal, the Great seal or an approved Bureau emblem. The words “U.S. Department of Commerce” **must** appear on all business cards. If Bureaus want to update or develop new business card styles based on the new guidance for business cards, MMD graphic designers can provide assistance.

Email

Employees needing to create or update email signature lines with the new guidance should follow the directions below:

1. Click on Tools from the Toolbar;
2. Select Options from the drop down menu;
3. Click on the Mail Format Tab;
4. Select signatures; and
5. Click on the E-mail Signature Tab and begin creating a new signature line or editing an existing signature line.

Websites

All operating unit website homepages must link to the Commerce.gov homepage. Additionally, there must be a DOC identifier in a prominent location on the top of the website. A sample website banner is shown below:

