SMG 2128.2

FDA STAFF MANUAL GUIDES, VOLUME III - GENERAL ADMINISTRATION

EXTERNAL RELATIONS

FDA VISUAL IDENTITY PROGRAM

Effective Date: 01/19/2017

1. Purpose
2. Background
3. Policy
4. Responsibilities
5. Visual Identity Logo Policy
6. Procedures
7. Visual Identity Style Guide
8. Effective Date
9. History

1. PURPOSE

This Staff Manual Guide sets forth policies and procedures governing the U.S. Food and Drug Administration (FDA) Visual Identity Program. The Visual Identity program provides FDA personnel with procedures, guidelines, pre-approved templates, photographs, and other useful tools to create consistently recognizable FDA communications products. This FDA Staff Manual Guide (SMG) establishes the Visual Identity process to help ensure agency communications documents use a consistent and approved style and the appropriate agency logo.

This includes (but is not limited to) fonts, colors, and sizing as determined from field studies and focus group input conducted by the Office of the Commissioner, Office of External Affairs.

2. BACKGROUND

To communicate the FDA’s mission, the agency has traditionally used multiple communication channels with multiple designs and logos to reach a varied group of stakeholders. The resulting inconsistent look and feel may result in confusion about the source of the information and reduce the effectiveness of the communication. To fix this problem, the FDA undertook a comprehensive review of communications and developed a program to convey our mission and efforts with a more uniform look and feel.

Approved by the Immediate Office of the Commissioner, and managed by the Office of External Affairs, the Visual Identity program includes a FDA Visual Identity Style Guide for use in developing both internal and external communication products.

3. POLICY

Use of the Visual Identity applies to all FDA staff and contractors that prepare, create, or disseminate communications material, regardless of medium. This includes physical assets. The Visual Identity Style Guide should be used for any outreach communications product using an FDA taxpayer-appropriated funding source or user fee. This language additionally applies to contractors, grant recipients, or parties to agreements only to the extent specified or referenced in the appropriate contracts, grants, or agreements.

FDA personnel will ensure that all communication material is in compliance with the Visual Identity Style Guide.

The Visual Identity Style Guide provides direction for developing communication products for print, video, television-related programming and slates, mobile platforms, websites (intranet and internet), and social media platforms, among other modes of communication.

Additionally, the Visual Identity Style Guide includes instructions for proper use of the FDA logo in a variety of possible print and electronic and formats, including electronic signatures, awards, artwork, and PowerPoint presentations.

4. RESPONSIBILITIES

A. The FDA Office of External Affairs is responsible for issuing and managing this program.

B. Under the guidance and direction from the Immediate Office of the Commissioner, the Assistant Commissioner, Office of External Affairs is responsible for developing Visual Identity policy and standards for communications material

C. While the FDA Office of External Affairs serves as the manager of the program, each Center or Office is responsible for adhering to the Visual Identity and appointing points of contact. Each FDA Center Visual Identity point of contact will be responsible for aiding in the implementation of policies and methodology, disseminating Visual Identity information and standards, and coordinating center compliance to the Visual Identity process and style guide. The authority of the center point of contact will be

established and supported by the Center Director and their respective center Communications office designee.

5. THE VISUAL IDENTITY LOGO POLICY

http://www.fda.gov/AboutFDA/AboutThisWebsite/WebsitePolicies/ucm218116.htm

The FDA logo is for the official use of the FDA and is not for use on private sector materials. Unauthorized use of the FDA logo may violate federal law and subject those responsible to civil and/or criminal liability.

The FDA logo consists of two components — the monogram and wordmark. The lock-up of the two components is referred to as the "primary logo." When creating layouts, the space directly below the FDA Monogram to the top of the page on communications products must be clear of all text, artwork, headlines, etc.

The monogram spells out "FDA," which is inside either an FDA Blue, FDA Black, or FDA White box. The Monogram and Wordmark follow a set relationship. This lock-up composition should not be altered in any way.

The FDA wordmark spells out "U.S. Food and Drug" on one line, and "Administration" slightly smaller on a second line in lock-up. The FDA wordmark is the only content that may be shown to the right of the FDA monogram.

Monogram only (left) and monogram with wordmark (right):

The Visual Identity Style Guide provides Centers and associated Offices a way to identify themselves using the FDA primary logo in a one-tiered or two-tiered (tertiary) logo lockup (see examples above). Either using the primary logo in a 1-tier lockup (shows Center only), or lockup with a second tier (2-tier), (shows center on first tier and sub office/operation on second tier), each tier provides a Center office or activity operation their own area for identification. In the case of multiple tiers, Center and two tiered lockup is available.

Single level (left) and tertiary level (right) lockups for office/center identification:

6. PROCEDURES

The FDA Visual Identity program and associated Visual Identity Style Guide launched on September 6, 2016. Communications materials created after September 6, 2016, will be required to be in compliance with the Visual Identity.

Rollout of the Visual Identity program is a phased process, with older materials gradually adopting the new logo and style when they are redesigned and/or reprinted, as follows:

- NEW MATERIALS. All communication material developed after September 6, 2016 should use the new Visual Identity.

- OLDER MATERIALS. If a program is looking to update or reprint a communication material created prior to September 6, 2016, it do so using the new Visual Identity.

NOTE: A program does not have to go back and redo all communication with the new Visual Identity unless it chooses to do so or is updating or reprinting, as indicated above.

The Visual Identity Style Guide outlines proper use of the new FDA logo, colors, typefaces, and more. The Visual Identity FDA primary logo and FDA monogram may be used on FDA documents as directed by the Visual Identity Style Guide.

For content produced by centers and associated offices, the style guide gives guidance on how to display the FDA logo and monogram. Agency communications and graphics operations are knowledgeable about Visual Identity compliance, and groups producing communications projects for the Agency are encouraged to seek their assistance during the product production phase.

7. THE VISUAL IDENTITY STYLE GUIDE:

The Visual Identity Style Guide provides parameters and guidelines for the FDA's visual identity. The style guide:

- Encompasses various types and formats of communications items, including but not limited to computer-based presentations, exhibits, videos and printed materials, typeface, and color.

- Includes precise descriptions, specifications and examples of visual requirements, including fonts, colors and logo usage.

- Provides various communications templates that can be used by agency employees to produce communications products (e.g. PowerPoint, certificates, stationery products, posters, web, mobile, email outreach, email signatures, and more. These templates are not mandatory, but are supplied as examples of the proper use of the visual identity and as a resource for Centers.

- Provides guidance to avoid redundancy and minimize waste.

In addition to the Style Guide, an internal resource center is located at

http://inside.fda.gov/PolicyProcedures/Communication/FDAVisualIdentityVIProgram/default.htm

The Visual Identity guidelines do not affect content itself but rather the display of content. Editorial review and approval of FDA content placed in communications material remain under operational FDA content review and approval procedures.

8. EFFECTIVE DATE

The effective date of this guide is January 19, 2017.

9. Document History - SMG 2128.2, FDA Visual Identity Program

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Initial	01/13/2017	N/a	OC/OEA	Kathleen K. Quinn, Deputy, Office of External Affairs/OC

Back to General Administration, Volume III (2000-3999)