SMG 2128.2

FDA Staff Manual Guides, Volume III - General Administration

External Relations

FDA Visual Identity Program

Effective Date: 08/30/2023

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1. Purpose

This Staff Manual Guide (SMG) 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, and other useful tools to create consistently recognizable FDA communications products for both internal and external use. This 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 internal and external communications and developed a program to convey our mission and efforts with a more uniform look and feel.

The FDA Visual Identity Program is approved by the Immediate Office of the Commissioner, and managed by the Office of External Affairs

3. Policy

Use of the Visual Identity applies to all FDA staff and contractors that prepare, create, or disseminate internal and external communications materials, regardless of medium. This includes physical assets. The Visual Identity Program 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 current Visual Identity.

The Visual Identity Program 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 Program includes instructions for proper use of the FDA logo in a variety of possible print and electronic formats, including but not limited to, electronic signatures, awards, artwork, fact sheets 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 materials.

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 Program for internal and external communications and appointing points of contact. Each FDA Center Visual Identity point of contact (also known as the visual identity Center lead) is responsible for aiding in the implementation of policies and methodology, disseminating Visual Identity information and standards, and coordinating Center compliance to the Visual Identity Program. The authority of the Center point of contact will be

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

D. If a Center and associated Offices are working with a contractor to prepare internal or external communications materials, they are responsible for providing proper Visual Identity Program information and ensuring compliance.

5. The Visual Identity Logo Policy

https://www.fda.gov/about-fda/website-policies/fda-name-and-logo-policy

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):



Center/Offices/Programs in the FDA may not create their own logos. Creating a new logo diminishes the agency's identity and can create confusion. We are one FDA.

The Visual Identity Program 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, are required to be in compliance with the Visual Identity.

The Visual Identity Program is continuously evolving to meet the agency's communication needs. As a result, we understand that converting all materials to be in compliance will require time, coordination, and resources. Communicate with the VI program lead in your Center to develop an appropriate timeline and action plan to bring your program materials into compliance within a period of up to one year from release date of any VI updates.

NOTE: A program does not have to go back and redo all communication with the new Visual Identity that have already been distributed electronically or in print. However, if they do wish to distribute them or post going forward, meeting with the VI lead to determine an action plan to get those materials compliant with FDA Visual Identity Program guidelines as outlined above is required.

Programs that are either non-compliant or fail to coordinate with the VI program to establish a timeline for compliance are subject to removal or unpublishing of materials.

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

For content produced by Centers and associated Offices, the Visual Identity Program gives guidance on how to display the FDA logo and monogram. Agency and Center VI leads 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 Program:

The Visual Identity Program provides parameters and guidelines for the FDA's visual identity. The program:

- 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, however, Centers are encouraged to use the provided templates for consistency in agency communications materials whenever possible.

The Visual Identity Program internal resource center is located at: FDA Visual Identity Program - Home (sharepoint.com)

The Visual Identity Program does not affect content itself but rather the display of content. Editorial review and approval of FDA content placed in internal or external communications materials remain under operational FDA content review and approval procedures.

8. Effective Date

The effective date of this guide is August 30, 2023.

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
Revision	08/30/2023	N/A	OC/OEA	Anna Staton, Deputy, Office of External Affairs/OC