

NATIONAL MARINE FISHERIES SERVICE INSTRUCTION 05-101-01
June 9, 2009

CONSTITUENT SERVICES
PARTNERSHIPS AND COMMUNICATIONS

MARKETING POLICY MANUAL

NOTICE: This publication is available at: <http://www.nmfs.noaa.gov/directives/>.

OPR: F/SF8 – C. Moore
Moore
Type of Issuance: Initial

Certified by: F/SF8 – C.

SUMMARY OF REVISIONS:

Signed _____/s/ Chris Moore _____ May 2009 _____
[Approving Authority name] Date
[Approving Authority title]

Marketing Policy Manual

NOAA FISHERIES SERVICE

Science, Service, Stewardship

NOAA



NOAA Fisheries Service conserves, protects, and manages living marine resources in a way that ensures their continuation as functioning components of marine ecosystems, affords economic opportunities, and enhances the quality of life for the American public.

Because of this important mission, it is vital that the work of NOAA Fisheries Service is clearly recognized by both internal and external stakeholders for the services and value we provide. A major component of establishing a clear and recognizable identity is to establish a visual consistency in the materials NOAA Fisheries Service develops and disseminates. Brand recognition is the major benefit of a unified voice and look-and-feel, and is also a critical part of gaining support from employees, volunteers, and constituents.

USING THE MARKETING POLICY MANUAL

This document provides policy on visual and graphic elements used by the NOAA Fisheries Service, primarily for **external** marketing purposes and public distribution. The information enclosed in this policy serves to help educate internal audiences when working with external resources, such as third parties, constituents, agencies, vendors, etc., on the requirements necessary for communication materials.

This policy is meant to build a cohesive yet flexible system for communication materials. Use of this policy for developing products plays a significant role in promoting and elevating the vital work that we do.

Please note that the sample templates used within this document are just a few examples of marketing deliverables. The same standards set forth in this document should be applied to all marketing materials.

USING THE NOAA FISHERIES SERVICE INTRANET SITE

The Intranet site can be used as a forum of exchange as well as a resource for direction and information on developing **internal** communication materials.

The following is an abbreviated listing of resources available on the Intranet site at: <http://home.nmfs.noaa.gov/nmfsid/>

- Downloadable templates
- Information on rights and usage of photographs, photo credits, and copyright issues
- Formatting internal, legal, and official agency documents including but not limited to: technical memorandums, interoffice memorandums, technical reports, black/white handouts, etc.
- Listing of additional contacts/resources in your regions for additional guidance

NOAA Emblem Usage.....	1-2
Color Palette & Imagery.....	3
Typography	4
Grid System	5
Templates	6
Report Cover (8.5" x 11")	6
Brochure (5" x 9").....	7
Insert (4" x 8.25").....	7
Factsheet	7
PowerPoint	8
Newsletter	8
Website.....	9
Exhibit Booth	9
Banner Up	9
Posters/Signage/Display Materials	9

NOAA Emblem Usage

The NOAA emblem is the primary graphic symbol for internal and external communication. Proper use of the emblem will generate equity in the brand, assure consistency across a variety of marketing materials, and maintain a unified image. It is important that the NOAA emblem always be reproduced with consistent high quality.

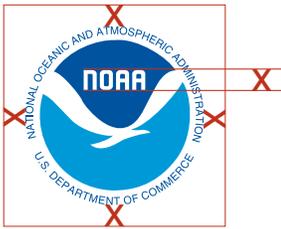
NOAA EMBLEM

DEPARTMENT OF COMMERCE SEAL



The official NOAA emblem (shown left) consists of a seagull in flight within a circular blue field, surrounded by the written identification of the National Oceanic and Atmospheric Administration and its parent organization, the U.S. Department of Commerce.

The official NOAA emblem should never be modified in any way by incorporating additional initials, words, or designs. **When designing publications, the Department of Commerce seal and the NOAA emblem should not appear on the same page.** Rather, the NOAA emblem should be placed on the front cover and the Department Commerce seal can be designated to one of the following placements: title page, inside front cover, or back cover. Regardless of where the Department of Commerce seal is placed, the words “U.S. Department of Commerce” should always appear as part of a footer on the front cover of the publication or other applicable template (see footer example below).



Always maintain a clear space around the emblem equal to the cap height of the NOAA name.

The emblem may also be used on partnership publications in the presence of other logos. In this case, the emblem should be the same relative size as the other logos on the page.

NAME

**NOAA
FISHERIES
SERVICE**

Helvetica Neue, All Caps
87 Heavy Condensed

Our legal name is the National Marine Fisheries Service and our common use name is NOAA Fisheries Service. When using these templates, all references to the Line Office, with the exception of the footer, should use NOAA Fisheries Service.

The common use name “NOAA Fisheries Service” must be present on the cover of every publication. The same type treatment including font and weight must be used to maintain consistency within the brand.

TAGLINE

Science, Service, Stewardship

Helvetica Neue,
57 Condensed Oblique

NOAA adopted the tagline, “Science, Service, Stewardship” to represent the various aspects of work to which it is dedicated. This tagline should appear on the front cover of every publication, using the consistent type treatment shown at left.

The tagline can either be paired with the name “NOAA Fisheries Service” or it can stand alone at the top of a publication—either centered or flush left within the swoosh (see page 5).

FOOTER

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

Helvetica Neue, 57 Condensed
100% Black



NOAA Emblem Usage

TOP OF SWOOSH



Although the brand allows for flexibility in the placement of the emblem, it should always be notched out of the “swoosh” that runs at the top or bottom of all materials. Always maintain clear space around the NOAA emblem. To determine the appropriate clear space, use the samples shown at left as a guide.

Additional images or logos should never be placed within the swoosh. Nor should other design modifications such as the use of overlapping of photos near the NOAA emblem be made.

In all cases, the emblem should be placed no more than halfway inside the colored swoosh. Do not put the emblem too low or too high within the space (see examples below).

BOTTOM OF SWOOSH



TOO LOW



TOO HIGH



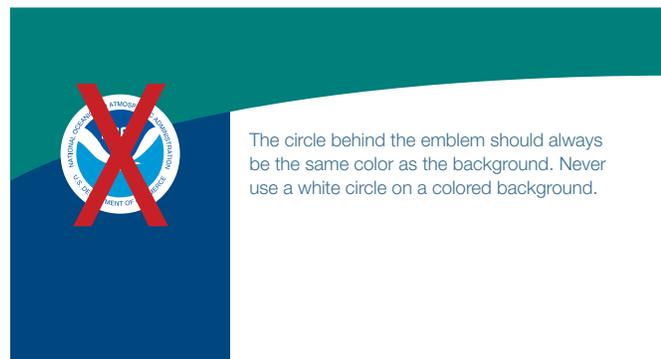
SIDEBAR



The text around the circumference of the emblem must appear in a color that contrasts well with the rest of the page, including a) blue and b) white, against a background color. If you are using the emblem against a sidebar, make sure it is centered within the space.

It is important that all parts of the NOAA emblem be readable. For this reason, the NOAA emblem should not be reproduced at sizes any smaller than those specified below.

There are no maximum size restrictions as long as the clear space requirements are met.



MINIMUM SIZE



DO NOT DISTORT

Do not alter the emblem by stretching or condensing its original shape in any way.



Do not add effects such as “bevel & emboss” to the emblem.



Color Palette & Imagery

The color palette represents a cohesive and complementary array of colors to use in all materials. The colors shown here are intended as an overall guide. **Tier I Primary Colors listed below are mandatory across all materials. Other colors or tints may be chosen at the designer's discretion to enhance and complement individual designs.** The creative use of these colors is open to any design ideas for titles, headers, general text, textures, backgrounds, highlights, and imagery. No one way exists when it comes to incorporating these colors. Rather, the goal is to provide a sophisticated and coordinated look and feel to better enhance and visually connect materials.

TIER I — PRIMARY COLORS	PANTONE	CMYK	RGB
	Reflex Blue	C-100 M-73 Y-0 K-2	R-0 G-84 B-164
	Process Blue	C-100 M-10 Y-0 K-10	R-0 G-147 B-208
	541 C-100%	C-100 M-57 Y-0 K-38	R-0 G-70 B-127
	328 C-100%	C-100 M-0 Y-45 K-32	R-0 G-127 B-123
	7403 C-100%	C-0 M-10 Y-50 K-0	R-255 G-226 B-147
TIER II — SECONDARY COLORS	PANTONE	CMYK	RGB
	139 C-100%	C-0 M-37 Y-100 K-23	R-200 G-138 B-18
	7401 C-100%	C-0 M-4 Y-18 K-0	R-255 G-242 B-212
	1805 C-100%	C-0 M-91 Y-100 K-23	R-192 G-49 B-26
	462 C-100%	C-50 M-58 Y-100 K-45	R-90 G-72 B-28
	5405 C-100%	C-58 M-17 Y-0 K-46	R-59 G-110 B-143
	Process Black C-20%	C-0 M-0 Y-0 K-20	R-209 G-211 B-212

Tier I – Primary Colors, as listed at left, are **mandatory** across main design elements and should be adhered to when incorporating the swoosh, always to be placed in solid green (328) at the top of materials. Applying a gradient within the swoosh is not permitted.

When the sidebar is applied to the design, it should always appear in blue 541.

For sample placement instructions, please see page 5 of this manual.

The colors in the printed manual have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards.

The images we use are an important part of our identity and personality. Use strong, compelling, and interesting images to tell our story. A single, engaging image that captures attention and interest works best. Be sure to crop imagery properly and in a way that makes the most effective presentation of the subject matter. All images taken by NOAA employees on work status are considered public domain and may be used by NOAA. When using an external photographer, at their request, add a photographer's credit either after the photo caption near the image or in a list in the back of the publication.

Whenever possible, use images of people in action, working in various environments.

Also, as it pertains to individual stories, use closely cropped images of marine life within their specific habitat.



For specific information related to photo credits, please see <http://home.nmfs.noaa.gov/nmfsid/>



Typography

Using standardized typefaces allows for maximum readability and enhances the design of our materials. The clean and versatile typefaces shown below are to be used for print and online materials. Helvetica Neue Condensed and Minion are the primary typefaces for all professionally designed materials. Arial Narrow and Times New Roman are readily available fonts for desktop use (MS PowerPoint™, Word, Excel, etc.).

HELVETICA NEUE CONDENSED HEADLINE, SUBHEAD, CALL-OUT & CAPTION

Helvetica Neue Thin Condensed

Helvetica Neue Thin Condensed Oblique

Helvetica Neue Light Condensed

Helvetica Neue Light Condensed Oblique

Helvetica Neue Condensed

Helvetica Neue Condensed Oblique

Helvetica Neue Medium Condensed

Helvetica Neue Medium Condensed Oblique

Helvetica Neue Bold Condensed

Helvetica Neue Bold Condensed Oblique

Helvetica Neue Heavy Condensed

Helvetica Neue Heavy Condensed Oblique

Helvetica Neue Black Condensed

Helvetica Neue Black Condensed Oblique

MINION BODY COPY

Minion Regular

Minion Italic

Minion Semibold

Minion Semibold Italic

Minion Bold

Minion Bold Italic

Minion Black

Arial Narrow is an acceptable substitute for Helvetica Neue Condensed only when Helvetica Neue Condensed is unavailable.

ARIAL NARROW HEADLINE, SUBHEAD, CALL-OUT & CAPTION (DESKTOP USE ONLY)

Arial Narrow Regular

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

Times New Roman is an acceptable substitute for Minion only when Minion is unavailable.

TIMES NEW ROMAN BODY COPY (DESKTOP USE ONLY)

Times New Roman Regular

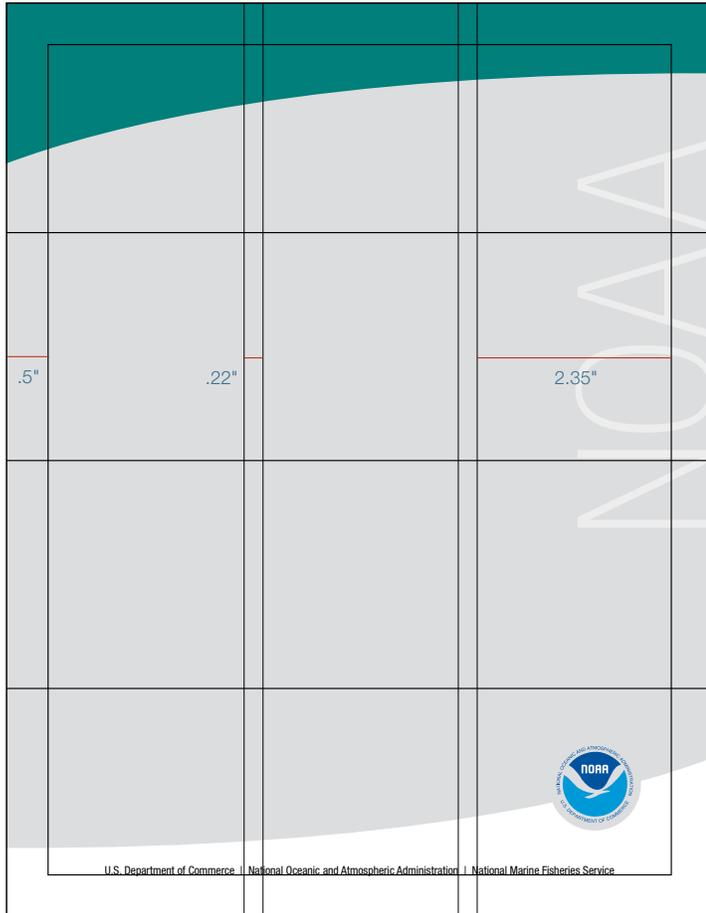
Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

All of our materials follow a basic yet versatile three-column by four-row grid system to enhance readability and implement effective design. For additional flexibility, each column and row can be divided in half. Placement of certain elements off the grid is acceptable; however, all publication covers should include the anchor elements shown on this page.

COVER (8.5" x 11")



Margins:

Should be no less than 0.5"

Column Width:

Should be no less than 2.35" with a gutter of .22"

NOAA Emblem:

The NOAA emblem should be placed no more than halfway inside the white or colored swoosh (see placement options below)

Footer Text:

The footer text should always be centered within the bottom space. Use Helvetica Neue, 57 Condensed, 100% Black.

Ghosted NOAA Acronym:

Large NOAA acronym should always be aligned vertically, butting against the right edge of the page. Use Helvetica Neue, 37 Thin Condensed, 30% White. The transparency can be adjusted for readability, as needed, based upon the cover image being used.

The green swoosh must always be placed at the top of the publication, however, to allow for more flexibility and design options, a white or blue swoosh can also be added to the bottom. The emblem can be placed in either location (see examples below).



The following mandatory elements are to be included in the development and production of all marketing materials: swoosh, ghosted NOAA acronym, notched emblem.

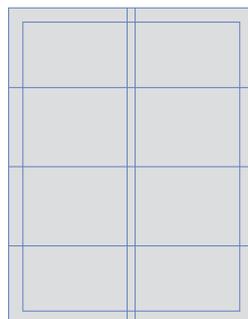
INTERIOR PAGES

The interior pages follow the same basic yet versatile three-column grid system. Depending on the size of the publication, you may use a one-, two- or three-column vertical grid.

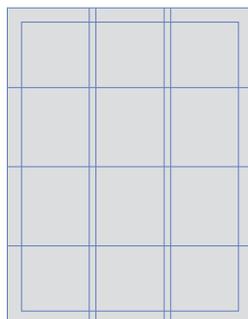
ONE-COLUMN GRID



TWO-COLUMN GRID



THREE-COLUMN GRID

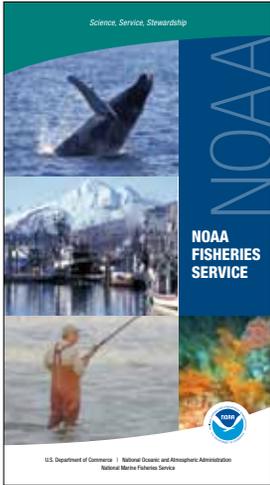


All margins should be no less than 0.5", and gutters should be no less than .22".



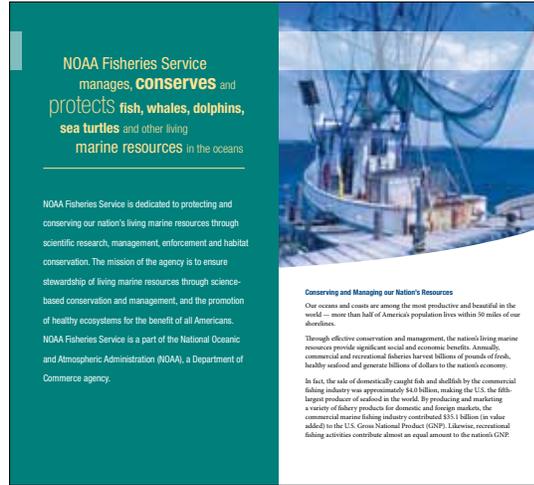
SAMPLE BROCHURE COVER

5" x 9"

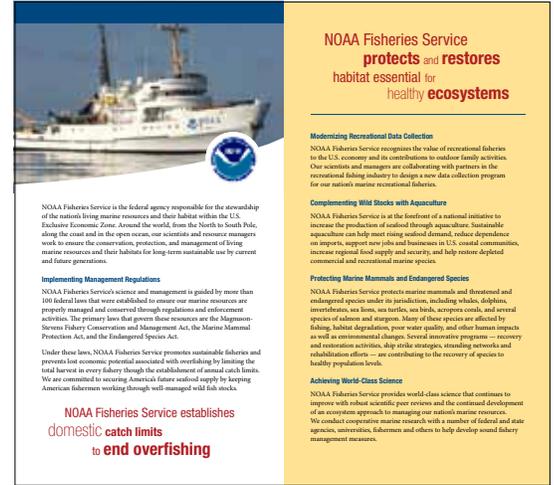


SAMPLE INTERIOR PAGES

5" x 9"

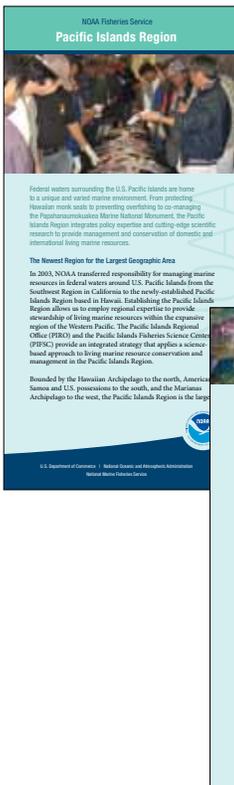


The interior spreads shown below are examples of ways to treat "call-outs" using varied sizes of typography. Also, images can be cropped to incorporate a swoosh at the bottom to add interest to the page.



SAMPLE INSERT

4" x 8.25"



SAMPLE FACTSHEET

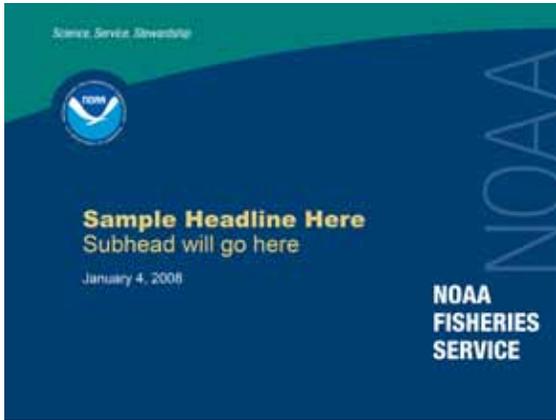
8.5" x 11"



A sample layout for the factsheet is shown above. Any combination of grid structures is acceptable to accommodate the length of text, although clear, concise text is always best. The front or back page can have one, two, or three columns of text. The blue bar on the left-hand column is not required. The designer may choose to place additional text and/or multiple photos within or in lieu of the blue bar. The front page, however, should still include the swoosh, NOAA emblem, and "NOAA Fisheries Service" text below it whether or not the blue bar is used.

Templates

SAMPLE POWERPOINT

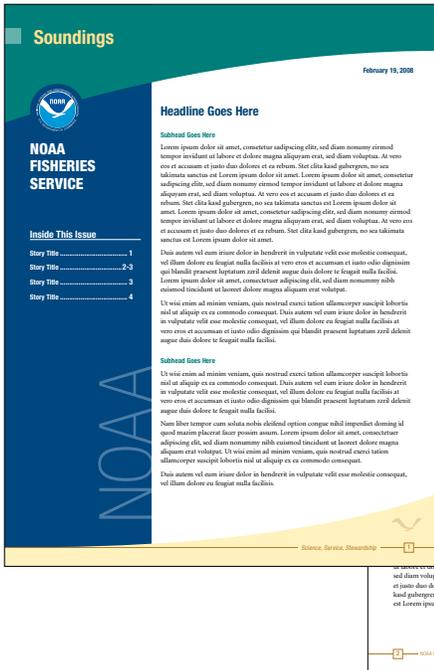


To allow for flexibility in the design, the background color of the presentation slides, as well as the color of the text, may be changed. Refer to the color palette for recommended colors to complement the look and feel.

SAMPLE NEWSLETTER

8.5" x 11"

If text, images, or charts will overlap or fall behind the swoosh in any way, the swoosh should not be used on that page. This will help to maintain the integrity of the image and the overall design.



The blue bar must be included on the front page of the newsletter. This space is designated specifically for the table of contents.

Please note: call-out boxes and sidebars can be 20% black or a tint of another color as shown at right.



SAMPLE WEBSITE



NOAA Fisheries Homepage



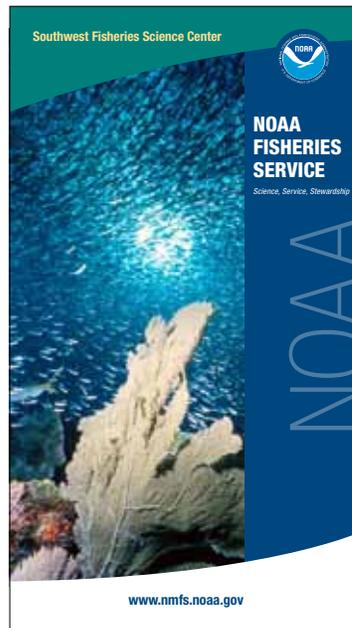
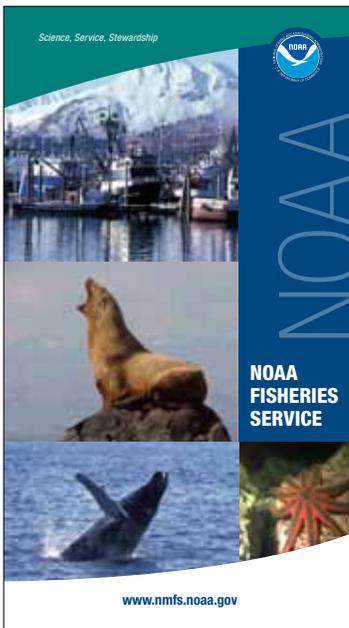
Office Level Homepage



Science Center/Regional Office Homepage

SAMPLE EXHIBIT BOOTH

Sizes vary depending on vendor



Science Center Booth

SAMPLE BANNER UP

Sizes vary depending on vendor



The booth and banner up can have one large, compelling image or a variety of images as shown in both samples at left. The emblem and tagline should be at the top for maximum visibility.

If you would like to include the name of an individual science center it can be added in the green swoosh or blue bar.

Placement of regional science center is discretionary and is not required to follow a specific type size or location as long as it is consistent with the guidelines in this manual.

POSTERS/SIGNAGE/DISPLAY MATERIALS

When designing any poster, the basic NOAA elements should be included, such as the NOAA emblem with an accompanying line for the agency identifier (i.e., footer). For further consistency and clarity, adhere to the color and font standards (page 3-4) outlined in this manual wherever possible.



Acting Assistant Administrator for Fisheries

James W. Balsiger, Ph D.

www.nmfs.noaa.gov

NOAA Fisheries Service

1315 East West Highway
SSMC 3, F/SF, Room 9535
Silver Spring, Maryland 20910

The following individuals were instrumental in helping create the NOAA Marketing Policy Manual:

Marla Trollan (Lead/Chair), Chris Moore, Wende Goo, Kim Amendola, Dave Stanton, Maggie Mooney-Seus, Rachel Brittin, and Cheryl Bonnes.

Please visit <http://home.nmfs.noaa.gov/nmfsid/> to contact your Marketing Policy Manual representative.