



Department of Energy

Washington, DC 20585

MEMORANDUM FOR: INGRID KOLB
DIRECTOR, OFFICE OF MANAGEMENT

THRU: KEVIN T. HAGERTY *Kevin T. Hagerty*
DIRECTOR, OFFICE OF INFORMATION RESOURCES

FROM: ANDREW BECK *Andrew Beck*
DIRECTOR, OFFICE OF PUBLIC AFFAIRS

SUBJECT: Notice of Intent to Develop Directive DOE.O.575.X:
Communications Practices.

PURPOSE: This directive will establish and maintain consistency of certain aspects of communications products throughout the U.S. Department of Energy complex. This will enable the Department to communicate with various stakeholders, including external audiences and civil service and contract employees, in a consistent and cost effective manner.

JUSTIFICATION: The U.S. Department of Energy is recognized for leadership in U.S. and global energy security, nuclear security, scientific discovery and innovation, and environmental responsibility. In order for the Department to fulfill its mission in these areas, it must communicate clearly, concisely, and consistently with various internal and external audiences. The Department's name and identity, as well as those of certain sub-brands, are valuable communications assets which need to be properly displayed and otherwise utilized in the wide range of communication products issued from across the complex.

Over the years, the Department's identity has been presented in a variety of ways. Multiple identifiers have been used, in inconsistent fashions, many of which have no apparent or clear connection to the Department. In addition, relationships with partners and internal organizations have not been applied consistently.

This directive is required to ensure appropriate measures are taken to connect the Department to the work it does and to ensure the Department's relationship with internal and external organizations and partners is applied in a thoughtful way to achieve objectives and avoid confusion among audiences.



Organizations with clear, consistent communications operate more effectively. They are better able to attract employees and develop external partners. Simply put, they better understand who they are, and that improves internal and external relationships and organizational efficacy.

The Office of Public Affairs is requesting an expedited, 60 day processing cycle for this directive in order to begin implementation as soon as possible.

The proposed directive does not duplicate existing laws, regulations or national standards and it does not create undue burden on the Department.

IMPACT: The communication products from the Department, in aggregate, will be more effective with this directive in place. Long term, expenses associated with communications products should be consistent with, or lower than, existing costs for similar products today. There will be less confusion about how to apply the Department's identifiers and consistent design approaches should streamline the product review and re-design processes accordingly. There will be near term expenses for items such as improved signage and limited graphic re-design and printing, however, the Office of Public Affairs believes those costs to be outweighed by long term benefits. To minimize up front expenses, the directive will allow for many items to be reprinted after existing inventories run out.

CONTACT: Phil West, 202-586-4940

CTA CONCURRENCE: _____ (DOE/Energy)

~~_____ (DOE/Science)~~ N/A

~~_____ (NNSA)~~ KWH

6/27/08

DECISION: Concur: _____

Nonconcur: _____

Timeframe: ___ 30 days ___ 60 days ___ 90 days ___ 120 days

Date: _____