



# OAM Brand Guidelines

Updated May 2024



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## Introduction

The Office of Acquisition Management (OAM) Brand Guidelines define the expectations and standards for OAM's formal content and materials. This document outlines design elements, including proper logo placement, basic formatting and color palettes, approved document templates, and guidance for the tone and style of all OAM communications.

The logos for OAM were designed according to the guidance of [Department Administrative Order \(DAO\) 201-1: Symbols of the Department of Commerce](#). A logo is defined in the DAO as, “a graphical representation, image, abbreviation, or organizational name used to identify a Departmental office, a primary operating unit, constituent operating unit, a publication or publication series, or a major program activity. Approval was given for the logos on Tuesday, April 30, 2024, and reside [here](#).

To ensure successful OAM branding, it is crucial to replace outdated logos, language, and graphics with new approved terms and visuals across various platforms, including email signatures, formal OAM documents such as Standard Operating Procedures (SOPs), PowerPoint slides (PPTs), promotional items, signage, printed materials, websites, digital media, and other placements where appropriate.

## Process of Logo Approval

In DAO 201-1, the process for creating a logo and other graphical representations (e.g., seals) is outlined. The process may vary depending on the type of graphical representation an office is choosing to pursue. OAM chose to have two different logos: one for external use and one for an internal initiative. The DAO 201-2 approval process is as follows:

### **SECTION 6. Creation and Redesign of Symbols.**

01. New symbols shall be created only if there is a mission-related necessity. This shall be determined based upon the proposed symbol's expected contribution to the successful accomplishment of the related mission, program, or activity.
02. The creation of all new symbols shall be documented and approved using a Form CD-506, which shall include:
  - a. a description of the design of the new symbol and how it will be used along with a high- resolution digital mockup of the symbol and, in the case of an emblem or logo, a draft document exemplifying the way the symbol would be used, including its placement; and
  - b. a description of the Department or operating unit interest(s) that will be satisfied, supported, or fulfilled through its creation and why its creation is a mission-related necessity.
03. The creation of a new symbol must be approved/cleared by:

- a. The public affairs office or equivalent of the relevant primary operating unit, which shall be responsible for performing a complete evaluation of the proposed symbol, including need, cost- effectiveness, publication requirements, quality and consistency of design, and alignment with communication objectives and principles for the release of information; and advising the operating unit head of its evaluation and the appropriate use of the logo in the public;
  - b. The Office of Public Affairs of the Office of the Secretary if the symbol is a seal, emblem, insignia, Office of the Secretary logo, or operating unit logo if the operating unit intends to use the logo as its primary identifier in lieu of its emblem, which shall, similar to subsection .03(a) above, provide a complete evaluation of the proposed symbol;
  - c. The Office of the Deputy General Counsel for Administration, which shall review the symbol to prevent potential infringement;
  - d. The CFO/ASA, through OFEQ, if the symbol is a seal, emblem, insignia, or Office of the Secretary logo, which shall perform a complete technical evaluation of the design of the symbol;
  - e. The head of the relevant Departmental office or primary operating unit head, which may not be delegated further in the case of an emblem; and
  - f. The Secretary via the CFO/ASA if the symbol is a seal.
04. For symbols requiring the approval of the CFO/ASA, the completed Form CD-506 shall be submitted to OFEQ by the public affairs office or equivalent that services the relevant Departmental office or primary operating unit, which shall coordinate its review of the symbol with the Office of Public Affairs and the Office of the Deputy General Counsel for Administration.
05. For symbols not requiring the approval of the CFO/ASA, the public affairs office or equivalent of the operating unit shall submit the completed Form CD-506 to the Office of Public Affairs and the Office the Deputy General Counsel for Administration directly for review, as appropriate.
06. A high-resolution digital copy of any symbol not requiring the approval of the CFO/ASA shall be submitted to OFEQ by the public affairs office or equivalent of the relevant primary operating unit upon its approval by the head of the operating unit for the purpose of retaining the symbol in a centralized repository of Department symbols.
07. Upon approval, new symbols may be eligible for registration with the United States Patent and Trademark Office, which provides increased protection of the symbol. The public affairs office or equivalent of the relevant Departmental office or primary operating unit shall promptly contact the Office of the Deputy General Counsel for Administration for advice on whether registration may be appropriate and for assistance in filing an application for registration if registration is desired.

08. When an existing symbol is redesigned, or a major change in mission or organization occurs, the symbol must be re-approved in accordance with this Order as if it is a new symbol. Approval under this Order to use an emblem shall expire automatically when an operating unit terminates.

## OAM Logo

The designs below are set layouts that must not be altered or resized. They are provided as ready-to-use, indivisible graphics in various electronic formats (PNG and PDF), eliminating the need for font matching and component arrangement. Please utilize the provided files exclusively.

### OAM

This logo will be used as the main identifier of the Office of Acquisition Management. It will be used for formal briefings and communications within and across the Department (e.g., presentations to Councils, MRB briefings, DMC briefings, etc.).



### One OAM

One OAM is a major program initiative for OAM to create a united team across the five functional areas supporting our two principal areas of focus. This logo will be used internally for OAM SharePoint sites, logs, all staff meeting materials, and some external products as determined to be necessary or desired by management.



## Logo Usage

- To retain the visual integrity of the logos, the logomarks should not be reduced to smaller than 0.75" x 0.75", with the title typography no smaller in relative proportion.



- It is important that enough space is maintained around the logo to clearly convey the identity without competition.
- Logos may be used on memos, the external website, internal SharePoint sites, briefing decks, printed and electronic materials, briefing papers, trainings (including

materials shared electronically), and other OAM work products as determined to be necessary or desired by management.

- Logos shall not appear on letterhead or business cards.

## **Unacceptable Logo Use**

Consistent application is vital to ensure the accurate and compelling representation of our brand. The following OAM logo treatments are deemed unacceptable: any distortion, skewing, blurring, alteration, or other actions that diminish brand stature. Under no circumstances are color, typographic, or layout combinations other than the approved specifications allowed for logo reproduction. These guidelines apply to all logos, including the Traditional and One OAM logos.

- Do not use drop shadow, outlines, glows, or any other techniques
- Do not skew, rotate or stretch the logo
- Do not place the logo in a shape
- Do not distort proportions
- Do not alter text
- Do not break apart
- Do not change font
- Do not ghost or change opacity
- Do not blur
- Do not change the colors
- Do not overlay text

## **Style and Formatting**

The types of typography, formatting and style are critical and valuable for properly, accurately, and consistently promoting the OAM brand.

### **Font, PT Size and Color Palette**

#### **Fonts**

OAM typography is characterized by simplicity and friendliness. The two primary font families are Tahoma and Aptos. Both fonts can be used for headings or body text to provide flexibility in establishing visual tone. The aim of branded fonts is to uphold simple and straightforward layouts. Avoid rotating, skewing, manipulating, or adding drop shadows or outlines when using type.

## Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
klmnopqrstuvwxyz

## Aptos

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
klmnopqrstuvwxyz

### Point Size

Ensure that body copy is not set below **11 pt** to maintain readability and legibility. Utilize large headlines to effectively convey warmth and clarity in your messaging.

### Colors

The Primary Brand Colors outlined below are designed to uphold a consistent OAM brand identity. These colors are derived from the new OAM logo, offering ample contrast on the page while engaging viewers with positivity and creativity. Additionally, Secondary Brand Colors are available for use sparingly, particularly for accents and tones, and are well-suited for more creative applications. The color palettes mentioned are integrated into the Word and PowerPoint templates as Theme Colors, making them easily accessible and ready for use.

In most cases, we aim for strong contrast between all colors used. Solid colors are preferred for printed applications and text, while gradients are best suited for digital applications such as websites and emails.

### Primary Brand Colors



**Black**  
#212427  
RGB: 33, 36, 39



**White**  
#FFFFFF  
RGB: 33, 36, 39



**Aqua Blue**  
#005EA2  
RGB: 0, 94, 162





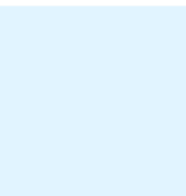


**Yellow**  
#F4BF07  
RGB: 244, 191, 7



**Navy Blue**  
#162E51  
RGB: 22, 46, 81

## Secondary Brand Colors

				
<b>Light Blue</b> #28A0CB RGB: 40, 160, 203	<b>Red</b> #C41230 RGB: 196, 18, 48	<b>Orange</b> #F48300 RGB: 244, 131, 0	<b>Gray</b> #5A5B5D RGB: 90, 91, 93	<b>Ice Blue</b> #E1F4FF RGB: 225, 244, 255

## Spacing and Formatting

Basic spacing rules for OAM documents are as follows:

- Utilize "normal" margin spacing (1 inch for all margins) in Microsoft Word for all documents.
- Include page numbers at the bottom right side of pages for documents exceeding two pages.
- Spell out numbers one through nine; numbers 10 and greater may be presented in numerical format.

## Writing Style and Content

The writing style for OAM content shall be dependent upon the audience which messages, documents, reports, etc. are intended for. It is recommended that the writing style for an agency be professional, concise, and informative. Plain language is an important step in preparing website content, news stories for internal SharePoint, or for weekly reports. OAM shall follow the [Federal Plain Language Guidelines](#) for the appropriate audience.

### Plain Language

The Federal Plain Language Guidelines does not want those writing to “dumb down” content, rather the content should use language that the audience will understand. Below are some of the most important guidelines to keep in mind:

- Write for your audiences
  - For example, if your audience is comprised of PhD candidates, then the content should be written at 5-6<sup>th</sup> grade reading level.
- Focus on what users want to know

- For example: Figure out who the audience is and what they want to know. Putting yourself in their shoes is key to making them find the information you want to share is important.
- Guide them through the information
  - Who is my audience?
  - What does my audience already know about the subject?
  - What does my audience need to know?
  - What questions will my audience have?
  - What's the best outcome for my agency? What do I need to say to get this outcome?
  - What's the best outcome for our audience? What do I need to say to get this outcome?
- Organize the information
  - Make it easy to follow
    - Use bulleted text instead of blocks of text when appropriate.
  - Add useful headings
  - Create a topic sentence
    - Help draw the reader in and let them know what they are about to read.
  - Place the main idea before the exceptions and conditions
  - Use transition words
- Choose your words carefully
  - Don't complication with jargon, technical terms, or abbreviations unless the audience understands these.
- Be Concise
- Keep it conversational
  - For Example, emails, internal news and updates, and external website content.
- Design for Reading
  - Use tables to make complex material easier to understand.
  - Consider using visuals
  - Highlight important concepts
  - Minimize cross-references
- Follow web standards
  - The inverted pyramid style: Begin with the shortest and clearest statement you can make about your topic. Put the most important information at the top and the background at the bottom.
  - Chunked content: Don't try to pack everything into long paragraphs. Split topics up into logical sections separated by informative headings.

- Only necessary information: Use only the information your users need to achieve their top tasks. Omit unnecessary information.

## Key Messaging

**Who we are:** OAM supports the acquisition and grants communities at the U.S. Department of Commerce. OAM is comprised of two principal areas of focus, Procurement and Financial Assistance and five functional areas which include Program Management, Analysis, Risk, Workforce Development, and Oversight.

**What we do:** Support DOC by providing comprehensive and timely policy, guidance, analysis, and oversight that enables bureaus and program office to apply innovative solutions to achieve their goals.

## Photography

When selecting photographs to reinforce your product's message, it's crucial to consider several key attributes:

- Ensure the imagery resonates with your audience's aspirations and demographics.
- Prioritize authenticity, realism, sincerity, and believability in the images.
- Opt for group shots that reflect diversity and inclusivity.
- Avoid the use of collage-style images to maintain visual coherence.
- Select images with uncluttered compositions to maintain focus and clarity.
- Look for strong compositions and focal points to captivate viewers' attention.
- Embrace creative cropping techniques to add visual interest and dynamism.
- Seek photographs with well-utilized natural light or a single light source for optimal illumination.
- Maintain balanced brightness, contrast, and color saturation for a polished look.
- Steer clear of overlapping color gradients to prevent visual distractions.
- Strive for an overall aesthetic that exudes honesty, cleanliness, professionalism, and sophistication.

[Commerce Flickr](#) serves as the official photo stream of the U.S. Department of Commerce, showcasing the diverse work and activities of the Department and its agencies. While you're welcome to utilize these photos, please note that editing them is not permitted. These images provide valuable insights into the Department's initiatives and accomplishments.

## OAM Templates

For all documents, it is imperative to utilize official and approved OAM templates, which are available in the [Communications and Branding](#) folder on SharePoint. If a specific template for the required document type is unavailable, it is recommended to start with the general SOP or Meeting Minutes templates for guidance. The following OAM templates are currently in existence:

- Meeting Agenda
- Meeting Minutes/Action Items
- SOPs
- PowerPoint slides
- Conference Materials – Report Cover/Fact Sheet

## Email Signature

Below is the approved formatting for OAM staff email signatures. The font should be in Aptos 12 pt black and include the following:

**Name**

Title

Office of Acquisition Management

U.S. Department of Commerce

O: xxx-xxx-xxxx

C: xxx-xxx-xxxx



**Office of Acquisition Management**

U.S. Department of Commerce


[www.commerce.gov/oam/](http://www.commerce.gov/oam/)

## Standard Operating Procedures

## General SOP Cover Page



## Inside



Department of Commerce  
 OAM [XXXX] SOP  
 [Title]  
 v. [add #], [add date]

---

**Purpose**

The purpose of the (Title of SOP) Standard Operating Procedure (SOP) is to describe steps on how to (XXXX) for (List Department/Function).

---

**Scope**

This SOP applies to XXXX.

---

**Definition of Roles and Responsibilities**

Role	Description of Responsibility

---

**Procedure**

This describes the steps of the procedure to follow when/for/to XXXX.

---

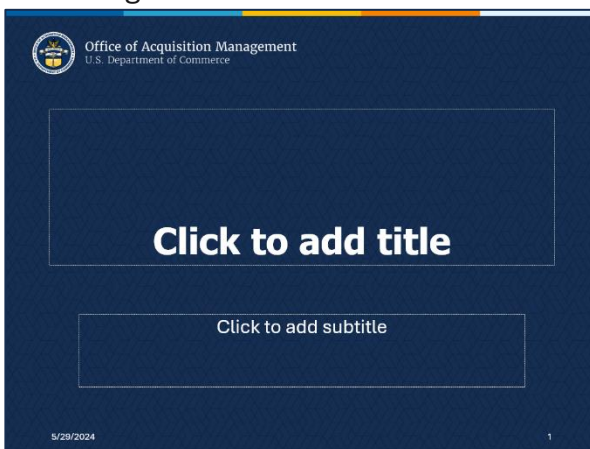
**Acronyms**

Text here

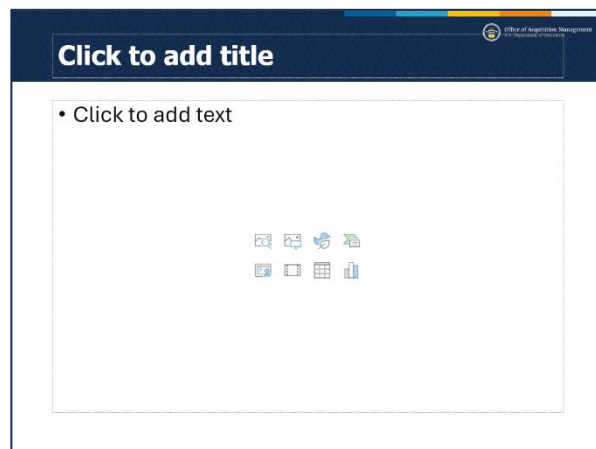
OAM XXXX SOP
 Page | 3

## PowerPoint Presentations

### Cover Page



### Inside



The formatting instructions for the presentation can be found at the end of the template.

## Meeting Agenda and Minutes

