



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

September 19, 2007

MEMORANDUM

OFFICE OF
PUBLIC AFFAIRS

SUBJECT: Branding Procedures

FROM: Lisa Lybbert, Associate Administrator
Office of Public Affairs/AO

A handwritten signature in blue ink, appearing to be "JL".

TO: Assistant Administrators
General Counsel
Inspector General
Associate Administrators
Regional Administrators
Deputy Assistant Administrators
Deputy General Counsel
Deputy Inspector General
Deputy Associate Administrators
Deputy Regional Administrators

A brand is the distinctive identity of a program, product or service and is generally symbolized by a name or logo. Current agency policy strongly discourages the creation of identifiers for programs, offices, initiatives, etc., because EPA – not a lower-level organization – should be the primary organizational reference for all EPA efforts. In recent months, offices throughout the agency have been straying away from a single agency public brand and voice by investing heavily in the production of individual office and program brands. In an effort to make all of our work consistent with the public voice of the agency and avoid using unnecessary production resources, please follow the steps below when initiating an individual branding or re-branding processes.

EPA's Branding Notification Procedures:

1. Concept Notification

Inform the Office of Public Affairs' (OPA) Office of Product Review that you intend to initiate a branding effort. This notification is analogous to the Product Review "Concept Notification."

Notification to the Director of Product Review in OPA can be done by email, telephone or in person. In the absence of the Director of Product Review, notice can be given to the Director of the Office of Public Outreach in OPA.

OPA has 15 days to provide feedback/approval to the request. No further development of the brand should take place during these 15 days. If OPA does not make a determination within 15 days, the concept is automatically approved.

2. Interim Notification

Notify OPA at the following key points during the branding process:

- Development of a comprehensive graphic theme, identifiers or logos; and
- Development of messages and products in support of the brand.

When each of the above stages are reached, notify the Director of Product Review by email, telephone or in person. In the absence of the Director of Product Review, notice can be given to the Director of the Office of Public Outreach.

Again, OPA has 15 days to provide feedback/approval to the request. No further development of the brand should take place during these 15 days. If OPA does not make a determination within 15 days, the interim stage is automatically approved.

To ensure that an adequate trademark assessment is done, notification to, and consultation with, the Intellectual Property Law Practice Group in the Office of General Counsel is required at the earliest stage of all branding and logo development.

3. Final Notification

Notify the Director of Product Review. Modify work according to OPA feedback. All feedback is expected to be implemented unless negotiated with OPA. Multiple rounds of editing and further comment may be required. After all comments are addressed, OPA will provide a final review and approve the brand via email.

More Information

For more information on any of these items, please contact Michael Scott, Director of Product Review in the Office of Public Affairs, at 202-564-7853 or scott.michael@epa.gov.