



## **DEPARTMENT OF COMMERCE**



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difference every day."**

## **PUBLISHING AND PRINTING MANAGEMENT MANUAL**

**September 2004**

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## CHAPTER 1 — INTRODUCTION

### 1.000 General Provisions

#### 1.001 Purpose of Manual

The Department of Commerce (DOC) Publishing and Printing Management Manual (Manual) is the Department's single authoritative reference for publishing and printing policies and procedures. This Manual should be consulted to determine department-wide policy and procedures.

#### 1.002 Authority for the Manual

Department Administrative Order (DAO) 200-0, "Department of Commerce Handbooks and Manuals," authorizes the development, issuance, and maintenance of this Manual containing department-wide policies and procedures. The Manual has the status and effect of a DAO.

#### 1.003 Scope of Manual

This Manual is a comprehensive reference to the Department's policy and procedures, including printing and publishing clearances, composition, graphics, binding, and reporting requirements. Much of the policy and procedures in this Manual represents DOC's implementation of binding intergovernmental authorities, including the regulations of the Joint Committee on Printing and Executive Orders. The balance of the Manual contains policy and procedures that supplement these governing authorities.

#### 1.004 Applicability

All DOC employees must adhere to the policy and procedures set forth in this Manual when obtaining or providing publishing and printing services on behalf of the Department.

#### 1.005 Treatment of Policy and Procedures within Manual

Department wide policy and procedures on publishing and printing are integrated topically throughout the text of the Manual.

#### 1.006 Statutory Authorities

When appropriate, the governing authorities implemented in a particular chapter of this Manual will be listed at the beginning of the chapter. Pertinent provisions of these governing authorities are incorporated by reference throughout the Manual.

#### 1.007 Supplementation

This Manual may be supplemented by Operating Unit and Administrative Support Center directives covering activities unique to that organization, so long as they do not contravene or duplicate any policies or procedures herein.

#### 1.100 Maintenance and Distribution

##### 1.101 Maintenance and Revision

This Manual is maintained and upsoated by the Office of Administrative Operations. Any suggested revisions should be addressed to: Associate Director, Office of Administrative Operations; Herbert C. Hoover Building; Department of Commerce; Washington, D.C. 20230.

##### 1.102 Distribution

This Manual is an electronic document and can be found on the Office of the Secretary Website at <http://home.osec.doc.gov/oas/>.

1.200 Miscellaneous

1.201 Abbreviations

The following Abbreviations are used throughout the Manual:

ASC	-	Administrative Support Center
CD	-	Commerce Department (form)
DAO	-	Department Administrative Order
DOC	-	Department of Commerce
GPO	-	Government Printing Office
GSA	-	General Services Administration
JCP	-	Joint Committee on Printing
NTIS	-	National Technical Information Service
OAS	-	Office of Administrative Services
OMB	-	Office of Management and Budget
PSO	-	Publications service office
USC	-	United States Code

## CHAPTER 2 — AUTHORITIES, ROLES, AND RESPONSIBILITIES

### 2.000 General Provisions

The general and permanent laws relating to public printing and documents are codified in Title 44 of the United States Code (USC), entitled Public Printing and Documents. The DOC takes its guidance on interpreting these laws from the Office of Management and Budget and the Department of Justice. Major provisions of Title 44 are:

#### 2.001 The Joint Committee on Printing/ [www.house.gov/jcp](http://www.house.gov/jcp)

Title 44 USC §103 provides for a Joint Committee on Printing (JCP). The JCP has broad authority to regulate printing and distribution of publications by Government agencies including the DOC.

#### 2.002 The Government Printing Office/[www.gpo.gov](http://www.gpo.gov)

Title 44 USC §501 prescribes that all printing, binding, and blank-book work shall be done at the Government Printing Office (GPO) except –

- (1) classes of work JCP considers to be urgent or necessary to have done elsewhere; and
- (2) printing in authorized printing plants operated by an Executive agency with JCP approval, or procured by an Executive agency with JCP approval from allotments for contract field printing.

#### 2.003 The Public Printer

Title 44 USC §1105 prescribes that the Public Printer, head of the GPO, shall determine the form and style in which the printing or binding ordered by a department is executed, and the material and the size of type used, having proper regard to economy, workmanship, and the purpose for which the work is needed.



2.004 The Office of Management and Budget (OMB)/[www.whitehouse.gov/omb/circulars](http://www.whitehouse.gov/omb/circulars)

Title 44 USC §1108 stipulates that the Director of OMB shall give approval to the heads of Executive departments, independent agencies, and establishments for the dissemination of documents from available appropriations.

2.005 The Superintendent of Documents/[www.gpo.gov](http://www.gpo.gov)

Title 44 USC §§1705 & 1707 prescribe that the Public Printer, through the Superintendent of Documents, is authorized to print additional copies of any Government publication required for sale to the public. The Public Printer also is authorized to reprint publications required for sale, subject to the approval of the department that originated the document.

2.100 Department of Commerce

2.101 The Secretary of Commerce

The Government Printing and Binding Regulations issued by JCP (JCP Regulations) authorize the heads of departments to maintain printing and publications operations. The DOC follows these as a matter of policy and takes its guidance from the Office of Management and Budget and the Department of Justice. Paragraph 30 of the JCP Regulations sets forth the following guidelines for the heads of departments:

Heads of departments shall maintain under their direct supervision a central printing and publications management organization with responsibility for the conduct of a coordinated program controlling the development, production, procurement or distribution of materials through the utilization of conventional printing and binding methods or through the utilization of multiple copy microform method....

Delegated printing authority has been given to NIST, NOAA, PTO, NTIS, and Census.

The delegation permits these organizations to work directly with GPO for printing.

Title 15 USC §§1152 & 1153 direct and authorize the Secretary of Commerce to establish the following:

§1152. “The Secretary of Commerce...is directed to establish and maintain within the Department of Commerce a clearinghouse for the collection and dissemination of scientific, technical, and engineering information....”

§1153. “The Secretary is authorized...to establish from time to time a schedule or schedules of reasonable fees or charges for services performed or for documents or other publications furnished...it is the policy of this Act, to the fullest extent feasible and consistent with the Objective of this Act that each of the services and functions...should be self-sustaining or self-liquidating.”

#### 2.102 The Chief Financial Officer and Assistant Secretary for Administration

Under DOO 10-5, the Chief Financial Officer and Assistant Secretary for Administration, as the chief officer of the DOC for administrative management, is responsible for providing central publications, printing, and related services for operating units of DOC, except as the Secretary may authorize particular operating units to provide specified services for themselves. As cited in 2.101, delegated printing authority has been given to the organizations mentioned.

#### 2.103 The Director of the Office of Acquisition Management

Under DOO 10-5, the Director for Acquisition Management has department-wide responsibility for planning, developing, and implementing policies and procedures for acquisition management.

Section 3. Functions – Pursuant to the authority vested in the Chief Financial Officer and Assistant Secretary for Administration by DOO 10-5, and subject to such policies and directives as the Assistant Secretary and the Director for Acquisition Management may prescribe, the HCHB PSO and the Bureaus with delegated authority are authorized to:

- (1) Conduct or coordinate all contacts with JCP and with GPO, including the Superintendent of Documents; and
- (2) Conduct or coordinate contacts with the Office of Management and Budget (OMB) regarding questions concerning Departmental publishing and printing policies.

#### 2.104 Heads of Departmental Offices and Operating Units

Heads of Departmental Offices and Operating Units have the authority to determine publishing requirements for their operations, in accordance with the DOC's publishing and printing policies and procedures prescribed in the Manual and with JCP regulations and Federal laws. Originating offices and Operating Units are responsible for the editorial quality, proofreading, and substantive content in publications of their organizations, both in factual accuracy and for conformity with objectives, plans, programs, policies, procedures, and standards of the Department. They shall clear with the Secretarial Offices concerned, new or revised objectives, plans, programs, policies, and procedures to be included in publications when these items are significant to the Department's services to and relations with the public. They shall be responsible for responding to public inquiries regarding their publications.

#### 2.105 The Office of Public Affairs

Under DOO 15-3, the Office of Public Affairs is responsible for coordinating and guiding all public information programs and activities in DOC, including publications provided to the public. The Office of Public Affairs is responsible for DAO 219-4, "Publications and Audiovisuals Control System."

#### 2.106 The National Technical Information Service

Under DOO 30-7A, the National Technical Information Service (NTIS) maintains within DOC a clearinghouse for the collection and dissemination of scientific, technical, and engineering

information as mandated in Public Law 81-776. As codified in 15 USC §§ 1151-1157, “ the Secretary of Commerce...is directed and authorized to establish and maintain within the Department of Commerce a clearinghouse for the collection and dissemination of scientific, technical and engineering information....”

§1153. “The Secretary is authorized...to establish from time to time a schedule or schedules of reasonable fees or charges for services performed or for documents or other publications furnished...it is the policy of this Act, to the fullest extent feasible and consistent with the objective of this Act, that each of the services and functions...should be self-sustaining or self-liquidating.”

## CHAPTER 3 — PLANNING FOR PUBLISHING AND PRINTING

### 3.000 General

#### 3.001 Requesting Service from Your Organization's Publishing Staff

Contact your organization's publications service office\* (PSO) as soon as you intend to publish.

Printing Specialists can coordinate the following activities:

- Design and graphics,
- Electronic composition,
- Printing specifications,
- Scheduling, and
- Distribution.

Early evaluation of these functions will determine the most appropriate and most economical manner to produce and to distribute your material to its intended audience. Preliminary decisions on these matters will enable the author to tailor the document and corollary material for the publication and avoid expensive author alterations during the latter stages of production. Advice on editorial preparation, design and graphics, electronic composition, page format, printing method (conventional or electronic), and distribution should be obtained at an early stage to ensure a more cost-effective product.

#### 3.100 Design and Graphics for Publications

Your servicing PSO can provide the design and preparation of the camera-ready copy materials that are to be included in a publication. This includes the design of cover and preparation of charts and graphs to be used in conjunction with the text.

\* With the exception of NIST, NOAA, PTO, NTIS, and Census, the PSO for Commerce operating units is the Printing and Graphics Procurement Branch within the Department's Office of Administrative Services.

Services provided by your PSO can include: publications design; visual presentations; computer graphics; creative illustration; charts, graphs, and organizational charts; technical illustrations, diagrams, and maps; hand lettering and calligraphy; framing and mounting; forms design; graphics-related photocopy; signage; and general artwork. Design service contractors can be provided to you through your PSO using the Simplified Purchase Agreement (SPA) contracts coordinated by GPO.

### 3.200 Printing Specifications

Early consultation with a printing specialist should be undertaken to determine the most economical printing process available. Knowing the requirements of your project may affect the manner of preparing the text and the printing method to be used, such as digital or offset printing.

### 3.300 Requisitions for Printing.

All requisitions for printing services are submitted on a Standard Form-1, Printing and Binding Requisition, available at <http://home.osec.doc.gov/oas/sf1.psof>.

## CHAPTER 4 — PUBLISHING AND PRINTING CLEARANCES

### 4.000 General

#### 4.001 Scope

This Chapter sets forth policies and procedures for the clearance of publishing projects. The DOC and OMB require clearance for these projects.

#### 4.100 Department of Commerce Clearance (DAO 219-4)

##### 4.101 Form CD-27, Publication Clearance Request

Form CD 27, Publication Clearance Request (see section 8.503), submitted by the originating office, must summarize each proposed publishing project. This is required for all publications intended for public distribution.

In the case of recurring periodicals, the Office of Public Affairs requires the renewal of a CD-27 at the beginning of each fiscal year.

Commitments on proposed publications such as annual reports, manuals, newsletters cannot be given to any government organizations, private groups, individuals, or committees until clearance has been obtained. Also, no agreements can be made with Government, private groups, or individuals in connection with writing, layout, design, artwork, or printing without CD-27 clearance.

##### 4.102 Clearance of Periodical Titles

All proposed new titles of Department periodicals and series publications must be reviewed for possible conflict with existing trademarked titles before being used. If the trademark review does not indicate any conflict with the title of another publication, and the title is cleared for use, the

originating office may then want to consider filing for a trademark registration. This procedure would put the title of the periodical or publication series on record in the Patent and Trademark Office. Registration is also prima facie evidence of (1) the validity of the registration, (2) ownership of the trademark, and (3) the exclusive right to use the mark commercially in connection with the periodical or publication.

The Department's Office of Chief Counsel for Technology carries out all trademark reviews. An originating office may submit a request for trademark action through its General Counsel. The same procedure applies when an originating office wishes to file an application for trademark registration. Both the trademark check and registration will be the responsibility of the Chief Counsel for Technology. None of the above applies to titles of nonrecurring publications. These titles do not require a trademark check or registration.

#### 4.103 Other Required Clearances

In addition to obtaining the above clearances, any special clearances are required before an organization's PSO can accept printing.

#### 4.104 Reports Requiring the Secretary's Signature

DAO 218-3, "Reports to Congress Required by Law," directs that reports to Congress requiring the Secretary's signature be cleared at various points in the Office of the Secretary. Such reports should be accompanied by a Printing and Binding Requisition, SF-1, a copy of the CD-27, and, if possible, the signed transmittal letter or letters from the Secretary. Clearance must be started early enough to allow lead-time for delivery of the printed document.

#### 4.105 Forms

The appropriate forms management officer or designee must approve all requests for forms services (see DAO 205-10, "Forms Management").



#### 4.106 Stationery

This Manual prescribes standards for stationery to be used by the Department. Government stationery shall be used only for official correspondence. The current G permit mailing indicia imprint formats for Official Mail are listed at website <http://pe.usps.gov>

#### References:

- Federal Management Regulations, Chapter 41, Code of Federal Regulations. Issued by the General Services Administration, these regulations prescribe Government-wide standards for specifications and use of stationery and mail.
- Government Paper Specification Standards, Feb 1999, No. 11. This standard incorporates the federal policy that all federal printing papers include a post consumer fiber content of 30%. These standards comply with laws regarding printing papers and also address environmental, workplace safety, and paper longevity issues.

#### Stationery means:

Letterhead paper (bond), including that for formal and informal letters, and promotional or advertising mailings; mailing envelopes, postal cards and address labels; the mailer portion of self-mailer flyers, brochures, or other material; and forms used for intra-Department and inter-Government communication. All letterhead paper used by organizations of DOC shall bear the official DOC seal. No other symbol or logo may appear on the stationery, unless an exception is obtained prior to such usage.

Common-use letterhead paper, designed for use by more than one Departmental element without regard to geographic location, is not printed with information sufficient to locate a specific element of the Department.

Only the letterhead paper specifically identified in this section is authorized.

a. Office of the Secretary.

1. Secretarial Stationery. Policies and standards covering letterhead stationery for Cabinet officers are contained in the JCP Regulations.

2. Signing authority. Only officials and designated staff employees in the immediate Office of the Secretary and in Departmental offices reporting directly to the Secretary or Deputy Secretary are authorized to use Office of the Secretary letterhead and sign communications thereon.

3. Obtaining authority. Primary operating units and Departmental offices preparing correspondence for the signature of the Secretary, Deputy Secretary, or other officials who are specifically authorized to sign communications on Office of the Secretary letterhead paper may obtain such paper in amounts commensurate with their requirements.

b. Secretarial Officers.

1. Each Secretarial Officer is authorized to order letterhead paper having the identification elements: "United States Department of Commerce;" title, such as "Chief Financial Officer/Assistant Secretary for Administration;" and "Washington, D.C. 20230." See Exhibit 1 of this Manual.

2. Except for primary operating units, elements (including constituent operating units) reporting to Secretarial Officers shall use that Secretarial Officer's basic letterhead paper, and print or

overprint in limited quantities, identification of the originating office following the signature line, such as:

William Doe, Director

Office of Personnel

3. Requisitions and stocking shall be done by the offices of the Secretarial Officers, except for the Chief Financial Officer/Assistant Secretary for Administration. The Chief Financial Officer/Assistant Secretary for Administration letterhead will be stocked and requisitioned by the Forms Store, Office of Administration Operations.

4. To the maximum extent practicable, all existing stocks of stationery shall be exhausted before new stocks are used.

c. Primary operating units.

1. Headquarters

- The headquarters of each primary operating unit shall have one basic letterhead containing the following elements: “United States Department of Commerce;” name of the primary operating unit; City, State, and ZIP Code. See Exhibit 2 of this Manual.
- If desired, the basic letterhead may be overprinted with identification for the office of the head of the primary operating unit, e.g., “Office of the Director.” See Exhibit 3 of this Manual.

2. Major Line Components.

Subject to the approval of the head of a primary operating unit, major line components specifically identified as such in Department Organization Orders, i.e., the National Marine Fisheries Service of NOAA in DOO 25-5B, may be authorized one basic letterhead containing the following elements: “United States Department of Commerce;” name of the primary operating unit; name of the major line component; City, State, and ZIP Code. See Exhibit 4 of this Manual.

### 3. Field offices.

- The head of a primary operating unit or a designee may authorize printing of common-use stationery with the understanding that local identification will be added by printing or overprinting in limited quantities. See Exhibit 5 of this Manual.
- Alternatively, if justified by factors such as the permanency of a field office, its address, and volume of correspondence, the head of a primary operating unit or a designee may authorize certain field offices to have one basic letterhead containing the following elements: “United States Department of Commerce;” name of the primary operating unit; name of the field office; City, State, and ZIP code. If essential, a street address or post office box number may be authorized, but should be avoided whenever possible. The objective is to arrive at a reasonable balance between efficiency and storage costs, obsolescence, and shelf life. See Exhibit 6 of this Manual.

#### d. Prohibition

Only authorized DOC employees shall use DOC letterhead stationery.

#### e. Authorized Stationery

1. Envelopes, Postal Cards, Labels and Self Mailers. The return address shall consist of the letterhead as it appears on the authorized letterhead paper except that (1) Assistant Secretaries shall use the common-use envelope for Assistant Secretaries, and (2) for all offices in the HCHB other than the Secretary and Deputy Secretary's, the word "Sender" and letter "H" must be printed at the top of the return address. "Sender" will be followed by the name of the sender, and "H" will be followed by the sender's mail routing code. When the name and/or routing code will be the same for an entire order of envelopes, the element or elements that will be consistent should be printed. The elements that will vary should be typed at the time the envelope is addressed. See Exhibit 7 of this Manual.

Requirements are: "Official Business, Penalty for Private Use, \$300." When used, the indicium must include the words, "Postage and Fees Paid," the agency name, and agency's assigned penalty permit imprint number. The letter "G" must precede the number, "example G-46." In addition, the class of mail or appropriate rate endorsement must appear as the first item within the permit imprint. See website, <http://pe.usps.gov> for details.

Envelope specifications are provided in Appendix B and Exhibit 8 to this Manual.

The following transmittal and routing slips are prescribed for department-wide use:

(a) Form CD-14, Transmittal Slip. A form for transmitting material to an individual. Various actions are listed on the form to be indicated by checking a box, and space is provided for an additional written message. See Exhibit 9 of this Manual. [www.doc.gov/forms](http://www.doc.gov/forms)

(b) Form CD-15, Transmit/Route Form. A form for transmission or routing to one of more individuals. This form provides for transmission to or routing through multiple recipients with

direction for various individual actions, and space is provided for a written message. See Exhibit 10 of this Manual. [www.doc.gov/forms](http://www.doc.gov/forms)

(c) Form CD-82A, Transmittal Form. A form for handwritten or typewritten notes. See Exhibit 11 of this Manual. [www.doc.gov/forms](http://www.doc.gov/forms)

(1) Authorization to overprint name, title, and organization. Secretarial officers and their deputies, officials in the immediate Office of the Secretary and, subject to the approval of the appropriate Secretarial Officer or operating unit head, other officials at the office director level or above may have this form overprinted with name, title, and organization, or title and organization only, on the "FROM" line. If preferred, the title and organization may be printed under "U.S. Department of Commerce." Names may not be overprinted without titles and organizations.

(2) Overprinting Form CD-82A involves the risk of wasted stock in the event of personnel transfers or changes in titles or organizations. Care should be taken to order in quantities that reduce this risk to a minimum.

## 2. Standards and Specifications.

Paper Specifications (including continuation sheets).

- (a) Color: White
- (b) Grade: 25% rag bond
- (c) Size: 8 ½" x 11
- (d) Substance: 40 lb.
- (e) Post consumer fiber content: 30%

Printing Specifications.

- (a) Ink: PMS - 281 Blue (GPO, JCP-123B or equivalent)
- (b) First Line: "United States Department of Commerce" in 10-point boldface caps.
- (c) Second line: Name of the Secretarial office or primary operating unit, with the first letter of each word capitalized in 10-point lightface type.
- (d) Subsequent lines: Major line component name in all caps, 10-point lightface. City, State, and ZIP Code number in 8-point lightface type.
- (e) Printing of letterhead paper may include fold marks and corner markings for window addressing.

Embossed and personalized stationery is prohibited except as authorized by the JCP.

Officials authorized to obtain letterhead stationery may request, in writing from the Chief Financial Officer and Assistant Secretary for Administration, approval of specific exceptions from the provisions of this Manual. Adequate justification shall be submitted with each request. Requests for exceptions to the regulations of the GSA and/or the JCP Regulations may also be submitted to GPO, but only for very unusual and important reasons.

ASSIGNED AGENCY G PERMIT IMPRINT NUMBER

O/S	G-46
BXA	G-720
CEN	G-58
EDA	G-165
ESA	G-56
ITA	G-54
MBDA	G-192
NIST	G-195

NOAA	G-19
NTIA	G-199
NTIS	G-15
PTO	G-84
US/TA	G-797

4.107 Calendars (Para. 22-1, JCP Rules & Regulations.)

Standardized desk and wall calendars are controlled by JCP and are the only calendars authorized to be obtained at Government expense. Standardized Government calendars shall be ordered from GSA. Schedule and appointment books or sheets are not considered to be calendars.

4.108 Business Cards

This section describes the DOC policy for procuring, producing, and using employee business cards. It also gives specified DOC officials and their designees authority to use appropriated funds to procure and/or produce employees' business cards, provided business cards are used for official purposes only; incorporates a Department of Justice legal opinion, dated August 11, 1997; and describes current policy on business cards acquired using employees' personal funds.

Business cards can be useful tools to conduct official business, facilitate communications, and promote customer service. Accordingly, the officials listed below may authorize their employees to obtain business cards. These officials also have authority to decide if operational funds or employees' personal funds may be used for this purpose. These authorities may be redelegated in writing to appropriate managers and supervisors. Whether appropriated or employees' personal funds are used, the authorizing officials, or their designees, must ensure the content and appearance of business cards are consistent with this Manual and project an appropriate, tasteful,



and professional image of the DOC. These officials should issue written policy statements, if needed, to document local requirements supplementing this Manual. The authorizing officials are:

- (1) The Deputy Secretary (for employees in the immediate Office of the Secretary);
- (2) Secretarial Officers and the heads of Departmental Offices; and
- (3) Heads of operating units.

Appropriated funds may be used to procure and/or produce business cards used by employees for official purposes, provided employees have regular external contacts. For example, use of appropriated funds for business cards may be suitable for employees who have routine dealings with representatives of private sector organizations, with trade representatives from other nations, or with officials from other Federal agencies. If appropriated funds are not authorized for a particular employee or organization, employees may be permitted, subject to the approval specified above, to obtain and use cards at employees' personal expense.

Format, content, and style requirements described in this Manual apply to business cards acquired by use of either appropriated or employees' personal funds.

Employees must carefully consider the advantages and disadvantages of using business cards acquired with appropriated funds. If business cards are acquired using appropriated funds, employees may use them only for official purposes. These cards may be given only to those who have official dealings with the Department and may not be used for personal purposes. For example, they may not be given to friends and acquaintances, and they may not be used in connection with promotional drawings held by commercial establishments. The officials listed above may authorize employees who cannot or prefer not to follow these significant limitations to obtain business card using personal funds.

Business cards acquired with appropriated funds must be ordered via the mandatory Javitz-Wagner-O'Day Act (JWOD), administered by the Committee for Purchase from Persons Who are Blind or Severely Disabled. Under the program, GSA has established a mandatory Federal Supply Schedule (FSS) contract with the National Industries for the Blind (NIB) for the provision of business cards. Orders for business cards may be placed on the Government Purchase Card.

If business cards desired cannot be supplied through the FSS contract, staff may contact the servicing PSO responsible for the publication requirements of their office or bureau. The responsible PSO will procure the cards for the requester from the GPO.

Business cards obtained using employees' personal funds may be procured from any private sector source or produced via a home personal computer (provided all format, content, and style requirements of this manual are met). The DOC will not be liable for any expenses related to personally procured or produced business cards, e.g., reimbursement for equipment, computer software, supplies such as paper and ink, official time, transportation costs, compensation for injury, or any other compensation.

The format, content, and style of business cards used by all DOC employees will comply with Appendix A to this Manual and the requirements as described below.

As illustrated in Appendix A, an official DOC seal must appear in the upper left corner of all business cards. Either the official "Commerce Department Seal" (11/16") or the "Great Seal," i.e., "Eagle" (1/2") must be used.

An electronic copy of official DOC seals and a "screen fillable" business card can be downloaded from the Office of the Secretary's Intranet Website, using the "Forms" link at <http://home.osec.doc.gov/>.

The seal or emblem of the operating unit may appear in the upper right corner of business cards, in addition to an official DOC seal in the upper left corner. This option of including an operating unit seal will be determined by the applicable operating unit policy. Overall, the Department's seal must appear predominant. Therefore, an operating unit's seal, if any, must be no larger than the DOC seal.

Listed below are additional specific requirements for all business cards:

- (1) Size: 3 ½ inches by 2 inches.
- (2) Paper color: White or off-white.
- (3) Print color: Black or dark blue, one color only (except for seals).
- (4) Print content: All of the following content items are required unless they are noted as "optional":
  - Name (approximate center of business card);
  - Title (centered below Name);
  - Bureau or Secretarial Office;
  - Address (optional);
  - City, State, and Zip Code;
  - Telephone number, including area code;
  - Facsimile number, including area code (optional);
  - Internet e-mail address (optional); and
  - Internet homepage (optional).
- (5) Seal colors: Black, dark blue, or gold; one color only. Exception: A multicolor DOC seal may be used if the color combination format posted on the Office of the Secretary's Intranet

site is followed. Similarly, a multi-color operating unit seal may be used if an operating unit color format is prescribed by operating unit policy as stated above.

Reverse side of the business card: Optional items listed in the paragraph above may be printed on the reverse side of business cards if good appearance dictates. Foreign language translations, if required by the position duties, may be printed on the reverse side of the business card.

#### 4.109 Seals, Emblems, Insignia, and Logos (DAO 201-1)

Requests for seals, emblems, insignia, and logos must receive clearance under the procedures outlined in DAO 201-1, "Approval and Use of Seals, Emblems, and Insignia."

This DAO sets forth the policies and procedures for obtaining Departmental clearances and Secretarial approval of a seal, emblem, insignia, or logo. OAS coordinates the clearance process. A request for a seal, emblem, insignia, or logo should be submitted to the Associate Director for Administrative Operations on a CD 506, Request for Approval of a Seal, Emblem, Insignia, or Logo.

#### 4.200 Office of Management and Budget (OMB) Clearances

##### 4.201 OMB Circular A-130

Please refer to Circular A-130 for paperwork reduction and information dissemination guidelines.

(<http://www.whitehouse.gov/omb/circulars/index.html>)

##### 4.202 OMB Approval of Public Use Forms

OMB approval is also required for forms prepared for the purpose of collecting information from 10 or more members of the public. A prescribed statement of OMB approval must appear on these forms. For details in obtaining this approval, see DAO 216-8, "Approval of Collections of Information and Recordkeeping Requirements."

Forms requiring this OMB approval must first be submitted for clearance to the DOC Clearance Officer located in the Office of the Chief Information Officer prior to being submitted to your servicing PSO for printing and other related services.

#### 4.300 Other Precautionary Considerations

##### 4.301 Copyright Cautions

Copyrighted material may be used in DOC publications, whether for internal use or for public distribution, only with the permission of the copyright owner. Like a private individual, DOC is liable for damages if it infringes a copyright. Permission must be obtained in writing from the holder of the copyright and retained in the files of the originating office. Permission is required not only for verbatim copying and facsimile reproduction, but for derivative works based upon the copyrighted work, such as translation, abridgment, condensation, or any other form in which a work may be recast, transformed, or adapted. The copyright of any work is secured automatically from the first time the work is created in fixed form. Therefore, unpublished works, even though they may not have copyright notices, may not be used without permission. This applies to letters, including those of persons and organizations outside the Government. Prior to 1978, authorized publication without a proper copyright notice resulted in permanent loss of all U.S. copyright protection. Under current law, omission of the notice from copies publicly distributed by authority of the copyright owner does not invalidate the copyright in a work under certain circumstances. One exception is where the notice has been omitted from no more than a relatively small number of copies distributed to the public. Another is where timely registration for the work is made and a reasonable effort is made to add notice to all copies that are distributed to the public in the U.S. after discovery of the omission. Therefore, unless the work is evidently in the public domain and thus freely usable, make inquiry of the publisher before using a work first published on or after January 1, 1978, that does not have a copyright notice.

#### 4.302 Credit Must Be Given

Even when permission to reprint copyrighted material has been obtained from the holder of the copyright, any text, statistical data, or illustrations, such as photographs and drawings, that are used must be identified and credit given to the copyright owner in an appropriate manner.

#### 4.303 Where Permission Is Not Required

Works of the U.S. Government – those prepared by its officers and employees as part of their official duties – are by law in the public domain, except that any copyrighted material included in them remains protected. Like Government publications, official writing published in a private journal is in the public domain and its free use is not restricted by the journal’s copyright.

#### 4.304 Fair Use

Fair use of a copyrighted work for purposes such as criticism, comment, news reporting, teaching, scholarship, or research is not an infringement of a copyright. But a determination whether use in a particular case is fair use requires consideration of several factors. These include the purpose and character of the use, the nature of the copyrighted work, the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and the effect of the use upon the potential market for or value of the copyrighted work. To avoid possible copyright violation, permission for use from the copyright owner should be obtained in all doubtful cases.

#### 4.305 Printing to Influence Legislation

Appropriated funds may not be used “to pay for any...printed or written matter” intended to influence any Member of Congress to favor or oppose any legislation or appropriation before or after introduction (18 USC §1913).

## CHAPTER 5 — PREPARING FOR PRINTING

### 5.000 The Basics

This chapter is intended to answer your basic questions about preparing jobs for submission to your servicing PSO. It also describes the role of the printing specialist during your project's life. It covers the supported software that is considered the industry standard for desktop publishing. You can minimize or avoid extra processing and expenses by closely working with the design specialist on your staff or the contractor that will be doing your layout and design, and ensuring that they receive and follow the guidelines laid out in this chapter. Your contact with a printing specialist should start before you begin your actual design. You should call and discuss the scope and details of your project well in advance of your due dates so that they can have estimates prepared for the costs based on your specifications. Your specialist may also suggest alternative specifications for printing efficiency. The printing specialist may order special papers, arrange specialty requirements, such as dies, foiling, or embossing, and iron out any technical details so that no one is caught trying to do the impossible at the last minute. Your printing specialist will also need to know how the electronic files will be received, the number of pages, color requirements, types of paper, quantities, special delivery requirements, and many other details about your project before the printing can begin.

Once your job is in production, your printing specialist can answer all of your questions. Questions may come up regarding design issues and problems that need your input to be resolved. Your printing specialist will act as your liaison with the contractor who is printing your job to resolve any issues. The specialist follows the progress of your job, making sure all contractor and client deadlines are met and the highest quality possible achieved.

Please confer with your staff graphic designer or your design contractor to follow these guidelines. If you have questions or need clarification regarding these guidelines, please see your printing specialist.

**Camera Copy:** Customers who submit camera copy in lieu of electronic files should follow the following guidelines:

- Output at a minimum of 600 dots per inch (DPI): 1000 DPI or higher is preferred.
- If the document contains photographs, tint screen areas, or copy with fine detail, output with a minimum line per inch (LPI) screen of 75 and a maximum LPI screen of 100 is preferred.
- For better results with tints and/or photographs, simply fill the area with 100% black (called a window) and indicate the percentage desired, or the appropriate photograph. A vendor can underlay the appropriate screen tint, or use the window to “drop” in a photograph.

Please note that the basics of proper file creation, unlike technology, stay fairly consistent. While no specific “recipe” exists for creating the perfect Electronic Design and Prepress (EDPP) files, the suggestions provided in this publication will simplify the process and minimize potential problems.

It is recommended that anyone involved in the design component be familiar with both basic printing concepts and basic design concepts prior to beginning work on a project.

**Basic Printing:** The art of commercial offset lithography is very structured and “color” limited compared to typical desktop printing (e.g., desktop printers, color laser, digital presses).

Understanding the limitations of conventional printing (including effective use of desktop/digital printing) and the workarounds associated with these limitations is crucial for today’s designer.



The HCHB PSO recommends basic print publishing training (or equivalent experience) for any customer who will be working with EDPP files.

**Basic Design:** The art of design has established practices that govern the look and feel of print publishing documents. Issues such as readability, white space, effective use of color, and typography are still important even though the computer makes the overall design process accessible to “non-designers.” Understanding what constitutes good design is crucial for today’s designer. The HCHB PSO recommends basic design training (or equivalent experience) for any customer who will be submitting EDPP files.

#### 5.100 Platform

EDPP files should be created using either the Macintosh or Microsoft’s Windows operating system (OS). When using the Macintosh OS, use system 7.5 or later. When using the Windows OS, use Windows 95, 98, or ME, or Windows NT 3.51, 4.0, 2000.

*Tip:* HCHB PSO will accept files from either platform; however, the Macintosh is the primary platform used by the print publishing industry. HCHB PSO’s experience has shown that most service providers (and printers) are Macintosh based. Consequently, files created on the Macintosh process with fewer problems and typically with lower overall costs.

**Other Platforms:** Agencies using alternative platforms such as Unix should discuss the project in advance with their servicing PSO, so that suitable vendors can be invited to bid.

#### 5.200 File Submission

Files can be submitted for procurement on any commercially established media, or by Electronic File Transfer (EFT).

**Media:** Physical media include, but are not limited to, 3.5” floppies, 3.5” super disks, Iomega products (all sizes), Magneto Optical, single-session recordable CD, or DVD-R.

Caution: Customers should be wary of data stored on certain types of removable media (e.g., SyQuest cartridges) as it may become increasingly difficult to access the information. Phasing out older legacy media is recommended.

**Electronic File Transfer (EFT):** If desired by the ordering bureau, contracts can include the electronic submission of files.

Caution: EFTs may not be practical due to slow data transfer rates, incompatible systems, incompatible file formats, and naming conventions. Attachments to e-mail can be particularly troublesome due to common file size limitations associated with attached files and encoding issues.

*Tip:* It is important to clearly state the method and restrictions of any desired EFT on the Standard Form-1 so that suitable vendors may be invited to participate in the bidding process.

#### 5.300 Commonly Accepted Publishing Software

The programs listed on the following pages are used to create a majority of the print publishing work for DOC. They are also the preferred programs of the commercial printing industry. Files created using the following software output with fewer problems than files created in programs not designed for print publishing. Other programs may be used, but unless they support prepress functions (e.g., PANTONE colors, trapping, bleeds, crop marks, and color separation) problems will likely occur. Customers who use programs other than those listed below should consider supplying high-resolution PSOF files instead of native files (see e-Pub’s Website at <http://www.gpo.gov/procurement/ditsg> for more information on creating appropriate PSOF files).

**Macintosh Platform.**

Page Layout: QuarkXPress, Adobe PageMaker, Adobe FrameMaker, Adobe In-Design

Drawing/Illustration: Adobe Illustrator, Macromedia FreeHand, and Corel Draw

Image Manipulation: Adobe Photoshop, Corel PhotoPaint

**Windows Platform.**

Page Layout: QuarkXPress, Adobe PageMaker, Adobe FrameMaker, Adobe In-Design, Corel Ventura, Microsoft Publisher 2000\*\*

Drawing/Illustration: Corel Draw, Macromedia FreeHand, Adobe Illustrator

Image Manipulation: Adobe Photoshop, Corel PhotoPaint

\*\*Caution: Files created in Microsoft Publisher prior to version 2000 can be successfully output; however, problems are likely to exist if the files are not initially set-up and created for an outside service provider. Consult the instructions for saving files for an outside provider that are provided in the program's help menu. Version 2000 of Publisher addresses many of the limitations of its predecessor; however, problems may still exist for certain publications, including black only publications. Consult e-Pub group prior to beginning design in MS Publisher.

**Current Software Versions:** If possible, use current software. Avoid using any software that is more than one major revision old because most vendors only support recent or near recent applications. Exercise care when using the initial release of software because initial releases of software may contain bugs that affect output. Customers with access to the World Wide Web

(WWW) should check software vendors' Websites for upgrade patches and other important technical information.

*Tip:* Getting upsoates, upgrades, and other helpful software

- Adobe - [www.adobe.com](http://www.adobe.com)
- Corel - [www.corel.com](http://www.corel.com)
- Quark - [www.quark.com](http://www.quark.com)
- Macromedia - [www.macromedia.com](http://www.macromedia.com)
- Markzware - [www.markzware.com](http://www.markzware.com)
- Extensis - [www.extensis.com](http://www.extensis.com)
- PANTONE - [www.pantone.com](http://www.pantone.com)

#### 5.400 Proofing

**General Proofing Needs:** Proofs should be requested for most EDPP jobs, and for all EDPP jobs containing color. Consult the PSO representative for appropriate proofing requirements.

Caution: A visual generated by a bureau's desktop color printer may not be a suitable proofing medium due to the physical differences between ink in traditional printing-inks, toners, and dyes used in digital printing-and the colorants used in desktop color printers.

**Conventional Proofs:** Some customers will require conventional film-based proofs, such as bluelines, color keys, matchprints, and Cromalins. For these types of proofs, films must be generated, which may increase costs and interfere with tight production schedules. If film-based proofing is not a requirement, digital proofs should be considered.

**Standard Digital Proofing (SDP):** (Also referred to as Preproofs.) Due to many factors (e.g., cost and time) standard digital proofs may be suitable for many of the jobs submitted to PSO.

Customers who want lower-cost proofs and are willing to accept reasonable, but not exact, color match, should consider SDPs. A brief, but by no means complete, listing of SDPs would be: Dye sublimation (Imation's Rainbow), color inkjet (HP Recorder, DuPont Digital WaterProof, and Iris Graphic's Iris), thermal wax (Tektronix Phaser 240), and color laser (Kodak Approval, Screen True-Rite).

**Digital Contract Proofs:** As the digital proof process matures, and calibration systems become more sophisticated, digital proofs will become more accurate. At the present time, only a limited number of digital proofing systems represent final press output accurately enough for use as contract proofs.

**Two-Step Proofing:** For jobs where changes are likely, and film-based proofs are required, consider employing a two-step proofing process. The first step involves a standard digital proof to check for general positioning and to finalize the document. Once the document is finalized, conventional film-based proofs can be produced. This process allows some flexibility with the design prior to the output of film.

**One-Off Proofs:** One-offs are proofs printed from digital presses such as Xerox's DocuColor 40, Indigo's E-Print, Agfa's Chromapress, and Scitex's Spontane. Because they are imaged from the final production device, these proofs can be an exact match of press output. In this way, one-offs are more prior-to-production samples than proofs.

#### 5.500 Documentation

**Form 952:** Fill out GPO Form 952 (Desktop Publishing—Disk Information) in its entirety; information in the block concerning the desktop publishing technical contact is extremely important and should not be omitted. Special instructions can be written in the space provided or on attached pages.

*Tip:* In some instances PSO includes the completed 952 as part of the printing contract. Any errors contained on the form may impact the cost and administration of your contract.

*Tip:* GPO form 952 is available as a PSOF file from GPO's Web page—

<http://www.access.gpo.gov/procurement/ditsg/forms.html>

**Marking Visuals:** If additional work (e.g., silhouettes, color correction, etc.) is required to make the submitted files ready for output, an explanation of the work must be provided on the furnished visual(s) and other documentation (SF-1, Form 952, or attached pages). All notations on visuals should be dated and initialed. Examples of markings on visuals would be:

Marks indicating the proportion at which visuals were output (100, 50 percent, etc.)

Marks indicating the color system used (PANTONE, Process, Toyo, etc.)

Marks indicating perforations, folds, die-cuts, etc.

**Current Visuals:** Always provide a current (UP-TO-DATE) visual generated from the files on the production media (the media that will be sent to PSO or the print vendor), not from files located on your computer hard drive.

Caution: A supplied visual is used as a general guide, not as a proof. If the supplied files contain any errors, print vendors are not obligated to verify that their output will match the supplied visual. For this reason, it is wise to get proofs for all jobs supplied on electronic media.

**Color-Separated Visuals:** With multi-color jobs, supply a color-separated visual as well as a composite visual. With extensive multi-page publications containing color, provide color-separated visuals of random groups of pages. Composite color visuals, or visuals marked up to show colors used, are acceptable but should not be submitted in lieu of color-separated visuals.

*Tip:* Sending color separated visuals insures that only the desired number of ink colors are contained in the fill. Color separations, generated by the customer, save time and money by identifying problems prior to the award of the contract

## CHAPTER 6 — PRINTING

### 6.000 Publishing and Printing Officers

#### 6.001 Heads of Operating Units

Heads of Operating Units normally designate one or more persons as a publications officer to obtain printing and related services. These officials also serve as coordinators within their organizations for publishing and printing matters and as contacts with the DOC printing/publications offices in the HCHB PSO.

#### 6.002 Operating Units within Washington Metro Area

Within the Washington metro area, the HCHB PSO offers assistance to Operating Unit representatives in determining the electronic composition and printing methods, paper, and inks best suited to their particular requirements and budgets. No charge is made for preliminary consultation or for estimates of printing costs. In the National Capital Region, the HCHB PSO is a mandatory source for printing services except where authority for certain services has been delegated to Operating Units, as stated previously in this Manual. Requests for publication services are submitted on a Standard Form 1.

#### 6.003 Operating units outside the Washington Metro Area

The following procedures are used for requesting printing services for operating units located outside the Washington metro area:

- (1) Where an Operating Unit has been delegated authority to submit work directly to GPO's Regional Procurement Office, local procedures will be followed for submitted requirements;



- (2) Submitting printing requests to the Administrative Support Centers for submission to GPO will be in accordance with local procedures;
- (3) By agreement with a JCP authorized Government agency printing plant; and
- (4) From commercial sources where a printing request is less than \$1,000 and meets the conditions required by paragraph 49-2 of the JCP Regulations.

#### 6.100 Requisitioning Printing Services

##### 6.101 General

In accordance with the JCP Regulations, printing services must be obtained from the following sources:

- (1) GPO – main plant, field plants, regional procurement offices, and GPO contracts;
- (2) Authorized JCP Printing Plants and duplicating shops; or
- (3) Commercial sources when the printing request costs less than \$1,000 and meets the conditions required by paragraph 49-2 of the JCP Regulations.

Further, as required by paragraph 38 of the JCP Regulations, when an Operating Unit uses appropriated funds to create information for publication, the printing and binding of that information is subject to the provisions of 44 USC §§103 and 501, and it shall not be made available to a private

publisher for initial publication without the prior approval of the JCP.

#### 6.200 Printing Request Forms (see 8.503)

#### 6.201 Standard Form 1—Printing and Binding Requisition

The SF-1, Printing and Binding Requisition, is the standard form used to requisition printing, binding, and related services.

#### 6.202 Standard Form 1—Publications Service Request

A Standard Form 1 (SF-1), Publications Service Request, must be submitted when requisitioning printing and related services. Bureaus located in the HCHB and the surrounding metro areas must send this form to the HCHB's PSO Customer Service Requisitions desk. The SF-1 is designed to help publications and printing officers present their requirements in detail and in logical order.

#### 6.203 Standard Form 1 Signature Authorization (Revised May 24, 2007)

GPO Requires signature authorization for all persons who are authorized to sign and submit Printing and Binding requisitions (SF-1s) to GPO. This requirement is critical in maintaining internal controls that reduce the risk of fraud and waste.

The Office of Administrative Services (OAS) will act as coordinator for the signature authorization for submission of the SF-1 for the Department. This final signature authorization list will be submitted to the Central GPO and GPO Regional Procurement Offices.

Operating Units shall provide on an annual and as needed basis the printed names and signatures of all who are authorized to sign SF-1s. Include bureau, department, office, billing address code (BAC), point of contact, e-mail address, and telephone number for each person. New additions to the signature authorization must be separately identified. Operating units shall notify OAS of any personnel changes that affect this list as they occur.

#### 6.300 Printing and Duplicating By Operating Units

Certain Operating Units of the DOC have been authorized to perform specialized or limited printing or duplicating with their own equipment. (Printing and duplicating are defined in paragraphs 1 and 2 of JCP Regulations, No. 24.)

## 6.400 Printing Material for Public Distribution

### 6.401 Form CD-27

If the finished product is intended for public distribution, submission of a Form CD-27 (see section 4.101) is required at the inception of a project.

### 6.402 GPO Form 3868 (see 8.5)

An originating office should prepare a GPO Form 3868, Notification of Intent to Publish, for any publication intended for public distribution that appears to have a sales potential of at least 200 copies, unless there is a reason why all copies should be distributed free of charge. This form should be sent in duplicate directly to: Superintendent of Documents, Documents Control Branch (SSMC), U.S. Government Printing Office, Washington, D.C. 20401. The notification form shall be submitted 30 days prior to sending a printing requisition. In the case of periodicals or series publications sold to the public, the form should be submitted once a year. (See Appendix for a reproduction of Form 3868, which is available from the Superintendent of Documents.)

#### 6.500 Printing Under Special Programs

Increasingly, Department series publications are being purchased under special GPO “programs.” Private firms under contract to GPO do the printing. The process for submission of work to your servicing PSO remains as previously described.

#### 6.600 Obligating Funds At the End of the Fiscal Year

To ensure timely obligation of current year funds towards the end of the fiscal year:

- All requisitions (SF-1s) for printing through GPO, requiring composition and/or artwork, must be received at the GPO in time to open and begin work on the printing request.
- All requisitions for printing at or through GPO, not involving prior composition and/or artwork, must be in your printing/PSO at least 10 days prior to the end of the fiscal year.

## CHAPTER 7 — AFTER PRINTING

### 7.000 Distribution/Mailing Lists

This Chapter prescribes policies and procedures for the establishment and control of all DOC publication/distribution lists.

The term “circularization,” when it appears in this chapter, refers to the regularly scheduled process of asking by mail whether persons receiving a publication without charge wish to continue receiving it and, if so, whether the address being used is correct. Generally, this is done by furnishing the recipient with a postcard pre-addressed to the DOC. Use of such a postcard requires the card have an OMB clearance number on it indicating compliance with the Paperwork Reduction Act.

### 7.001 Responsibilities of Office of Publications For Mailing Lists

Your PSO can provide addressing and mailing services for periodicals. These services include:

- Arranging addresses by ZIP Code, and file ready for addressing;
- Address and mail printed materials to addressees; and
- Address and mail circularization cards on an annual schedule to addressees on free and official lists.

### 7.002 Originating Units' Mailing List Responsibilities

Originating units must:

- Furnish addresses;
- Circularize annually all lists maintained by them or at the Superintendent of Documents if they are used to distribute official publications without charge. Exceptions must be renewed every 3 years. Circularization cards generally require that respondents use their own postage to reply. Use of DOC penalty indicia on

these cards is prohibited, except when it can be demonstrated that it is in the best interest of DOC to pay the postage; and

- Mail notices of expiration to paid subscribers approximately 2 months before expiration and remove addressees of those who have not renewed 1 month after expiration. Address cards may be retained and restored to use in instances of late renewals.

#### 7.003 Privacy Act Implications On Mailing Lists

A few mailing lists containing a significant number of home addresses have been determined to be “Systems of Records” under the Privacy Act of 1974. Each office that works with such a list must ensure that it is maintained in accordance with the Privacy Act.

#### 7.004 Handling of Classified Materials

For information on the preparation of classified materials for printing, as well as the handling of classified materials in general, see DAO 207-1: “Security Programs.”

#### 7.100 Pricing Publications

Publications printed by GPO and sold by the Superintendent of Documents are priced by the Superintendent of Documents.

Publications priced by the Department should reflect current printing, distribution, mail handling, and postage costs of the sales copies. In the case of periodicals or series publications for which mailing lists must be maintained, the cost of the mailing list establishment and maintenance, including annual expiration/renewal notice mailings, must be taken into consideration.

#### 7.101 Responsibilities

The HCHB PSO can provide liaison between Operating Units and the Superintendent of Documents in all matters of pricing and distribution policy and standards.

The Operating Unit that originates a publication is responsible for planning and controlling its distribution in accordance with the policies and procedures set forth below.

#### 7.102 Publications for Sale

The policy of DOC is to distribute its publications by sale to the greatest extent possible. Operating Units are responsible for periodic review of their publishing activity to assure continuing adherence to this policy.

Normally, DOC publications are sold by the Superintendent of Documents, which is the official sales agent for U.S. Government publications, or by the Department's NTIS under its specific authority.

With regard to publications printed in DOC and stocked for sale by the NTIS, unsold copies may be disposed of 2 years after the date of issuance. The Operating Unit will be given an opportunity to request remaining copies of such publications for file and distribution in lieu of destruction.

#### 7.103 Publications Free of Charge

Certain printed materials may be distributed to the public free of charge. These include news releases, recruitment materials, conference announcements and programs, newsletters for auxiliary and quasi-official groups, publications pricelists and promotional fliers, institutional brochures, and printed materials that serve solely as correspondence or interview aids. Also, certain inexpensive printed items used to support public safety or public interest programs may be distributed free of charge.

#### 7.104 Prices Charged by National Technical Information Service

These provisions for pricing do not apply to any printed materials for which the basis for pricing is prescribed by law, as is the case with the NTIS. Price scales for individual reports (paper copy, microfiche, and magnetic tape) sold by NTIS are established at levels to recover to the fullest practical extent the cost of providing their special services to the public. Subscription items are priced separately.

#### 7.200 Stock Requirements

##### 7.201 Depository Library Program

Title 44 USC §1902 states, in part:

Government publications, except those determined by their issuing components to be required for official use only or for strictly administrative or operational purposes which have no public interest or educational value, and publications classified for reasons of national security, shall be made available to Depository Libraries through the facilities of the Superintendent of Documents for public information.

There are about 1,400 Depository Libraries throughout the Nation. DOC publications may be requested by all of these libraries. When a DOC publication is printed or subcontracted by GPO, the Superintendent of Documents orders and pays for all Depository Library copies required.

Prior to submitting a requisition for printing, the printing office must contact the GPO Library Division (202-275-1070) to find out how many copies will be needed. After printing, the copies should be sent by the contractor to:

U.S. Government Printing Office  
Depository Receiving Section  
Jackson Alley  
Room A-150  
Washington, D.C. 20401

In cases where the PSO deals directly with a GPO contractor (direct-deal programs), the Superintendent of Documents will pay for Depository Library copies, but the PSO must contact



the GPO Library Division before printing to find out how many copies are needed, and inform the contractor.

#### 7.202 National Technical Information Service

The NTIS of the DOC is a central source for the public sale of Government-sponsored research, development, and engineering reports and other analyses prepared by Federal agencies, their contractors, or grantees. It also is the central source for federally generated, machine-processable data files.

DOC Operating Units are urged to discuss with NTIS the feasibility of placing their scientific, technical, and other highly specialized publications in the NTIS system, thus ensuring perpetual care and accessibility as well as computer retrieval and promotion to technical users. Publications of general public interest or of a promotional or exhortive nature are not suitable for announcement, promotion, and sale by NTIS.

#### 7.203 Contracting of Distribution Services

It is the policy of the JCP that the GPO performs the acquisition of all distribution work. The Committee will not favorably consider the issuance of a waiver for distribution work that the GPO is able and/or suitably equipped to execute.

## CHAPTER 8 — OTHER INFORMATION

### 8.100 Legal Considerations

#### 8.101 Government Reprinting

Reprinting of materials with appropriated funds in which the Government has a proprietary interest is Government printing and must be ordered from the GPO or an authorized plant and not from a private source, except with a waiver from the GPO or if specifically authorized by law (44 USC §501). This applies to reprinting of “official writing” that has appeared in a private publication but not to “non-official writing” in which the Government has no proprietary interest.

#### 8.102 Outside Writing

DAO 219-1, “Outside Writing and Speaking; Departmental Approval,” establishes the policy to guide DOC officers and employees in performing public communications activities, such as writing for commercial publications. As defined in this DAO, official public communications activity is any written or spoken communication that is prepared a) at the direction of the official superiors of the originator; b) substantially during the official working hours of the originator; c) with assistance of other Government employees on official duty; or d) with the use of Government facilities or supplies. The Government is considered to have a proprietary interest in, and control over, such activity. Reference should be made to this DAO for policies governing the preparation and dissemination of such activities and the receipt of compensation for them.

### 8.200 Precautions

#### 8.201 Guard Against Endorsements

DOC publications must not mention commercial products, processes, organizations, or industries in such a way as to imply endorsement, criticism, evaluation, or comparison. However, if a

bureau's mission requires it to promote products, it can do so through publications, provided it uses objective criteria to determine which products to promote. Trade or brand names should be obliterated from illustrations if their use implies endorsement. The emblem of a private business or other organization must not appear anywhere on a Department publication, absent a waiver of this provision by the Office of Administrative Operations within OAS. (This provision does not apply to other governmental entities: federal, state, local, or international.) Any use of a non-governmental logo must be accompanied by a disclaimer that minimally states:

The use of this logo does not connote endorsement by the Department of Commerce of the organization's views, products, or services.

Entities requesting a waiver should explain why the use of the emblem or logo: a) promotes a mission of the DOC, b) will not result in endorsement of the organization or products of the organization, c) will not embarrass the DOC and d) is authorized by the owner of the emblem or logo.

Lists of domestic manufacturers and suppliers of products or services should not be published unless authorized by statute. (See JCP Regulations, No. 24, paragraph 13.)

#### 8.202 Inserting "Compliments" Forbidden

Title 44 USC §1106 states that a report, document, or publication distributed by or from an Executive department or independent agency or establishment of the Government may not contain a notice that it is sent with "the compliments" of an officer of the Government, or with a special notice that it is so sent, except that notice that it has been sent, with a request for an acknowledgement of its receipt, may be given.

#### 8.203 Industry-Supported Publications

Industry-supported publications, such as *U.S. Industry and Trade Outlook*, must conform to the standards and policies that the DOC has set for its other publications. Public interest, objectivity, and appropriateness will be primary considerations in all cases.

In this connection, no agreements committing the DOC to any arrangements regarding the preparation, issuance, or distribution of publications should be completed with anyone outside DOC before the approval of the Office of Public Affairs and General Counsel.

#### 8.204 Printing As Part of Government Contracts

Private printing for the Government of manuals, reports, handbooks, and similar printed materials resulting from Government contracts with private parties for research, equipment, or services requires approval of the JCP unless the quantity to be delivered by the contractor to the Government is within the limits set by the JCP (JCP Regulations, No. 24, paragraphs 35-1 and 35-2). The same applies to printed work resulting from grants for research (JCP Regulations, No. 24, paragraphs 36-1, 36-2, and 36-3). The regulations in this area are complicated. Any DOC office planning to enter into a contract, which would include a provision for commercial preparation of camera copy and/or printing, should first submit a draft of the proposed contract for review by the Office of Chief Counsel for the Technology Administration.

#### 8.205 Commercial Advertisements

Generally, except where the agency mission is business or trade promotion, no Government publication or other Government printed matter, prepared or produced with either appropriated or non-appropriated funds or identified with an activity of the Government, shall contain any advertisement inserted by or for any private individual, firm, or corporation, or contain material that implies in any manner that the Government endorses or favors any specific commercial

product, commodity, or service (JCP Regulations, No. 24, paragraph 13). This provision does not apply to those bureaus of the Department that have a mission to promote products and that are producing publications entirely devoted to promoting those products.

#### 8.206 Credit Lines for Illustrations

In addition to copyright credits that are required, credit lines may be used as a courtesy with non-copyrighted materials contributed by non-Governmental parties. These should be set in the smallest practical type. When all material comes from a single source, or several sources have each contributed more than one illustration, courtesy credits are grouped in a preliminary paragraph. No credit is given when non-copyrighted material is purchased. Credit lines are not permitted for a designer, typographer, or layout artist, but modest signatures are permitted on artwork (JCP Regulations, No. 24, paragraphs 14, 15).

#### 8.300 Freedom of Information Act

Any Operating Unit receiving a request for a copy of a distribution or mailing list should contact the appropriate Freedom of Information Officer for policy guidance.

#### 8.400 Use of Facsimile Signatures (electronic/scanned)

The facsimile signature of a DOC or Operating Unit official may appear in printed material only if an authorized official has certified it.

HCHB PSO and the GPO can print the facsimile signature of the President, Vice President, or an officer of another Government agency only if authorized in writing by a designated authority.

## 8.500 Directives Related To Printing

### 8.501 Commerce Directives

Listed below are DAOs and two OMB directives relating to various aspects of DOC publishing.

The DAOs can be found at <http://www.osec.doc.gov/omo/daot.htm>.

DAO 200-3	Department Administrative Order Series
DAO 201-1	Approval and Use of Seals, Emblems, Insignias and Logos
DAO 201-17	The Seal of the Department of Commerce
DAO 201-21	Commerce Metric Program
DAO 205-10	Forms Management
DAO 205-11	Publishing Documents in the Federal Register
DAO 207-1	Security Programs
DAO 216-8	Approval of Collections of Information and Recordkeeping Requirements
DAO 218-3	Reports to Congress Required by Law
DAO 219-1	Outside Writing and Speaking; Department Approval
DAO 219-2	Release of News, Clearance of Speeches and Publications, and Media Coverage
DAO 219-4	Publications and Audiovisuals Control System

### 8.502 OMB Directives

OMB Circular A-130 Management of Federal Information Resources

[www.whitehouse.gov/omb/circulars](http://www.whitehouse.gov/omb/circulars)

### 8.503 Commerce Forms

All Commerce Forms can be found at [www.osec.doc.gov/forms](http://www.osec.doc.gov/forms).

### 8.504 SF-1 Form

<http://home.osec.doc.gov/oas/sf1.psof>

8.505 GPO Form 3868

[www.access.gpo.gov/su\\_docs/forms/3868/index.html](http://www.access.gpo.gov/su_docs/forms/3868/index.html)

8.506 Title 44 U.S. Code

<http://www.access.gpo.gov/uscode/title44/title44.html>

8.507 JCP Forms – Printing and Plant Reports

[www.access.gpo.gov/procurement/ditsg/forms.html](http://www.access.gpo.gov/procurement/ditsg/forms.html).