

Operational Policy

Policy title:	Publication design, distribution and storage		
Policy number:	DHS OHA-130-001		
Original date:	2/22/2002 (DHS)	Last update:	11/01/2021
Approved:	Kris Kautz, OHA and Don Erickson, DHS		

Purpose

The Department of Human Services (DHS) and the Oregon Health Authority (OHA) are committed to accuracy and consistency in publications for internal and external audiences. Publications and Creative Services (PCS) ensures all DHS and OHA communication products comply with agreed upon standards of quality in brand, relevance, presentation, content and cost-effectiveness in production and distribution.

Description

This policy defines how DHS and OHA programs and offices use the services and solutions provided by PCS.

Applicability

This policy applies to all DHS and OHA staff including employees, volunteers, trainees and interns as well as contractors, partners and business associates.

As keepers of the public trust, all agency employees have a responsibility to comply with state and agency policies, administrative rule, and state and federal law. The agency takes this responsibility seriously and failure to fulfill this responsibility is not treated lightly. Employees who fail to comply with state or agency policy, administrative rule, or state and federal law may face progressive discipline, up to and including dismissal from state service.

Policy

1. All DHS and OHA programs shall use Publications and Creative Services (PCS) to produce professional quality publications that are appropriate to the intended audience and comply with DHS and OHA writing and design guidelines.
2. Each agency, program, section or unit shall consult on planning and execution of publications based on the approved Joint DHS|OHA Leadership Team service level agreement, including the appropriate use of:
 - a. Graphic design and artwork.
 - b. Original and digital illustrations.

- c. Photography
 - d. Layout and forms creation.
 - e. Plain language and writing style compliance.
 - f. DHS, OHA and other branded services.
 - g. Web-based electronic materials, including PDFs, ePubs and digital distributions.
3. PCS shall:
 - a. Write content for publications requests.
 - b. Maintain the DHS|OHA writing style guide and its oversight.
 - c. Maintain the graphic standards guide and its oversight.
 - d. Edit and proofread materials created by staff experts and partners.
 - e. Coordinate printing and distribution of publications.
 - f. Assign publications unique identification numbers.
 - g. Maintain the full document lifecycle for version control by using revision dates, workflow consistency and the forms server.
 - h. Store and distribute publications from the distribution warehouse and electronically on the forms server.
 4. DHS and OHA publications shall not use copyright protected material without receiving the written permission of the owner.
 5. If a DHS, OHA or shared publication includes photos other than purchased photo art or copyrighted images downloaded from websites or scanned from other materials, a release form shall be signed by the photo's subject, guardian or owner.
 - a. A copy of the release shall be included with the project request when the project is submitted to PCS for processing.
 - b. The program office responsible for the publication shall keep the release on file for the life of the publication.
 - c. For web material, the program office responsible for the publication shall include and keep on file documentation listing the web address granting download permission.
 - d. DHS and OHA shall honor restrictions on the use of photographs purchased from commercial photographers.
 6. All DHS, OHA or shared publications and forms shall include the DHS or OHA logo, or both as appropriate.
 7. Exceptions to the required use of logos may be made when DHS or OHA develops publications or forms in partnership with other agencies or entities. Contact PCS when an exception is desired.
 8. Divisions, programs, sections and units within DHS or OHA shall not develop or use separate logos.
 - a. The DHS or OHA Director or a designee may grant limited exceptions for the use of separate logos on a case-by-case basis.
 - b. When the use of a separate logo is approved, the additional logo shall not be larger or more prominently displayed than the DHS and OHA logos.
 9. Office of Contracts and Procurement/Contract administrators
 - a. The Office of Contracts and Procurement will submit contract proposals for graphic and publication design to PCS to determine if project work can be completed by the PCS at no additional cost to the Department.
 - b. When PCS determines it cannot perform graphic or publication design work outlined in the contract proposal, the Office of Contracts and Procurement shall ensure contract language reflects requirements set forth in this policy and the DHS and OHA graphic standards manual.
 - c. Contract administrators will ensure publications produced by contractors adhere to this policy.

- d. Contract administrators will relay recommended or required changes in the publications to the contractor, unless otherwise agreed.
10. DHS and OHA follow all applicable federal and state statutes and rules and Oregon Department of Administrative Services (DAS) statewide policies.

References

Guidelines:

[DHS 2022](#) graphic standards guide

[OHA 2022](#) graphic standards guide

[MSC 9412 writing standards guide](#)

[MSC-130-001-01](#) Publication development and ordering guideline

[MSC-130-001-03](#) Guidelines for creation and approval Oregon Health Authority reports

[MSC-130-001-04](#) Guidelines for design project development process

Service:

[How to order](#): design services, stored materials/products, stored publications, forms, storage, translation coordination, alternate formats and printing.

[PCS Service Level Agreement](#)

Policies:

MSC130-002 Plain language policy (being developed)

[ORS 357.090](#) Public documents liaison officer (Nicholas Kern for OHA and DHS)

[ORS 357.105](#) Free access to certain public documents

[ORS 411.965](#) Policy on program accessibility

[ORS 411.967](#) Forms and notices to be in plain language

[ORS 411.969](#) Informational materials for applicants

[ORS 411.970](#) When bilingual services required

[OAR 166-300-0015\(23\)](#) General Records Retention Schedule-Administrative Records

[DHS|OHA-010-013](#) Language and Alternate Communication Formats for Service Accessibility policy

Forms referenced:

[DHS 2001 Publication and Graphic Design Request](#)

[OHA 2001 Publication and Graphic Design Request](#) [MSC0001A Exception Request form](#)

[de8100 Ordering warehoused materials](#)

[Order OHA business cards, envelopes or letterhead](#)

OHA photo release form

For adults ([OHA 2130](#)), Spanish: ([OHA 2130SP](#))

For minors ([OHA 2131](#)), Spanish: ([OHA 2131 SP](#))

DHS photo release form

For adults ([DHS 2130](#)) ([DHS 2130SP](#)) (being revised)

For minors ([DHS 2131](#)) ([DHS 2130SP](#))

Glossary:

Publication

The communication of a message, statement or text through any means: audio, video, print, electronically as an e-book, brochure, forms and the internet.

Document lifecycle

Document lifecycle is the stages a document goes through from its creation to its revisions, obsolesce, archival or destruction.

Contact

Publications and Creative Services,
3421 Del Webb NE, Salem, OR,
Front desk: 503-373-7120

Policy history

Version 1 DHS-130-001 established 02/22/02
Replaced by joint policy
Version 1 DHS|OHA joint policy 03/17/2016

Keywords

Publications, forms, brochures, posters, flyers, marketing, advertisements, video, animation, logos, artwork, photos, graphic design, layout, printing, writing, editing, distribution, mailing, storage, branding, style guide

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