



**DEPARTMENT OF DEFENSE**  
**Defense Contract Management Agency**

# **INSTRUCTION**

## **Graphics, Framing and Engraving Services**

**Corporate Support Directorate**  
**OPR: DCMA-DSA**

**DCMA-INST 523**  
**September 4, 2012**

*Validated Current, July 22, 2014*

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**1. REISSUANCE AND PURPOSE.** This Instruction:

a. Replaces DCMA Instruction (DCMA-INST), “Graphics” Reference (a) to update and implement policy and responsibilities in accordance with the authority DoD Directive (DoDD) 5105.64 (Reference (b).)

b. Establishes standards, policy and procedures for requesting graphics, framing and engraving services for the DCMA headquarters (HQ) components.

**2. APPLICABILITY.** This Instruction applies to DCMA Headquarters components.

**3. MANAGERS’ INTERNAL CONTROL PROGRAM.** In accordance with the Managers’ Internal Control Program (Reference (c)), this Instruction is subject to evaluation and testing. The process flowchart is located at Appendix A.

**4. RELEASABILITY – UNLIMITED.** This Instruction is approved for public release.

**5. PLAS Code:** A194, Public Affairs

**6. RESOURCE PAGE.** <https://home.dema.mil/policy/523r>

**7. EFFECTIVE DATE.** By order of the Director, DCMA, this Instruction is effective immediately.

A handwritten signature in black ink, appearing to read "Robert L. Allen".

Robert L. Allen  
Executive Director  
Corporate Support

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## REFERENCES

- (a) DCMA Instruction "Graphics," May 2011 (hereby canceled)
- (b) DoDD 5105.64, "Defense Contract Management Agency (DCMA)," January 10, 2013
- (c) DCMA-INST 710, "Managers' Internal Control Program," April 21, 2014
- (d) DoDD 5230.09, "Clearance of DoD Information for Public Release,"  
August 22, 2008
- (e) DoD Manual (DoDM) 5200.01-V3, "DoD Information Security Program: Protection of  
Classified Information," February 24, 2012
- (f) DCMA-INST 522 "Public Affairs," August 2, 2012

## **CHAPTER 1**

### **POLICY**

#### **1.1. POLICY.**

1.1.1. The DCMA Public Affairs Office (PAO) provides graphics services to DCMA HQ components to support the DCMA mission. All information contained in graphics information, whether electronic or hard copy, written or visual, must conform to security guidelines per DoDD 5230.09, "Clearance of DoD Information for Public Release," (Reference (d)) and DoDM 5200.01-V3, "Department of Defense Information Security Program: Protection of Classified Information," (Reference (e)), and be in accordance with DoD and DCMA policy.

1.1.2. As set forth in DCMA-INST 522, "Public Affairs" (Reference (f)), branding and messaging on DCMA products must be consistent. Use of the DCMA logo and official seal must be coordinated through Public Affairs.

1.1.3. Graphics services include those official informational products which are mission essential and include, but are not limited to: brochures, certificates, exhibits, logos, name tags and table tents for official meetings, posters, and signage.

1.1.4. DCMA has a memorandum of understanding with the Fort Lee Family Morale Welfare and Recreation (FMWR) Picture Perfect Frame Shop to provide framing and engraving services for awards and official presentations.

## CHAPTER 2

### PRODUCTS AND SERVICES

#### 2.1. GRAPHICS.

2.1.1. Branding. As outlined in Reference (f), DCMA Public Affairs has approval authority for the design, layout, and content of all informational products. This includes, but is not limited to tri-folds, brochures, and posters. Requests to incorporate the DCMA logo and DCMA seal must be approved by Public Affairs for use in graphics and informational products about DCMA.

2.1.2. The PAO staff is responsible for standardizing DCMA products and ensuring they are clear, accurate, and professionally designed. Errors in content and inconsistency in branding impact DCMA's credibility. Successful branding builds public and customer awareness and recognition of the agency and helps them understand the agency's distinctive qualities and value within the DoD acquisition enterprise.

2.1.3. PAO maintains a database of DCMA publications and can assist customers obtain, update or create brochures, tri-folds, posters, and other print products. The staff will also advise customers on print request documents required by Defense Logistics Agency Document Services (DLA DS). Submit requests for assistance to the Public Affairs Inbox: [dcmpublicaffairs@dcma.mil](mailto:dcmpublicaffairs@dcma.mil).

#### 2.2. FRAMING AND ENGRAVING.

2.2.1. Framing and engraving services through the Fort Lee FMWR Picture Perfect Frame shop are available for official awards presented by HQ components. These services include silver letter awards, gold letter awards, annual awards, and framing of select civilian service awards (see DCMA-DSA Framing and Engraving Guidelines located on the Resource Page).

## CHAPTER 3 PROCEDURES

### 3.1. GRAPHICS REQUESTS.

3.1.1. Requests for Graphics Services will be sent to PAO via the Public Affairs Inbox [dcmapublicaffairs@dcma.mil](mailto:dcmapublicaffairs@dcma.mil). Requests must include a point of contact (POC), a description of the services required, the intended audience, and when the final product is needed for use.

3.1.2. A member of the PAO staff will contact the requestor to clarify the requirements and review written information for accuracy, grammar, and spelling. Based on the information provided, a specialist will design and layout a product which is suited for the requirements provided by the POC.

3.1.3. For print products, once a final draft has been designed, it will be returned to the POC for review before sending the final product to DLA DS to be printed. However, PAO advisement does not constitute approval for funding. Print requests must be submitted to the appropriate funds control officer for funds approval and certification prior to submission to DLA DS.

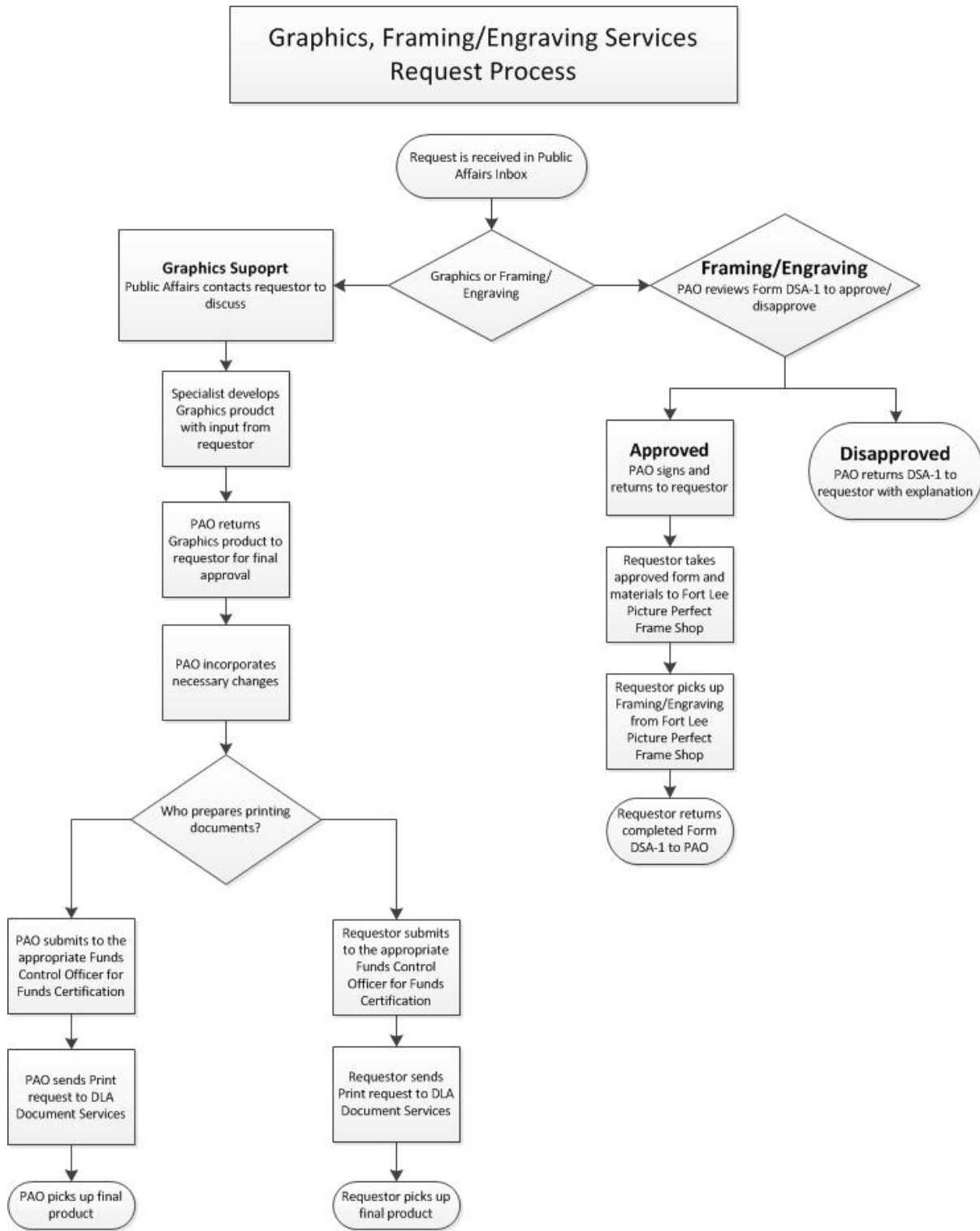
### 3.2. FRAMING AND ENGRAVING REQUESTS.

3.2.1. PAO will approve and track all framing requests. The Director, Congressional and Public Affairs; Chief, Public Affairs; or DCMA-DSA designee, are authorized to approve or disapprove requests. PAO will track expenses and monitor quarterly totals as outlined in the Framing and Engraving Guidelines (see Resource Page). PAO will monitor accounts and ensure only valid official requests are paid with DCMA framing funds.

3.2.2. Requestors will complete and sign Part 1 of form DSA-1, DCMA Framing and Engraving, which is located on the Resource Page. Cost will be estimated using the DCMA-DSA Framing and Engraving guidelines (see resource page). Once the form has been completed and signed, the requestor will submit it to PAO via email to [dcmapublicaffairs@dcma.mil](mailto:dcmapublicaffairs@dcma.mil). PAO will review and return the approved form to the requestor or provide an explanation as to reason for disapproval. The requestor will take the approved DSA-1 form and materials to the Picture Perfect Frame Shop on Fort Lee. The Picture Perfect Frame Shop POC information is found on the DSA-1 Form. The requestor is responsible for picking up the completed work, completing Part III of DSA-1, and returning a copy of the completed DSA-1 to PAO.

3.2.3. All requests for framing and engraving services must be received and processed on or before September 1 of each fiscal year in order to ensure FMWR is paid for services provided in the same fiscal year they are received.

## APPENDIX A FLOWCHART



## **GLOSSARY**

### **ACRONYMS**

DCMA-DSA	Congressional and Public Affairs Office
DCMA-INST	DCMA Instruction
DLA DS	Defense Logistics Agency Document Services
DoDD	DoD Directive
DoDM	DoD Manual
DoDD	DoD Directive
HQ	Headquarters
PAO	Public Affairs Office
PLAS	Performance Labor Account System
POC	Point of Contact