

U.S. Nuclear Regulatory Commission COMMUNICATIONS, CONTENT STRATEGY SUPPORTS IT SERVICES

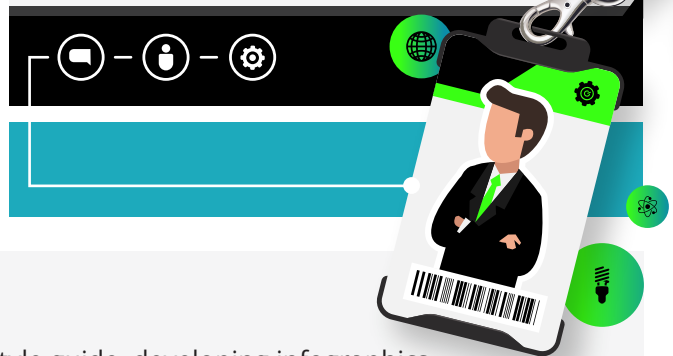
OUR CHALLENGE

The **U.S. Nuclear Regulatory Commission (NRC)** is one of the most important federal agencies, tasked with implementing vital safety and security measures in the use of nuclear energy across the country. It is crucial that its staff utilize technical support to keep the agency running smoothly. Leaders at the NRC's **Office of the Chief Information Officer (OCIO)**, realized they needed to improve how they communicated with the rest of the agency's staff. OCIO tasked Greene Street with developing brand standards and strategies to enhance awareness of OCIO's products and services.

This effort sought to increase attention and engagement from the U.S. NRC's number one consumer: their employees.

OUR VISION

Greene Street created a strong visual brand for the NRC's OCIO that would communicate that OCIO was ready and available to assist employees. **Materials had to be clear, concise and 508 compliant**, while employing modern colorways and typefaces, communicating that OCIO should be an employee's first stop for tech assistance and information.



OUR WORK

Greene Street's work included logo development, creating a style guide, developing infographics and more. Our team collaborated with OCIO leadership and executives, incorporating feedback until the final products were enthusiastically approved. We delivered collateral, including graphics files, branding guides and more, in a format easily accessible for staff creating official documents, infographics, email newsletters and other materials.

OUR RESULTS

The cutting-edge logos and color palettes drew immediate attention to OCIO's materials, and elicited engagement throughout the agency. Multiple divisions within the NRC began requesting their own branding revamps.

[Click here to view the entire project!](#)



"Greene Street's work has brought our communications to the next level with our audience. Not only is this better than what we had before, it's far better than what we could have developed on our own!"

— Dan Frumkin, IT Project Manager, U.S. Nuclear Regulatory Commission