



Strengthening NSF Brand Outreach

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Chief of Creative Services

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NSF OFFICE OF LEGISLATIVE AND PUBLIC AFFAIRS (OLPA)



WHY IS BRANDING IMPORTANT FOR NSF?



NSF BRANDING INITIATIVE





**WE ARE
HERE TO
HELP**



EXTERNAL SURVEY KEY FINDINGS





EXTERNAL SURVEY KEY FINDINGS





POLICY GOALS

REVIEW OF NSF VISUAL IDENTITY



GOOD BRANDING EXAMPLES





AND ONE NOT-SO-GOOD EXAMPLE...



Sagittarius A*

Sgr A* /sadge-ay-stah/

This is the first image of our neighborhood black hole in the center of the Milky Way galaxy. The ring around the black hole is lit up by the powerful gravity of the black hole.

300+ RESEARCHERS

80 INSTITUTIONS

ALMA



UPCOMING EVENTS & Announcements

ENCANTO (2022-2023)

Interested in Astronomy Research Experience? Apply for ENCANTO! Application deadline: August 31, 2022.

It is a year-long research/educational program dedicated to the provision of astronomy and astronomy career paths among students from UCF/Puerto Rican Universities.

[Read More](#)

VIEW LATEST UPDATES

NSF'S CHEMMATCARS

Learn More About NSF's ChemMatCARS

ARRC Rapid Radar Research Center

Dr. Tian-Yu Yu
Email: clf@arrc.ou.edu

The RaKPol provides rapid and reliable data for research and education in the areas of high impact and fast evolving weather systems, deep convection, flash floods, lake-effect snow, and tropical cyclones, and is available for wider communities for research, education, and outreach.

Instrument Capabilities

- Mobile, X-band, and dual-pol
- Rapid volume update (15 elevations in 30 s)
- Fine spatial resolution (30 m x 1°)
- Customizable scanning strategies
- Real-time data visualization
- Remotely control

To request RaKPol, please use the "Request Form" on the OU ARRC website (<https://arrc.ou.edu/012.htm>)

For any question, please contact us through email address above

FIRP Request Process: <https://www.nsf.gov/pubs/2021/nsf21611/nsf21611.htm>



NSF

Our Mission

THE NATIONAL SCIENCE FOUNDATION
NATIONAL ACADEMY OF SCIENCES



Branding with NSF's NOIRLab

Lars Lindberg Christensen

Head of Communications, Education & Engagement,

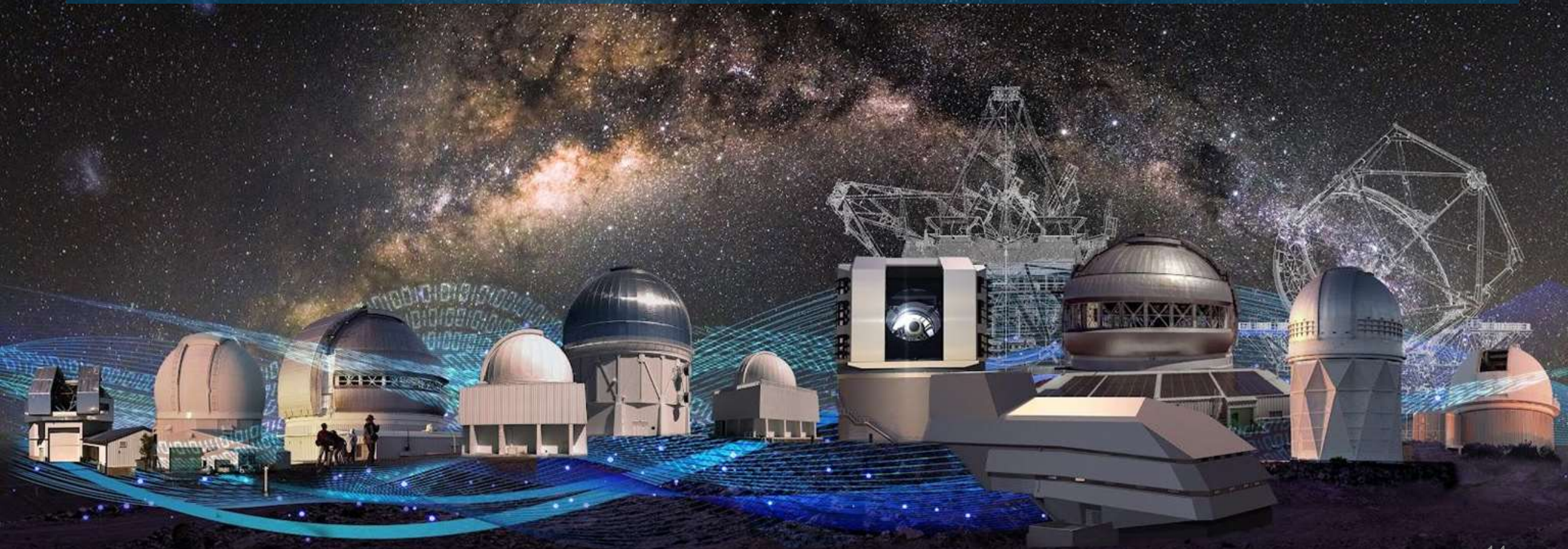
NSF's NOIRLab

Best Practices for Branding at NSF's NOIRLab

Lars Lindberg Christensen

Head of Communications, Education & Engagement
NSF's NOIRLab

For the first time, all of the ground-based optical observatories funded by the National Science Foundation are unified into a single organization.

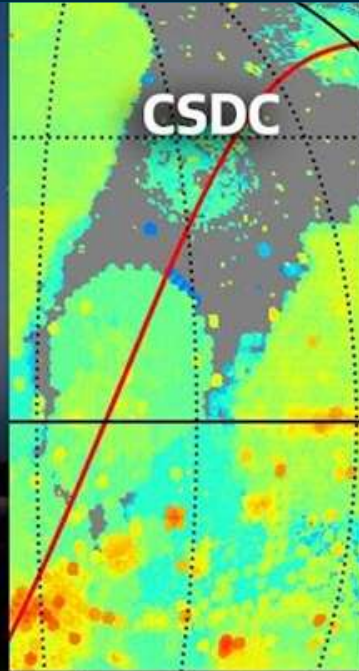


NSF's NOIRLab's five Programs are:

Kitt Peak



CSDC



Gemini
With our international partners



Cerro Tololo



Rubin Observatory Operations
An NSF-DOE Partnership



NSF's NOIRLab
 HQ, Tucson, Arizona

CSDC CTIO GEMINI KPNO RUBIN US-ELTP

AURA Corporate Office
 HQ, AURA-O, CAS, NSF-funded HR

Washington DC | Baltimore, MD
 La Serena, Chile | Santiago, Chile
 Tucson, AZ | Hilo, HI

NSF's NOIRLab
 Recinto, La Serena, Chile

CTIO CSDC GEMINI RUBIN

Kitt Peak

KPNO

Hawai'i

Maunakea

GEMINI

NSF's NOIRLab
 Hilo, Hawai'i

GEMINI

Cerro Tololo

CTIO

Cerro Pachón

CTIO GEMINI RUBIN



What's in a name?

- Born 1. Oct 2019 with the formal name: the *National Optical-Infrared Astronomy Research Laboratory*.
 - Think *National Aeronautics and Space Administration* ...
 - Or worse: *Conseil Européen pour la Recherche Nucléaire* (CERN)
- 6 months later **NSF's NOIRLab** became our short name (and our ticket fame and name recognition ...)



Why brand?



- Support NSF
- Build a recognizable organization to attract high capacity staff, exciting projects, funding opportunities etc
- Why consolidate? To avoid fragmentation
- Compete with all the many other wonderful offers that the public have in today's society



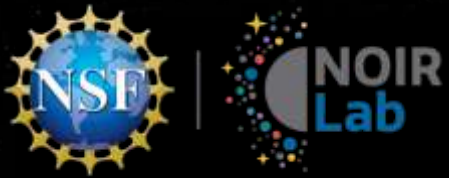
Branding philosophy



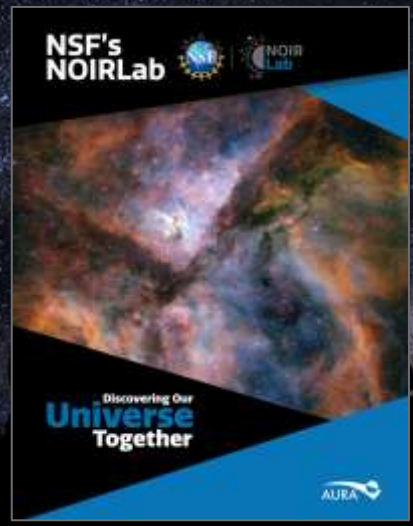
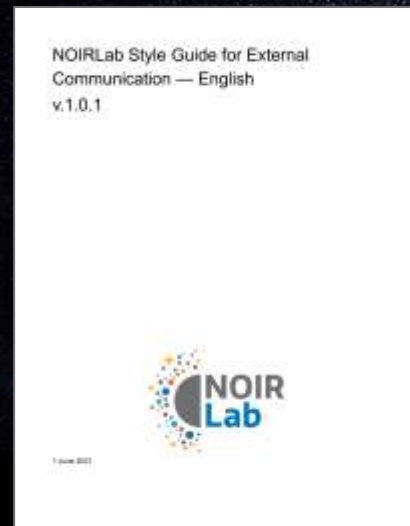
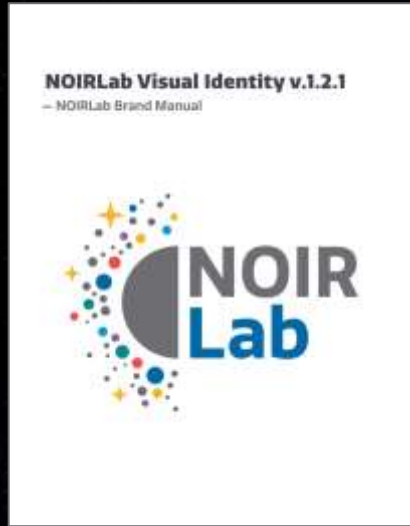
1. An organization with a **branded house** architecture has many products and offerings under one masterbrand (a mother or umbrella brand). Its products don't have separate identities and all contribute to the strength of the masterbrand. E.g. Virgin, Amazon — most of the new products derive their strength from the mother brand.
2. A **house of brands** is almost the complete opposite of a branded house, in that there are still many varied products and offerings, but they are marketed under separate brands, which have their own identities. E.g. Procter & Gamble: Ariel, Fairy, Always, Old Spice, Gillette and Head & Shoulders ...

Have good organizational processes and workflows

- Logo archive
- Briefs, reviews, quotes ...
- Visual Identity
- Vector logos



Graphics & Audiovisuals



The NOIRLab Visual Identity (VI) is the official “manual” that sets out the visual aspects of branding that we as NOIRLab staff create in order to evoke certain feelings and experiences connected with our identity. It includes logo design, fonts, photos, and any other visuals that we produce to communicate our brand.

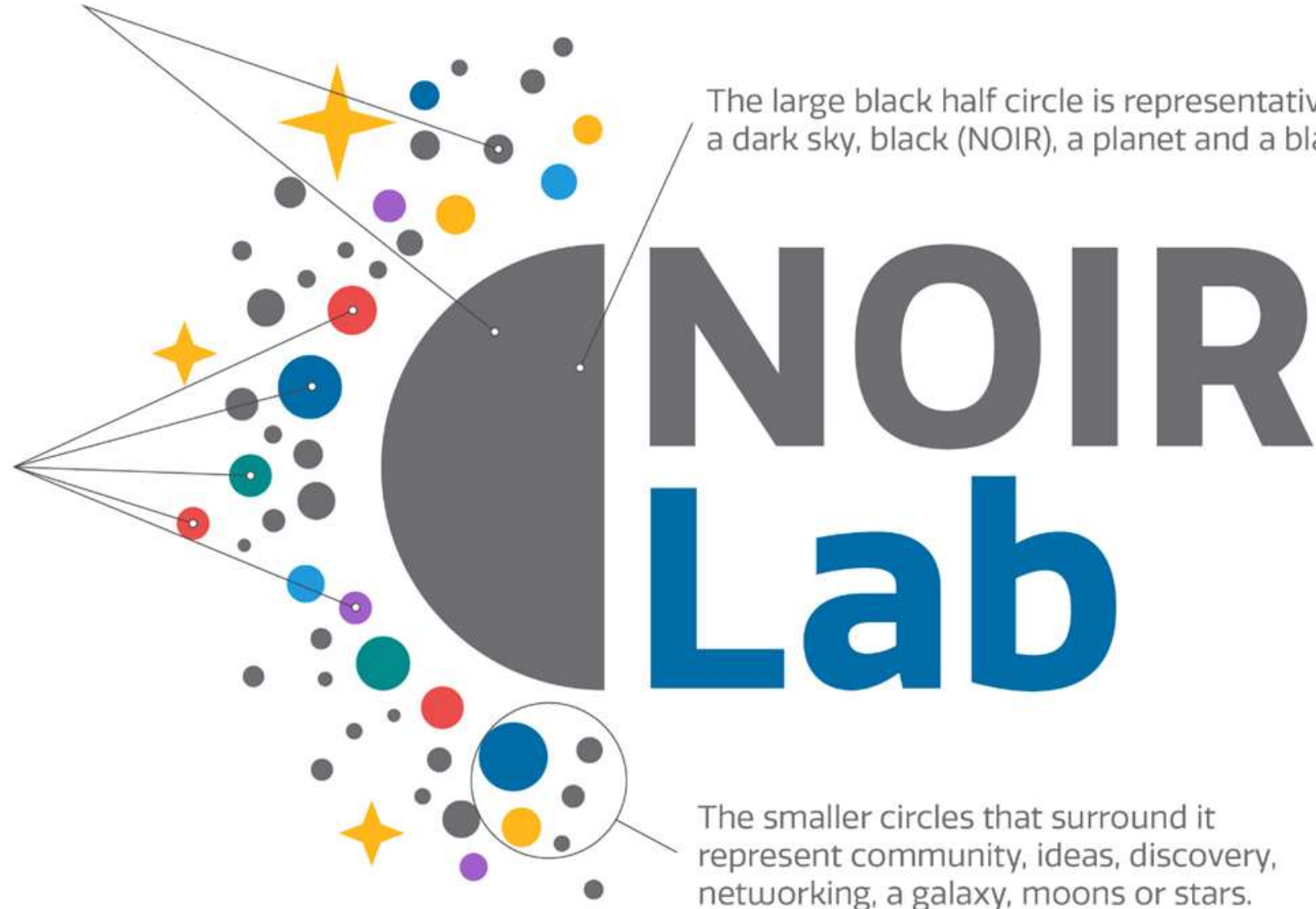
A strong VI is not just pretty; it is purposeful:

- Flexible: It should be able to grow with our brand, as we may branch out into new areas, projects or services;
- Comprehensive: We want to equip our designers (and any content creators) with the tools they need to properly do their job;
- Intuitive: It should be intuitively designed and well constructed so that each element complements the other;
- Accurate: A VI is a tool to communicate our brand essence — our personality, values, etc.;
- Practical: the VI should have examples and templates for the different products, and be accompanied by a template download page.

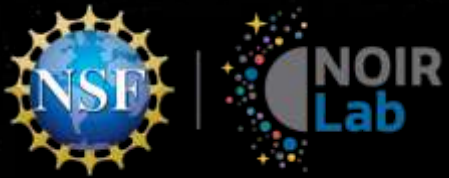
The intent was to create a logo that is both geometric and organic. Both of these styles evoke certain feelings within people from bold and innovative to friendly and inclusive.

The large black half circle is representative of a dark sky, black (NOIR), a planet and a black hole.

The five colors of the smaller circles represent the five programs within NOIRLab.

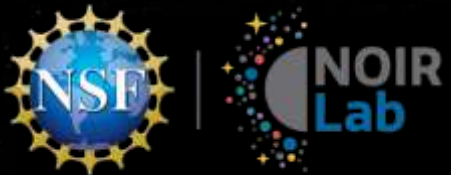


The smaller circles that surround it represent community, ideas, discovery, networking, a galaxy, moons or stars.



Branding examples



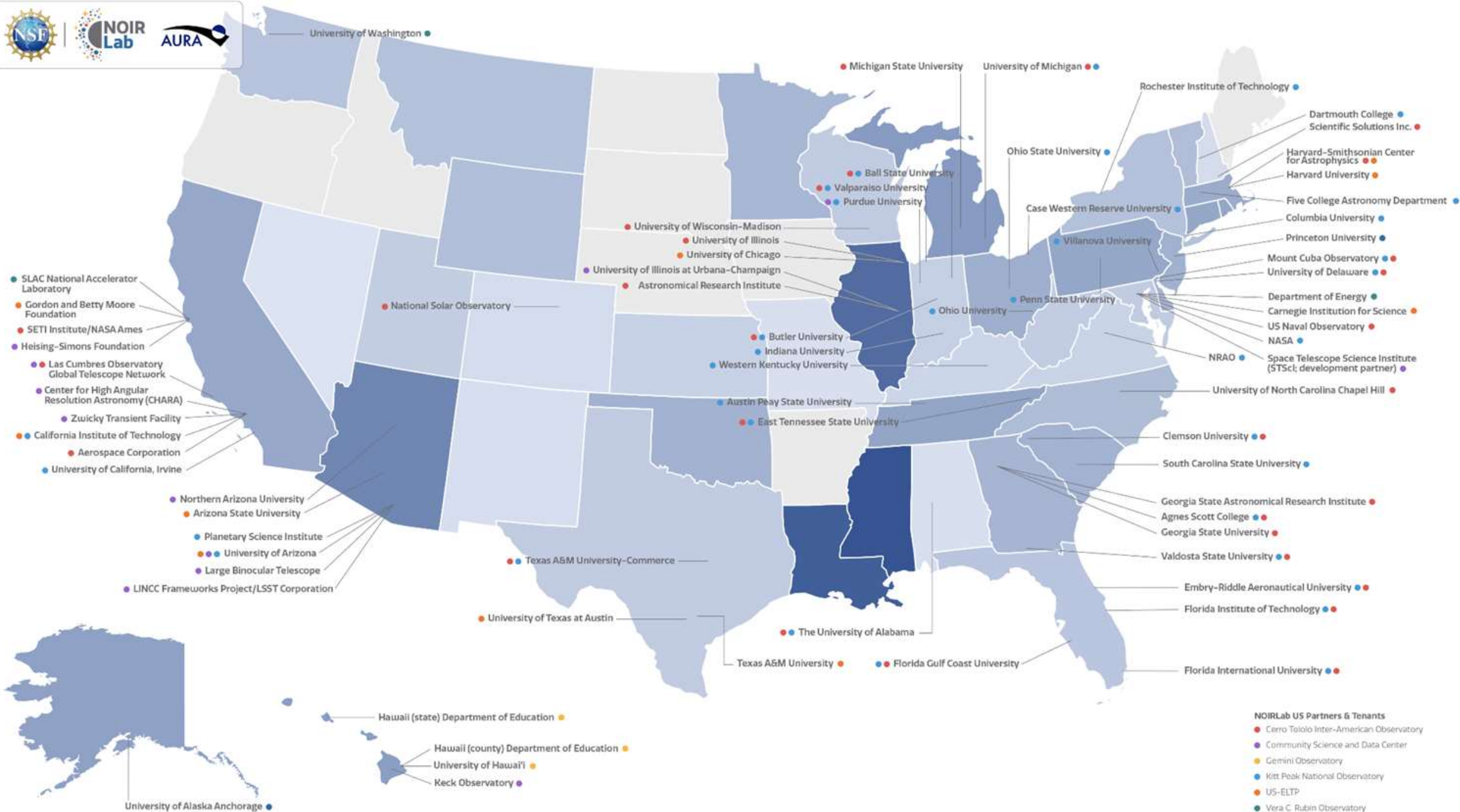




Challenges



- How do you make a new big science organization known, without resorting to numerous footnotes and asterisks?
- NOIRLab has ~150 smaller funders/partners in addition to NSF, many of whom are *fundamental* to our existence.

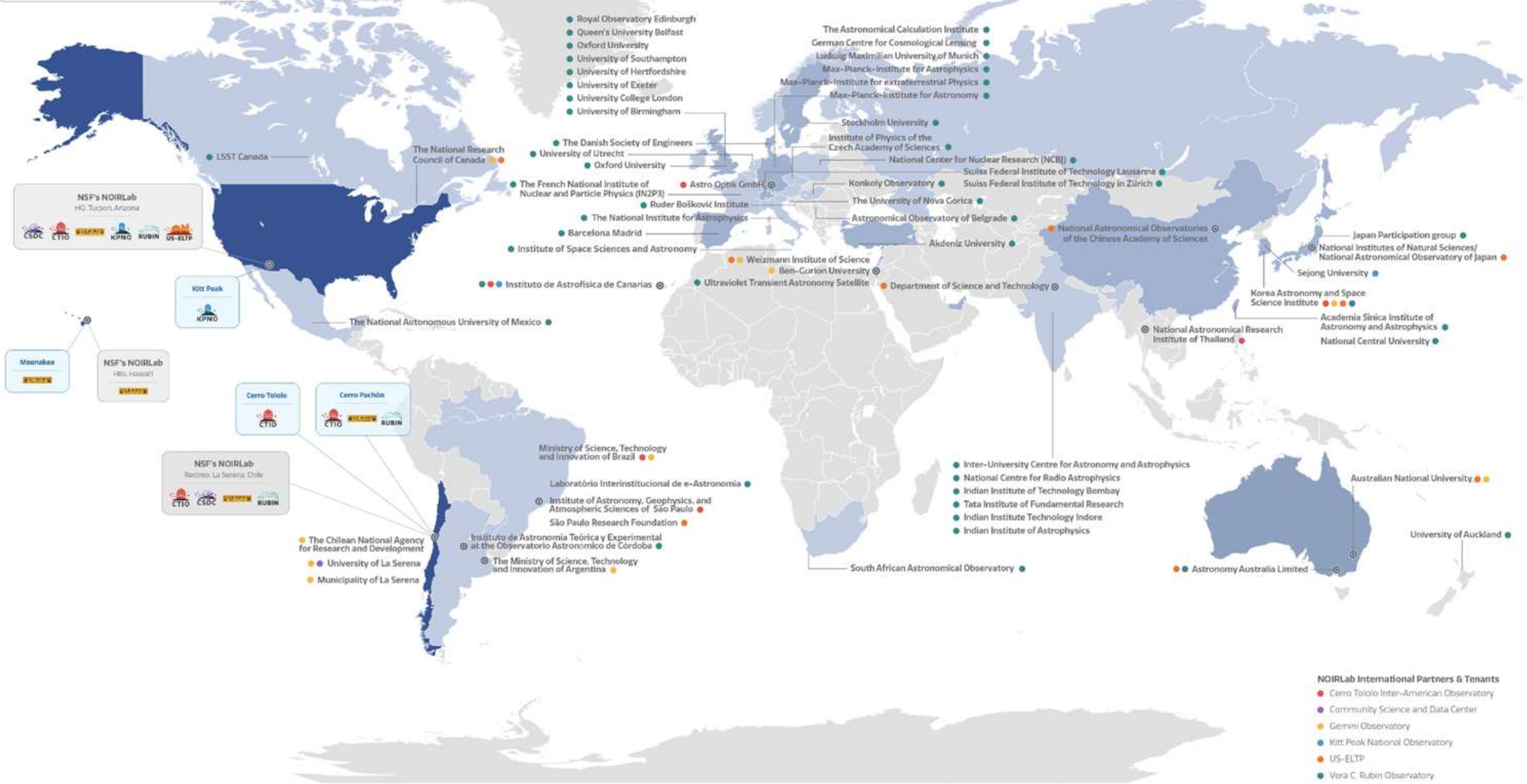


- SLAC National Accelerator Laboratory
- Gordon and Betty Moore Foundation
- SETI Institute/NASA Ames
- Heising-Simons Foundation
- Las Cumbres Observatory Global Telescope Network
- Center for High Angular Resolution Astronomy (CHARA)
- Zwicky Transient Facility
- California Institute of Technology
- Aerospace Corporation
- University of California, Irvine

- Northern Arizona University
- Arizona State University
- Planetary Science Institute
- University of Arizona
- Large Binocular Telescope
- LINCC Frameworks Project/LSST Corporation

- Hawaii (state) Department of Education
- Hawaii (county) Department of Education
- University of Hawai'i
- Keck Observatory

- NOIRLab US Partners & Tenants**
- Cerro Tololo Inter-American Observatory
 - Community Science and Data Center
 - Gemini Observatory
 - Kitt Peak National Observatory
 - US-ELTP
 - Vera C. Rubin Observatory



- NOIRLab International Partners & Tenants**
- Cerro Tololo Inter-American Observatory
 - Community Science and Data Center
 - Gemini Observatory
 - Kitt Peak National Observatory
 - US-ELTP
 - Vera C. Rubin Observatory



Rubin Observatory



DARK ENERGY SPECTROSCOPIC INSTRUMENT



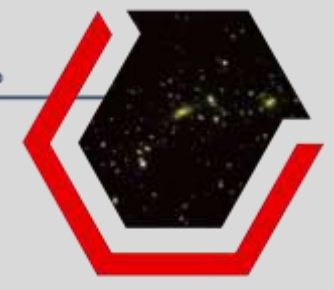
Ministerio de Ciencia, Tecnología e Innovación Argentina

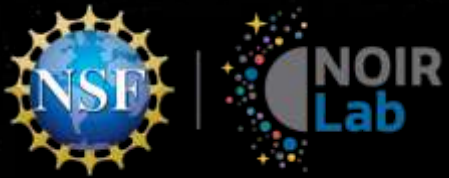


Discovering Our Universe Together



PENNSYLVANIA STATE UNIVERSITY

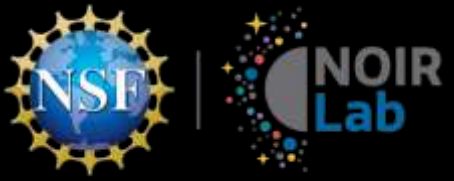




Challenges



- Branding is quite the antithesis of science ...
- Authority to make difficult decisions to simplify designs etc.
- Creating sentences with a name with possessive terms:
NSF's NOIRLab



Thank you!



Communication

Lars Lindberg Christensen

Head of Communications, Education & Engagement
NSF's NOIRLab

ACKNOWLEDGING NSF



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ENGAGE WITH NSF



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