NSF Policy on Brand Standards

An Overview

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June 29, 2023

OFFICE OF LEGISLATIVE & PUBLIC AFFAIRS

OLPA

OLPA

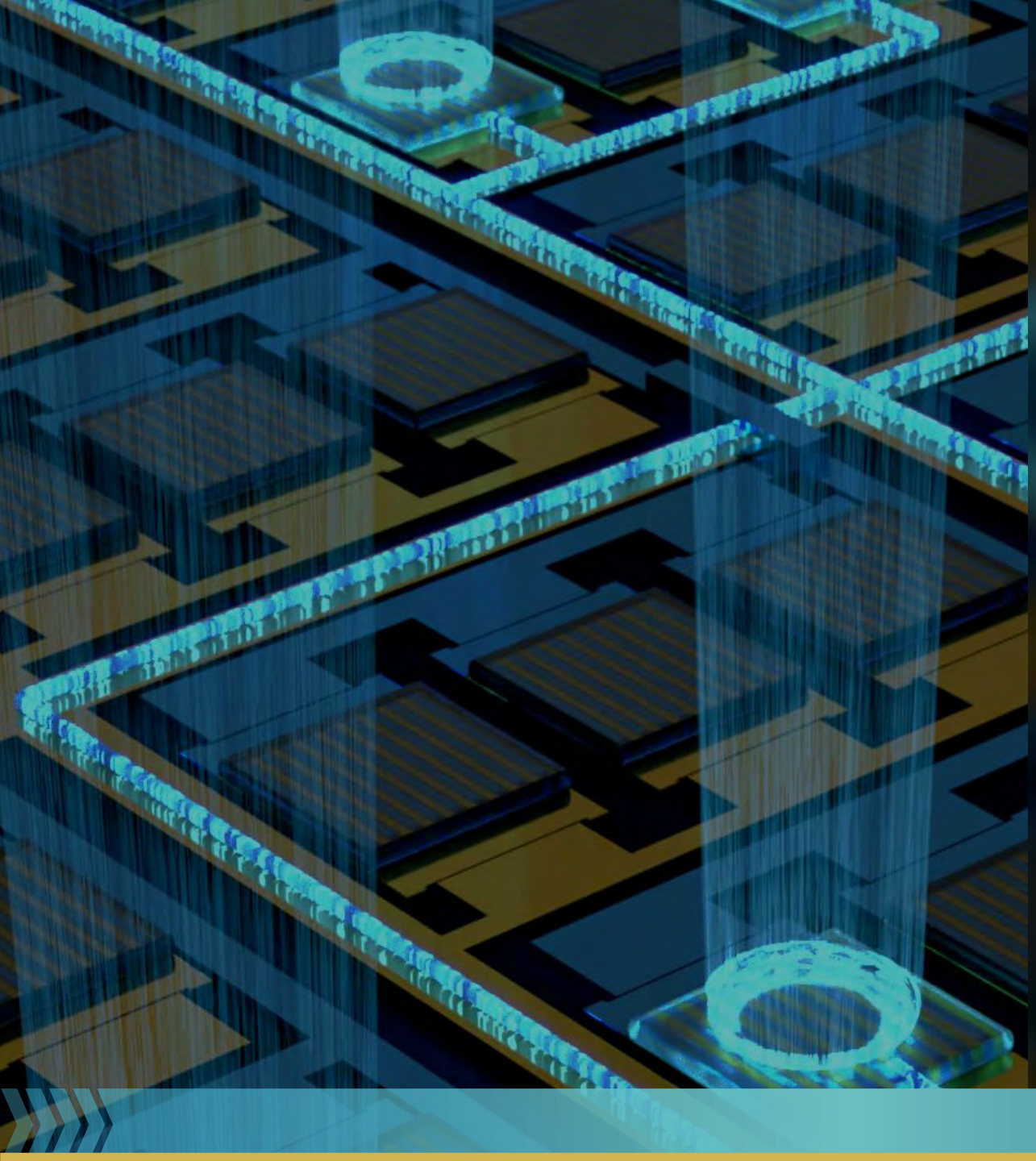
Business Operations

Creative Services

Public & Media Affairs

Government Affairs

Importance of Brand Standards



Importance of Brand Standards

Consistency in brand application strengthens NSF's brand integrity, recognition and professionalism as a federal agency and enhances taxpayer and congressional appreciation for publicly funded science.

It also helps increase the public's awareness of NSF, funding opportunities and the impact NSF investments make on society.

NSF Brand Initiative

NSF Brand Initiative

A multi-phase initiative that seeks to explore and address NSF's brand management challenges and opportunities.

- RESEARCH
- ENGAGEMENT
- BRAND DEVELOPMENT
- POLICY
- RESOURCES
- EDUCATION

EXTERNAL STAKEHOLDER

Survey Insights

Survey Insights

1,080

Responses received

147 from facilities

58.91%

Have little or no familiarity with the NSF logo guide

Top obstacles to including the NSF logo on communications:

42.22%

Unsure if it's appropriate

27.67%

Unsure if it's allowed

Survey Insights

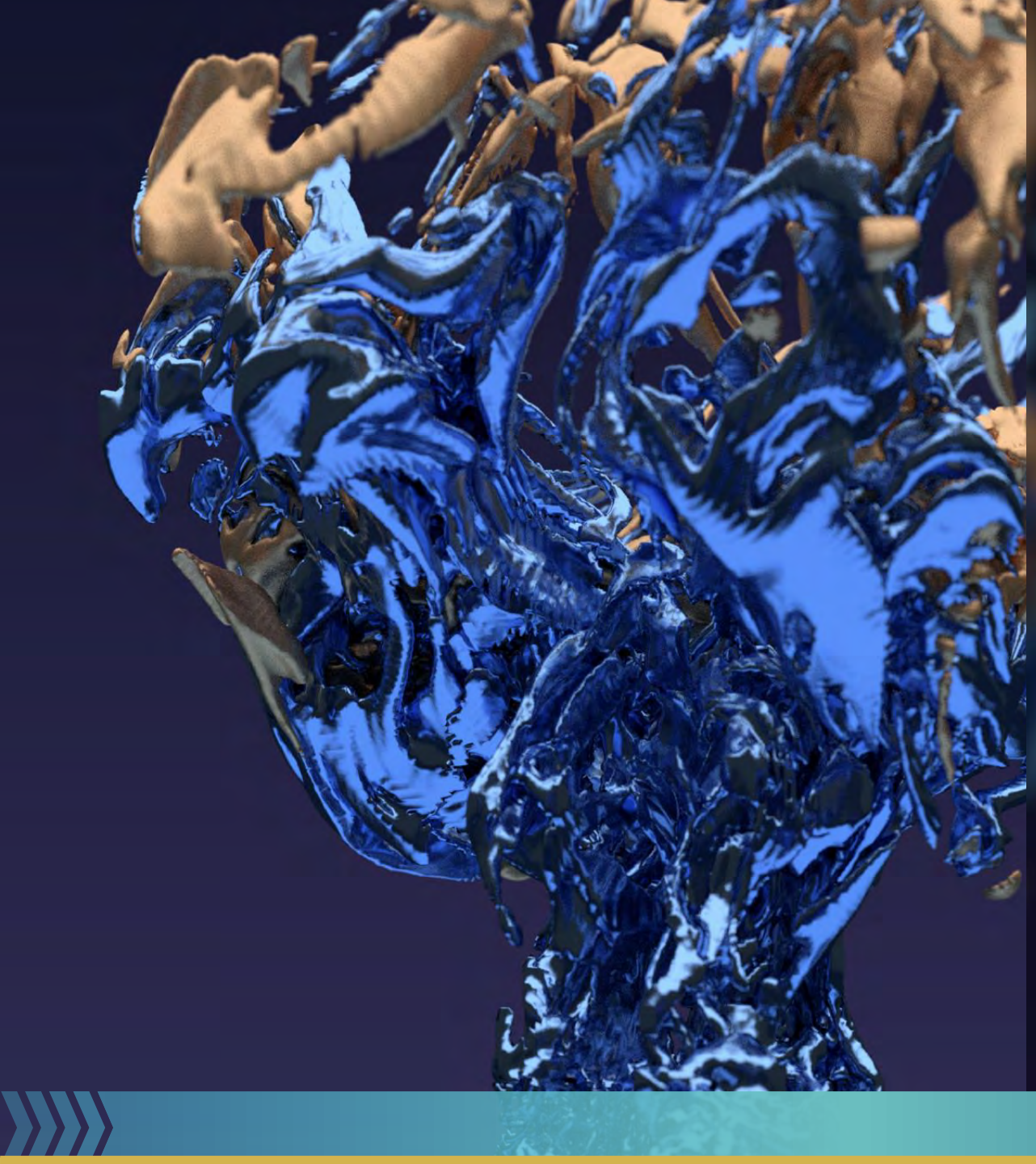
Most requested resources:

- Templates
- Targeted fact sheets
- Mockups/blueprints for logo placement

Top challenges and concerns:

- Maintaining identity
- Acknowledging all partners
- Design logistics
- Understanding guidance

Policy Goals



Policy Goals

- Clarify brand guidance
- Create an official policy
- Expand upon current practices
- Incorporate official processes
- Provide detailed guidance on brand implementation in “living” document: *NSF Brand Standards Manual*

ACKNOWLEDGMENTS AND LOGO USAGE FOR

Awardees

Awardees must include the NSF full-color logo in print and digital products related to NSF-invested research and activities.

- Websites
- Social media graphics
- Educational materials
- Press materials
- Exhibit, conference and event materials
- Other outreach materials
- Videos
- Signage

Predominately NSF-Invested

Predominantly (more than 50%) NSF-invested facilities, centers, external programs and fellowships must pair their visual identity with the NSF logo in all instances.

Must also include “NSF” in front of their name in textual references, including when using acronyms. Any new entities must include “NSF” as part of their official name.

Examples:

"NSF [facility name]" : NSF NOIRLab

"NSF [program/center name]" : NSF AI Institute for Student-AI Teaming

"NSF [fellowship program name] ": NSF Graduate Research Fellowships Program

NSF BRAND APPLICATION

Clearance Requirements

Clearance Requirements

Approvals must be obtained from NSF in specific situations, such as when producing signage and logo marking on physical materials with outside vendors.

Reports, graphics, and general communications do not require review but should comply with NSF brand standards.

We are always available to provide feedback and brand application support upon request.

Messaging

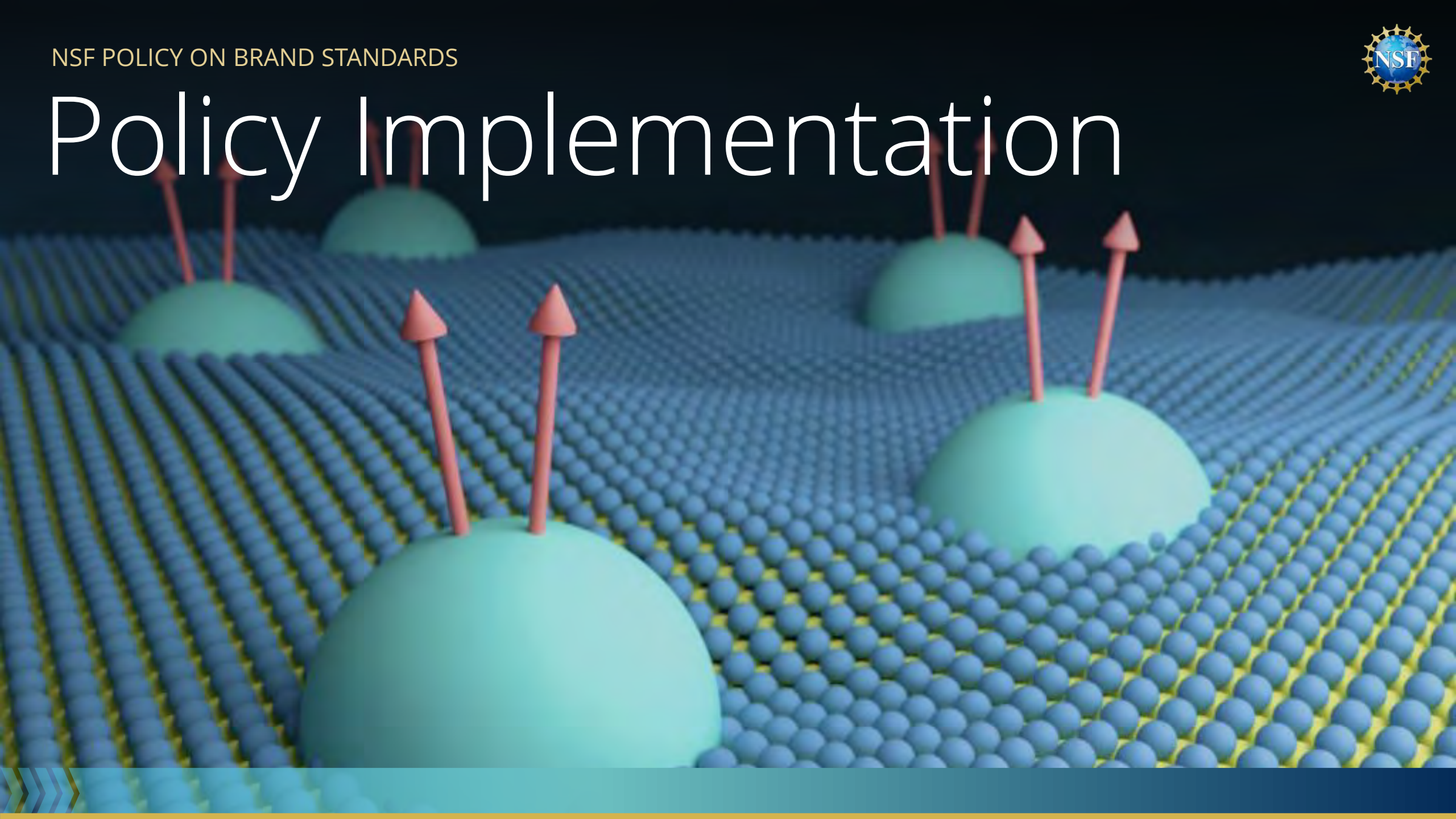
- On first reference, reference the agency using "U.S. National Science Foundation" followed by "NSF" on subsequent mentions.
- Acknowledge NSF support orally during all news media interviews, including in popular media such as radio, television and news magazines.
- Mention NSF support on press releases and include NSF logos whenever feasible.

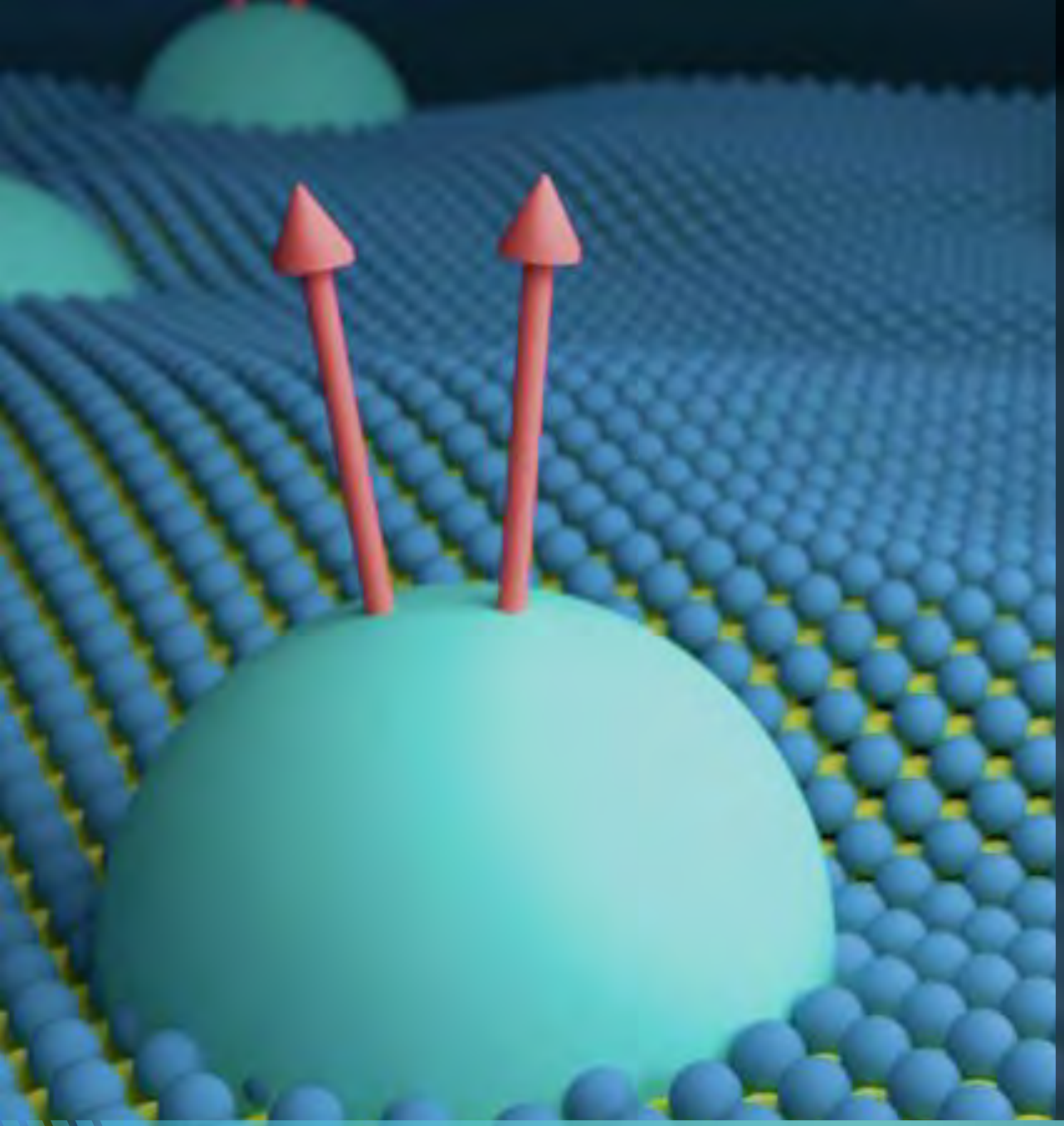
NSF ACKNOWLEDGMENT ON

Social Media

- Include the NSF logo when posting graphics and infographics related to NSF-supported research and activities.
- When posting about NSF-invested research, tag the appropriate NSF social media account using the "@" symbol.
- Use NSF's official hashtags: #NSFfunded and #NSFstories, or any other NSF-approved campaign hashtags as appropriate.
- When tagging is not possible, NSF funding support must be acknowledged in writing with “U.S. National Science Foundation” spelled out.
- Do not add the NSF logo to social media profile photos unless in the context of a social media campaign frame that NSF has distributed. Instead, add the logo to the graphics used in posts as shown in the NSF Brand Standards Manual.
- Do not imply through posts or profile information that an account officially represents NSF.

Policy Implementation





Policy Implementation

- Current status
- Effective date
- New and updated materials
- Signage updates on physical property must be completed no later than December 31, 2024.
  - FACILITIES
  - CENTERS
  - BUILDINGS
  - EQUIPMENT
  - VEHICLES

Waivers

Exceptions to marking requirements, naming conventions and logo prominence may be granted by OLPA in consultation with the program office, communications specialist, and others, or as a condition written into the Memorandum of Understanding.

Situations that may warrant an exception include:

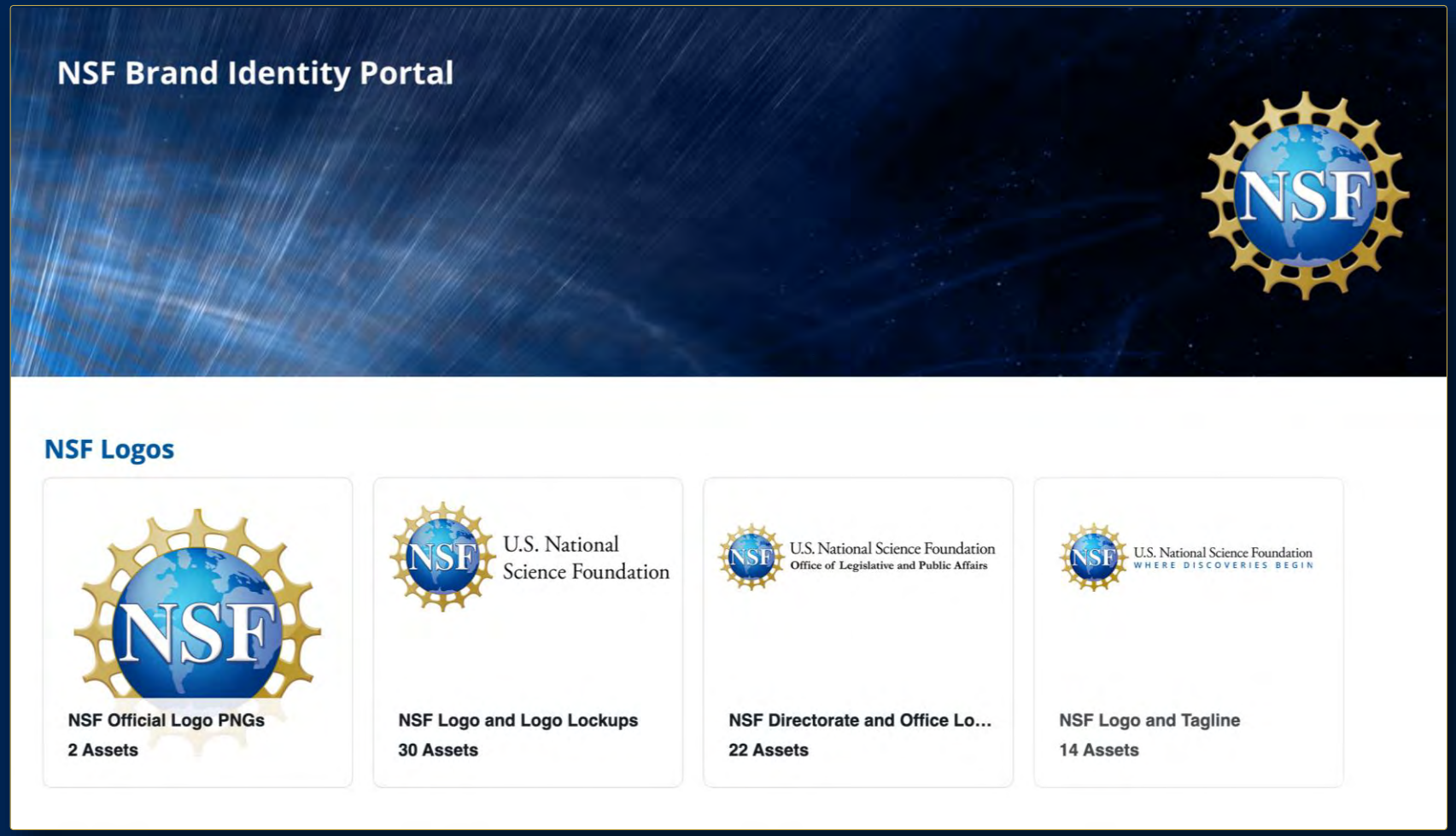
- Compromise the intrinsic independence or neutrality
- Incur inordinate costs or be impractical
- Be perceived as an endorsement
- Be inappropriate based on the nature of a partnership

REVIEW OF

NSF Brand Standards

THE NSF

Brand Identity Portal



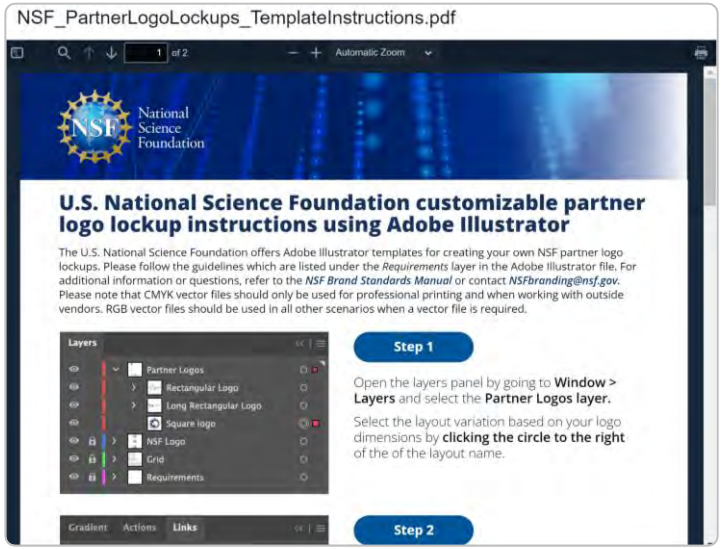
Logo & Logo Lockups

U.S. National Science Foundation

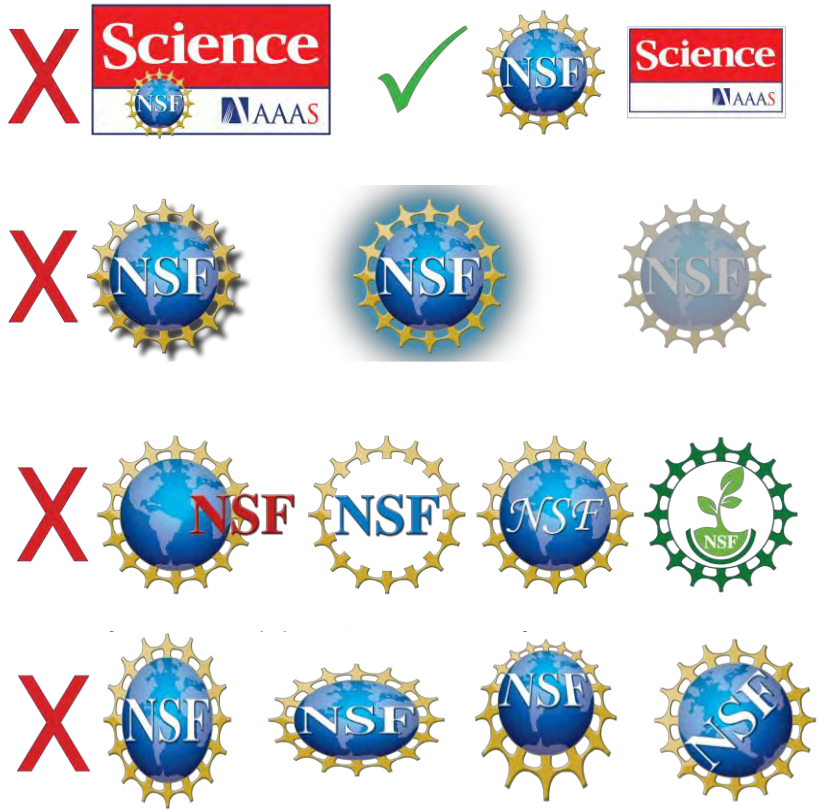
NSF EPSCoR
ADVANCING GEOGRAPHIC DIVERSITY IN STEM

Operated by Battelle

NOIR Lab

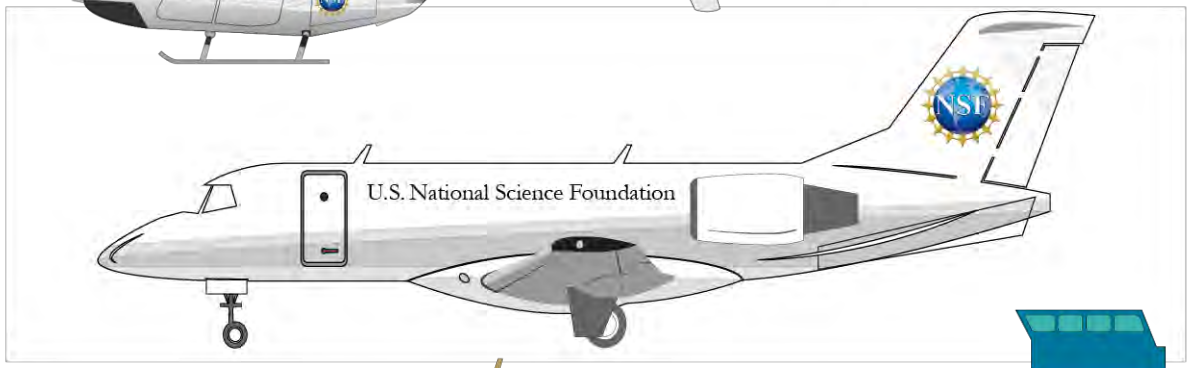


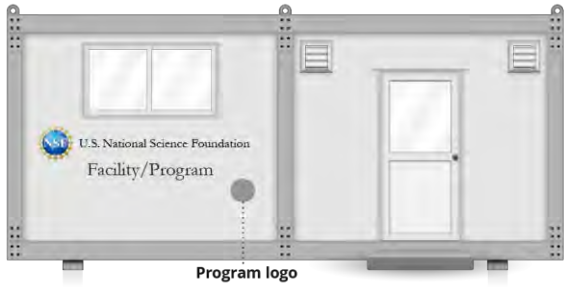
Design & Logo Use

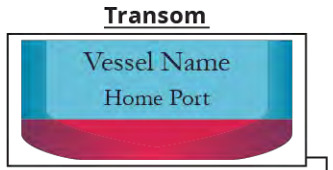


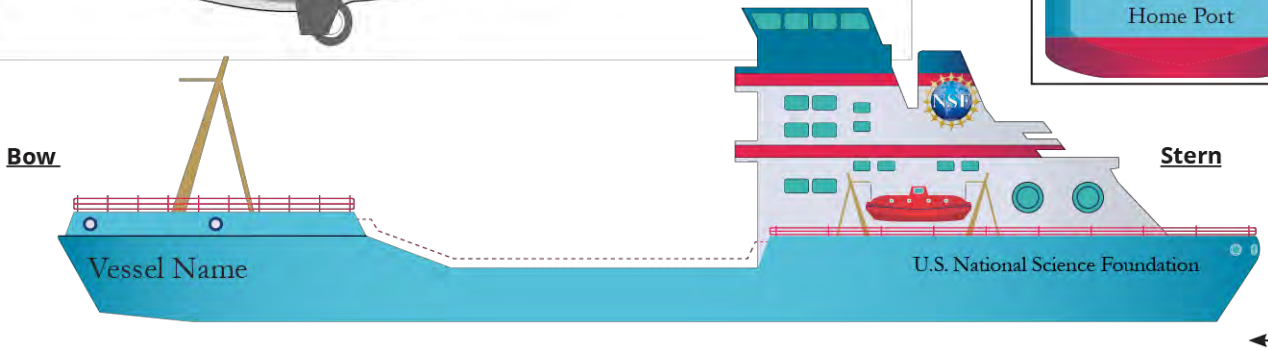
LOGO PLACEMENT

Physical Property



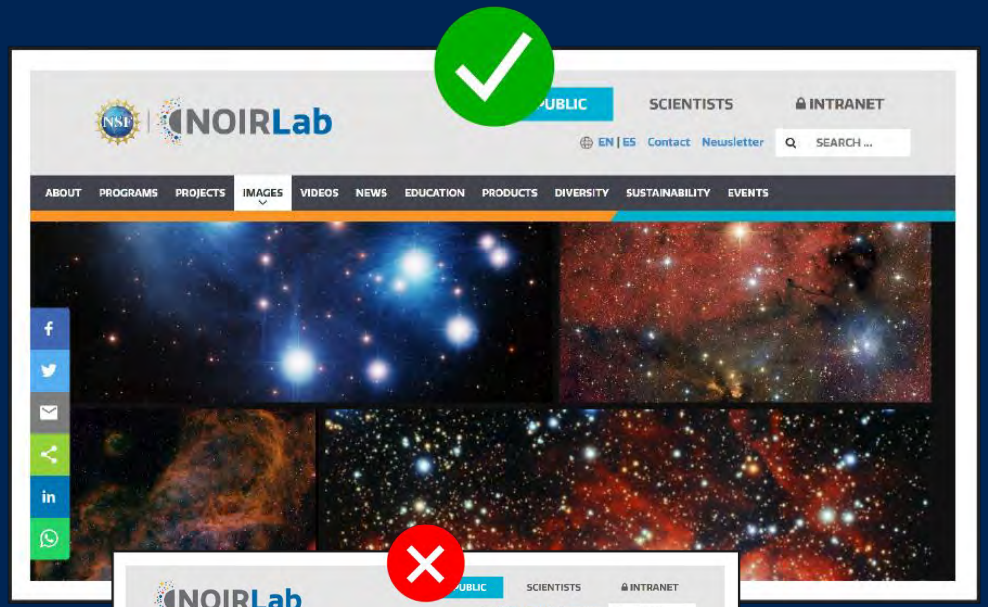


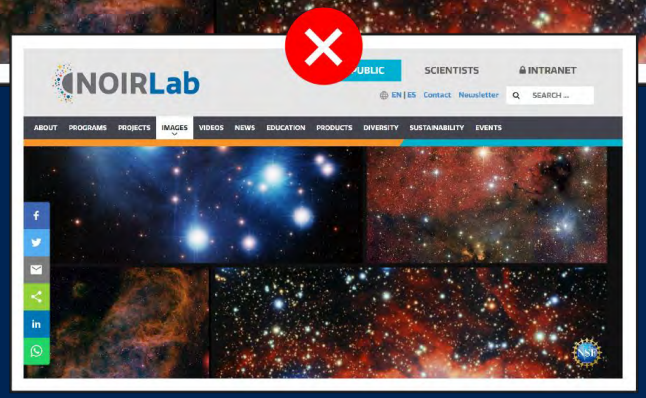




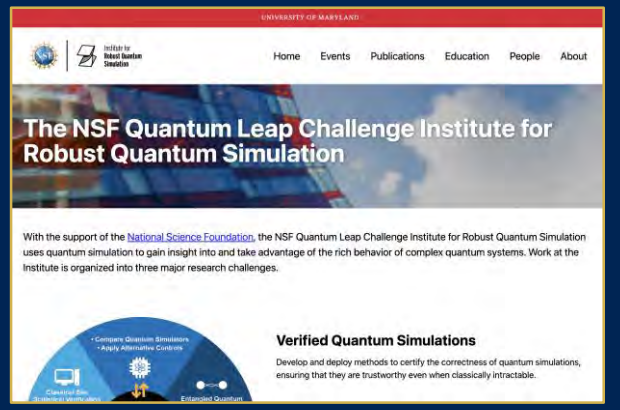
LOGO PLACEMENT

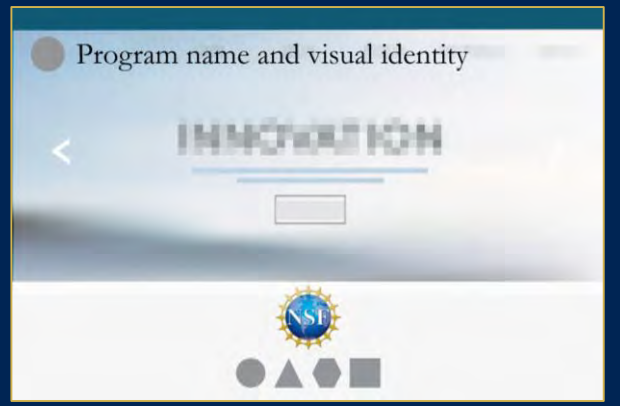
Webpages





Logo placement when NSF is the predominate investor





Logo placement when NSF is the majority investor

Logo placement when NSF is a partial investor

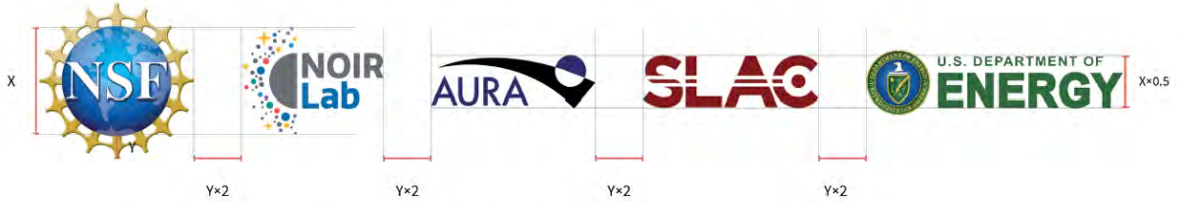
Among Partners

The International Gemini Observatory Participants line-up

The participants are listed in the order that they joined the Gemini partnership. NSF holds more that 50% of the partnership, so the NSF logo is perceptibly larger than the other participants.

The Gemini Participants Line-up will always be used together with NOIRLab, Gemini and AURA logos in a more prominent location (e.g. above). The order of the International Gemini Observatory participants is determined by the order of joining the partnership. With NSF as the majority partner, it should appear perceptibly larger than the other logos in the lineup (~20%).

The Rubin Observatory Operations partners

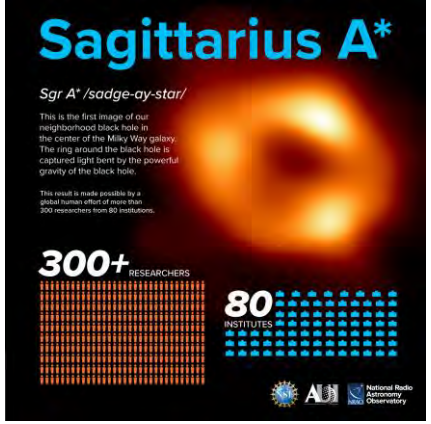


The diameter of the NOIRLab ball is 70% of the NSF ball.

Fantastic NSF Brand Application Examples

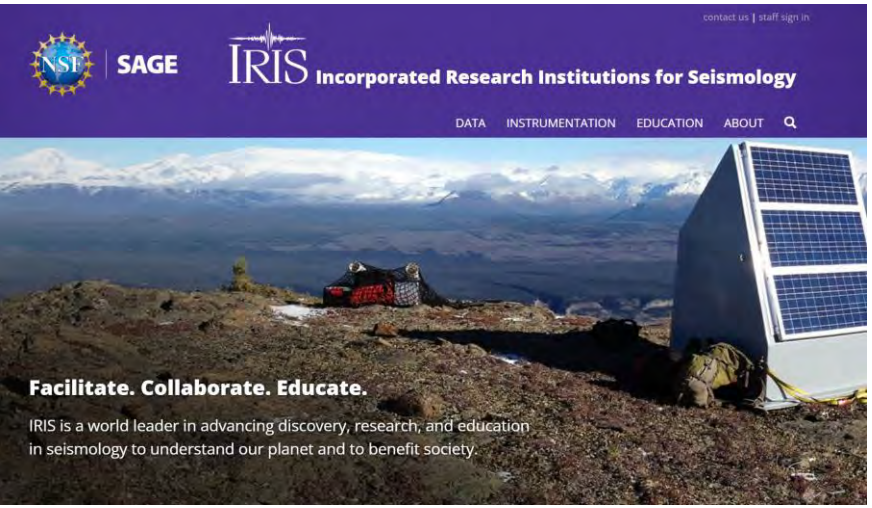
U.S. Endowment
BSLC
SLB
THINK WOOD
FOUNDATION

UF UNIVERSITY of FLORIDA
The Powell Family Structures and Materials Laboratory
UFLORIDA
NHERI

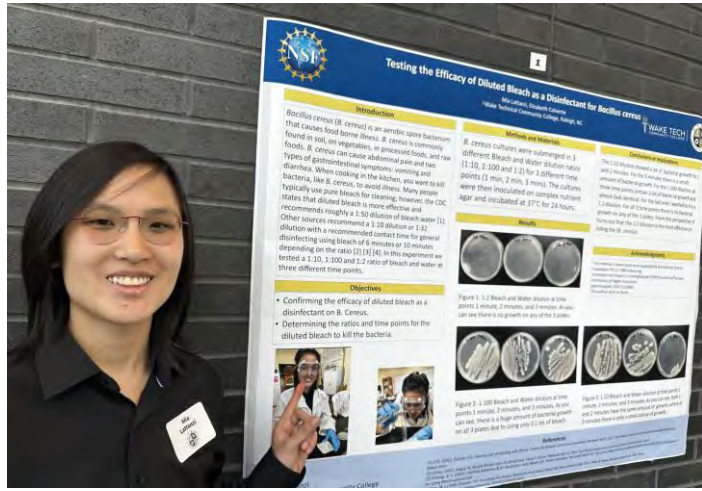

Sagittarius A*
Sgr A* /sadge-ay-star/
This is the first image of our neighborhood black hole in the center of the Milky Way galaxy. The ring around the black hole is captured light bent by the powerful gravity of the black hole.
This result is made possible by a global human effort of more than 300 researchers from 80 institutions.
300+ RESEARCHERS
80 INSTITUTES
National Radio Astronomy Observatory

WAKE TECH
START INTERN SHOWCASE
STEM Academic Research & Training (START)
Invites all students, faculty & staff to attend our Spring 2023 Showcase
April 21st from 12p-2:30p
Northern Wake Campus
Building E Atrium

NSF
LIVE FROM ANTARCTICA: IT'S NOT ALL SNOW AND ICE
When: February 3, 2023 at 2:00PM EST for a session aimed at students and 7:00PM EST for a session aimed at adults


NSF
SAGE
IRIS Incorporated Research Institutions for Seismology
contact us | staff sign in
DATA INSTRUMENTATION EDUCATION ABOUT
Facilitate. Collaborate. Educate.
IRIS is a world leader in advancing discovery, research, and education in seismology to understand our planet and to benefit society.

NSF

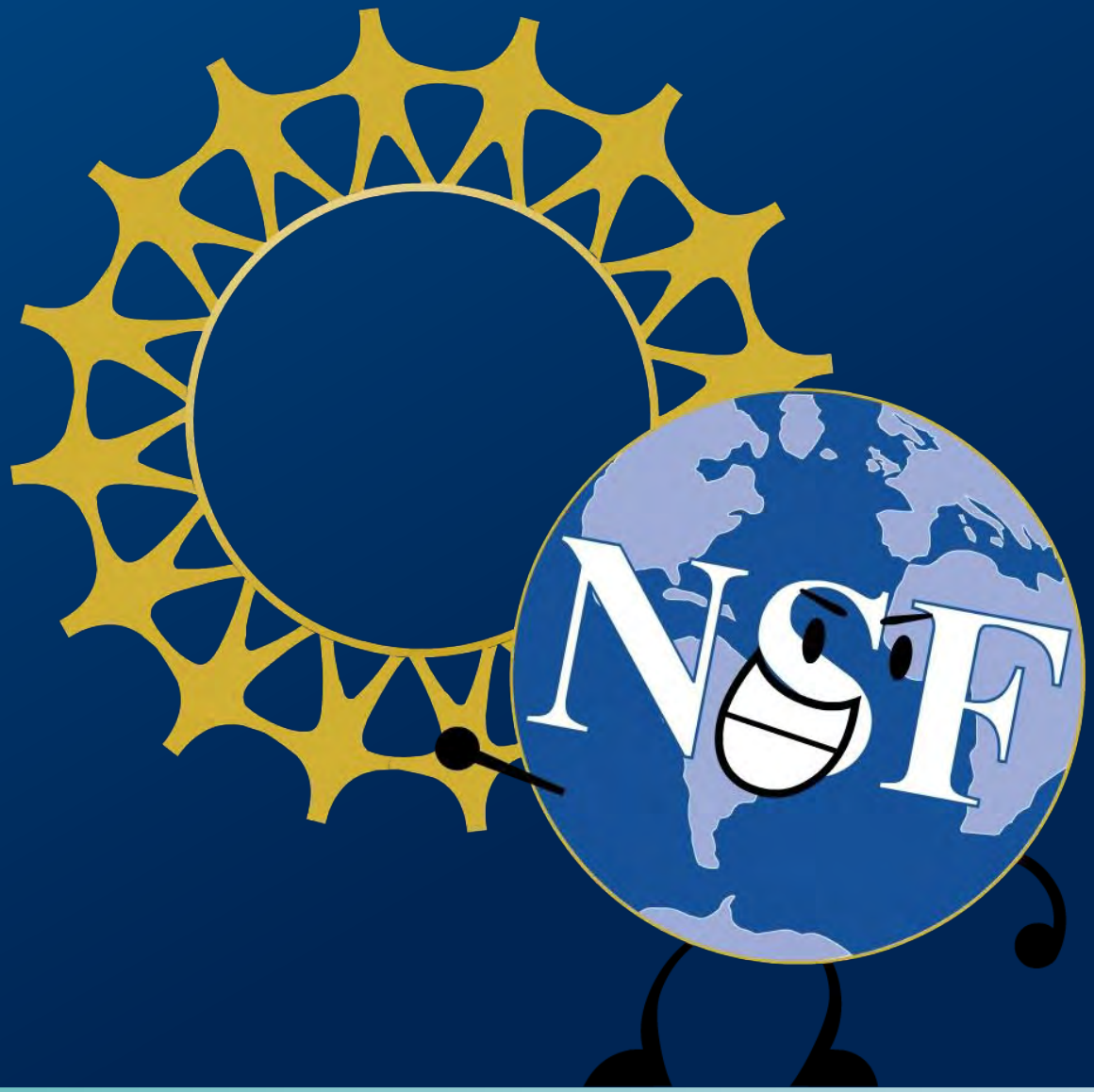

NSF
Testing the Efficacy of Diluted Bleach as a Disinfectant for Bacillus cereus
WAKE TECH
Introduction
Methods and Materials
Results
Conclusions and Implications
Objectives
Acknowledgements

NSF

NSF
AACC AMERICAN ASSOCIATION OF COMMUNITY COLLEGES
LEAD. ADVOCATE. ADVANCE.
2023 CCIC
COMMUNITY COLLEGE INNOVATION CHALLENGE

NSF
AASF
Asian American Scholar Forum
ASIAN AMERICAN INVENTORS

And not so great…



We Are Here to Help

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We are here to help ensure that communication products represent NSF accurately can consult on:

- Brand application strategies
- Review of vendor mockups
- Exceptions and waivers
- Brand requirements and standards

Contact us: *NSFbranding@nsf.gov*

NSF