



NSF Policy on Brand Standards

An Overview

NSF EPSCoR Live!

June 3, 2024



Importance of Brand Standards

Increased understanding of the tremendous value that NSF's mission and research investments can create for the U.S. can help connect us with new partners and expand our support.

Consistency in brand application will strengthen the NSF brand integrity, recognition and professionalism as a federal agency, which enhances taxpayer and congressional understanding of and appreciation for publicly funded science.






Policy Goals

- Clarify and solidify existing brand guidance
- Expand upon current practices
- Incorporate official processes for review and waivers
- Establish NSF Brand Management roles and responsibilities
- Refer to detailed guidance on brand implementation provided in “living” document: *NSF Brand Standards Manual*

Key Resources



Official Policy on Brand Standards of the U.S. National Science Foundation

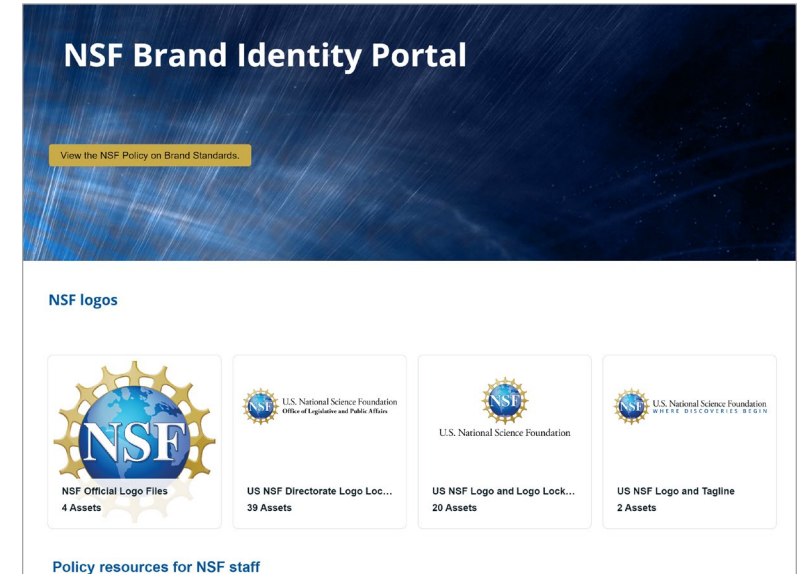
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NSF Policy on Brand Standards



NSF Brand Standards Manual



NSF Brand Identity Portal



NSF ACKNOWLEDGEMENT



Supporting the NSF Brand





NSF Recipients

Along with the otherwise required funding acknowledgments, recipients will include the NSF logo on materials.

NSF support should be acknowledged in research papers in accordance with the publication guidelines while following NSF brand standards to the extent feasible.

As appropriate, recipients should include the NSF full-color logo in print and digital products related to NSF-invested research and activities, such as:

- Websites
- Social media graphics
- Educational and outreach materials
- Press materials
- Exhibit, conference and event materials
- Videos
- Signage
- Equipment and instrumentation over \$150,000
















































NSF EPSCoR Logos

NSF EPSCoR - 28 State Logo Versions

Search

0 selected Download selection Download all

 NSF EPSCoR_Logo_Alab... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Alask... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Arka... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Dela... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Gua... <input type="checkbox"/> Select  
 NSF EPSCoR_Logo_Haw... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Idaho... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Iowa... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Kans... <input type="checkbox"/> Select  	 NSF EPSCoR_Logo_Kent... <input type="checkbox"/> Select  
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NSF EPSCoR
ADVANCING GEOGRAPHIC DIVERSITY IN STEM



<https://nsf.widencollective.com/portals/5tlaweok/NSFEPSCoRLogos>



Guidelines for Use

- Always use the logo as a whole.
 - Do not pull apart components to use individually or unpair from the NSF logo.
- Do not recolor the text or visual elements or change the font.
- Use at a size that is legible.
- Reach out to NSF Brand Management with questions and for additional resource needs.
- Follow additional policy and logo application guidelines.



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[https://nsf.widencollective.com/portals/
5tlaweok/NSFEPSCoRLogos](https://nsf.widencollective.com/portals/5tlaweok/NSFEPSCoRLogos)

Predominately NSF-Invested

Recipients of an award of \$1 million or more whose activities are predominantly (more than 50%) NSF-invested, have additional brand application requirements.

- Must pair their visual identity (if one exists) with the NSF logo.
 - If there is no logo, the NSF logo should still be used paired with the name of the project or entity.
 - Exceptions are made with approved waivers.
 - Logo lockup designs should be reviewed by NSF.
- The primary NSF logo must be used for these purposes.





Predominately NSF-Invested

➤ They must also include “NSF” in front of their name in textual references, including when using acronyms.

- NSF should be included in a minimum of the first two mentions of the project/entity.
- NSF should be written out if full on first reference, when feasible.
- Any new entities must include “NSF” as part of their official name.
- No possessive apostrophe + s.
- Exceptions for approved waivers.

Examples:

- U.S. National Science Foundation Daniel K. Inouye Solar Telescope
- NSF Daniel K. Inouye Solar Telescope
- NSF Inouye Solar Telescope
- NSF Inouye Telescope



Commercial Filming and Photography

Any requests to use predominately NSF-invested entities and activities for commercial photography, documentaries and film production must be submitted to NSF OLPA for review and approval to ensure:

- NSF investments and NSF are portrayed in an appropriate and desirable way.
- NSF is acknowledged, as feasible and appropriate.
- NSF brand application aligns with our standards.



NSF Naming Conventions

- U.S. National Science Foundation (NSF)
- NSF Directorate for _____ (NSF MPS)
- NSF Office of _____ (NSF OIA)
- NSF [program name]



U.S. National Science Foundation
MPS Division of Materials Research

At a minimum, NSF should be included in the first two mentions of any NSF entity and written out in full on first reference for external audiences.



Messaging

- NSF is incorporating "U.S." into textual references with the full agency name to increase its recognition as a government agency and to distinguish itself from the science agencies of other nations.
- On first reference, reference the agency using in full "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.





Social Media

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





Review Process

Reports, graphics, and general communications do not require brand review.

When working directly with outside vendors to produce physical materials, NSFbranding@nsf.gov should be included for review.

Logo lockups and webpages should also be reviewed by NSF.

Working with NSF Brand Management ensures the NSF brand identity is included and reproduced accurately when working with outside contractors and vendors.



Waivers

Exceptions to marking requirements, naming conventions and logo prominence may be granted by NSF in consultation with others as appropriate, or as a condition written into a Memorandum of Understanding.

The process for requesting a waiver can be found in the NSF Brand Standards Manual.

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

Policy Implementation

- Requirements for NSF recipients will be effective as they are implemented in T&Cs.
- On new and updated materials.
- Signage updates on physical property must be completed no later than December 31, 2024.
 - BUILDING SIGNAGE
 - VEHICLES
 - EQUIPMENT & INSTRUMENTATION - \$150,000 or more



REVIEW OF

NSF Brand Standards

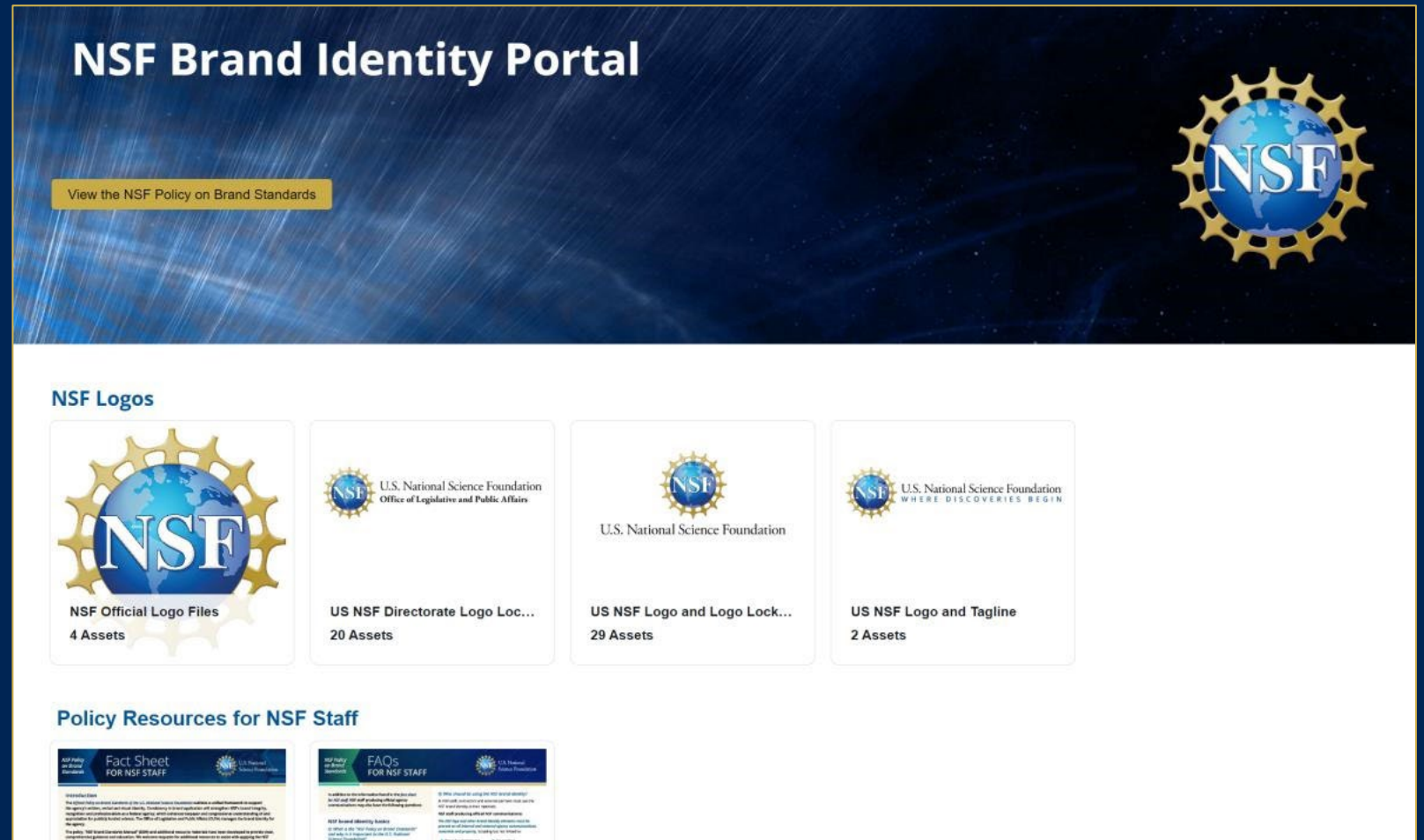


Brand Identity Portal

Visit the NSF Brand Identity Portal at:

<https://mediahub.nsf.gov/portals/dnmqghzz/NSFBrandingPortal>

- One stop for up-to-date brand info and resources
- Logo files
- NSF Brand Standards Manual
- Fact sheets
- Templates



The screenshot shows the NSF Brand Identity Portal interface. At the top, it says "NSF Brand Identity Portal" and "View the NSF Policy on Brand Standards". Below this, there are four categories of assets:

- NSF Logos**
 - NSF Official Logo Files**: 4 Assets. Includes the large NSF logo with a globe and gear.
 - US NSF Directorate Logo Lock...**: 20 Assets. Includes the NSF logo with "U.S. National Science Foundation Office of Legislative and Public Affairs".
 - US NSF Logo and Logo Lock...**: 29 Assets. Includes the NSF logo with "U.S. National Science Foundation".
 - US NSF Logo and Tagline**: 2 Assets. Includes the NSF logo with "U.S. National Science Foundation WHERE DISCOVERIES BEGIN".
- Policy Resources for NSF Staff**
 - Fact Sheet FOR NSF STAFF**: A document providing key information for staff.
 - FAQs FOR NSF STAFF**: A document providing frequently asked questions for staff.

NSF Logos



Primary



4-color without shading



Grayscale



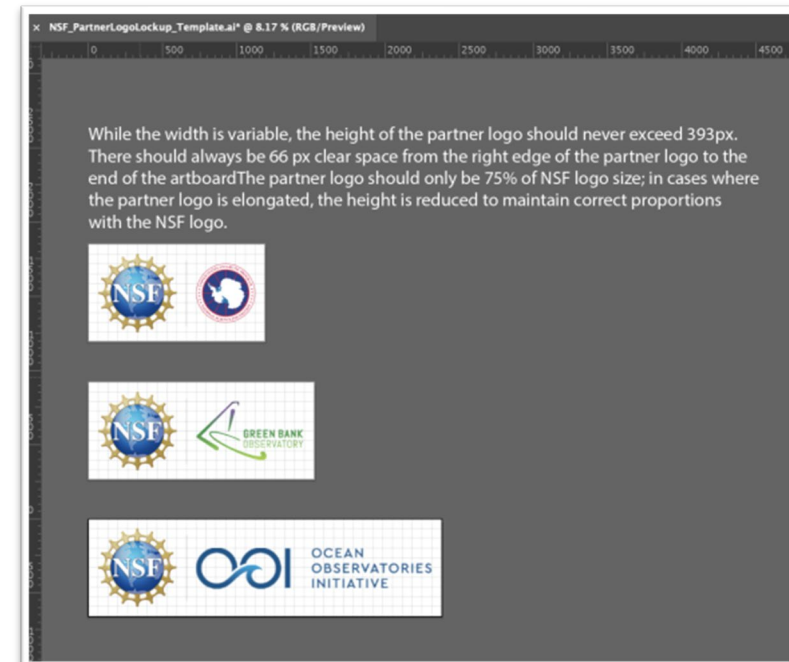
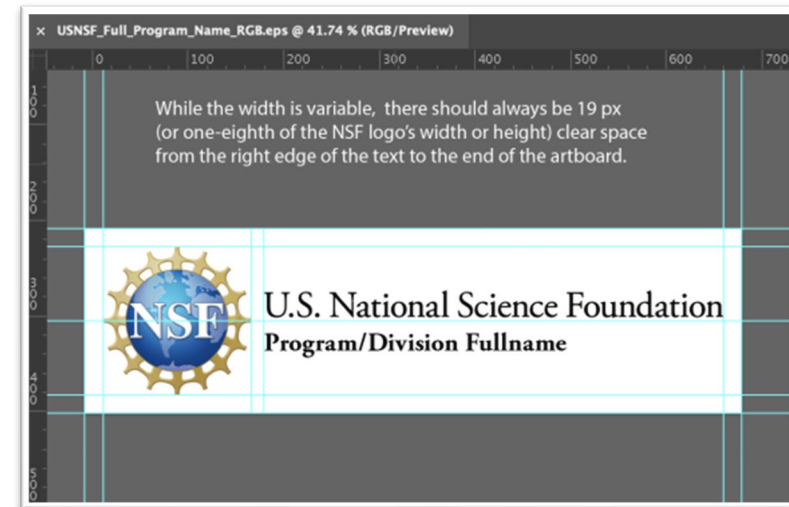
Single-color with continents



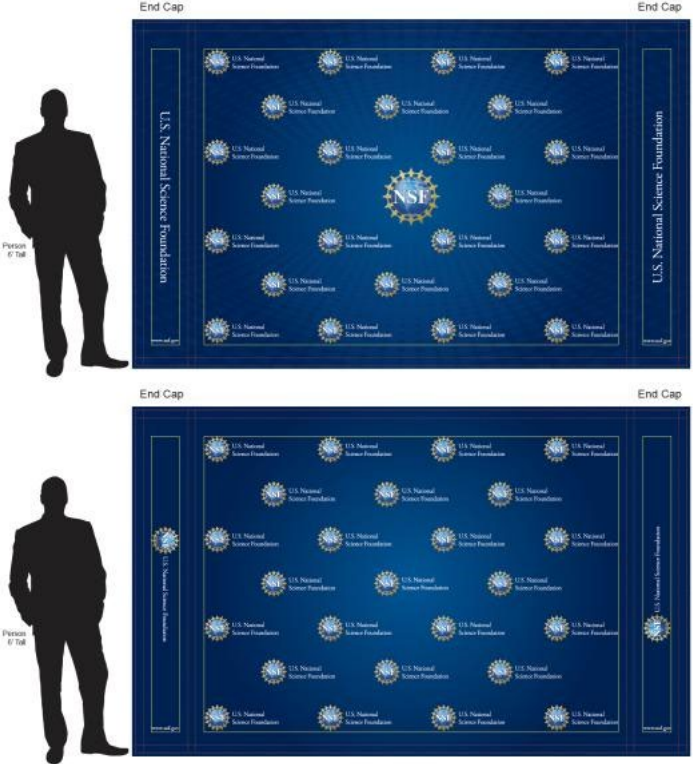


NSF Logo Lockups

- NSF logo lockups have a standardized layout and may be requested for additional needs.
- Use of logo lockups satisfy logo use requirements.
- Logo lockup templates are available for partners and recipients to use as a resource.



Working with Vendors



Red lines show ditch areas.

Invoice# 2309261
Proof# 02

Customer:
National Science Foundation

Contact:
Noah Egge

Project Manager:
Dean Gass

Job Details

10' x 7.5' Straight RPL Popup Displays

Material(s):
Dye Sublimated Fabric

Finishing/Installation:
Accordian Frame, includes Canvas Bag

Size:
116.75" Wide x 89" Tall x 11.81" Deep

Quantity:
2 Total (1 of each)

Approved: _____

NSF Blue Pantone 301 C		NSF Continent Blue Pantone 651 C		NSF Gold Pantone 8-6 C	
C: 100	R: 0	C: 39	R: 157	C: 0	R: 211
M: 60	G: 86	M: 25	G: 173	M: 14	G: 179
Y: 0	B: 153	Y: 3	B: 208	Y: 75	B: 78
K: 18		K: 0		K: 20	

Clear Space



The clear space must always be 1/8 of the NSF logo's width or height.

Logo width/height	2" or 192px	4" or 384px	8" or 768px	16" or 1536px	32" or 3072px
Clear space on each side	1/4" or 24px	1/2" or 48px	1" or 96px	2" or 192px	4" or 384px



Minimum Sizes



5/8"



5/8"



5/8"



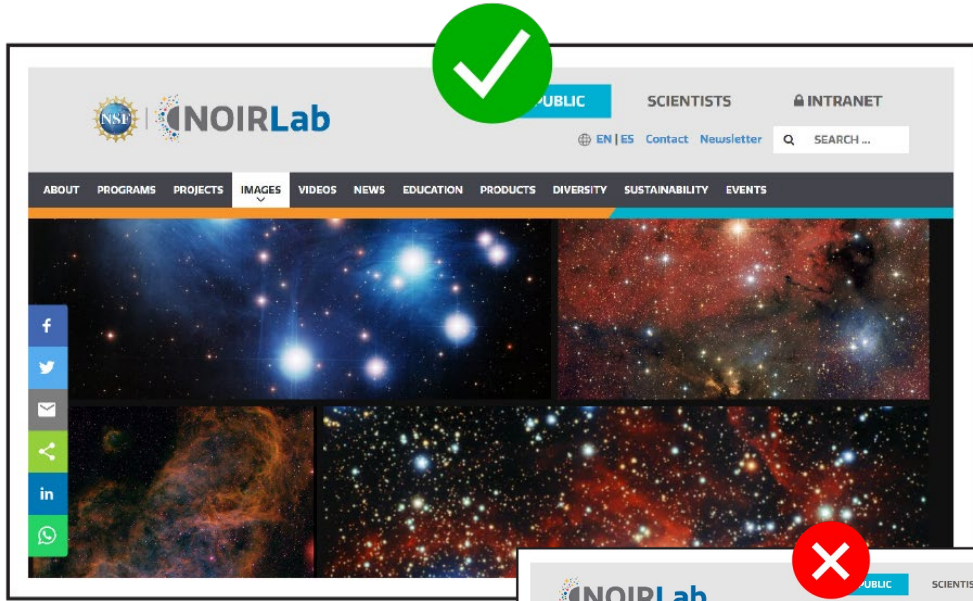
3/8"



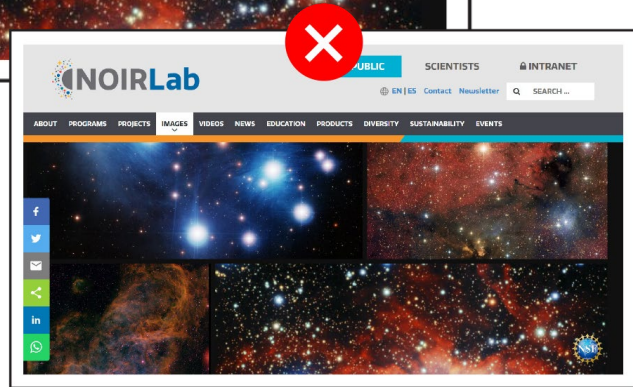
What not to do...



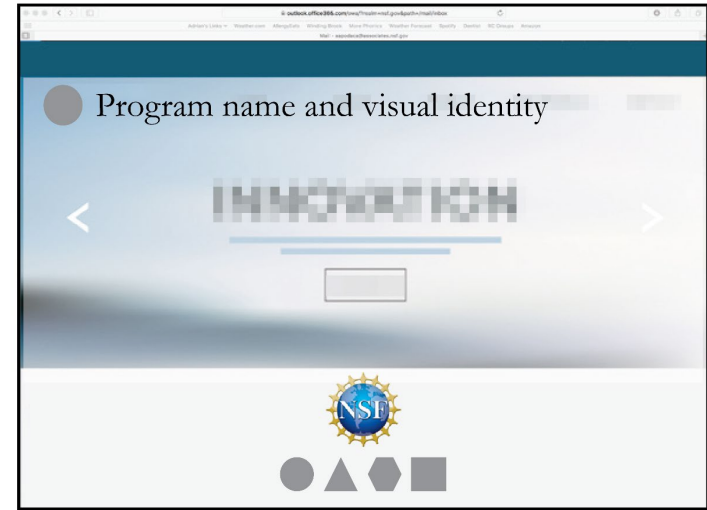
Logo Positioning



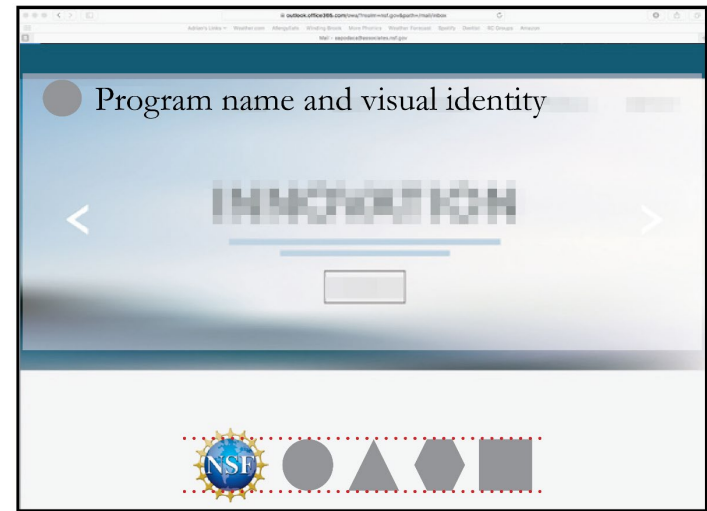
Logo placement when NSF is the predominate investor



Logo placement when NSF is the majority investor



Logo placement when NSF is a partial investor





Among Partners



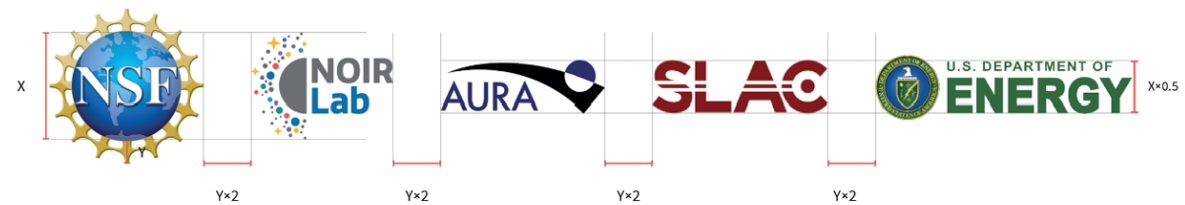
The International Gemini Observatory Participants line-up

The participants are listed in the order that they joined the Gemini partnership. NSF holds more than 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%).



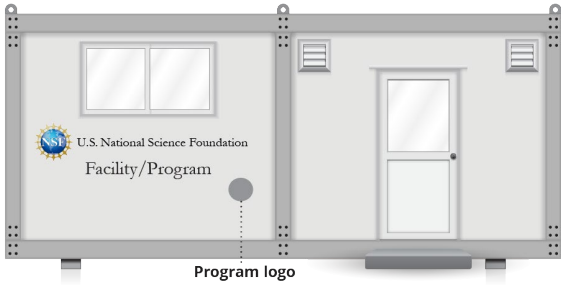
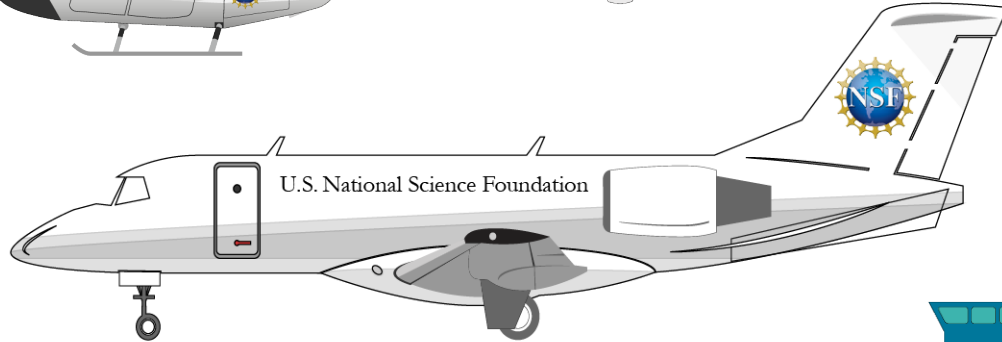
The Rubin Observatory Operations partners



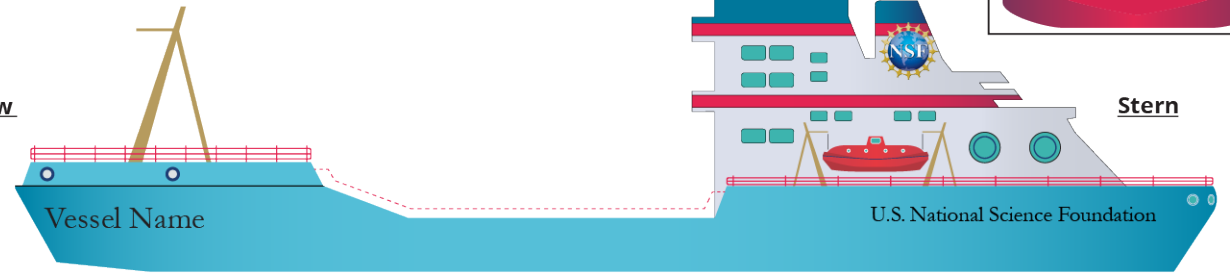
The diameter of the NOIRLab ball is 70% of the NSF ball.



Physical Property



Bow



Transom

Vessel Name
Home Port

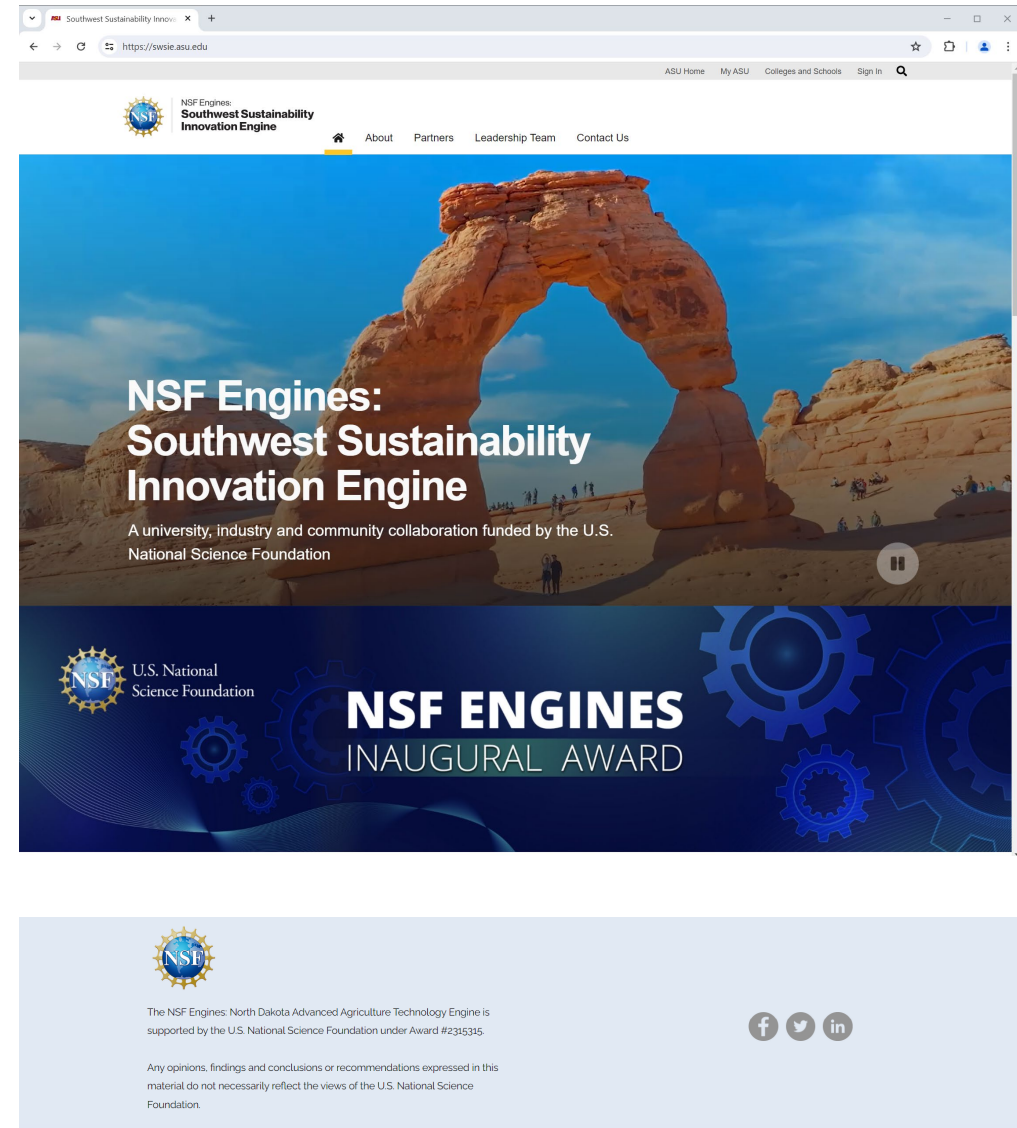
Stern



Webpages

Brand application checklist:

- ✓ Include the full color logo on the main landing page--in header if appropriate, or elsewhere.
- ✓ Include the agency name in full on first reference on each page.
- ✓ Include NSF in naming conventions on each page as appropriate.
- ✓ Include written award acknowledgement and disclaimer.





NSF Media Hub: A Picture is Worth 1,000 Words

Contact us:
OLPA_image_research@nsf.gov

Thank you for your collaboration!

MAINE
EPSCoR

Building research capacity in Maine

THE UNIVERSITY OF MAINE
MAINE EPSCoR
NSF EPSCoR
ADVANCING GEOGRAPHIC DIVERSITY IN STEM

A history of NSF EPSCoR Track-1 programming and long-term impacts

Since 1980, NSF EPSCoR funding has supported ten Track-1 grants in Maine to drive the growth of the STEM workforce, increase state competitiveness and improve the capacity and infrastructure needed to sustainably advance research and development in the state.



We Are Here to Help

We are here to help ensure that communication products represent NSF accurately.

Consult on:

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

Contact us: NSFbranding@nsf.gov



