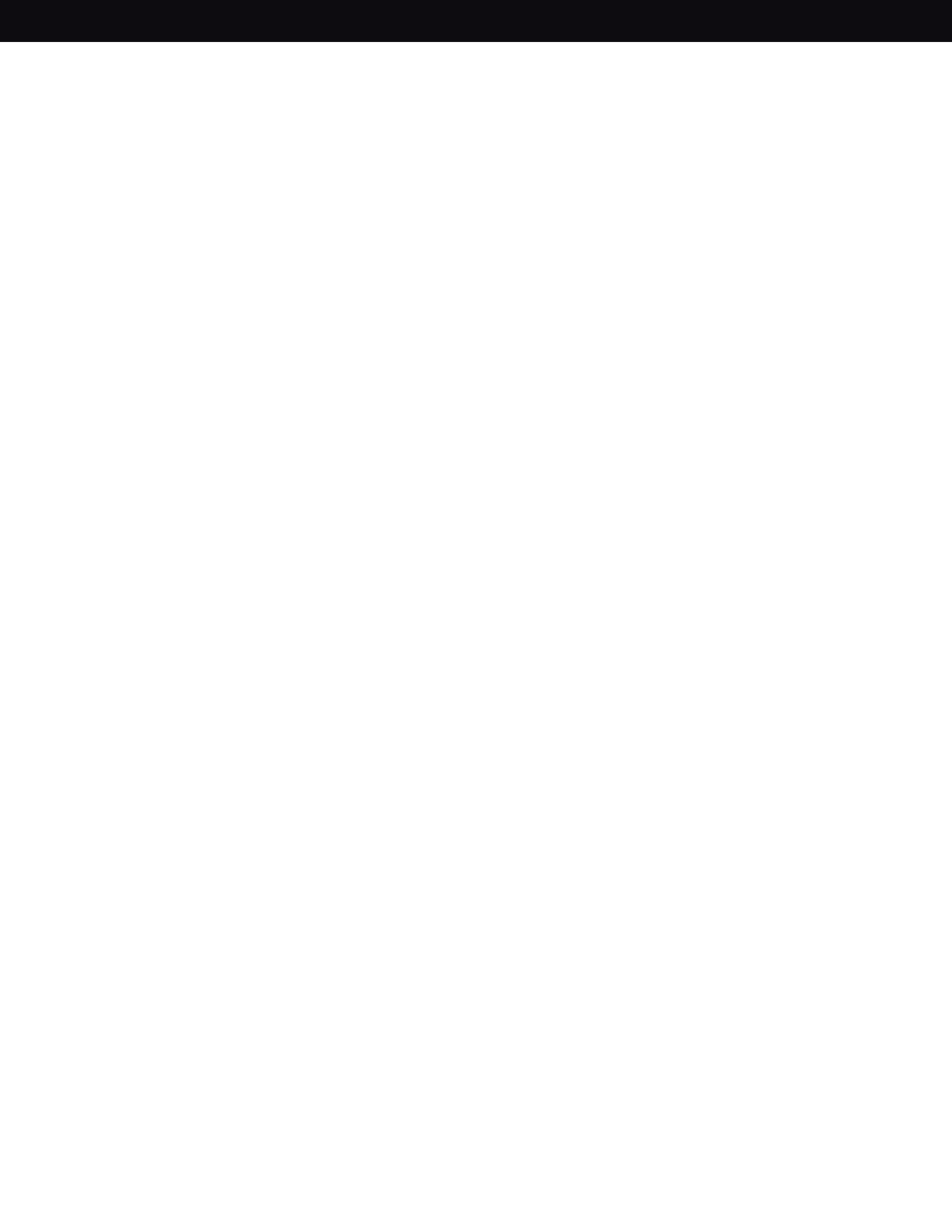


National Science Foundation

**LOGO & VISUAL  
IDENTITY GUIDELINES**

Standards, Information and Usage





# INTRODUCTION

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The following pages contain the primary elements and guidelines required to support the National Science Foundation's (NSF) visual identity and brand. These apply to oral and written communications, branded products, media, social media, facilities and equipment.

It is imperative to adhere to these standards so that we can increase the public's awareness of who NSF is and how we can better serve them. As an agency that enjoys strong bipartisan support, NSF works hard to communicate to the public and to Members of Congress these returns on their investments in basic research. No opportunity should be missed to solidify the indispensable role the government, and by extension the public, plays in supporting cutting-edge research.

To protect all that we are working towards, a unified approach will add value to the organization and position in America's research community. The following guidelines provide information on what you may and may not do with the NSF visual identity.

For questions regarding use of NSF's visual identity, please email [nsf-logo@nsf.gov](mailto:nsf-logo@nsf.gov).

To obtain files of the NSF logo, visit [www.nsf.gov/policies/logos.jsp](http://www.nsf.gov/policies/logos.jsp).



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# **BASIC DESIGN ELEMENTS**

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# NSF LOGO

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The NSF logo is the sole visual identifier of NSF. As such, it must be present on all external and internal communications.

The following is a description of the elements that make up the NSF logo and why they are important to NSF's visual identity:



**Medallion:** The medallion on the NSF logo represents the "gold standard" NSF sets in its merit review process of scientific proposals.

**Globe:** The globe behind the letters represents the domestic and global reach of the impacts that result from NSF-funded research across all fields of science.

**NSF Acronym:** The letters N-S-F create the acronym for the National Science Foundation. Together, all of the elements create the core of NSF's visual identity.

# NSF TYPEFACE FOR COMMUNICATIONS

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The two primary fonts for NSF communications are Garamond (used primarily for titles and writing out the words "National Science Foundation") and TW CEN MT (used primarily for body text in printed materials). Both of these fonts are standard on both Mac and PC computers. Calibri is acceptable in PowerPoint presentations and most sans-serif fonts are acceptable for use in NSF electronic and print materials.

# NSF PRIMARY LOGO

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4-color high-resolution bitmap logo

The primary NSF logo (4-color high-resolution bitmap logo) is the core component of NSF's visual identity. It creates a distinctive graphic presence for the agency and serves as a visual signature. Whenever possible, the 4-color, high-resolution bitmap logo should be used (shown left).

The 4-color logo is NSF's primary trademark. This version must be used on all communications and graphic design. The variants below help to solve certain issues when use of the 4-color version is not feasible. **AS SUCH, THEY SHOULD NOT BE USED BASED ON ARTISTIC PREFERENCE.** There are specific reasons for using these variants detailed below.

# NSF LOGO VARIANTS

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4-color vector logo



4-color vector logo without shading



Grayscale vector logo



1-ink vector logo

The **4-color vector logo** should be used when size is a concern. The vector version of the logo can be scaled to the size of a building or any other large type print. The slight visual difference in the logo is its lack of a beveled look on the gold portion of the logo and on the letters N-S-F. The overall design remains consistent. This should not be used as a substitute for the 4-color bitmap logo on standard-sized communications.

The **4-color vector logo without shading** is almost identical to the 4-color vector logo. The only difference is that the shading is not present and each component of the logo is a solid color. This logo is for limited use; generally only in the case where it will be used on patches or other uses of embroidery where shading is not possible.

The **grayscale vector logo** is another limited use logo. It should only be used when it is known that it will be printed using a black and white laser printer.

The **1-ink vector logo** is generally limited for use when the task necessitates that only one ink be used, such as hot stamping on giveaway items. This logo is also approved for use on documents where the logo must be placed on a background that has similar colors to the 4-color logo, resulting in a loss of impact of the primary logo, or when the logo needs to be too small to see the letters clearly on the 4-color logo. In these cases, it may only be used in black or white. **There are no exceptions to color choice with this logo.**

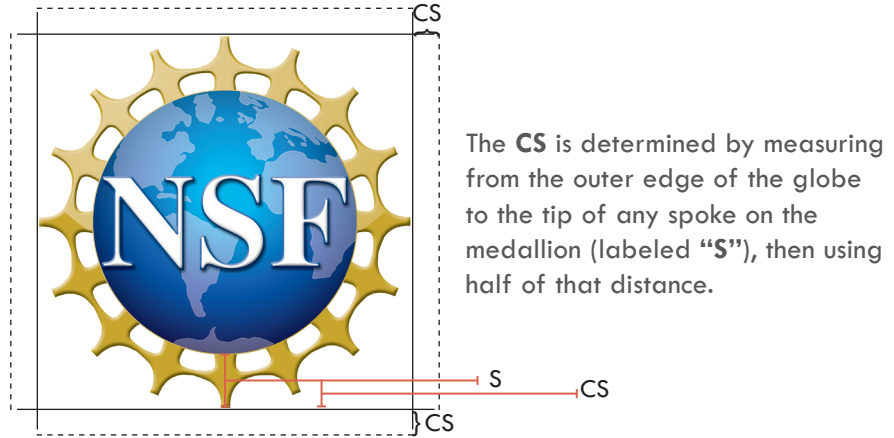


4-color special use logo

The **special use logo** is a new addition to the approved NSF logo variants. It will only be used in extremely rare occasion, such as when using our primary logo is confined to a small horizontal space that renders the letters N-S-F illegible. This variant has the same four formats as the primary logo (not pictured). The special use logo will not be downloadable for use and will only be made available with approval from the Office of Legislative and Public Affairs.

# CLEAR SPACE

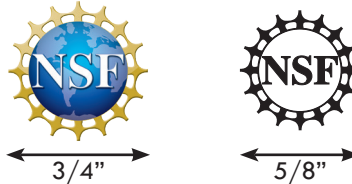
To give it a place of prominence and isolation, the NSF logo should always be surrounded by a generous amount of open/clear space, free of any text and imagery. The example below shows the minimum amount of open/clear space around the logo. Since the size of the NSF identifier will vary depending on the application, use the guidelines in the figure below for how to determine the measurement labeled “CS” for clear space.



# MINIMUM SIZES

The minimum reproduction size of the NSF logo is based on both height and width because it is the same dimension all around. For the full color logos, nothing smaller than a minimum size of 3/4” (0.75 inch) should be used in both print and on the web. If the size is any smaller than this, the logo loses its impact and artistic integrity. The black and white logo, however, can be used down to a minimum size of 5/8” (0.625 inch).

While these are the smallest the logo can be shown, the logo should always be proportionate to the surface it is being placed on. The logo should be approximately 1/10 of the total height of the surface it is being placed on.





# COLOR USAGE


Occasionally, the need will arise when an outside vendor will need specifics as to the color composition of the NSF logo. This will only apply when using the 4-color vector logo without shading. The high-resolution bitmap logo, along with the vector color logo, should always be reproduced using 4-color processing (CMYK).



4-color vector logo without shading

  
**PMS 653 CV 100%**  
**C: 100 R: 0**  
**M: 60 G: 86**  
**Y: 0 B: 153**  
**K: 18**

  
**PMS 653 CV 35%**  
**C: 35 R: 153**  
**M: 21 G: 173**  
**Y: 0 B: 210**  
**K: 6**

  
**PMS 118 C 75%**  
**C: 0 R: 211**  
**M: 14 G: 179**  
**Y: 75 B: 78**  
**K: 20**

# INCORRECT USAGE

The NSF logo must not be altered or distorted in any way. Whether using the logo alone or partnering with other organizations, care should be taken to follow the standards set forth in this document. T-shirts, hats and other promotional items are especially easy targets for logo misuse. The effectiveness of the logo depends on consistency of usage.

The logo should never be re-proportioned, distorted or set at an angle.



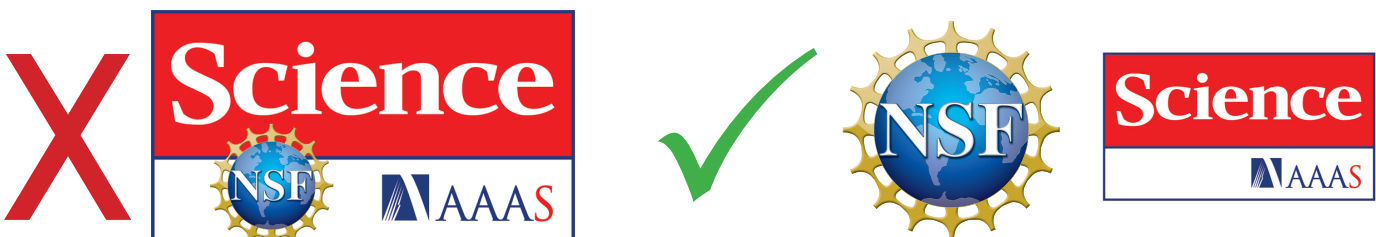
The logo should never be disassembled and used as separate elements, re-typeset using another font or be re-colored.



The logo should never have artificial effects such as drop shadow, transparency, beveling, emboss or glow.



The logo should never be combined with another logo or piece of artwork to create a new identity. The figure below on the right shows correct logo usage with an NSF affiliate. The logo should also not be used multiple times on the same surface or page. The white space rule applies always.



# THE COMPLETE NSF VISUAL IDENTITY

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The second and equally important part of NSF's visual identity is the agency name, **National Science Foundation**, spelled out. This identifier, in tandem with the NSF logo, creates the fullness of the agency's brand and visual identity. Neither of the two elements should be used without the other unless otherwise specified.

When using the complete visual configuration, every effort should be made to have the words "National Science Foundation" as close to the logo's clear space as possible (see the "Clear Space" section on page 3 for determining the measurement of the clear space). It is preferred that the text be typed on one line, though it is acceptable to stack it in three lines with each word on its own line. The text should always be typed in the **Garamond** type font.

The logo and text can be configured in three ways: (1) with the text to the right of the logo (with text centered top to bottom); (2) with the text below the logo (centered); or (3) with the text stacked to the right (with text centered top to bottom). It should never appear with the text to the left of the logo. The text should be prominent, but it should not exceed the size of the letters in the logo. On darker backgrounds, the "National Science Foundation" text can be reversed out to white to provide better contrast.

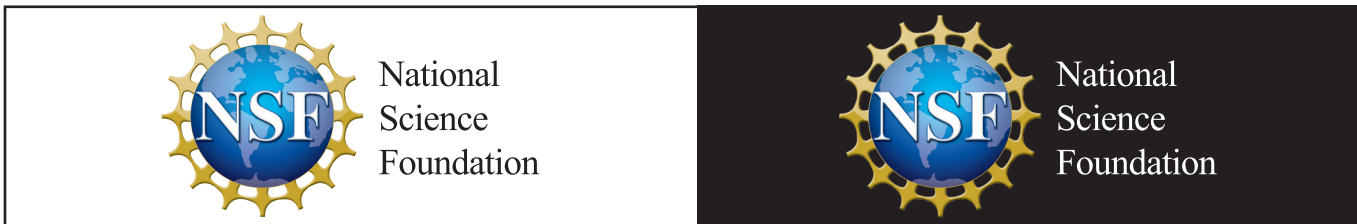
(1) Text to the right configuration.



(2) Text below configuration.



(3) Text stacked to the right configuration.



# PLACEMENT AMONG PARTNER LOGOS

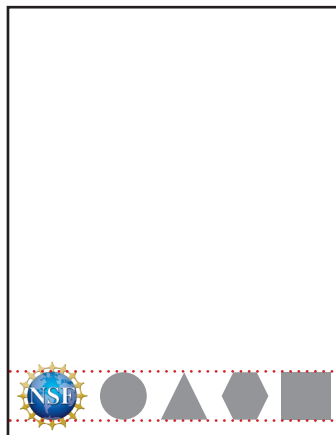
This section addresses branding and how it relates to facilities, vehicles and programs that are co-owned, co-sponsored or co-funded with NSF. When funding is equal among partners and the NSF logo will be placed among a horizontal series of outside organizational logos, the NSF logo should always be placed furthest to the left of the series (figure 1). In the case of placement in a vertical series, the NSF logo should be placed at the top of the series (figure 1 a). When the partnerships are equal, all of the logos should carry the same visual weight. To achieve this, height and width should be the same. As logo shapes vary among sponsors, **use the height and width of only the NSF globe** (figure 1 and 1 a) as your guide. This ensures NSF's visual weight among similar sized logos.

When NSF is the primary funding agency, the NSF logo should appear substantially larger than the other accompanying logos. In this case, the NSF logo should appear twice as large as the other logos. To further NSF's prominence in these situations, the NSF logo can be placed alone above the series of accompanying logos (figure 2).

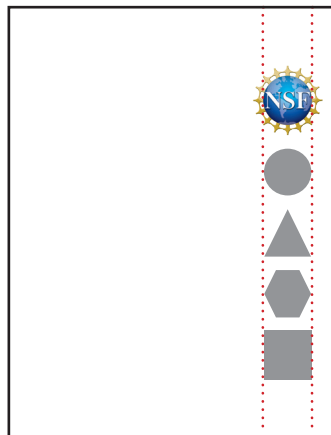
Note that in a series of logos, it is not necessary to use the "National Science Foundation" text to accompany the logo. In these cases, it is preferable to have the text elsewhere on the item, where the text will be more impactful. When materials, facilities or vehicles are designed with or by a co-sponsor, the full guidelines for the NSF identity do not apply in their entirety, though it is still essential to use the correct logo and prominent placement.

When a program, facility or vehicle is fully funded by NSF, the NSF identifiers must be the central brand identifier. Any identifying marks or logos created by the program, facility or vehicle should play a secondary role in the overall visual identity. In writing, they should also be referred to as "National Science Foundation's *Facility Name*." This applies to signage, print material, websites and any other communications (figure 3 and 3a).

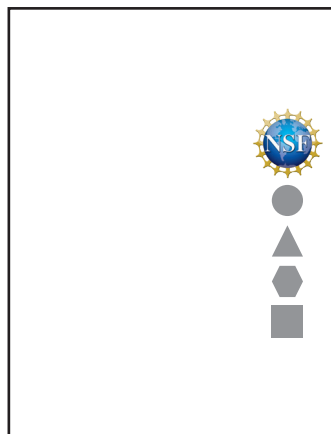
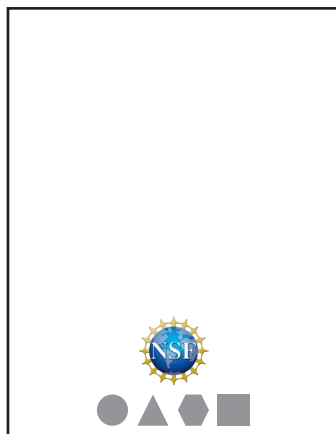
**Figure 1.** In a horizontal series of co-sponsors.



**Figure 1a.** In a vertical series of co-sponsors.

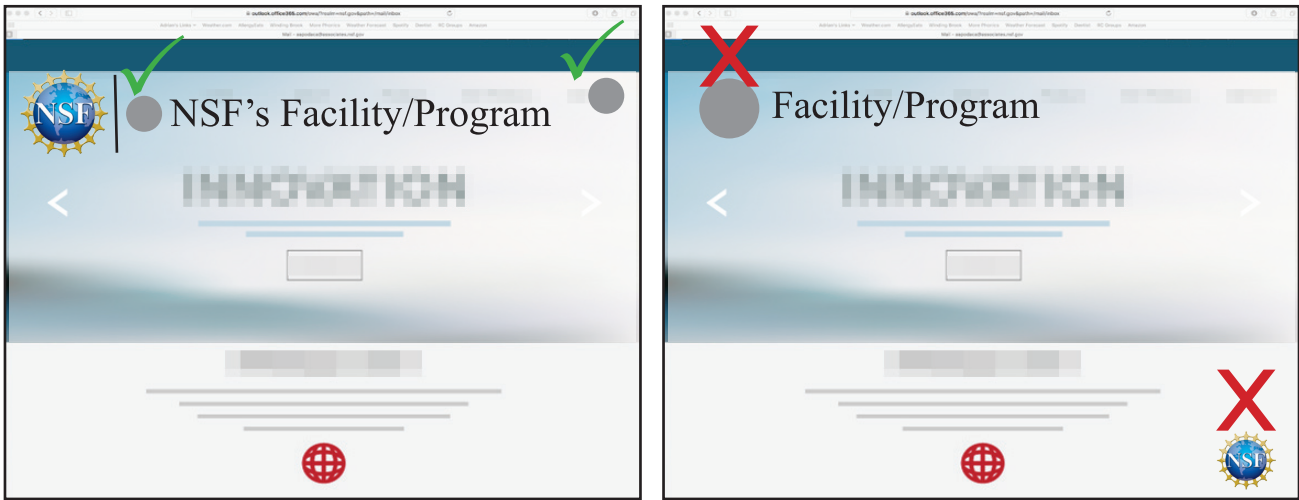


**Figure 2.** NSF logo prominence when NSF is the primary funding agency.

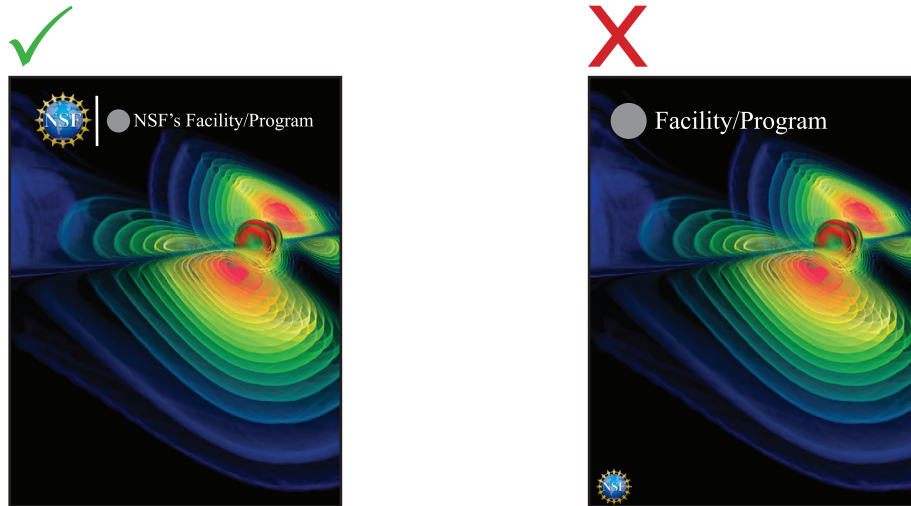


**Figure 3.** Examples of a fully funded NSF program website and correct visual identity.

Program logo = ●



**Figure 3a.** Examples of a fully funded NSF program poster.



The facility or program logo should NEVER be the primary identifier of a fully NSF-funded facility, vehicle, program, website or other form of communication.





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# **APPLICATIONS OF THE VISUAL IDENTITY**

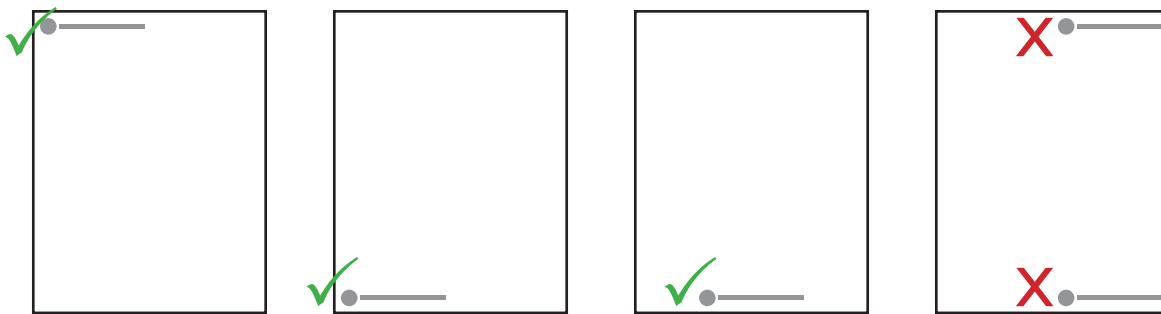
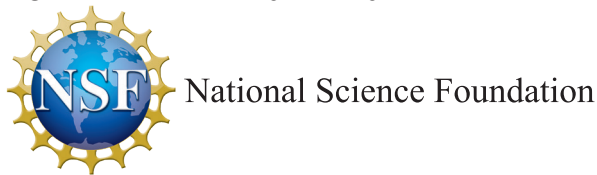
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# PRINT PRODUCTS

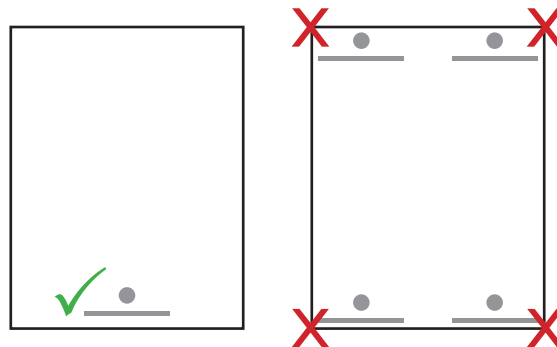
Below are guidelines as they pertain to print items such as brochures, posters and other standard-sized print products. Note the text to the right configuration (figure 4) can only be placed in the upper and lower left corners or centered on the bottom. The text underneath configuration (figure 5) can only be used centered on the bottom. The exception to these guidelines occurs when the "National Science Foundation" text appears in an extraordinary large format across the top of the page. In this case (figure 6), the NSF logo may appear in any corner, or on the bottom of the page centered without the "National Science Foundation" text in close proximity.

**Figure 4.** Text to the right configuration.



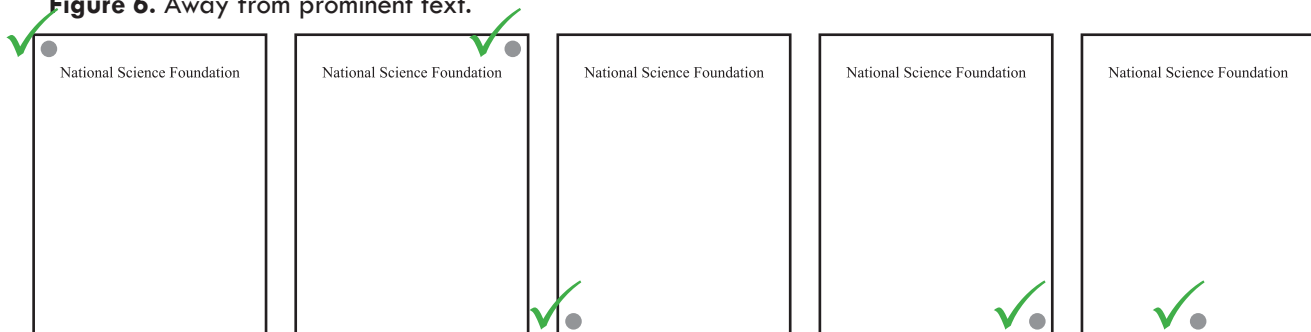
When using this configuration, the unified identity should appear either in the top- or bottom-left areas of the document, or centered at the bottom area.

**Figure 5.** Text underneath configuration.



In this configuration, the unified identity should only appear at the bottom of the document, centered.

**Figure 6.** Away from prominent text.



In this configuration, the logo can be placed unaccompanied in any of the four corners or centered on the bottom.

# VIDEO PRODUCTS

The same fundamental principles that apply to print when using the NSF logo also apply to video products. This includes video created both internally and by NSF grantees, institutions and others. Videos in which the research depicted was fully funded by NSF should include an acknowledgement at the end of the video indicating that the research depicted in the video was supported by NSF. The acknowledgement design is at the discretion of the video creator but will include the NSF logo with "National Science Foundation" spelled out (figure 7). Using a logo "bug" is not necessary for the duration of the video product, but use of the white vector logo in this way is permissible. The logo may appear in any of the four corners of the screen (figure 7a).

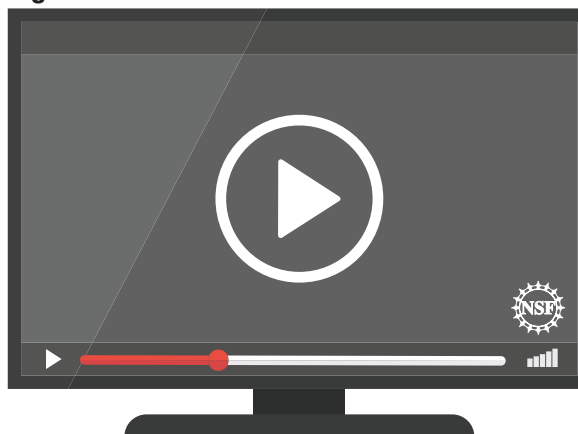
When producing video regarding an entity or research that is co-funded, the guidelines explained on page 6 are applicable. The timing and sequence of the logo groupings in these cases are at the discretion of the video creator.

**Figure 7 and 7a.** Logo placement in video products.

**Figure 7**



**Figure 7a**

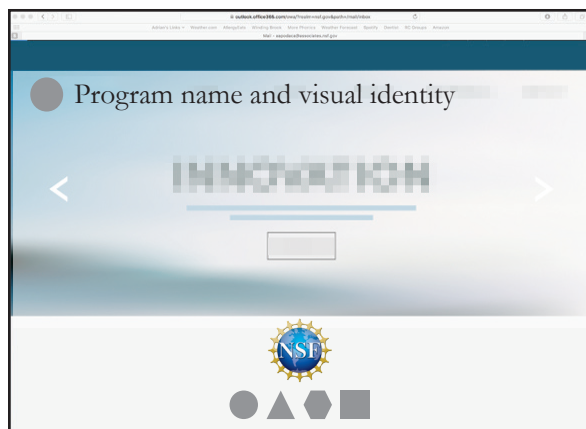


# WEB PAGES

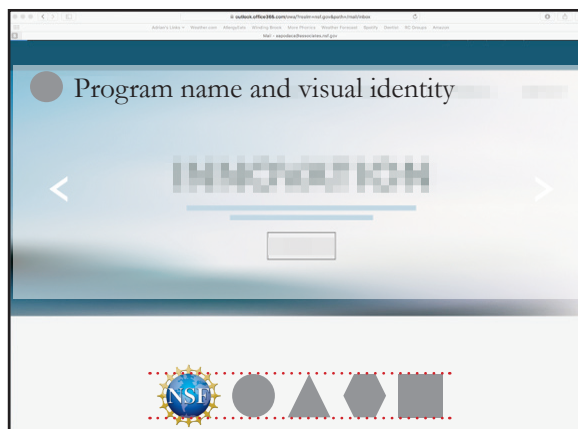
While the official NSF web page will have properly branded main pages and secondary pages, NSF fully and partially funded program sites must also adhere to NSF branding standards. Refer to figure 3 on page 7 for guidance on application of NSF visual identity on fully funded NSF program websites.

Programs that are not fully funded can apply the guidance provided on page 6 as in figures 1 and 2. Though these sites do not require the prominent NSF visual identity of fully funded programs, placement and prominence of the NSF logo are based on funding levels. It is acceptable to have the partner logos at the bottom of the program web page as shown below (figure 8 and 8b). When NSF is a minor contributor, the logo order is at the discretion of the creating entity.

**Figure 8.** When NSF is the primary funding agency.



**Figure 8b.** In a series of equal co-sponsors.



# NSF-FUNDED FACILITIES, INSTRUMENTS AND EQUIPMENT

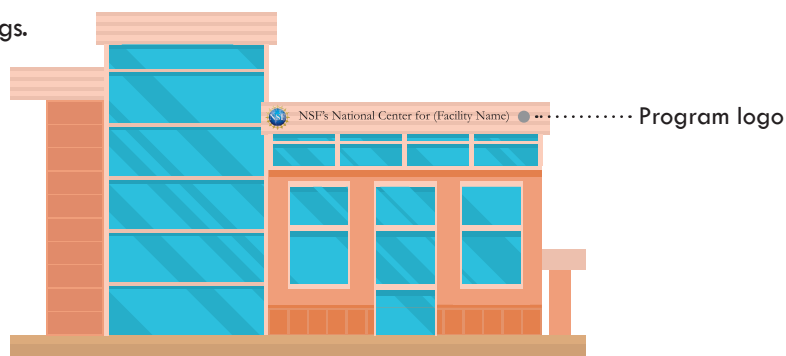
NSF-funded facilities, instruments and equipment are cornerstones of the U.S. scientific and research enterprise. As such, it is essential that the agency identifiers be applied in such a way that they show NSF's funding and support of the facilities, instruments and equipment. Either through signage or direct application to the facility, instrument or equipment, NSF identifiers should be prominently displayed. If the facility, instrument or equipment has its own identifying logo associated with the institution or organization, the NSF logo should still be displayed as the primary identifier on any signage or communications and never with less than equal representation. The design of any signage should be in alignment with the architectural standards used by the institution or organization. Implementation of the NSF identifiers applies to existing and new equipment, facilities and buildings.

## FULLY NSF-FUNDED FACILITIES, CENTERS AND SITES

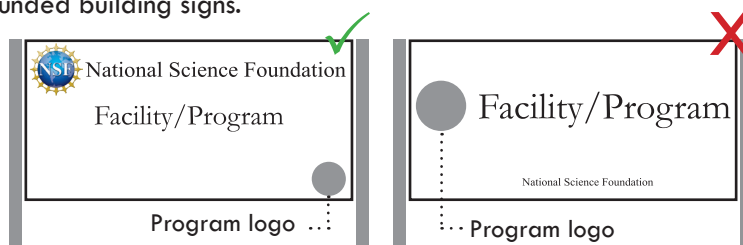
With regard to buildings and field sites, it is ideal to have the NSF identifiers affixed to the building either alone or in tandem with the name of the facility or center. The preferred configuration for use on a building is the text to the right configuration (figure 4). On buildings, the text becomes as important as the logo itself and can therefore be increased in size (figure 9). The minimum size of the text should equal the size of the letters "NSF" in the logo. The text should not exceed the size of the globe. Overall size should be determined by the size of allowable space on the building. On buildings and permanent signs, the logo and text may be created in a material such as stainless steel and are acceptable in either brushed or polished finish.

When it is not possible to have NSF branding directly on the exterior of the building, an identifying sign should be erected with NSF's branding elements prominently displayed in a location that is most viewable by the general public. For example, placing the sign at the entrance road to a field site where NSF-supported equipment is located instead of on the equipment itself (figure 10). The size of the sign should be reasonable and appropriately scaled to match the location selected, as well as properly identify NSF and the operating institution or organization. Signage should always appear clean and well maintained. It is imperative that NSF identifiers always look their best.

**Figure 9.** On NSF-funded buildings.



**Figure 10.** On NSF-funded building signs.

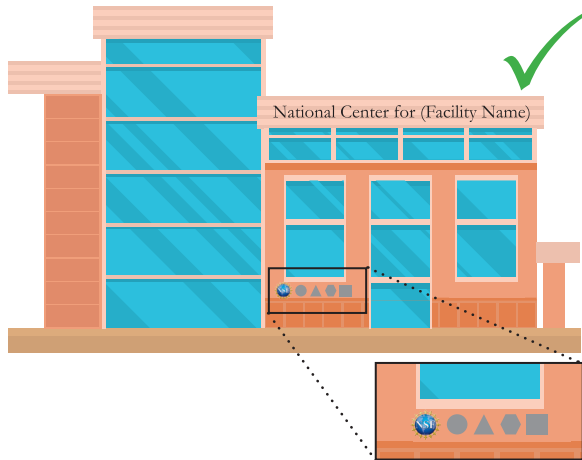


It is essential that the guidelines concerning partnerships and placement among other logos be adhered to at all times, whether on the building itself or on the signage.

# PARTIALLY NSF-FUNDED FACILITIES, CENTERS AND SITES

When a building or field site is not fully funded by NSF, refer to the guidance regarding partnerships and NSF logo placement described on page 6 of this document. The same rules will apply to building and field site signage. See examples below (figure 11 and 11a).

**Figure 11.** On partially NSF-funded buildings.



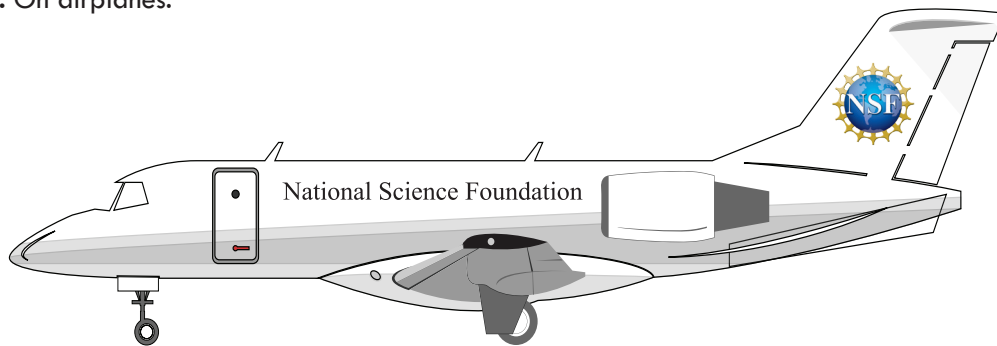
**Figure 11a.** On partially NSF-funded building signs.



# ON INSTRUMENTS AND EQUIPMENT

The goal with branding NSF-owned instruments and equipment is to make sure the NSF identifiers are placed in areas with the most exposure and the least operational interruption. Below are examples as to how an NSF airplane and truck might look in terms of logo and text placement. Paints or adhesives should be weather and fade-resistant and replaced when they show signs of deterioration.

**Figure 12.** On airplanes.



On airplanes, the aim is to place the NSF logo where it is most visible while on the ground. The preferred placement on an airplane is on the vertical stabilizer. The "National Science Foundation" text should also be prominently placed, preferably along the upper region of the fuselage. Guidelines on the NSF text proximity to the logo do not apply here. The program name or cooperating agency identifiers can be placed substantially smaller, and on the front section of the plane.

**Figure 13.** On helicopters.



On helicopters, like airplanes, the aim is to place the NSF logo where it is most visible while on the ground. The logo should be placed in an area where it is easily seen. The "National Science Foundation" text should also be prominently placed, preferably along the tail boom. Guidelines on the NSF text proximity to the logo do not apply here. The program name or cooperating agency identifiers can be placed substantially smaller, elsewhere on the helicopter.

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**Figure 14.** On vehicles.



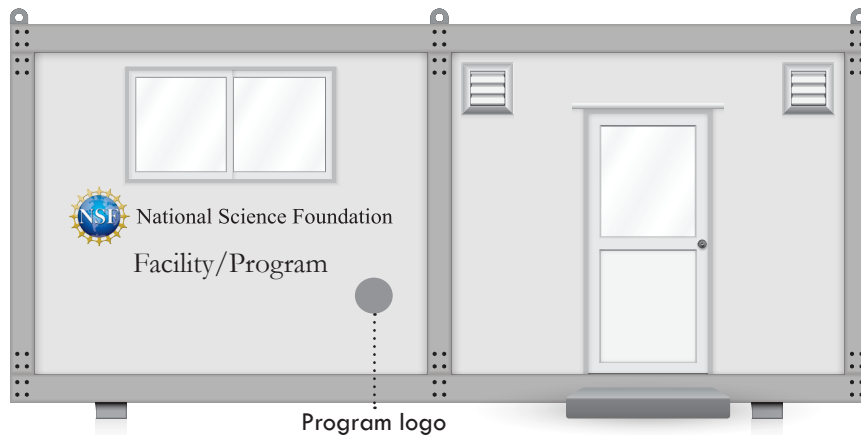
With regard to vehicles such as trucks, vans and cars, and industrial equipment such as forklifts, tractors and loaders, the NSF identifiers should be placed in areas where they are easily seen and where they are unobstructed by physical features (ex., mufflers, gas tanks) on the vehicle. Similar to the airplane, guidelines on the NSF text proximity to the logo do not apply here.

**Figure 15.** On vessels.



On vessels, like the other vehicles, the NSF identifiers should be placed in areas where they are easily seen, such as on the stack where they are unobstructed by physical features (ex., lifeboats and other equipment). The size of the NSF identifiers should be proportionate to the area where they are placed, but easily recognizable from a reasonable distance. Similar to the airplane, guidelines on the NSF text proximity to the logo do not apply here.

**Figure 16.** On portable scientific support equipment.



On portable scientific support equipment such as laboratory units, winches or large instruments, it is ideal to have the NSF identifiers affixed to the outside surface either alone or in tandem with the name of the research program. The preferred configuration is the text to the right configuration. Overall size should be determined by the size of allowable space on the unit. Guidelines concerning partnerships and placement among other logos should be adhered to at all times.



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# **MEDIA RELATIONS AND SOCIAL MEDIA**

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This section addresses how to include NSF when conducting media outreach including press releases and media interviews. Grantees, former grantees and other recipients of NSF funding are among the agency's most effective ambassadors. Please continue to share successes (stories, images and video) with NSF to help maximize awareness of NSF to the public.

NSF's [Proposal and Award Policies and Procedures Guide \(NSF 19-1\)](#) provides guidance on how to include NSF in media outreach:

- NSF support must be orally acknowledged during all news media interviews, including popular media such as radio, television and news magazines.
- Grants for projects which appear to be of special interest to the general public may be made the subject of an NSF or joint NSF/grantee press release to the news media.

## PRESS RELEASES

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When drafting a press release on an award, the publication of a paper, or a discovery, please make sure to inform the program manager of the associated NSF award. NSF does not require review and approval prior to publication, except in the case of a joint release with the agency, but always appreciates advance notice. NSF is pleased to provide materials to support press releases published by supported institutions. Those materials can include background language on a program or award portfolio, statistics or a quote from an NSF official talking about the importance of the research. To obtain those materials, please email the appropriate program manager listed on an award.

### Branding and Templates

When issuing a press release that includes a logo for your institution, see *press release example* template for proper placement of the NSF logo.

### Referencing NSF

As there are other organizations with the same initials, please write out "National Science Foundation" on the first reference in all publications and outreach.

### Quotes

To request an NSF quote for your press release, please email your program officer, who will work with OLPA to provide an approved quote. For press releases announcing a new grant, NSF provides background on the award and the program that funded it. For press releases announcing new, NSF-supported papers or discoveries, NSF provides quotes regarding the importance of a finding or breakthrough.

### NSF Funding

The below statements are examples of ways to include NSF in a press release.

- This \_\_\_\_\_ would not have been possible without funding and support from the National Science Foundation.
- National Science Foundation funding and support including staff and equipment made this innovative research possible.
- \_\_\_\_\_ is the recipient of a National Science Foundation Graduate Research Fellowship, which supports her/his/their research and allowed for participation in this study.
- National Science Foundation-funded research laid the foundation for \_\_\_\_\_.
- This research was supported with funding from the National Science Foundation.

### Boilerplate

The "About NSF" boilerplate may be added to your press release. The boilerplate is available at the end of any of the press releases posted to NSF.gov:

*The National Science Foundation (NSF) is an independent federal agency that supports fundamental research and education across all fields of science and engineering. In fiscal year (FY) 2020, its budget is \$8.3 billion. NSF funds research in all 50 states through grants to nearly 2,000 colleges, universities and other institutions. Each year, NSF receives more than 50,000 competitive proposals for funding and makes about 12,000 new funding awards.*

# MEDIA INTERVIEWS

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In oral or written interviews, the following are suggested approaches: Illustrate how an NSF award provided access to resources, equipment or collaborators that otherwise would have been beyond reach; discuss how the proposal process helped refine the ideas or plans, or the personal pride felt in obtaining research funding from a selective agency like NSF; or if an award includes funding for training students or young researchers, or compelling broader impacts activities, those are also helpful messages.

In your own words, you can address any of the below topics:

- How has NSF impacted you?
- What value did NSF provide?
- How has NSF supported your research?
- Has your NSF-supported research been strengthened by discoveries made through previous NSF-supported research?
- How critical is NSF support for basic research (as opposed to other stages of research, where private companies and others might provide support) and for early career researchers?
- You can also share quick facts about NSF, like how to apply for funding and impacts the agency has made.

# PRESS CLIPPINGS

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NSF endeavors to follow all media reports about the research it funds, but investigators and supported institutions often find reports the agency has missed. If you are aware of a media report on NSF-supported research, please forward it to the appropriate program manager.

# SAMPLE PRESS RELEASE TEMPLATE

---

**[ENTER INSTITUTION/RESEARCHER NAME] Awarded [DOLLAR AMOUNT] Grant from the National Science Foundation**

*Award will allow for [NEW INITIATIVE OR RESEARCH]*

**[CITY, STATE, DATE]** – [INSTITUTION/RESEARCHER NAME] has been awarded a [DOLLAR AMOUNT] National Science Foundation (NSF) grant for research on [SHORT SUMMARY OF PROJECT GOAL].

General paragraph describing the unique aspects of this project, either in terms of its research goals, methods, or the team working on it.

“This is where a quote from the principal investigator would typically go,” said [PRINCIPAL INVESTIGATOR NAME], a researcher at your institution. “This is also a good place to talk about potential benefits to society.”

This paragraph can be a good place to talk about the grant in detail, including the NSF program that funded it. NSF can provide information for principal investigators and public information officers, and the PI’s award abstract is also a helpful document. Remember, NSF cannot provide information about proposals, such as how many others had proposals declined or the award rate.

“This is where a quote from an NSF official can go,” said [NSF OFFICIAL], a program manager at NSF. “It’s a great place for NSF to reinforce the importance of this work.”

More detail about the awarded project usually follows in the paragraphs below. If NSF funded anything else associated with the new award, from facilities and equipment to graduate students, NSF would be happy to provide background.

NSF Media Contact: NSF Public Affairs, [media@nsf.gov](mailto:media@nsf.gov), 703-292-7090

[Note: NSF does not require its media contact listed in releases from funded institutions. However, the agency will take calls responding to media looking for more information about the award or program. Please do not list contact information for other NSF officials, such as a program manager.]

# SOCIAL MEDIA

When sharing great news about an NSF award or finding, consider tagging NSF in your social media post. NSF may assist in sharing the news too!

NSF content on social media should be properly "tagged" with hashtags and [NSF social media accounts](#). Tagging on social media is a way of connecting content with NSF. Hashtags connect keywords together— all #NSFfunded content in one place. A hashtag uses the "#" symbol. To tag an NSF account, use the "@" symbol.

- When posting about NSF-funded research, tag the appropriate NSF social media account and/or use hashtag #NSFfunded.
- Tagging is always preferred but if you can't, be sure to spell out "National Science Foundation."
- Altering the NSF logo or adding the NSF logo as your social media profile photo is prohibited. Instead, add the logo to your graphics following the logo guidelines.
- Do not imply through posts or profile information that your account officially represents NSF.
- If possible, please try to highlight how NSF was integral to making the research possible – go beyond just noting the research was NSF-funded.

## Twitter

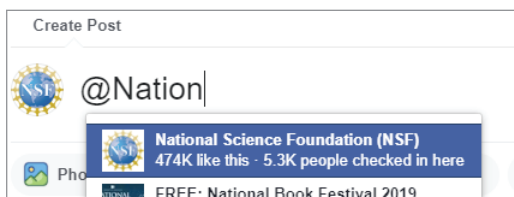
- Don't use #NSF; instead, use @NSF when tagging the foundation in your posts.
- Use NSF's official hashtags: #NSFfunded, #NSFstories.
- Don't create NSF-branded hashtags without consulting with NSF's Office of Legislative and Public Affairs.
- If you are an NSF-funded facility or program, add "National Science Foundation" or #NSFfunded to your Twitter bio.

Accepted:



## Facebook

- ✓ Use the @ symbol to tag NSF on your post.



## Instagram

- ✓ Use NSF's official hashtags:
  - #NSFfunded to post about NSF-funded research and programs.
  - #NSFstories when posting about the individual's experience that was made possible by NSF.

For social media-related inquiries, email [socialmedia@nsf.gov](mailto:socialmedia@nsf.gov).



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# **NAMING AND RENAMING NSF FACILITIES**

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# NAMING AND RENAMING NSF FACILITIES

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Historically, NSF has not actively led the naming process for its major facilities. These major awards represent opportunities to communicate the breadth of science and engineering NSF supports and the discoveries that result from such scientific endeavors. NSF is now using these opportunities to better communicate science objectives and outcomes, these facilities' significance to the nation, and the agency's mission.

NSF has developed a standard process for naming its funded facilities. New facilities and facilities that are up for renaming should contact their program officer for more information before moving forward with their naming/renaming.



# FREQUENTLY ASKED QUESTIONS

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**Who can use the logo?** NSF's logo can be used by recipients of NSF support for the sole purpose of acknowledging that support.

NSF's logo can be used to link to an NSF website or acknowledge NSF assistance or affiliation.

**Who cannot use the logo?**

NSF's logo cannot be used in a manner that falsely implies employment by or affiliation with NSF. NSF's logo cannot be used to imply or endorse a product or service.

**Do I need permission to use the NSF logo?**

If you meet the stated requirements above for using the NSF logo (be a recipient of NSF support or linking to an NSF site), no explicit permission is necessary to use the NSF logo. No other potential uses of the NSF logo are permitted unless prior written consent is obtained from the NSF Office of Legislative and Public Affairs.

**Who can I contact for more information on NSF visual identity?**

For questions regarding use of NSF's visual identity, please email [nsf-logo@nsf.gov](mailto:nsf-logo@nsf.gov).

**In what file format is the NSF logo saved?**

Depending on how you will be producing the completed material, the file format will make a difference. The following are explanations of which file type works best in what format:

- **.PDF Portable Document Format**  
The file format used universally for viewing documents and also used by some digital printing vendors.
- **.EPS Encapsulated PostScript**  
The file format used by printing vendors and professional graphic designers.
- **.AI Illustrator Format**  
The file format used by printing vendors and professional graphic designers.
- **.PSD PhotoShop**  
The file format used by professional graphic designers and illustrators.
- **.TIF Tagged-Image File Format**  
The file format used by printing vendors and professional graphic designers.
- **.WMF Windows Metafile Format**  
The file format used for insertion into Microsoft Office documents.
- **.JPG Joint Photographic Experts Group Format**  
The file format used for web graphics.
- **.GIF Graphics Interchange Format**  
The file format used for web graphics.

**Where do I get the NSF logo files?**

NSF logo files are available for download at [www.nsf.gov/policies/logos.jsp](http://www.nsf.gov/policies/logos.jsp).

**NSF funded our workshop/symposium. Can I use the NSF logo on the associated report?**

Yes. However, the logo should be displayed along with a disclaimer stating that: "Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation."



National Science Foundation