

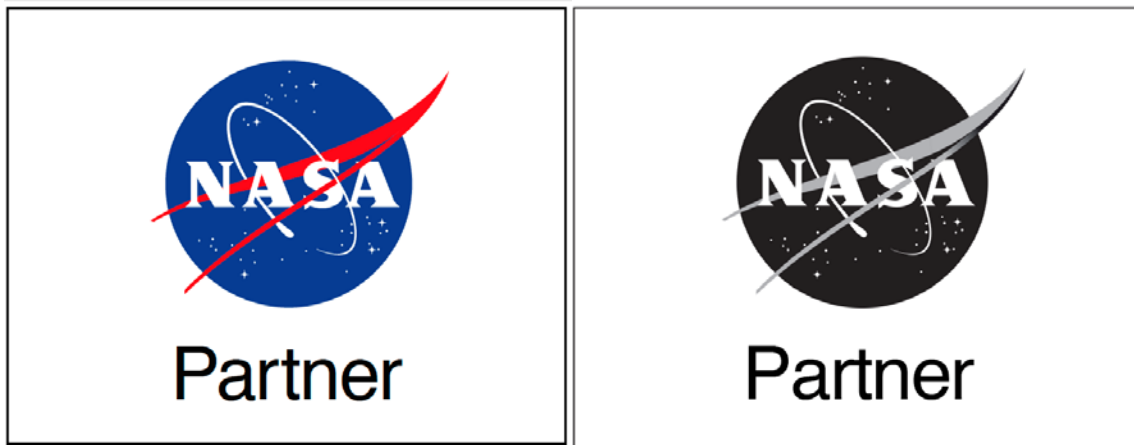
NASA Insignia Guidelines for NASA Grantees

Overview:

NASA has formulated new guidelines which are aimed to simplify and expand NASA Insignia use by NASA grantees (including cooperative agreement recipients, collectively herein, “Grantees”). Grantees are strongly encouraged to use the NASA Insignia Format identified in these guidelines. The purpose of these guidelines is to increase awareness of NASA’s mission activities via Grantee partnerships for a broader and more diverse population.

Elements of the NASA Insignia Format for Grantees:

The NASA Insignia Format for Grantees shall consist of the NASA Insignia with the word “Partner” in Helvetica font centered below the Insignia, with both elements on a solid white background surrounded by a box. Nothing else should appear within the box as shown in Figures 1 and 2. The NASA Insignia Format provides more options for proactively using the Insignia, because it identifies the Grantee’s relationship with NASA and visually confirms that NASA is not the owner of the Grantee’s associated content or property.



Figures 1 and 2
NASA Insignia Format in full color and black and white.

The following are applicable to the NASA Insignia Format for Grantees:

- The Insignia must appear either in full color or in black and white as depicted above. In full color, PMS colors are 185 red and 286 blue.
- The full-colored Insignia cannot be outlined.
- The Insignia cannot be distorted and elements cannot be shown separately.
- The word “Partner” must appear centered under the Insignia in Helvetica font and in the same proportion as depicted above.

- The box must surround the Insignia and the word “Partner” in a rectangle in similar proportion as depicted above.
- If the material upon which the NASA Insignia Format is placed appears in a contrasting color from the background color, then no additional line is needed to define a box; rather, the contrasting background color in the shape and proportion of the box with the Insignia and “Partner” elements suffices. If the material upon which the NASA Insignia Format is placed is not of a contrasting color, then a black line must be included which visually separates the NASA Insignia Format from surrounding material.

Utilizing the NASA Insignia Format for Grantees:

Use where a Disclaimer Statement is Required:

Grantees shall use the disclaimer statement set forth below when using the NASA Insignia Format on any of the following 4 types of materials produced by and for the use of Grantees and directly related to the work conducted under the grant or cooperative agreement:

1. Education materials related to a NASA-funded activity.
2. Press materials related to a NASA-funded activity.
3. Exhibit and conference materials related to a NASA-funded activity.
4. Informational and outreach materials which factually state NASA’s relationship to the Grantee and the NASA-funded activity.

The disclaimer statement shall be incorporated in the following form:

Disclaimer statement:

“The material contained in this document is based upon work supported by a National Aeronautics and Space Administration (NASA) grant or cooperative agreement. Any opinions, findings, conclusions or recommendations expressed in this material are those of the author and do not necessarily reflect the views of NASA.”

The Grantee shall place this disclaimer statement immediately below or immediately to the right of the NASA Insignia Format for Grantees. See Figure 3 below. In the event such placement is not possible, an asterisk may be placed next to the NASA Insignia Format, and the disclaimer statement may appear elsewhere on the same page of subject material reasonably co-located, with a related asterisk. The disclaimer statement should appear in Helvetica font and large enough to be legible and in a reasonable size in relation to the NASA Insignia Format.



Figure 3: Brochure (with disclaimer)

Use where a Disclaimer Statement is Not Required:

The NASA Insignia Format may be used for the following purposes without a disclaimer statement:

- Markings on buildings or signage for buildings wherein NASA-funded activities are occurring under a grant or cooperative agreement. See Figure 4 below:

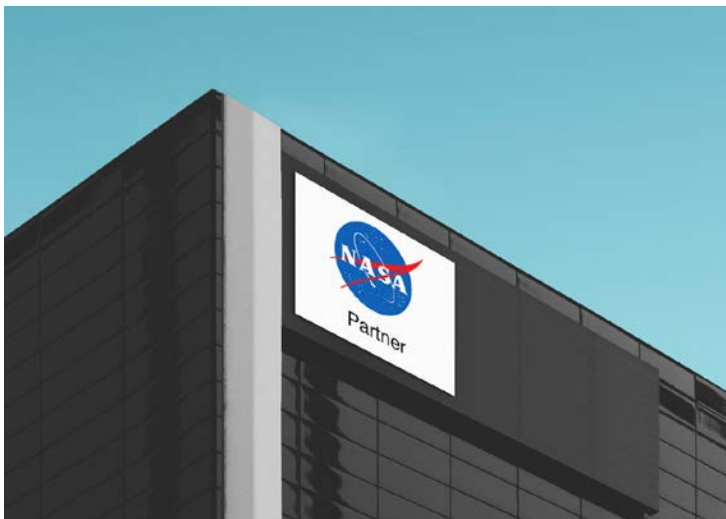


Figure 4: Building (without disclaimer)

Sizing and Placement of the Grantee Insignia Format:

The following shall be applicable to the sizing and placement of the NASA Insignia Format on any one piece of communications material (including a webpage), building, or sign, owned, controlled or produced by Grantee:

- The NASA Insignia Format shall not be more prominently featured than Grantee's own logo or identifier.
- If placed side by side with Grantee's logo or identifier, the NASA Insignia Format should appear on the right; if stacked, the NASA Insignia Format should appear on the bottom.
- The NASA Insignia Format should never be larger than the Grantee's logo/identifier.
- If the NASA Insignia Format is used without Grantee's logo/identifier, the NASA Insignia Format should not appear at the top of the material or in any manner which makes it unclear as to who owns the material or article in question.
- On communications material, the NASA Insignia Format should appear only on items addressing activities or the results of activities which were funded by NASA under a grant or cooperative agreement; the Grantee shall not use the NASA Insignia Format on materials unrelated to any NASA-funded activities under a grant or cooperative agreement.

Prohibitions on Use of the NASA Insignia Format:

The NASA Insignia Format may not be used in any manner for lobbying, advocacy, fundraising, solicitations of sponsorships or attendance fees for events, advertising (other than informational materials subject to a disclaimer addressed above), political or cause-related messaging. It shall not be used in conjunction with the names, titles, or positions of current NASA employees. Also, it shall not be used by the Grantee unless the grant or cooperative agreement with NASA is active and existing. Nor shall it be used by the Grantee's affiliates at any time. The NASA Insignia Format should not be used on buildings, articles, or communications, educational or other materials, which are not used or associated with Grantee's NASA-funded activities under the grant or cooperative agreement.

Link to the NASA Insignia Format Artwork:

[Place Link.]

Approvals and Questions:

A Grantee's use of the NASA Insignia Format in accordance with these guidelines does not require further approval from the NASA Office of Communications. For questions, please contact your grants, cooperative agreement, or procurement officer.