

National Aeronautics and Space Administration



NASA Grantee Insignia Use Guidelines

A NASA Communications Guide for Grant Recipients



NASA has formulated 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 Grantee Insignia Format identified in these guidelines.

The purpose of these guidelines is to increase awareness of NASA's mission activities via Grantee work for a broader and more diverse population

The NASA Grantee Insignia Format consists of the NASA Insignia displayed above the clarifying descriptor "GRANTEE". The NASA Grantee Insignia Format must appear in full color or black and white, consistent with overall NASA Brand Guidelines, and always maintain clear legibility.

Clear space requirements of one "N" (the width of the letter "N" in NASA) are required on all boundaries. If any other brand markings are used on the item, the NASA Grantee Insignia must also be included in a box with a border of a contrasting color. The Grantee insignia lockup must always be used as a single, cohesive unit. The identifier must not be altered, distorted, or reconfigured in any way.

Figure 1

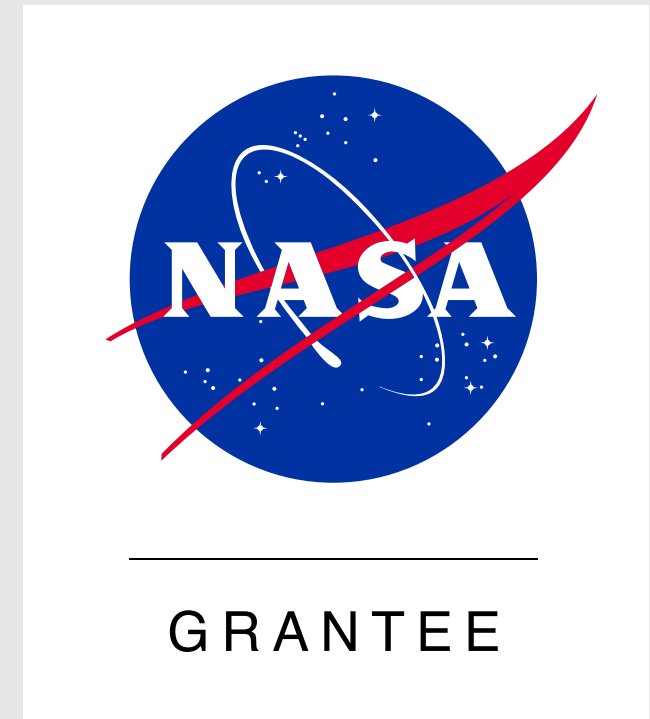


Figure 2



Use where a Disclaimer Statement is Required:

Grantees shall use the disclaimer statement set forth below when using the NASA Grantee 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 the NASA grant 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.

Disclaimer statement:

The disclaimer statement shall be incorporated in the following form:

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 Grantee Insignia Format (See Figure 4). In the event such placement is not possible, an asterisk may be placed next to the NASA Grantee 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 a sans-serif font and large enough to be legible and in a reasonable size in relation to the NASA Grantee Insignia Format.

Use where a Disclaimer Statement is not Required:

The NASA Grantee 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 5).
- Equipment or hardware produced under a NASA Grant.

Figure 4

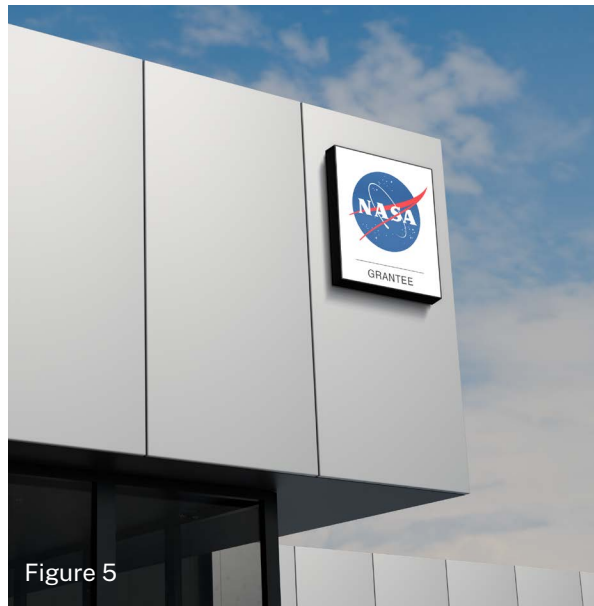


Figure 5



Figure 6

Sizing and Placement of the NASA Grantee Insignia Format

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

- The NASA Grantee 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 Grantee Insignia Format should appear on the right; if stacked, the NASA Grantee Insignia Format should appear on the bottom.
- The NASA Grantee Insignia Format should never be larger than the Grantee's logo/identifier.
- If the NASA Grantee Insignia Format is used without Grantee's logo/identifier, the NASA Grantee 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 Grantee 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 Grantee Insignia Format on materials unrelated to any NASA-funded activities under a grant or cooperative agreement.

Prohibitions on Use of the NASA Grantee Insignia Format

The NASA Grantee 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 Grantee 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.

Approvals and Questions

A Grantee's use of the NASA Grantee Insignia Format in accordance with these guidelines does not require further approval from the NASA Office of Communications. If additional design support is needed, email: agency-brand@mail.nasa.gov.

For questions, please contact your grants, cooperative agreement, or procurement officer

Sept 5, 2025
NP-2025-08-6672-HQ

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