

## NASA Advisory Council Recommendation

### Logos 2018-03-04 (RPC-04)

#### **Recommendation:**

The Council recommends that NASA conduct a comprehensive review of its contracts, Space Act Agreements (SAAs), and other legal vehicles to identify programs and partnerships wherein i) the contractor/partner should be permitted and encouraged to use the NASA logo in association with any publicity related to the activity, and ii) NASA should be permitted and encouraged to use the contractor's logo in association with any publicity related to the activity.

#### **Major Reasons for the Recommendation:**

The broader use of the NASA logo could help to inspire youth and STEM education. Moreover, utilizing the NASA logo on high-profile missions such as commercial crew and cargo will increase awareness of NASA's activities leading to enhanced visibility and public support for the Agency.

#### **Consequences of No Action on the Recommendation:**

If no action is taken NASA's role in numerous programs and public-private partnerships will remain hidden or unclear. This scenario will result in continued public confusion relative to many of the Agency's activities and a missed opportunity to leverage NASA's logo to inspire STEM education.

#### **NASA Response:**

NASA concurs with the recommendation. The Agency agrees that it should review its practices regarding use of the NASA insignia in conjunction with contracts, Space Act agreements, and other legal vehicles to ensure full alignment with Agency interests in this area. NASA has an affirmative responsibility to convey to the public the results of its work and activities. Under 51 U.S. Code § 20112 (a)(3) and (4), NASA must disseminate information on its activities to the "widest practical and appropriate" extent and "encourage, to the maximum extent possible, the fullest commercial use of space." Also, various legal requirements affect the use of NASA's insignia, including but not limited to the statutory prohibition in 51 U.S. Code § 20141 on using NASA's name to endorse a business or product and annual appropriations restrictions on using funds for publicity not authorized by Congress. In addition, the Agency must consider the practical effects of encouraging use of the insignia to the extent that it may restrict or complicate NASA's efforts to protect its identity from those wishing to infringe, dilute, or borrow that identity by asserting competing rights in the NASA insignia, other program identifiers, or utilizing confusingly similar versions. However, it should be reviewed whether current policies and procedures the Agency uses to meet these legal mandates are optimized to communicate current public-private partnerships and are being used to communicate NASA's role in these activities to the greatest possible extent. Accordingly, the Office of Communications and Office of General Counsel are convening a new Insignia Review Team along with key internal stakeholders to proactively assess NASA's policies and practices.

Enclosure