

NSF Brand Identity

Led by OD/OLPA



Importance of branding

- Develop a strong identity
 - More effective communications
 - Become easily recognizable
 - Differentiate from other agencies
- Demonstrate the value of our work
 - Develop brand relationship with key stakeholders
 - Increase understanding of NSF-funded impact
 - Associate positive brand experience with NSF

BUILD
TRUST



Review of NSF Visual Identity

Email NSFbranding@nsf.gov

Logos

Are you using the right logo?

Consistency

Key to strengthening communications & branding

Reminders

Where & when should communications be branded?



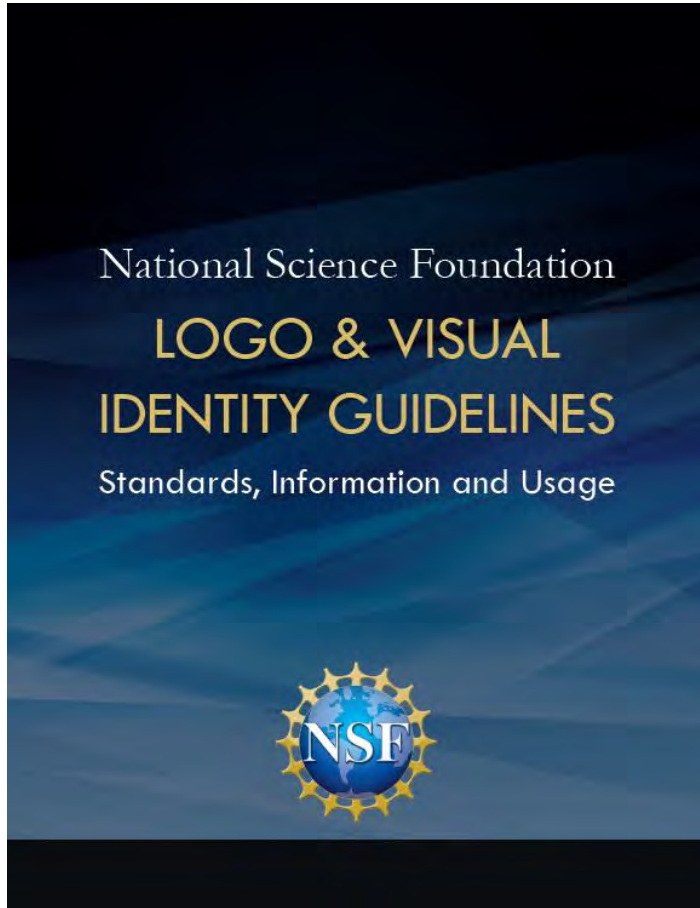



Figure 3. Examples of a fully funded NSF program website and correct visual identity.

Program logo = 

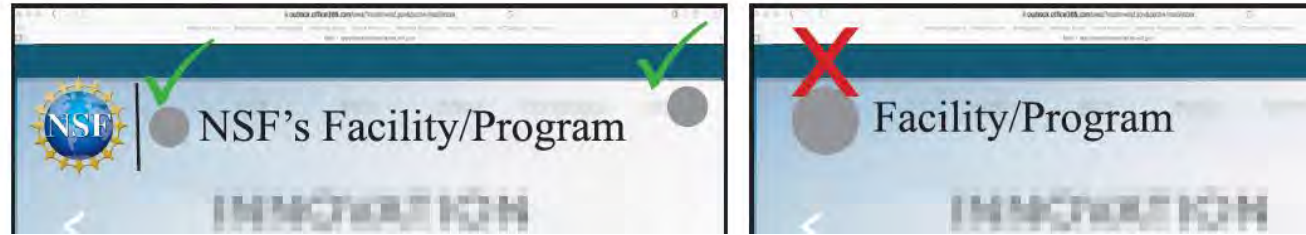
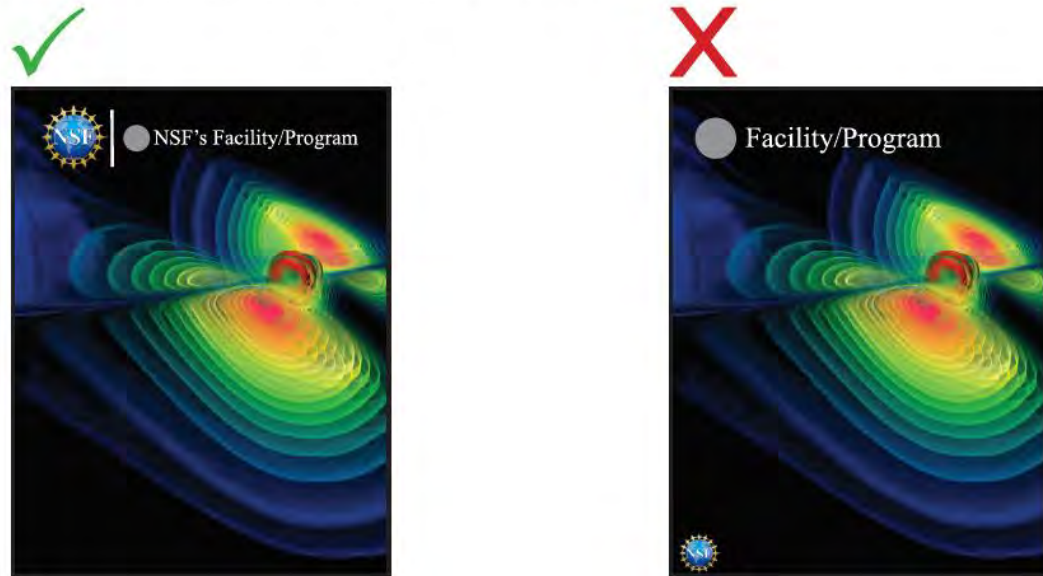


Figure 3a. Examples of a fully funded NSF program poster.



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.



NSF Branding Initiative: What is it?

A multi-step initiative that seeks to explore and resolve NSF's branding strengths, weaknesses, and missed opportunities.

The branding initiative will be implemented over the next 12 months and will culminate in an outreach campaign to engage and provide resources to NSF employees, contractors, facilities, awardees and other stakeholders.



What are the goals?

UNDERSTAND

- Roadblocks & pain points
- Opportunities
- Needs across NSF

IMPROVE

- Visual identity
- Branding guidance
- Understanding
- Resources

STRENGTHEN

- Communications
- NSF's reach & engagement
- NSF recognition



How do we accomplish it?

Research

Government agencies & private sector

Review

Internal & external communications

Expand

Style guide, visual identity & official guidance

Provide

Resources & education



Insights from MPS

What does “facilities branding” encompass?	What are our associated key goals?	Where are the tension points/tradeoffs?	What approaches/mechanisms should we consider?
Overall topic: NSF branding at MPS facilities	Using facilities as a multiplier for NSF name recognition	Greater agency exposure also means greater agency risk; need for adequate but not overly burdensome NSF oversight	Engagement with individual PO/PIOs and/or groups (via PO Forum, MPS facilities meetings, LFW, PIO meeting, etc.); metrics!
NSF visual identity (on physical infrastructure, websites/digital platforms, and printed materials)	Broad use of NSF logo on physical and digital sites/materials	Complex/highly specific logo guidelines provide detail to PIOs but are difficult for POs to enforce	Simplified NSF logo guidance (at least for POs)
	NSF credit/logo associated with facilities’ images/multimedia	Very few tradeoffs; images are usually positive/non-contentious	Set clear expectations across all facilities and monitor progress



How are you involved?

PARTICIPATE

- Designate a POC
- Provide input
- Collaborate with us

LEARN

- Read the identity guide & fact sheets
- Attend a branding presentation
- Help educate others

IMPLEMENT

- Follow the guidance
- Utilize resources
- Ask Questions



Questions?

We are always available at NSFbranding@nsf.gov

