



NSF Logo Guide

Standards Information and Usage

Please find enclosed the NSF guidelines for logo usage. It is imperative to adhere to these standards so that we can increase the public's awareness of who NSF is and what we can do for them.

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

For questions regarding use of the NSF Logo, please email nsf-logo@nsf.gov



Approved Variations



4-color high resolution bitmap logo

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

However, there are instances when these colors are not visually or technically compatible with the overall design or specific medium being used. The following are a few examples of when other formats of the logo must be used. Notice however, that the fundamental colors never change, and the logo maintains its visual integrity throughout.

The 4-color vector logo should be used when size is a concern. Though the high resolution bitmap logo can be scaled quite large, it cannot be sized infinitely. At a certain size, you will start to see pixelation. The larger it is scaled, the more evident the pixels will become. The vector version of the logo, if necessary, could be scaled to the size of a building or any other large type of 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 NSF. The overall design however remains consistent.



4-color vector logo



4-color vector logo without shading

The 4-color vector logo without shading is almost identical to the 4-color vector logo. The only difference here is 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 we are having patches made, 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.



Grayscale vector logo

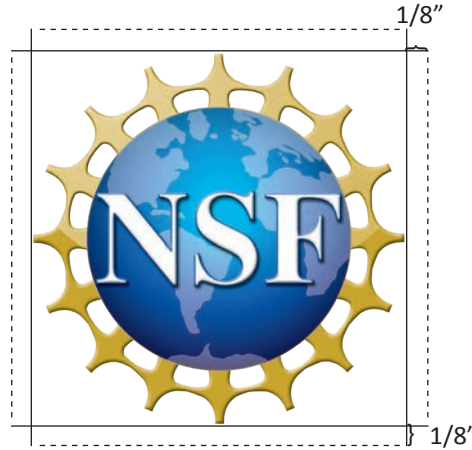


1-ink vector logo

The 1-ink vector logo is generally limited for use only 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 when use of the full color logo takes away from the artistic appeal or when the logo needs to be too small to see the letters clearly on the color logo. In these cases, it may only be used in black or white. There are no exceptions to color choice with this logo.

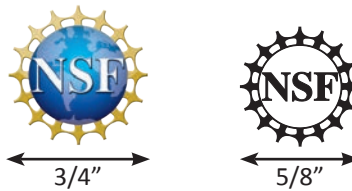
Clear Space

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 shown below shows the minimum amount of open/clear space around the logo, 1/8 inch.



Minimum Sizes

The minimum reproduction size of the 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. Any smaller than this, and 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).



Color Usage

Occasionally the need will arise when an outside vendor will need specifics as to the color composition of the 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. 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 reportioned, distorted, or set at an angle.



The Logo should never be disassembled to be used as separate elements or retypset using another font.



The logo should never have artificial effects, such as drop shadow, transparencies, bevel edge, emboss, or glow.



The logo should never be combined with another logo or piece of artwork to create a new identity. The figure 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.



Appropriate and Authorized Use

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 logos 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 (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.

Frequently Asked Questions

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. Following are explanations of which file type works best in what format.

.PDF Portable Document Format

File format used universally for viewing documents and also used by some digital printing vendors.

.EPS Encapsulated PostScript

File format used by printing vendors and professional graphic designers.

.PSD PhotoShop

Another file format used by professional graphic designers and illustrators.

.TIF Tagged-Image File Format

File format used by printing vendors and professional graphic designers.

.WMF Windows Metafile Format

File format used for insertion into Microsoft Office documents.

.JPG Joint Photographic Experts Group Format

File format used for Web graphics.

.GIF Graphics Interchange Format

File format used for Web graphics.

Where do I get the logo files?

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”