

National Archives and Records Administration

Transmittal Memo

DATE: December 18, 2019

TO: All Employees

SUBJECT: NARA 105, Visual Identity

Purpose: This directive provides policies and procedures for adhering to NARA's visual identity standards when creating visual information products.

Background/significant changes: Visual identity is the image NARA presents to internal and external audiences through various communication products, and it is built by using consistent visual elements in those products. The cornerstone of our visual brand is our logo which, if used correctly and consistently, serves as a powerful symbol of who we are and what we stand for. It is important that we safeguard that identity and apply our standards consistently to all products across various media. For that reason, NARA has a Visual Identity Guide. This directive requires staff to follow the NARA Visual Identity Guide and outlines other requirements for using NARA's logos.

Available forms: None.

Cancelled policy: NARA 105, Creation, Approval and Use of NARA Logos dated December 1, 2014.

Effective date: This policy is effective upon signature.

Contact information: For questions on this policy, please contact the Director of the Communications and Marketing Division (SC) on (202) 357-5238.

DEBRA STEIDEL WALL
Deputy Archivist of the United States

Attachment

National Archives and Records Administration

12/18/2019

SUBJECT: NARA 105, Visual Identity

105.1 Policy.

- a. NARA presents a consistent visual identity across all agency products and media, and NARA products that contain visual communication elements must follow the NARA Visual Identity Guide.
 - (1) Visual communication elements include the NARA logo, approved office and program logos, colors, and fonts.
 - (2) NARA products include website and social media graphics, video graphics, presentation templates, digital signs, posters, flyers, exhibits, stationery, business cards, and other items described in this directive.
- b. NARA has one official agency logo, the eagle logo, and various approved office and program logos. Approved office and program logos are listed in Appendix A of the NARA Visual Identity Guide, along with guidance as to how they should be used. The Guide is available at archives.gov/visual-identity-guide.
 - (1) The eagle logo is to be used on all internal and external NARA products that contain visual communication elements, except:
 - (a) Where use of an official NARA seal is required or in the agency's best interest (e.g., authenticated copies of records; Federal Register products and publications); or
 - (b) Otherwise as described in par. 105.2. The eagle logo and a NARA seal may be used together on NARA products as permitted by this directive (par. 105.2.c). See NARA 110, Use of Official NARA Seals, and 36 C.F.R. Part 1200 for policies on using the official seals.
 - (2) Approved office and program logos (including Presidential library logos) may be used on internal and external NARA products when paired with the eagle logo (par. 105.2 b); and with the approval of the responsible Office, Staff, or Presidential library directors. Approved logo pairings are detailed in the NARA Visual Identity Guide.

c. NARA logos may be used by the public and other Federal agencies, but only with the written approval of the Archivist or Deputy Archivist, or their designee.

Creating or redesigning logos is a rare occurrence that requires the Archivist and Deputy Archivist's approval after review and concurrence by the Office of the Chief of Staff (S).

d. NARA will pursue trademark registration for logos on a case-by-case basis. The decision to pursue trademark registration requires endorsement of the Office

Executive, review by the Office of the Chief of Staff, and the approval of the Deputy Archivist.

105.2 Scope and applicability.

a. Except as described in this paragraph, the eagle logo is to be used on all internal and external NARA products that contain visual communication elements, including the following:

- (1) Letterhead and business cards – offices must use standard stationery and business card designs provided by the Communication and Marketing Division (SC) (including the eagle logo), unless an office has received approval for its own letterhead or business cards in accordance with NARA 213, NARA Printing Procurement;
- (2) All NARA web and social media sites, including Presidential libraries and special programs, whether hosted internally, remotely, or on a public forum;
- (3) Exhibits;
- (4) Publicity and other branding materials;
- (5) Items associated with a one-time or recurring NARA event or activity;
- (6) Officially approved internal and external publications;
- (7) Agency-wide communications;
- (8) Products developed for sale in the Archives store;
- (9) Clothing items; and
- (10) Other items as approved by the Archivist, the Deputy Archivist, or their designee.

- b. Approved NARA program and office logos may be used on NARA products only when paired with the eagle logo, as outlined in the NARA Visual Identity Guide.
- c. This directive does not apply to the following:
 - (1) The use of NARA's three official seals. Official NARA seals may not be incorporated into a logo design. An office may use the seal along with a logo (e.g., displaying both the NARA seal and eagle logo on the front cover of an external publication) only with approval to do so. See NARA 110, Use of Official NARA Seals, and 36 C.F.R. Part 1200 for policies on using the official seals.
 - (2) The Office of Inspector General (OIG) logo.
 - (3) Communications or presentations used exclusively within an office.

105.3 Responsibilities.

In addition to the authorities delegated in NARA 101, NARA Organization and Delegation of Authority, the following responsibilities are assigned in order to effectively implement this policy.

- a. The Archivist and Deputy Archivist.
 - (1) Approve use of the official NARA logo for purposes beyond the scope of this directive and for all requests from non-NARA entities to use NARA logos.
 - (2) Make the final determination whether NARA will pursue trademark registration for a logo.
- b. The Office of the Chief of Staff.
 - (1) Develops the NARA Visual Identity Guide, keeps it updated, ensures that guidelines are being followed, and provides consultation, support, and approval in the development or modification of products with a visual identity component.
 - (2) Coordinates approvals and grants final approval for the visual identity aspect of all officially produced products and maintains the record of all such applications and approvals.
 - (3) Provides recommendation to Deputy Archivist on proposals to pursue trademark registration for specific logos.

- c. Executives, Staff Directors, and Presidential Library directors (or their designees).
 - (1) Approve requests to use the logos of their programs and offices within NARA.
 - (2) Make recommendations to the Archivist and Deputy Archivist on requests from non-NARA entities to use their office or program logos.
 - (3) Propose logos for trademark registration to the Office of the Chief of Staff (S), which will make a recommendation to the Deputy Archivist.
- d. General Counsel provides advice and assistance to sponsoring offices and NARA management on legal issues, including whether a proposed logo infringes on any established trademarks, or may be eligible for trademark registration by NARA.
- e. The Inspector General approves all proposals and uses for the OIG logo.

105.4 Approving the use of NARA logos for official products.

- a. Executives, Staff Directors, and Presidential Library directors (or their designees) must approve all requests to use existing logos of their respective programs, products, and services within NARA. For example, if staff want to use the Presidential Library (LP) program logo, the LP executive must approve the use. But if staff want to use an individual Presidential Library logo, the library director must approve the use.
 - (1) To use another unit's logo, staff must get permission from their own executive or staff director; the other unit's office executive, staff director or Presidential Library director; and the Office of the Chief of Staff (S).
 - (2) Staff must use the templates and directions for using approved logos, as provided in the Visual Identity Guide. The Office of the Chief of Staff must be consulted for any use of logos not already approved. For example, a paired logo may be used within approved template designs for products like posters or digital signs, but approval must be received from the Office of the Chief of Staff (S) for other uses, such as placement on an article of clothing.
 - (3) Logos may only be used for the specific purpose(s) for which approval was granted; new or additional uses require prior approval from the program executive or staff director and the Office of the Chief of Staff (S) for any new use in addition to the ones in the original approved proposal.
 - (4) The program executive or staff director may limit approval authority for specific logos and uses of the same.

(5) Officials within Agency Services who are authorized to approve the use of the Federal Records Centers Program (FRCP) logo must also consider whether to consult with General Counsel (NGC) before approving any request to use the FRCP logo, as NARA is limited in its use of the logo due to trademark requirements.

b. If the logo is going to appear on NARA internal or external web pages, staff must obtain approval as noted above and submit the following information to the Office of the Chief of Staff (S):

- (1) The logo, and how it is to be displayed on NARA web sites; and
- (2) A sample of the web page where the logo will be used with the sample marked in all places where the logo would be displayed.

105.5 Requesting permission to use NARA's logos in connection with an external cosponsored activity.

- a. Staff may use NARA program or office logos for events or activities that NARA co-sponsors with other Federal agencies and events or activities that NARA co-sponsors with persons or organizations outside the U.S. Government ("the public") with prior approval.
- b. NARA staff who want to use a NARA logo in connection with a program, event, or project that NARA is co-sponsoring with an external organization must follow the same approval process found in NARA 105.4.
- c. Outside parties that want to use a NARA logo in connection with a co-sponsored activity must submit a request following the procedures in 36 C.F.R. Part 1200, which governs the external request policy and procedure.
 - (1) The Archivist must give prior written approval to requests by outside parties to use NARA logos. Approval could be part of a larger agreement, depending on the project involved (e.g., an exhibit or significant ongoing program).
 - (2) Offices working with outside parties requesting approval to use a NARA logo are encouraged to contact NGC for assistance in cases where unusual requests are involved, where there are concerns regarding proposed uses, where a requester is difficult to work with, or where someone either has used a logo without permission or gone beyond the scope of the permission granted.
- d. NARA reserves the right to withdraw permission to use a logo at any time.

105.6 Conditions and prohibitions for use after approval of NARA logos.

- a. Conditions for use after approval and prohibited uses of NARA logos:
 - (1) The logo must be used only for the specific use(s) for which approval was granted.
 - (2) For recurring events, the initial approval covers all instances of the event.
 - (3) The logo should not be used by the public or other agencies without NARA's prior approval, as outlined above and in 36 C.F.R. Part 1200.
 - (4) The logo itself should not be changed. The logo's visual and physical aspects must be displayed as NARA originally designed them, with no alterations.
 - (5) Logos may only be used for the time period requested or the duration of an event or project (example: for the duration of a conference or exhibit).
- b. Logos must never be used:
 - (1) On any article or in any manner that reflects unfavorably on NARA or endorses, directly or by implication, commercial products, services, policies, or activities of an individual or external organization or entity; or
 - (2) Without the approval of the appropriate NARA official(s).
- c. The public and other Federal agencies must follow the procedures and provisions in this directive and 36 C.F.R. Part 1200 to request use of NARA logos in connection with activities co-sponsored by NARA.
- d. Staff must report all instances of suspected misuse of logos to NGC. NGC shall review allegations of misuse of logos and refer potential criminal activity involving the misuse of logos to the OIG as necessary.
- e. If a logo is used without authorization or in an inappropriate manner, the publication or program is subject to reprinting at the unit's expense. Also, any employee engaging in deliberate misuse of a NARA logo may be subject to NARA disciplinary actions (neglect of duty) (see NARA 363, Discipline and Adverse Actions) or be subject to penalties under 18 U.S.C. § 701.

105.7 Logos created by third parties.

The use of any logos created by the National Archives Foundation, a Presidential Library foundation or institute, or other group with which NARA is partnering, must accord with any agreements between NARA and the partner group. If there is no agreement, or creation of the

logo is contracted out, NARA must contact the other group to secure a license to use the logo. This directive does not supersede any procedures in existing agreements approved by NGC.

105.8 Trademarking and licensing of logos.

- a. Logos may be appropriate for trademark registration when registration will further high profile activities or programs or agency branding objectives. The Archivist and Deputy Archivist have determined that the eagle logo and the FRCP logo (whether in its current or a revised form to avoid confusion with another existing mark) are appropriate for registration. NARA will pursue trademark registration for other logos on a case-by-case basis, when requested by an office executive.
- b. Once an Office executive recommends trademark registration, offices must consult with the General Counsel's office (NGC) and the Office of the Chief of Staff (S) as the first step in determining whether an office or program logo should be registered. NGC will advise offices and NARA management on whether a logo is suitable for registration under trademark law, and provide information on and assistance with the registration process. All direct costs of pursuing trademark registration, as well as the administrative management of the registration process, are the responsibility of the sponsoring office or staff.
- c. The Deputy Archivist decides whether to pursue trademark registration for each logo. The Deputy Archivist's decision is final and cannot be appealed.

105.9 Authorities.

- a. 18 U.S.C. § 701. Official badges, identification cards, other insignia, establishes penalties for creating imitations of official badges, identification cards, and other insignia.
- b. 44 U.S.C. § 2104(a). The Archivist shall prescribe such regulations as the Archivist deems necessary to effectuate the functions of the Archivist.
- c. 36 C.F.R. Part 1200, Official Seals, governs how NARA seals and logos are used and provides procedures for the public or other entities to request use of NARA seals and logos.
- d. OMB Memorandum, M-10-23, Guidance for Agency Use of Third-Party Websites and Applications, requires an agency that uses a third-party website or application that is not part of an official Government domain to apply appropriate branding to distinguish the agency's activities from non-Government activities.

105.10 Public release.

Unlimited. This directive is approved for public release.

105.11 Maintaining records related to this directive.

SC creates and maintains the record series relating to NARA visual identity, including the creation, approval and use of logos and trademarks. Other records related to this process may be found in email, leadership and operational records, and general legal advice files. Refer to the NARA Records Schedule for their final disposition. Contact Corporate Records Management with any questions regarding the management of these records.