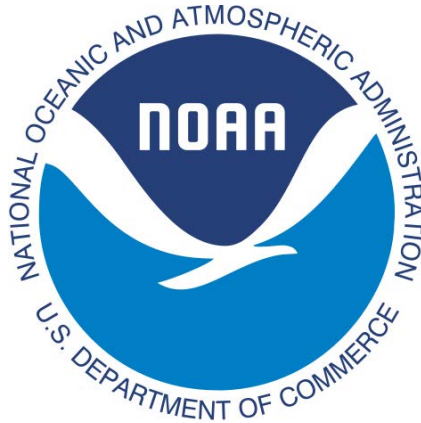# NOAA/NESDIS

Style Guide for External Communications
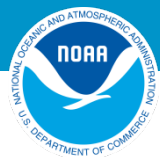
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Prepared by:
U.S. Department of Commerce
National Oceanic and Atmospheric Administration (NOAA)
National Environmental Satellite, Data, and Information Service (NESDIS)

NESDIS Style Guide

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Style Guide Resources: https://sites.google.com/a/noaa.gov/nesdis-communications/communications-resources

Table of Contents

1. Statement of Purpose

The purpose of the NESDIS Style Guide is to establish and maintain a clear visual identity and a unified and identifiable presence. Our image is measured by what people know about us and how they view us, and it reflects the important work we do and the services we provide the Nation. Having an image means having a reputation, and that requires careful management and adherence to standards. The hard work we do daily provides the foundation of our image, and adhering to standards makes the image flourish and strengthens the unity of the NESDIS offices and centers as we work toward achieving the NESDIS Mission.

2. NESDIS Mission

The National Environmental Satellite, Data, and Information Service (NESDIS) is dedicated to providing timely access to global environmental data from satellites and other sources to promote, protect, and enhance the Nation's economy, security, environment, and quality of life. To fulfill its responsibilities, NESDIS—informally known as the NOAA Satellite and Information Service—acquires and manages the Nation's operational environmental satellites, operates the NOAA National Data Centers, provides data and information services including Earth system monitoring, performs official assessments of the environment, and conducts related research.

NESDIS environmental satellite observations provide important contributions to U.S. national security by providing military users with real-time and near-real-time observations for their aircraft, ships, ground forces, and facilities worldwide.

NESDIS also contributes to the national economy by providing environmental data that support resource management of energy, water, global food supplies, and other economic and environmental resources.

2.1 National Oceanic and Atmospheric Administration (NOAA) Mission

NESDIS supports NOAA's Mission of Science, Service, and Stewardship: to understand and predict changes in climate, weather, oceans, and coasts, to share that knowledge and information with others, and to conserve and manage coastal and marine ecosystems and resources.

2.2 Department of Commerce (DOC) Mission

NESDIS supports DOC's mission: The U.S. Department of Commerce promotes job creation, economic growth, sustainable development, and improved standards of living for all Americans by working in partnership with businesses, universities, communities, and our Nation's workers. The department touches the daily lives of the American people in many ways, with a wide range of responsibilities in the areas of trade, economic development, technology, entrepreneurship and business development, environmental stewardship, and statistical research and analysis.

3. NESDIS Brand and Vision

The NESDIS brand and image should communicate to the Nation the importance of our work and to inspire a confidence and an authority in NOAA data and NOAA satellites. The NESDIS vision is to be the world's most comprehensive source and recognized authority for satellite products, environmental information, and official assessments of the environment in support of societal and economic decisions. The NESDIS brand establishes a solid, recognizable, trustworthy, cohesive foundation behind the work we do in support of realizing this vision.

4. The NOAA Logo

In 1970, NOAA was officially recognized and all of its components were united under a common name and mission. One year later, NOAA's first administrator, Dr. Robert White, gave NOAA employees the choice of three designs to be the official emblem for the new agency. The chosen design was made the official NOAA emblem later that year and remains the official emblem of the agency to this day.

About the winning design, Dr. White remarked that: "A white, gull-like form links the atmosphere to the sea or Earth. The Earth and atmosphere and the interrelationships between the two are, of course, major concerns of NOAA. The line defining the top of the gull's wings also resemble the trough of a foaming ocean wave against the blue sky. A creature of sea, land, and air, the gull adds an ecological touch to the Earth-sky motif."

Source: http://celebrating200years.noaa.gov/forfun/mosaic.html

5. Using the NOAA Logo

According to DOC guidelines, DOC bureaus and operating units are free to use their own logos in manners which are in furtherance of their respective missions.

For external communications purpose, there are two primary uses of the NOAA Logo: 1) on imagery shared electronically via the Internet and on social media, and 2) on external print (often shared online as pdfs) communications such as reports, brochures, one-pagers, postcards, exhibits, etc.

5.1 Using the NOAA Logo on Imagery Shared Electronically

Posting images on social media outlets and websites means that images can be easily saved, copied, and redistributed. For these cases, the NOAA logo should appear on NOAA images and NOAA external print communications.

Procedure:

For NOAA-credited products, images and visualizations using NOAA observations, please affix one of the provided NOAA logos (transparencies included in the NESDIS Style Guide folder) to either lower corner of the image, leaving space around the logo to ensure unobstructed placement (space around logo should be at least relative to the height of the N in the logo). This serves as a best practice. If logo placement interferes with a crucial feature of the image, logos may be placed in upper corners.

Please maintain the aspect ratio of the logo and do not distort the logo image in any way. Do not layer text or another image over it. Logo should not be reduced to less than 60 x 60 pixels on printed materials 150 or 300 dpi. Logos can also be found in the Communications Library.
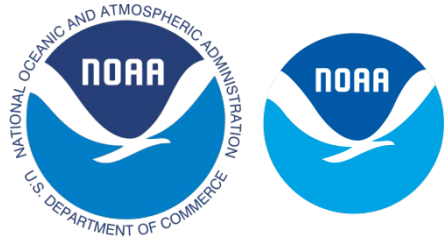
Do This: **Do Not Do This:**

Do This:

Do Not Do This:

Monitoring wildfires

5.2 Using the NOAA Logo on External Print Communications

For external communications, the NOAA logo should appear on the item (see templates for guidance) but need not appear on each image that might appear within. Image sources, including NOAA, should be attributed in image captions with a "Credit" line.

5.3 Logo Use with Shared Attribution

Because NOAA has many collaborators, partners, publications, and operational products, how to credit and attribute sources is sometimes difficult to navigate. Use the NOAA logo in cases where crediting NOAA is clearly appropriate, and work with collaborators when dual/multiple credit should be given. For more guidelines, see the NESDIS Communications Attribution Policy.

When using additional logos, maintain space around the NOAA logo relative to the height of the N in the logo.

Do This:

http://droughtmonitor.unl.edu/

5.4 Logo Use by Outside Parties

Following the DOC's policy on logo usage, an outside organization must have a relationship with NOAA/NESDIS before the organization can properly use the NOAA logo on non-NOAA publications and/or websites. Examples of proper relationships include co-hosting a conference or seminar, speaking at a non-NOAA event, and engaging in activities that mutually further the missions of NOAA and a non-NOAA entity. A relationship may require a Memorandum of Understanding (MOU) to define it and cover any logo use. In such a case, the MOU must be properly executed before the logo can be used by a third party.

6. The Look of NESDIS Communications

In order to maintain the look and cohesion of the NESDIS brand and establish the NESDIS visual identity, common external communications like one-pagers, brochures, posters, exhibits, and presentations will use a common family of typography and color palette. To maintain brand unity, all publications will use a NESDIS header and, where applicable, a customizable footer.

6.1 Typography

Myriad Pro Regular

Myriad Pro Condensed

Myriad Pro Bold Condensed

Myriad Pro Semibold

Calibri Bold

Calibri Regular

Times New Roman Regular

Times New Roman Italic

Times New Roman Bold

Adobe Caslon Pro Regular

Adobe Caslon Pro Italic

Adobe Caslon Pro Semibold

Adobe Caslon Pro Bold

Arial Regular

Arial Italic

Arial Bold

Arial Narrow

6.2 Color Palette

C-100 M-90 Y-10 K-0 R-37 G-64 B-143 PANTONE 288 C Hex 254290	C-69 M-14 Y-0 K-0 R-0 G-174 B-239 PANTONE Process Cyan C Hex 00ADEF

C-100 M-90 Y-10 K-0
R-37 G-64 B-143
PANTONE 288 C
Hex 254290

C-69 M-14 Y-0 K-0
R-0 G-174 B-239
PANTONE Process Cyan C
Hex 00ADEF

C-18 M-13 Y-13 K-0
R-207 G-209 B-210
PANTONE 427 C
Hex D0D1D3

C-34 M-42 Y-100 K-18
R-152 G-123 B-42
PANTONE 119 C
Hex 977A2A

C-15 M-28 Y-100 K-0
R-220 G-178 B-39
PANTONE 142 C
Hex DDB428

C-50 M-20 Y-10 K-0
R-128 G-174 B-204
PANTONE 644 C
Hex 7FAECC

C-70 M-34 Y-15 K-0
R-81 G-143 B-182
PANTONE 7454 C
Hex 518FB6

C-42 M-33 Y-32 K-1
R-155 G-157 B-160
PANTONE Cool Gray 7 C
Hex 9C9D9F

C-47 M-5 Y-100 K-0
R-150 G-192 B-61
PANTONE 367 C
Hex 98C13F

C-25 M-0 Y-100 K-0
R-203 G-219 B-42
PANTONE 381 C
Hex CADC28

C-81 M-61 Y-34 K-13
R-65 G-92 B-122
PANTONE 5405 C
Hex 415B7C

C-90 M-59 Y-0 K-0
R-0 G-104 B-181
PANTONE 639 C
Hex 0069B5

C-69 M-84 Y-12 K-0
R-110 G-74 B-144
PANTONE 520 C
Hex 6E4A90

C-33 M-0 Y-100 K-0
R-183 G-212 B-51
PANTONE 380 C
Hex B9D533

C-39 M-42 Y-69 K-10
R-151 G-131 B-92
PANTONE 871 C
Hex 96845C

6.3 Types of Print Communications

NESDIS produces a wide variety of print communications, including reports, one-pagers, brochures, posters, bookmarks, postcards, and exhibits. In order to maintain brand consistency, templates and/or headers will be provided and made available via the NESDIS Communications Library.

In cases where a template is not available or applicable for your specific use, then use the NESDIS logo, fonts, and color palette or ask the NESDIS HQ Communications Team for design assistance.

*Note on electronic communications: Templates for Powerpoint presentations are provided for a variety of uses and audiences. See the "Read Me" document in the Presentations folder for a list of the available templates. The standards set in this Style Guide do not yet apply to NESDIS websites, but you are encouraged to use the font and palette family on your websites.

6.4 Section 508 Compliance

In 1998, Congress amended the Rehabilitation Act of 1973 to require Federal agencies to make their electronic and information technology (EIT) accessible to people with disabilities. Inaccessible technology interferes with an ability to obtain and use information quickly and easily. Section 508 was enacted to eliminate barriers in information technology, open new opportunities for people with disabilities, and encourage development of technologies that will help achieve these goals. The law applies to all Federal agencies when they develop, procure, maintain, or use electronic and information technology. Under Section 508 (29 U.S.C. 794 d), agencies must give disabled employees and members of the public access to information that is comparable to access available to others.

Many of these provisions ensure access for people with vision impairments who rely on various assistive products to access computer-based information, such as screen readers, which translate what's on a computer screen into automated audible output and refreshable Braille displays. Certain conventions, such as verbal tags or identification of graphics and format devices, like frames, are necessary so that these devices can "read" them for the user in a sensible way. The standards aim to ensure that visual information is also available in an accessible format. Generally, this means use of text labels or descriptors for graphics and certain format elements. See http://www.section508.gov/ for more.

For a complete guide to creating accessible PDF documents with InDesign CS4
For a complete guide to creating accessible PDF documents with InDesign CS5.5
For a complete guide to creating accessible PDF documents with Adobe Acrobat XI Pro

6.5 Using Templates for NESDIS Communications

Notes on using NESDIS External Communications templates:

- Templates can be found in the NESDIS Style Guide folder on the NESDIS Communications Google site.
- Templates will be in .docx, .pptx, .indd or .idml format. Adobe Indesign files are compatible with Adobe Indesign 4 and later versions.
- See the "Read Me" documents in the template folders for more detailed instructions and guidance.
- When adding images to the templates, please use only high resolution images (150–300 dpi).
- If you change the color of the header, footer, font, sidebars, and boxes in any of the templates, please use other colors in the NESDIS palette.
- Include the name of your office or center to the right of "NOAA Satellites and Information Service."
- Include social media links on promotional materials. If your office does not have social media accounts on all platforms, NOAA Satellites accounts may be used.
- On promotional materials, include the date (month and year) in either bottom corner. On Powerpoint presentations, include the date on the title slide.

6.6 Design Updates

The design features of NESDIS External Communications templates will be subject to regular reviewing and updating in order to keep the look of NESDIS external communications current. Typography and palette will remain a permanent feature of NESDIS communications.

7. Resources

NESDIS Communications Resource Library

NESDIS Style Guide Templates

In-House Writing Style Guide (see NCDC)

Writing Tips

NESDIS Communications Attribution Policy

Using the DOC Logo

NESDIS Social Media Handbook

NESDIS Strategic Communications Plan