September 12, 2005

Office of Strategic Communications

TO: Officials-in-Charge of Headquarters Offices
    Directors, NASA Centers
THRU Assistant Administrator for Public Affairs

FROM: Chief of Strategic Communications

SUBJECT: Use of Logos, Taglines & the Communications Material Review System

The National Aeronautics and Space Administration name, initials, and insignia are distinct and effective agency identifiers. Therefore, beginning today, all NASA mission directorates, mission support offices, and Centers should use the agency insignia on all official communication materials. The use of slogans and taglines, such as “Explore.Discover.Understand.”, should be discontinued. The use of Center names and other Center identifiers should only be used in conjunction with the NASA insignia. Center names and insignia should never be used as a substitute to the NASA insignia.

Existing inventories of materials that do not meet the above guidelines may be used until supplies are depleted. The creation of new taglines or use of others will not be approved.

**Communications Material Review System**

Consistent with existing policy, all official Agency communication materials should be submitted to the Communication Material Review (CMR) System for review and approval.

The CMR system was established to implement unifying elements, such as key messages and design standards, in all NASA-funded communications material. Whether the intended audience is internal (NASA employees and on-site contractors), external or both, materials are reviewed only on a macro level. This review is to ensure consistency throughout the Agency of the above mentioned elements. The goal is to enhance the effectiveness and efficiency of NASA communications, save money and eliminate duplicative materials.

New guidelines to clarify production of communications materials are being developed, and will be available soon. The CMR process is currently being reviewed to ensure that it is more user-friendly and to speed the review and approval process. Thank you for
your understanding and patience as we identify and implement changes to streamline and improve the system.

Additional information about the CMR system can be found at http://communications.nasa.gov.

Joe Davis
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- Senior Advisor to the Deputy Administrator/Mr. Ralsky
Associate Administrator/Mr. Geveden
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