

## 2014 National Living Laboratory Branding and Logo Guidelines

Living Laboratory® is a trademarked entity with accompanying branding and logo requirements. Below you will find guidelines for the following:

- **Signs**
- **Printed Materials**
- **Academic and Professional Paper Acknowledgment**

### NLL Signage Guidelines

In recognition of the fact that some sites are farther along than others, the Museum of Science Marketing and Communications (MarCom) team has presented the following options for you to consider:

- 1) If your signage is in development, we ask that you integrate the formal Living Laboratory logo into your piece.
- 2) If you haven't started your signage development, we ask that you use the formal logo as the centerpiece and design around it in your own brand.

All signs and other printed materials produced in conjunction with the National Living Laboratory project should also include the logo of the National Science Foundation (NSF).

Prior to creating and posting your sign(s), please send your proposed draft to [livinglab@mos.org](mailto:livinglab@mos.org) so that the National Living Lab project team has the opportunity to review the sign(s) you have designed.

### ***Printed Materials: Intellectual Property Guidelines***

Resources and products should include the following credit and disclaimer: *“Developed with support from the National Living Laboratory, using funding from the National Science Foundation under Award Number 1113648. Any opinions, findings, and conclusions or recommendations expressed are those of the authors and do not necessarily reflect the views of the Foundation.”*

Examples of printed materials may include any of the following: brochures, pamphlets, marketing materials, professional development resources, educational materials for the public, etc.

All such materials must display the NSF logo and the National Living Laboratory logo. Contact [livinglab@mos.org](mailto:livinglab@mos.org) for any questions.

### **Academic and Professional Paper Acknowledgment**

We request that everyone reference their participation in Living Laboratory in a consistent manner in their posters and publications. This communicates a clear message to NSF and other funding agencies that Living Laboratory is a vetted model that furthers science and communicates current research to the public. Please use the following phrase:

**“This research was conducted in Living Laboratory® at the [Insert collaborating museum here].”**