NSF External Branding Survey

Thank you for taking a few minutes to take part in this survey. NSF's Office of Legislative and Public Affairs is gathering input and insight from stakeholders across the science community regarding their NSF branding experience and challenges. No responses or information provided will have any impact on funding or funding opportunities. This is an initial phase of our expanded branding initiative which aims to clarify guidance and provide additional resources to NSF communicators, grantees, and partners. Please submit responses as honestly as possible.

This survey is estimated to take up to 13 minutes for completion, but most testers completed it within

5-10 minutes.

Which best describes your experience with branding?
(Any level of branding experience is appropriate for this survey. This just gives us background information.)

- ◯ Extensive
- ◯ Substantial
- ◯ Moderate
- ◯ Minimal
- ◯ None

* Do you receive funding from sources other than NSF?

- ◯ No
- ◯ Unsure
- ◯ Yes

Is NSF your **primary** source of funding?

- ◯ No
- ◯ Unsure
- ◯ Yes

Do you have obligations to include branding from other sources on your research or program website and/or other communications?

- ( ) No
- ( ) Unsure
- ( ) Yes (please describe)

[   ]

* On what types of communications do you usually place NSF branding? (Check all that apply.)

- [ ] Website
- [ ] Newsletters/email blasts
- [ ] Email signatures
- [ ] Digital graphics
- [ ] Infographics
- [ ] Reports
- [ ] Fact sheets and 1-pagers
- [ ] Research posters
- [ ] Slide presentations
- [ ] Educational materials
- [ ] Promotional materials
- [ ] Illustrations
- [ ] Videos
- [ ] None of the above
- [ ] Other (please specify)

[   ]

* How familiar are you with the NSF Branding Guidelines?

- ( ) Extremely familiar
- ( ) Very familiar
- ( ) Somewhat familiar
- ( ) Not so familiar
- ( ) Not at all familiar

* What obstacles have kept you from including the NSF logo on communications? (check all that apply)

☐ Unsure if it is appropriate

☐ Unsure if I am allowed

☐ Space limitations

☐ Don't have the logo file

☐ Logo file I have is too small

☐ Aesthetic concerns/does not fit with the design

☐ Blends in with the background

☐ Not sure how to place the logo among other sponsors/partners

☐ I run into technical issues adding the logo

☐ I do not design or produce the communications

☐ Concerns from leadership about NSF logo inclusion

☐ Other - Please describe other issues or concerns you may have about including the NSF logo or mention of NSF affiliation on communications.

[   ]

Would any of the following be helpful in an NSF branding toolkit?

	Yes	No
Source code	○	○
Mockup/blueprint showing proper logo layout/placement	○	○
Templates	○	○
A 1-2 minute, NSF explanatory video	○	○
Targeted branding fact sheets (e.g. for Facilities, for grantees)	○	○
Background information about branding in general	○	○

Other (please specify)

[   ]

* Do you have a research or program website?

○ No

○ Yes

Website Questions

* Do you have a link to nsf.gov on your research or program website? (More than one selection is allowed.)

☐ No

☐ Unsure

☐ Yes, we link to the award page.

☐ Yes, we link to the NSF.gov home page.

☐ Yes, we link to other NSF pages.

* Do you have the NSF logo on your research or program website?

○ No

○ Unsure

○ Yes

NSF External Branding Survey

How could NSF assist you with adding its logo to your website (assuming it was appropriate to do so)? (Check all that apply.)

- [ ] Providing explicit instructions
- [ ] Being flexible on placement
- [ ] Providing a complete NSF logo/branding toolkit
- [ ] Providing a fact sheet/quick start guide
- [ ] Providing a 1-2 minute explanatory video
- [ ] Providing graphic design support
- [ ] Providing IT or web support
- [ ] Other (please specify)

```
[                                                    ]
```

* Do any of the following make it difficult to add or edit the NSF branding to your website? (Check all that apply.)

- [ ] I do not have any difficulties
- [ ] Lack of accessibility to website designer
- [ ] University/Organization/Company design restrictions
- [ ] Main sponsor (other than NSF) branding restrictions
- [ ] Determining hierarchy of sponsorships
- [ ] Do not have authority to make/request changes to website
- [ ] Website layout does not allow for placement in accordance with the NSF branding guidance
- [ ] Other (please specify)

```
[                                                    ]
```

NSF External Branding Survey

* Please provide the URL(s) for the page(s) with NSF branding. (Please use a semicolon after each URL and hit enter to continue on the line below.)

NSF External Branding Survey

* NSF is considering building a multimedia portal for external submissions. How likely or unlikely would you be to upload images with captions of NSF-funded research to a website for the agency to use?

○ Very likely

○ Somewhat likely

○ Somewhat unlikely

○ Very unlikely

○ Don't know

* Is your institution/facility/research team active on social media?

○ No

○ Yes (please specify which platforms)

NSF External Branding Survey

About how often do you tag NSF in social media posts?

○ Always

○ Often

○ Rarely

○ Never

Do you add the NSF logo to social media platform banners?

○ No

○ Yes

About how often do you add the NSF logo to social media posts with graphics or images?

○ Always

○ Often

○ Rarely

○ Never

About how often do you use NSF's official hashtags in your social media posts?

○ Always

○ Often

○ Rarely

○ Never

○ I don't know the official NSF hashtags

NSF External Branding Survey

* Which best describes you?

○ I am a communicator from an NSF Facility

○ I am a PIO or other representative at an academic institution

○ I am a PI

○ I am a non PI grantee

○ I lead communications for a project or program supported by NSF

○ Other (please specify)

Please share any additional thoughts or input.

Award number (optional)

Consider providing your contact information for follow up questions regarding your NSF branding experience. (optional)

Name

Organization

Email Address

NSF External Branding Survey

Thank you for your time answering the previous questions. The following questions pertain specifically to facilities. Please take an additional few minutes to answer the following questions.

* Facility Name:

* Do you have a Multimedia Gallery and/or Flickr account?

○ No

○ Yes

Facility Branding

* Please enter the URL(s) for your multimedia gallery. (Please use a semicolon after each URL and hit enter to continue on the line below.)

How often is content added?

○ Daily

○ Weekly

○ Monthly

○ Annually

NSF External Branding Survey

Facility Branding

Do you have archived image content available aside from online galleries?

○ No

○ Yes

* Who is the point of contact for your facility's images?

Name [   ]

Email Address [   ]

Do you use a Digital Asset Management System (DAM)?

○ No

○ Unsure

○ Yes (please provide provider/company name)

[   ]

Do you have a branding guide for your facility?

○ No

○ Unsure

○ Yes (please provide URL if it is available online)

[   ]

* Who is the point of contact for your facility branding?

Name [   ]

Email Address [   ]

* Do you have a facility logo lockup file that includes the NSF logo?
(A logo lockup is a graphic layout of a logo with accompanying text or additional logos.)

○ No

○ Unsure

○ Yes

Would a custom logo lockup file provided by NSF be helpful to you?
(A logo lockup is a graphic layout of a logo with accompanying text or additional logos.)

○ No

○ Yes

Do you provide your facility's logo for download and external use?

○ No

○ Unsure

○ Yes

If your facility's logo is provided for download and external use, do you include the NSF logo on your facility's logo download page?

○ No

○ Unsure

○ Yes

○ Not applicable

Please share any additional thoughts or input.

Award number (optional)

Consider providing your contact information for follow up questions regarding your NSF branding experience. (optional)

Name

Organization

Email Address