



NOAA Emblem Update

A Presentation to the
NOAA Science Advisory Board

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Outline and Purpose



- Recap April 6, 2012 SAB recommendation
- Update the SAB on NOAA's efforts to increase use of the NOAA emblem by partner institutions and 3rd parties:
 - NWS request for delegated authority
 - CI request for “home” and “about” websites
- Seek SAB guidance on our path forward and progress to date.



Issue

- The NOAA emblem is a DOC trademark, its use by partners and third parties is governed by DAO 201-1.
- SAB: "The SAB recommends that NOAA strongly encourage and possibly require...the CI/JIs and Sea Grant Institutions to use the NOAA logo on its websites and materials."
- NOAA agrees, and is seeking ways to do so while remaining responsible stewards of the trademarked emblem.



NOAA Coordination & Views



- Since April 6, NOAA has engaged in discussions regarding expanding the use of the emblem with:
 - NOAA and DOC GC General Law Divisions
 - Line Offices (OAR, NWS, NESDIS)
 - Institutes, Joint Institutes, Sea Grant Institutions
- Two “test cases” are moving forward
 - NWS delegation of authority to identify NWS products and links to NOAA websites
 - OAR ask for CI use of emblem on homepages and on NOAA products



NWS Request for Delegation



- In June, NOAA and DOC General Counsel approved a delegation of authority to NWS (under DAO 201-1) to grant permission for use of the NOAA emblem and NWS logo for the following limited purposes:
- When private websites link to NOAA data and products
 - To identify unaltered NWS data/products
 - Online service will be available on or about August 15 to accept requests from external users



Cooperative Institute Requests



- OAR prepared a request to revisit 2008 interpretation of 201-1 as it applies to CIs
 - Request to use emblem on CI “home” and “about” webpages
 - Request only applies to CIs to parallel 2008 guidance.
- Request drafted and cleared through OAR, currently with NOAA GC



Desired Outcome

- Informational – no decision needed from SAB
- 1st steps: if needed will revisit existing findings and policies, including amendment to DAO 201-1
- Other suggested areas of expansion/next steps are welcome



Backup Slides





Request Process



- Input from Requestor
 - Describe proposed use of emblem/logo
 - Certify appropriate use and inclusion of non-endorsement disclaimer
- Review by NWS CIO, NWS Strategic Planning and Policy Office, NWS Public Affairs
- Response to requestor within 2 weeks



Typical Responses

- Approval – 5-year license is provided
- Non-Approval – reason will be provided
 - More information needed
 - Inappropriate use (e.g., use of logo on webpage that engages in lobbying)
 - Proposed use not within scope of limited delegation
- Referral to DOC General Counsel and NOAA line offices if request doesn't fall within scope of limited delegation of authority