# IES Branding Guidance

Acceptable Use of the IES Logo and Disclaimer Language for Grantee Products

November 2023                                                                 U.S. DEPARTMENT OF EDUCATION

The following guidelines outline acceptable use of the IES logo by grantees and other IES-affiliated organizations. These standards are intended to protect the independent, nonpartisan status of IES while increasing public awareness of IES activities.

For questions about using the IES visual identity, contact **iescommunications@ed.gov**.

## IES Logo and Disclaimer Language

### *Appropriate and authorized logo use by grantees*

The IES logo may be used by recipients of IES support for the sole purpose of acknowledging that support. The IES logo cannot be used in a manner that falsely implies employment by, or affiliation with, IES. The logo cannot be used to imply or endorse a product or service.

Current grantees who would like to use the IES logo on materials, products, and presentations—including white papers, web pages, PowerPoint slides, multimedia, and other resources—that result from IES-funded projects must first get approval. Any use of the logo, whether in print or digital products, must be discussed with the grantee program officer and approved in writing by both the center commissioner and the IES communications office. The decision as to whether grantees can use the IES logo will depend on an individual grantee's ability to continually meet the requirements of the IES grants and adhere to all IES standards of research quality and grant compliance.

**IES** Institute of Education Sciences

Past grantees who would like to use the IES logo after the award period has ended must secure written permission from the commissioner of the research center from which the grant was awarded as well as the IES communications office.

The logo must be accompanied by the following disclaimer language:

> The research reported here was supported by the Institute of Education Sciences, U.S. Department of Education, through Grant **[insert your grant number here]** to **[insert your Institution's name here]**. The opinions expressed are those of the authors and do not represent views of the Institute or the U.S. Department of Education.

IES may, at any time, require that grantees remove the IES logo from grantee work.

### *Partnerships and placement among other logos*

When IES is the primary funding agency and the IES logo will be placed in a horizontal series of outside organizational logos, the IES logo always should be placed farthest to the left of the series. In the case of placement in a vertical series, the IES logo should be placed at the top of the series.

All grantees must follow the IES visual style guidelines related to co-branding, logo use, and whitespace.

To use the IES logo, please complete the attached **Grantee Request for Using the IES Logo** and reach out to your grant's program officer.

# Grantee Request for Using the IES Logo

I, _____, am requesting that the Institute of Education Sciences (IES) allow the project team to use the IES logo on IES-funded work that results from grant number _____.

By signing this document, I acknowledge that I have read and understood the terms and conditions for using the IES logo for grantee work. I confirm that I will only use the logo for IES-funded work and only in the manner described below, and I will display the logo in accordance with the IES style guidelines. I acknowledge that the logo must be accompanied with the following disclaimer: "The research reported here was supported by the Institute of Education Sciences, U.S. Department of Education, through Grant _____ to _____. The opinions expressed are those of the authors and do not represent views of the Institute or the U.S. Department of Education."

Below I describe how I plan to use the logo and the file format for the logo (for example, eps, svg, png) I am requesting. I have already discussed this request with my program officer and understand that IES may, at any time, require that I remove the IES logo from my work.

File Format Requested _____

Logo use description:

_____

Principal Investigator

I have read and approve the use of the IES logo in the manner outlined in

this request:

_____

Program Officer

_____

Center Commissioner

_____

Communications Director