

## IES Branding Guidance

### Disclaimer Language in Grantee Products and Acceptable Use of the IES Logo

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The following guidelines outline disclaimer language for products produced by IES grantees using grant funds and 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](mailto:iescommunications@ed.gov).

## Disclaimer Language and IES Logo

### *Disclaimer language*

All products produced by IES grantees with grant funds must be accompanied by the following disclaimer, whether or not they use the IES logo:

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.

### *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 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 to meet the requirements of the IES grant(s) and adhere to all IES standards of research quality and grant compliance.

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 disclaimer language below. 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 should always 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.