

## NASA Communications Materials Review

<http://communications.nasa.gov/portal/site/osc>

The communications materials review allows product developers who plan to submit NASA-funded materials for publication or delivery to review NASA requirements for consistency of presentation. The resource guide is a way to learn the requirements for communications materials review approval of materials. The review seeks to achieve a consistent look and feel to all NASA-funded materials and to provide product developers and target audiences with tools and guides to create NASA materials and search for NASA products already developed. The review is web based, which increases accessibility not only by any system within the NASA framework, but also by a variety of target audiences, including both formal and informal educators. The evaluation criteria can be easily reviewed from the web site and the workflow process is streamlined to incorporate a two-week timeline and review at three levels. An automated response system provides real-time notifications and produces reports.

Note: All NASA-funded material must undergo the communications materials review. This does not eliminate any other required review process, such as the Office of Educational Products review process. Materials usually have to be approved by these prerequisite programs before they can be submitted to the communications materials review.

The communications materials review site contains links to:

**Background material.** Contains the background information needed to create a new key message, an overview of the process and strategy, links to benefits of the process, a list of criteria, a checklist of self-compliance, an evaluation matrix of the system, and a process workflow.

**Frequently asked questions.** Provides answers for questions from a variety of user perspectives. Examples range from general questions (Why do I need to put my materials in for review?) to more specific questions from product developers (Is there a look or feel that NASA materials need to comply with?) Answers that require more detail to be complete include the links to additional resources or information. This link provides the reader with the logo policy, participation requirements, web site for submission, the criteria for approval, deadlines, and the overall process for review.

**Help for reviewers.** Describes the responsibilities of a reviewer in the communications materials review process, including the validation of content, adherence to NASA protocol, and compliance with NASA design features. Reviewers may be from a center, mission directorate, or functional office. The process for reviewing materials is also described on this link. Links to sites related to review information are listed here and include links to communications by center, an evaluation matrix, visual standards (under development), and a help desk for technical suggestions for system modifications.

**Visual standards.** An in-depth manual is being developed to address the required look and feel of all NASA-funded materials. The guide presented at this site, An Interim Guide for Producing Printed Communications Materials, includes the required elements of NASA

design specifications, including placement, size, color, borders, typeface, insignia/logo choice, and photography selections.

**Tagline.** Provides NASA’s tagline (Explore. Discover. Understand.) and describes requirements for its placement in all NASA communications materials.

**Program, logos, and other emblems.** Describes the placement of approved logos and emblems and states when the use of these logos or emblems on internal communications would be appropriate. For example, only the NASA “meatball” logo can be used for external communication materials.

**A checklist for self-compliance.** Lists categories to consider when applying for approval for communications materials. It includes considerations for message consistency, audience, design, content, and cost/distribution.

**Feedback, suggestions, and help.** Includes links to a help desk and points of contact for center, mission directorate, or functional office reviewer personnel.