NATIONAL SECURITY INNOVATION NETWORK

NSIN Brand Guide

EFFECTIVE DECEMBER 30, 2022 | LAST UPDATED FEBRUARY 3, 2023

INTERNAL USE ONLY

Introduction

The brand and visual identity guidelines build upon our recent work to further refine and strengthen the National Security Innovation Network for the future. Inside you will find the details on applying our brand identity in your work and the tools and instructions to do so efficiently and easily.

A strong brand will help us achieve our vision of changing the way the Department of Defense solves problems. Along the way, the NSIN Communications Team is available to coach you through the use of the brand and provide strategic support to create high-profile materials for external engagements.

Explore these pages and the ever-expanding suite of NSIN-branded materials and templates at **6. Communications** on the shared drive. Your feedback and ideas are welcome as we continue this important work.

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NSIN Logos

The master logo is the centerpiece of NSIN's identity and should be prominently positioned on all printed and electronic communications.

The secondary master logo works best on projects that primarily have a horizontal format, such as certain postcards, billboards and mailers.

While black and white versions of the master and secondary logos are available, the NSIN blue logo should be used in most situations.

The **master** and **secondary logos** are available as EPS, JPEG, and PNG files at **6. Communications** on the shared drive.

MASTER LOGO

NATIONAL SECURITY INNOVATION NETWORK

SECONDARY LOGO

NATIONAL SECURITY INNOVATION NETWORK

CLEAR SPACE

NATIONAL SECURITY INNOVATION NETWORK

SIZING

While the minimum allowed size of the master logo is 1.5", for certain projects — such as giveaway merchandise — exceptions can be granted.

NATIONAL SECURITY INNOVATION NETWORK

1.5"

LOCKED DESIGN

The components of all the basic elements of the NSIN's visual identity — the master logo, monogram, program logos, and regional logos — are designed to be used as a single unit, not separate elements.

The specific arrangements are "locked" together and may not, at any time, be rearranged. The components cannot appear independently as a graphic element in a design.

NSIN Monogram

The monogram is usually reserved for in-house applications. It may also be used for major organization-wide initiatives that use the "NSIN" acronym.

While black and white versions of the monogram and secondary monogram are available, the NSIN blue logo should be used in most situations.

The **monogram** and **secondary monogram** are available as EPS, JPEG, and PNG files at **6. Communications** on the shared drive.
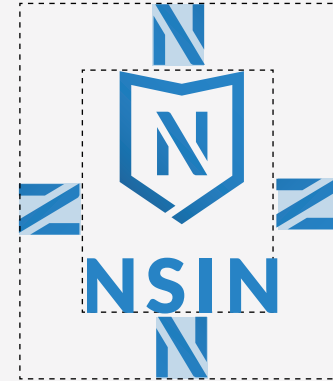
MONOGRAM

SECONDARY MONOGRAM

CLEAR SPACE

SIZING

While the minimum allowed size of the monogram is 1", for certain projects — such as giveaway merchandise — exceptions can be granted.

1"

APPROVED APPLICATIONS

- Signage
- Pre-approved merchandise or promotional giveaways
- Social media avatars and posts
- Sanctioned NSIN-wide initiatives

Program Logos

Each NSIN program has a series of logos available for branding its marketing materials. Logo selection should be based on the intended audience and distribution channel.

1. For standalone communications distributed to external audiences, the logo including NSIN's full name is required.

X-FORCE
NATIONAL SECURITY INNOVATION NETWORK

2. Communications distributed to external audiences in conjunction with other NSIN branded materials or as part of an NSIN website or social media channel, may use a logo without the organization's name.

X-FORCE

3. For internal audiences, a program may choose to use the most basic version of its logo with only the acronym.

X-FORCE

▶ The **program logos** are available as EPS, JPEG, and PNG files at **6. Communications o**n the shared drive.

CLEAR SPACE

SIZING

While the minimum allowed size of the program logo is 2", for certain projects — such as giveaway merchandise — exceptions can be granted.

X-FORCE
NATIONAL SECURITY INNOVATION NETWORK

2"
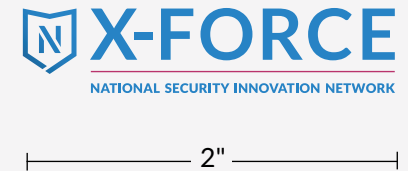
Regional Logos

Each NSIN region has a logo available for branding a limited number of approved items.

While black and white versions of the regional logos are available, the NSIN blue version should be the default selection.

PREFERRED LOGO

NATIONAL CAPITAL
NATIONAL SECURITY INNOVATION NETWORK

ONE-COLOR BLACK

NATIONAL CAPITAL
NATIONAL SECURITY INNOVATION NETWORK

WHITE VERSION TO PLACE ON SOLID BACKGROUNDS

NATIONAL CAPITAL
NATIONAL SECURITY INNOVATION NETWORK

▶ The **regional logos** are available as EPS, JPEG, and PNG files at **6. Communications** on the shared drive.

CLEAR SPACE

NATIONAL CAPITAL
NATIONAL SECURITY INNOVATION NETWORK

SIZING

While the minimum allowed size of the regional logo is 2", for certain projects — such as giveaway merchandise — exceptions can be granted.

NATIONAL CAPITAL
NATIONAL SECURITY INNOVATION NETWORK
⊢———— 2" ————⊣

APPROVED APPLICATIONS

- E-newsletters
- Regional web pages
- Regional director biography

General Logo Misuse

NATIONAL SECURITY INNOVATION NETWORK

✗ Do not rotate, distort or change the proportions.

NATIONAL SECURITY INNOVATION NETWORK

✗ Do not change the logo's color scheme in any way.

NATIONAL SECURITY INNOVATION NETWORK

✗ Do not use effects such as drop shadows.

NATIONAL SECURITY INNOVATION NETWORK

✗ Do not reposition, remove or add logo elements.

NATIONAL SECURITY INNOVATION NETWORK

✗ Do not remove the graphic image from the logo.

Co-Branding

NSIN is frequently involved in co-branding situations with universities, technology companies, and government agencies.
In these instances, it is imperative the branding system is observed in terms of color, placement, and minimum size. Due to NSIN's logo being in close proximity to other brand marks, clear space requirements in these situations are double the normal value.

Before engaging in any co-branding or promotional opportunity that incorporates the NSIN logo, please contact **brand@nsin.mil**.

NATIONAL SECURITY INNOVATION NETWORK | **UNIVERSITY of WASHINGTON**

Use of Delivery Partner Logos:
Delivery partner logos are not to be included in NSIN program marketing materials.
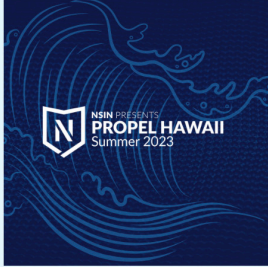
Delivery Partner Mentions:
Delivery partners may be included as part of a list of partners like in the example below. However, delivery partner mentions may not include statements like "powered by (name of vendor)."

Delivery Partner Hyperlinks:
Links from delivery partner mentions may only link to pages relevant to marketing a specific NSIN program or activity. No hyperlinks to the delivery partner's website or social media pages are permitted where the content on the destination link is general to the delivery partner's company. That said, links to social posts or webpages about an NSIN program created by the delivery partner on their accounts are permitted.
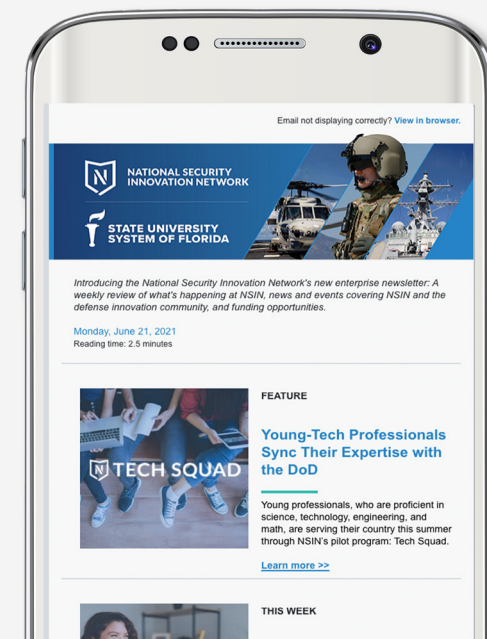
EXAMPLES OF SUCCESSFUL CO-BRANDING

NSIN PRESENTS PROPEL HAWAII Summer 2023

FEATURE

NSIN Announces Latest Tech Accelerator for Startups

Early-stage ventures will learn how to do business with the DoD by working alongside NSIN, the **U.S. Pacific Fleet**, and Decisive Point in the NSIN Propel Hawaii accelerator. At the end of the cohort, participating companies will deliver cutting-edge capabilities that enable the **U.S. Navy** and its partners to operate as a ready, capable, and combat-credible force

NATIONAL SECURITY INNOVATION NETWORK

STATE UNIVERSITY SYSTEM OF FLORIDA

Introducing the National Security Innovation Network's new enterprise newsletter: A weekly review of what's happening at NSIN, news and events covering NSIN and the defense innovation community, and funding opportunities.

Monday, June 21, 2021
Reading time: 2.5 minutes

Email not displaying correctly? **View in browser.**

TECH SQUAD

FEATURE

Young-Tech Professionals Sync Their Expertise with the DoD

Young professionals, who are proficient in science, technology, engineering, and math, are serving their country this summer through NSIN's pilot program: Tech Squad.

Learn more >>

THIS WEEK

Typography

Consistent use of our official fonts unifies materials and adds another element that defines NSIN's visual identity.

NSIN's two official fonts are Lato and EB Garamond. In most instances, Lato is the font of choice.

Lato is a sanserif typeface family designed by Łukasz Dziedzic. The font has a modern and balanced appearance well suited to NSIN. Lato is considered to be readable and friendly and works well with the organization's established identity.

▶ Lato consists of nine weights, plus corresponding italics. **Download** the complete Lato font family for free from Google Fonts.

▶ Instructions are available for adding fonts to both **MAC** and **PC systems** at **6. Communications** on the shared drive.

▶ For official correspondence and other long-form print documents, EB Garamond may be used for body copy measuring 12 points or less. **Download** the open-source version of EB Garamond for free from Google Fonts.

LATO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 , . ? ! @ # $ % ^ & * ( )

LATO BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 , . ? ! @ # $ % ^ & * ( )

EB GARAMOND REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 , . ? ! @ # $ % ^ & * ( )

Photography

Photography allows us to showcase NSIN's achievements, high-profile events, and programmatic initiatives. Strong use of photography helps engage our audience to share the moment with us.

There are many NSIN success stories the Communications Team would like to feature in promotional materials. To improve our ability to effectively tell NSIN's story, we ask for your help with the following:

1. Context

- When shooting photography, connect the viewer to NSIN in some visual way, such as including individuals wearing branded NSIN apparel.

- Take photos that contain a wide range of age, gender, and ethnicity to ensure our materials reflect the diversity of the network.

- Show program participants and leaders interacting to reinforce a sense of collaboration. An action image is always preferred to a static group photograph.

2. Format

All photos should be at least 300 dpi, whether intended for print or Web. Always take photos at the largest format that the camera is equipped to produce. Keep in mind, NSIN's website pages are primarily designed for horizontal photos.

3. Permission

It is important to secure photography releases so that program and event participants can be featured in NSIN's promotional materials. Signed permission releases should be obtained from anyone who is not a member of NSIN's staff.

STAFF DIRECTORY HEADSHOTS

Directory headshots for NSIN staff are provided at Headquarters. It is important that all images on the website directory are current and maintain a consistent look. We suggest wearing solid colors and avoiding busy patterns or white shirts.

University Program Directors may contact their university media relations office for assistance with an updated headshot. Please request a horizontal photo. Headshots posted to NSIN.mil measure 800 x 450 pixels.

ADVICE FOR SHOOTING WITH A MOBILE DEVICE

- **Use Available Light**
  Utilize available daylight whenever possible and supplement with additional lighting sources as needed. Position subjects so that they are facing the light source (e.g., a window).

- **Stabilize the Shot**
  Due to the light weight of a phone, it is easy to shoot video or photos with significant shake. Stabilize the phone by supporting it with a solid surface, tripod or by using two hands.

- **Consider Composition**
  Subjects talking on-camera should be tightly framed, but not centered in the frame. The background behind the subject should be interesting, but not distracting.

- **Shoot Horizontal**
  Photos can be captured in vertical format when the subject or scene calls for it, but this will most likely be in a limited state.

Color Palette

Beyond our logo, color is the most recognizable aspect of NSIN's brand identity. Using color appropriately is the easiest way to ensure our marketing materials create a cohesive and memorable NSIN brand.

The NSIN color palette has two layers: primary and accent palettes. In addition to using primary colors in printed and electronic materials, they should also be featured at NSIN events in the signage and related collateral.

While accent colors can work well to enhance NSIN's primary color palette, improper use of them undermines the brand. Accent colors should not dominate the look of any publication or be used in large blocks behind text. No more than 20 percent of an individual print spread or web design should contain accent colors. It is not required to use a color from the secondary palette.

COLOR FORMULAS

RGB and **HEX** colors should be used when designing for screens or desktop printing.

CMYK colors should be used when designing for 4-color printing (C=cyan, M=magenta, Y=yellow, K=black).

PANTONE is a single color and the most accurate representation of a color when printed. Pantones are frequently used when producing giveaway merchandise.

PRIMARY PALETTE

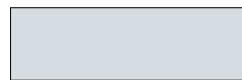|					
RGB 36, 131, 197 CMYK 80, 40, 0, 0 PANTONE 2192 U HEX #2483C5	RGB 29, 61, 112 CMYK 100, 85, 30, 15 PANTONE 287 U HEX #1D3D70	RGB 50, 188, 173 CMYK 70, 0, 40, 0 PANTONE 3258 U HEX #32BCAD	RGB 247, 248, 249 CMYK 2, 1, 1, 0 PANTONE 656 U HEX #F7F8F8	RGB 214, 219, 225 CMYK 15, 9, 7, 0 PANTONE 5315 U HEX #D6DBE0	RGB 33, 37, 42 CMYK 74, 64, 56, 70 PANTONE 296 U HEX #212429

ACCENT PALETTE

RGB 107, 25, 81 CMYK 54, 100, 38, 30 PANTONE 2357 U HEX #6B1050	RGB 185, 53, 107 CMYK 25, 93, 36, 3 PANTONE 675 U HEX #B9356B	RGB 28, 127, 135 CMYK 84, 34, 43, 7 PANTONE 2222 U HEX #197F87	RGB 253, 181, 21 CMYK 1, 32, 100, 0 PANTONE 1235 U HEX #FDB515	RGB 196, 130, 14 CMYK 21, 51, 100, 4 PANTONE 3547 U HEX #C4820E	RGB 121, 213, 199 CMYK 13, 13, 20, 0 PANTONE 7527 U HEX #DDD5C7

NOTE: Accent colors may account for no more than 20 percent of any NSIN marketing design.

Accessibility Guidelines for Color

NSIN aspires to provide publications and websites with the highest degree of accessibility. To optimize the reading experience for individuals of all vision abilities, NSIN follows the standards issued by the United States Access Board.

The current WCAG 2.0 AA standards require contrast ratios between text and background color to be at least:

RATIO	DIGITAL USAGE	PRINT USAGE
4.5:1 for body text	Bold, Regular, or Italic text Sizes 12 px, 14 px, ect.	Bold, Regular, or Italic text Sizes 8 points, 10 points, ect.
3:1 for headings	24 px and larger, or 18.67 px and larger *if* it is bold.	18 point and larger, or 14 point and larger *if* it is bold.

All colors in NSIN's palette have been evaluated to determine their ability to be used in combination without hindering legibility. The color cards on the next page list a score of Pass, Large Text Fail, or Large Text and a Ratio Number for every possible combination.

EXCEPTIONS TO THE GUIDELINES

- Printed text measuring 18 points or greater, digital text exceeding 24 pixels, and pictures containing large-scale text may have a contrast ratio of 3:1.

- Text or images of text that is pure decoration or text that is part of a photograph that contains significant other visual content, has no contrast requirement.

- Text that is part of a logo or brand name has no contrast requirement.

LEARN MORE

Maintaining adequate contrast will help ensure accessibility for all users, including those with visual disabilities. If you have any questions about color accessibility, visit the **WebAIM Contrast Checker** or contact the Communications Team at **brand@nsin.mil**

CHART LEGEND

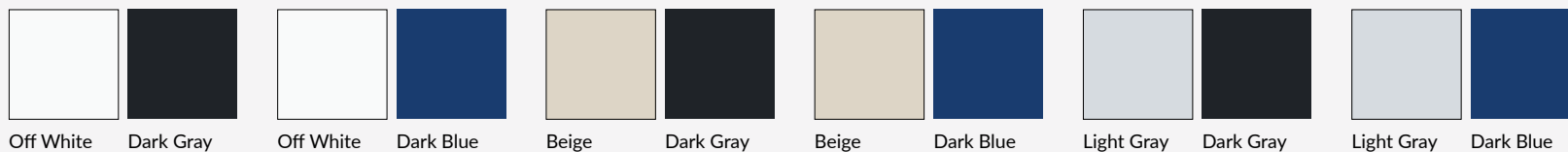| SCORE	MEANING	GUIDELINES
Pass	Contrast ratio of selected color against the text color displayed meets minimum requirements for level indicated.	Color combination **can** be used with specified text type: AA Pass - contrast ratio is at least 4.5:1, can be used for all text.
Large Text		AA+ (AA18) Pass - contrast ratio is at least 3:1 - can be used for: • Digital: large text (24px and above) or bold text (18.67px and above). • Print: large text (18 point and above) or bold text (14 point and above).
Fail	Contrast ratio of selected color against the text color displayed does not meet minimum requirements for level indicated.	Color combination **can not** be used with any size text type.
Ratio Number	Color contrast ratio value of the specified color against the text color displayed.	Ratio value is for reference.

Color Contrast Chart

	PRIMARY PALETTE						ACCENT PALETTE					
	Off White #F7F8F8	Light Blue #2483C5	Dark Blue #1D3D70	Light Teal #32BCAD	Light Gray #D6DBE0	Dark Gray #212429	Light Magenta #B9356B	Dark Magenta #6B1050	Dark Teal #197F87	Light Yellow #FDB515	Dark Yellow #C4820E	Beige #DDD5C7
Off White #F7F8F8		LARGE TEXT RATIO: 3.85	PASS RATIO: 10.1	FAIL RATIO: 2.21	FAIL RATIO: 1.31	PASS RATIO: 14.63	PASS RATIO: 5.22	PASS RATIO: 10.87	LARGE TEXT RATIO: 4.46	FAIL RATIO: 1.67	LARGE TEXT RATIO: 3.01	LARGE TEXT RATIO: 1.37
Light Blue #2483C5	LARGE TEXT RATIO: 3.85		FAIL RATIO: 2.62	FAIL RATIO: 1.74	FAIL RATIO: 2.94	LARGE TEXT RATIO: 3.8	FAIL RATIO: 1.35	FAIL RATIO: 2.83	FAIL RATIO: 1.09	FAIL RATIO: 2.3	FAIL RATIO: 1.28	FAIL RATIO: 2.81
Dark Blue #1D3D70	PASS RATIO: 10.1	FAIL RATIO: 2.62		PASS RATIO: 4.57	PASS RATIO: 7.71	FAIL RATIO: 1.45	FAIL RATIO: 1.94	FAIL RATIO: 1.04	FAIL RATIO: 2.27	PASS RATIO: 6.04	LARGE TEXT RATIO: 3.35	PASS RATIO: 7.38
Light Teal #32BCAD	FAIL RATIO: 2.21	FAIL RATIO: 1.74	PASS RATIO: 4.57		FAIL RATIO: 1.69	PASS RATIO: 6.62	FAIL RATIO: 2.36	PASS RATIO: 4.92	FAIL RATIO: 2.02	FAIL RATIO: 1.32	FAIL RATIO: 1.36	FAIL RATIO: 1.61
Light Gray #D6DBE0	FAIL RATIO: 1.31	FAIL RATIO: 2.94	PASS RATIO: 7.71	FAIL RATIO: 1.69		PASS RATIO: 11.17	LARGE TEXT RATIO: 3.98	PASS RATIO: 8.3	LARGE TEXT RATIO: 3.4	LARGE TEXT RATIO: 1.28	FAIL RATIO: 2.3	FAIL RATIO: 1.05
Dark Gray #212429	PASS RATIO: 14.63	LARGE TEXT RATIO: 3.8	FAIL RATIO: 1.45	PASS RATIO: 6.62	PASS RATIO: 11.17		FAIL RATIO: 2.81	FAIL RATIO: 1.36	LARGE TEXT RATIO: 3.28	PASS RATIO: 8.74	PASS RATIO: 4.85	PASS RATIO: 10.69
Dark Magenta #6B1050	PASS RATIO: 10.87	FAIL RATIO: 2.83	FAIL RATIO: 1.04	PASS RATIO: 4.92	PASS RATIO: 8.3	FAIL RATIO: 1.35	FAIL RATIO: 2.08		FAIL RATIO: 2.44	FAIL RATIO: 2.44	LARGE TEXT RATIO: 3.61	PASS RATIO: 7.94
Light Magenta #B9356B	PASS RATIO: 5.22	FAIL RATIO: 2.83	FAIL RATIO: 1.94	LARGE TEXT RATIO: 3.02	LARGE TEXT RATIO: 3.98	FAIL RATIO: 2.81		FAIL RATIO: 2.08	FAIL RATIO: 1.17	LARGE TEXT RATIO: 3.12	FAIL RATIO: 1.73	LARGE TEXT RATIO: 3.81
Dark Teal #197F87	LARGE TEXT RATIO: 4.46	FAIL RATIO: 1.16	FAIL RATIO: 2.27	FAIL RATIO: 2.02	LARGE TEXT RATIO: 3.4	LARGE TEXT RATIO: 3.28	FAIL RATIO: 1.17	FAIL RATIO: 2.44		FAIL RATIO: 2.66	FAIL RATIO: 1.48	LARGE TEXT RATIO: 3.26
Light Yellow #FDB515	FAIL RATIO: 1.67	FAIL RATIO: 2.3	PASS RATIO: 6.04	FAIL RATIO: 1.32	FAIL RATIO: 1.28	PASS RATIO: 8.74	LARGE TEXT RATIO: 3.12	PASS RATIO: 6.5	LARGE TEXT RATIO: 3.12		FAIL RATIO: 1.8	FIA RATIO: 1.22
Dark Yellow #C4820E	FAIL RATIO: 2.99	FAIL RATIO: 1.28	LARGE TEXT RATIO: 3.35	FAIL RATIO: 1.36	FAIL RATIO: 2.3	PASS RATIO: 4.85	FAIL RATIO: 1.73	LARGE TEXT RATIO: 3.61	FAIL RATIO: 2.66	FAIL RATIO: 1.8		FAIL RATIO: 2.2
Beige #DDD5C7	FAIL RATIO: 1.37	FAIL RATIO: 2.81	PASS RATIO: 7.38	FAIL RATIO: 1.61	FAIL RATIO: 1.05	PASS RATIO: 10.69	LARGE TEXT RATIO: 3.81	PASS RATIO: 7.94	LARGE TEXT RATIO: 3.26	FAIL RATIO: 1.22	FAIL RATIO: 2.2	

RECOMMENDED COLOR COMBINATIONS FOR TEXT UNDER 24 PIXELS OR 18 POINTS

| Off White | Dark Gray | Off White | Dark Blue | Beige | Dark Gray | Beige | Dark Blue | Light Gray | Dark Gray | Light Gray | Dark Blue |

Business Systems

E-Stationery

▶ **Download** NSIN's electronic letterhead at **6. Communications** on the shared drive**.** Instructions on how to customize the template are included. Keep in mind that the electronic letterhead should be used in Microsoft Word and sent as an attachment to an email. The e-letterhead does not replace printed stationery. The e-letterhead should only be used electronically as it contains low-resolution images and does not reproduce well when printed.

Staff members are encouraged to use the "save as" function and rename their e-letterhead template file with a different name thereby retaining the original master templates for future use.

PowerPoint Templates

▶ **Download** the standard PowerPoint template (4:3)

▶ **Download** the widescreen PowerPoint template (16:9)

The templates are formatted for use with Microsoft PowerPoint. The templates have limited functionality when used with Google Slides.

Virtual Meeting Backgrounds

▶ **Download** one of NSIN's meeting backgrounds.

FINDING STOCK PHOTOGRAPHY

- The **Defense Visual Information Distribution Service** (**https://www.dvidshub.net**) maintains a searchable database of imagery from the branches and offices of the DoD and U.S. Federal Government. In general, content on DVIDS is in the public domain. Follow the guidelines provided by DVIDS to ensure proper accreditation.

- **Unsplash** (**unsplash.com**) offers free images that you can download and use for any project without crediting a photographer.

- As the Communications Team purchases stock images and archives NSIN event photographs, they will be made available for use in presentations and newsletters. Visit the **6. Communications** folder on the shared drive to download the current selection of images.

NSIN'S POWERPOINT TEMPLATE

After downloading the desired NSIN PowerPoint template (.potx file), you must save it to the template folder of your personal computer for future use. **Click here** for instructions on how to save and activate templates on PC and MAC computers.

Business Systems

STANDARDIZED EMAIL SIGNATURE BLOCK

The NSIN Email Signature Block shall be applied to all NSIN email accounts and used for all outgoing correspondence on desktop and mobile devices.

Instructions for implementing the Signature Block on varying devices and email systems are available at **6. Communications** on the shared drive.

Required information and format

Full Name
Title (add contractor status in parentheses as applicable)
National Security Innovation Network
U.S. Department of Defense
Your Phone Number
www.nsin.mil | @NSIN_us | LinkedIn
Optional: Additional Info Area

Font: Lato Regular or similar sans serif
Size: 10 pt
Color: Black
Images: None

EXAMPLES

Government Employees
Gregory M. Bernard, D.Sc.
Talent Portfolio Director
National Security Innovation Network
U.S. Department of Defense
202-957-3382
www.nsin.mil | @NSIN_us | LinkedIn
Connect with me!

Contractors
Suzanne Zurn
Head of Strategic Communications (Contractor)
National Security Innovation Network
U.S. Department of Defense
703-346-3620
www.nsin.mil | @NSIN_us | LinkedIn
Connect with me!

TIPS AND NOTES

- If you do not have a government-issued office phone, list your mobile phone number, or establish an alternate number through a free service such as Google Voice. Contact your hiring authority with questions or the Communications Team for assistance (brand@nsin.mil).

- Avoid using acronyms. Spell out your full title and National Security Innovation Network as shown.

- Use the extended area under the NSIN online properties line to include (optional) NSIN-related additional information or a call-to-action. Examples are:

    - Connect with me on LinkedIn.

    - Are you interested in the latest NSIN programming? Follow me here!

    - Sent from my mobile device (for smartphone configuration).

Boilerplate & Mission Statement

BOILERPLATE

Think of the boilerplate, or "about us" statement, as an elevator pitch that sets the stage for sharing new content. Whether you are creating a fact sheet, press release or website, the standardized copy is a must-have on all external documents. Based on available space and the document's intended audience, you may choose to use either the formal or informal version of the boilerplate.

Formal boilerplate:

About the National Security Innovation Network

NSIN is a government program office within the Office of the Secretary of Defense for Research and Engineering (OSD(R&E)) that collaborates with major universities and the venture community to develop solutions that drive national security innovation. We operate two portfolios of programs and services: Talent and Venture. Together, these portfolios form a pipeline of activities and solutions that accelerate the pace of defense innovation.

info@nsin.mil | nsin.mil

Informal boilerplate:

About the National Security Innovation Network

The National Security Innovation Network is a program of the U.S. Department of Defense that collaborates with major universities and the venture community to develop solutions that drive national security innovation.

info@nsin.mil | nsin.mil

MISSION STATEMENT

NSIN's mission is to build networks of innovators that generate new solutions to national security problems.

NSIN's mission statement communicates our purpose and goals to staff members, program participants, and external stakeholders. The mission statement can be a powerful tool to promote the organization's goals and priorities if consistently used across media channels.

To ingrain the mission in the minds of potential employees and current team members, incorporate the statement into recruitment activities, onboarding materials, and job search platforms.

Ensuring a wide dissemination of the mission statement calls for its inclusion on social media platforms, NSIN.mil and subsidiary websites, presentations, and long-form print communications.

While including the mission statement is not required or regulated in the same way as the boilerplate, promoting NSIN's mission statement can grab the attention of potential employees and partners alike. Therefore, it is highly recommended for incorporation whenever possible.
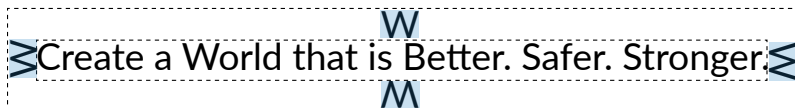
Tagline

TAGLINE

Create a World that is Better. Safer. Stronger.

The tagline captures NSIN's commitment to making an impact within the defense community and beyond. The tagline should be featured on NSIN branded websites, social media channels, presentations, and print publications.

Guidelines for using the tagline

- Use the tagline verbatim. No alteration to the verbiage is acceptable.

- The tagline is uniquely formatted with periods after "Better. Safer. Stronger." The formatting, including capitalization, must be maintained in all circumstances.

- The tagline may only appear in the Lato Regular or Lato Bold typefaces. When used independently from an article or digital post, the minimum size requirement is 14 points.

- The tagline should not be used as a headline or the title of a publication.

- When using the tagline as text within an article or post, do not italicize.

- As with the NSIN logo, a defined clear space is required.

W
≷Create a World that is Better. Safer. Stronger.≷
W

TAGLINE MISUSE

Create a World that is better. safer. stronger.

✗ Do not change the capitalization.

Create a World that is Better, Safer, Stronger.

✗ Do not change the punctuation.

Create a World that is Better. Safer. Stronger.

✗ Do not set the tagline in a color outside NSIN's primary color palette.

Create a World that is stronger and safer.

✗ Do not change the tagline's wording in any way.