

Advertising and Publicity Guidelines for the National Medal of Technology and Innovation™

Mandated by Congress in 1980, and awarded annually by the President of the United States since 1985, the National Medal of Technology and Innovation™ (the “Medal”) is our nation’s highest technology award. Advertising and publicity are important vehicles for achieving the goals of the Medal program. The United States Patent and Trademark Office (USPTO) manages the Medal program for the United States Department of Commerce, which owns the trademark and service mark NATIONAL MEDAL OF TECHNOLOGY AND INNOVATION and the Medal logo shown below (collectively, the “Medal Marks”):



These Guidelines are intended to facilitate use of the Medal Marks by Medal recipients and their organizations in promotional activities. They are to be followed in all advertising, publicity, audiovisual productions, and similar materials that refer to the Medal or the Medal Marks. These Guidelines are in addition to the use guidelines specified in the Trademark License Agreement entered into between the parties and must be read in conjunction with the terms and conditions of that Agreement. Questions regarding the Guidelines and/or the Trademark License Agreement should be referred to the National Medal of Technology and Innovation Program Manager at (571) 272-8600.

Recipients and/or their organizations or companies should carefully review all Medal-related advertising and publicity to ensure accuracy, including consultation among parent units, subsidiaries, marketing and public relations officials. Recipients are reminded that a copy of a representative item showing each proposed use of the Medal Marks must be submitted to the Medal Program Manager for review and approval prior to issuance.

Guidelines

- Receiving the Medal does not imply endorsement or recommendation of the recipient or any of the recipient's products or services.
 - Copy should specify that the Medal is for excellence in the promotion of technology and technological innovation, as stated in their certificate of recognition, and not state or imply that it is for a particular product or service.
 - The Medal Marks should not be used on the recipient's products or in advertising for the recipient's products or services.
- It should be clear to the reader/viewer/listener who won the Medal.
 - If an individual received the Medal, all materials should state clearly that the individual (not his or her employer or organization) received the Medal. The name of the individual should be more prominent – in placement, size, and usage – than the employer/organization if the employer/organization unit is referenced.
 - If a subsidiary of a larger entity receives the Medal, all materials should state clearly that the subsidiary (not the parent entity) received the Medal. The name and logo of the subsidiary unit, rather than those of the parent unit, should be used whenever possible. If the parent entity's logo is used, text should be placed to assure that there is no confusion about whether the Medal was won by the parent or subsidiary.
 - When others, such as the parent entity, suppliers, or customers, are sponsoring the advertising or publicity, the text should indicate this connection to make it clear who won the Medal. The text should not imply that the advertising sponsor has a connection to the Medal.
 - Quotes from the parent entity's officers should not imply that an entire company – rather than the employee or subsidiary – won the Medal.
- The year in which the Medal was awarded to the recipient must be clearly indicated.
- Photos or likenesses of, or statements by, the President, the Secretary of Commerce, or other government officials should not be used.

- Materials should not imply that recipients were compared to their competitors during the Medal evaluation process. To avoid creating this impression, company logos or slogans that imply that the recipient is better than its competitors should not be used in conjunction with Medal advertisements and publicity.
- The Medal Marks should not be used to imply any endorsement or formal connection between the National Medal of Technology and Innovation™ program and organizations that are hosting conferences, workshops, exhibits or other events, other than the actual sponsorship of the event itself, as appropriate.
- Use of the Medal logo and the Medal itself carry certain additional restrictions:
 - If an image of the Medal logo is used in materials, the name of the recipient may be stacked on two lines below the Medal logo image if desired.
 - The typeface on the Medal logo is FrodiSCTReg. Materials should use typeface other than FrodiSCTReg.
 - The actual Medal cannot be reproduced. However, Medal winners may reproduce a replica of the Medal to be used on mementos.
 - Replicas and printed color reproductions of the Medal and Medal logo must be bronze in color.
 - Replicas and printed reproductions of the Medal cannot include the Presidential seal, which is on the reverse side of the Medal. Copies of the Medal may be produced with a plain reverse side, a duplicate of the front side, or a logo of the winning corporate unit. If the corporate logo is used, it must state the year the Medal was won and the name of the employee/subsidiary/unit that won it.
- Materials must indicate that the Medal Marks are trademarks of the U.S. Department of Commerce.
 - Use the ™ designation (i.e., National Medal of Technology and Innovation™) following the first reference to the name of the Medal.
 - Include the statement “The National Medal of Technology and Innovation is a trademark of the U.S. Department of Commerce” (or for materials including an image of the Medal, “The National Medal of Technology and Innovation and the Medal design are trademarks of the U.S. Department of Commerce”) in text or as part of a trademark legend.