



Media Usage Guidelines

NASA Logo

The NASA insignia logo (the blue "meatball" insignia), the retired NASA logotype (the red "worm" logo) and the NASA seal may not be used for any purpose without explicit permission. These images may not be used by persons who are not NASA employees or on products, publications or web pages that are not NASA-sponsored. These images may not be used to imply endorsement or support of any external organization, program, effort, or persons.

Still Images, Audio Recordings, Video, and Related Computer Files for Non-Commercial Use

NASA content - images, audio, video, and computer files used in the rendition of 3-dimensional models, such as texture maps and polygon data in any format - generally are not copyrighted. You may use this material for educational or informational purposes, including photo collections, textbooks, public exhibits, computer graphical simulations and Internet Web pages. This general permission extends to personal Web pages.

News outlets, schools, and text-book authors may use NASA content without needing explicit permission. NASA content used in a factual manner that does not imply endorsement may be used without needing explicit permission. NASA should be acknowledged as the source of the material. NASA occasionally uses copyrighted material by permission on its website. Those images will be marked copyright with the name of the copyright holder. NASA's use does not convey any rights to others to use the same material. Those wishing to use copyrighted material must contact the copyright holder directly.

NASA has extensive image (<https://www.instagram.com/nasa/>) and video (<https://www.youtube.com/NASA>) galleries online, including historic images (<https://www.flickr.com/photos/nasacommons>), current missions (<https://www.flickr.com/photos/nasahqphoto/>), astronomy pictures (<http://apod.nasa.gov/apod/astropix.html>), and ways to search for NASA images (<http://nasasearch.nasa.gov/search/images?affiliate=nasa&query=>). Generally, each mission and program has a video and image collection on the topic page. For example, space station videos can be found at https://www.nasa.gov/mission_pages/station/videos/index.html (https://www.nasa.gov/mission_pages/station/videos/index.html). Content can also be found on our extensive social media channels (<https://www.nasa.gov/socialmedia>).

For questions about specific images, please call 202-358-1900. For questions about specific video, please call 202-358-0309.

NASA Content Used for Commercial Purposes

For more information on using NASA content for commercial purposes, please read NASA Advertising Guidelines (http://www.nasa.gov/audience/formedia/features/Advertising_Guidelines.html). Any questions regarding use of NASA content, or any NASA image or emblem should be directed to Bert Ulrich (<mailto:bert.ulrich@nasa.gov>) of the Multimedia Division of NASA's Office of Communications at NASA Headquarters in Washington.

For information on NASA involvement in documentaries and films, please see documentary and fictional film project guidelines.

If the NASA material is to be used for commercial purposes, including advertisements, it must not explicitly or implicitly convey NASA's endorsement of commercial goods or services.

If a NASA image includes an identifiable person, using the image for commercial purposes may infringe that person's right of privacy or publicity, and permission should be obtained from the person.

Current NASA employees, including astronauts, may not appear in commercial material.

Commercials and promotional content cannot be filmed on NASA property.

Linking to NASA Web Sites

NASA Web sites are not copyrighted, and may be linked to from other Web sites, including individuals' personal Web sites, without explicit permission from NASA. However, such links may not explicitly or implicitly convey NASA's endorsement of commercial goods or services. NASA images may be used as graphic "hot links" to NASA Web sites, provided they are used within the guidelines above. This permission does not extend to use of the NASA insignia, the retired NASA logotype or the NASA seal. NASA should be acknowledged as the source of the material.

Restrictions

As a government entity, NASA does not license the use of NASA materials or sign licensing agreements. The agency generally has no objection to the reproduction and use of these materials (audio transmissions and recordings; video transmissions and recording; or still and motion picture photography), subject to the following conditions:

NASA material may not be used to state or imply the endorsement by NASA or by any NASA employee of a commercial product, service, or activity, or used in any manner that might mislead. Please see NASA Advertising Guidelines (http://www.nasa.gov/audience/formedia/features/Advertising_Guidelines.html) and Merchandising Guidelines (http://www.nasa.gov/audience/formedia/features/Merchandising_Guidelines.html) for more information.

It is unlawful to falsely claim copyright or other rights in NASA material.

NASA shall in no way be liable for any costs, expenses, claims, or demands arising out of the use of NASA material by a recipient or a recipient's distributees.

NASA does not indemnify nor hold harmless users of NASA material, nor release such users from copyright infringement, nor grant exclusive use rights with respect to NASA material.

NASA material is not protected by copyright unless noted. If copyrighted, permission should be obtained from the copyright owner prior to use. If not copyrighted, NASA material may be reproduced and distributed without further permission from NASA.

If a recognizable person, or talent (e.g., an astronaut or a noted personality engaged to narrate a film) appears in NASA material, use for commercial purposes may infringe a right of privacy or publicity. Permission should be obtained from the recognizable person or talent if the proposed use of the NASA material could be viewed as a commercial exploitation of that person. However, if the intended use of NASA material is primarily for communicative purposes, i.e., books, newspapers, and magazines reporting facts of historical significance (constitutionally protected media uses), then such uses will generally be considered not to infringe such personal rights.

Some NASA audiovisual material may incorporate music or footage, which is copyrighted and licensed for the particular NASA work. Any editing or otherwise altering of the work may not be covered under the original license, and therefore would require permission of the copyright owner.

NASA audiovisual material may include visible NASA identifiers (e.g., the name of the vehicle and the NASA Insignia or Logotype in photographs or film footage of ground vehicles, aircraft or spacecraft). Use of such materials is generally non-objectionable, provided the NASA identifiers appear in their factual context.

Documentary and Fictional Film Project Guidelines

NASA participates in scores of documentaries annually and a number of feature films as well. Participation ranges from providing imagery and footage to permitting on-site filming. Below describes the process of working with NASA on documentary and film projects.

Documentaries

NASA works only on projects which have a broadcaster/distributor and funding in place (beyond speculative phase). Once a project has a broadcaster/distributor and funding, NASA must review a treatment to determine NASA involvement and the scope of participation. Treatments can be submitted directly to bert.ulrich@nasa.gov (<mailto:bert.ulrich@nasa.gov>)

TAP NASA does not accommodate sizzle reel productions.

NASA does provide publicly available film footage and imagery regardless of involvement in a particular production. This use is subject to the media use guidelines (<http://www.nasa.gov/multimedia/guidelines/index.html>) and advertising guidelines (http://www.nasa.gov/audience/formedia/features/Advertising_Guidelines.html).

NASA does not fund external documentary projects.

For interviews for documentaries, a release form is not required.

Feature film and fictional film projects

NASA participates only in projects which have funding and distribution in place.

A formal agreement is often required when there is a need to lay out what is expected of both parties in terms of shoots, clearances, protection of NASA's appearance in a fictional storyline, etc. An agreement may also be needed when the parties plan for an on-going collaboration for education or outreach activities beyond routine appearances or interviews.

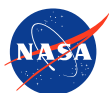
After providing a signed NASA Non-Disclosure Agreement, NASA reviews a script to assess participation in a project. In some cases, clearances for use of the NASA Insignia and other identifiers, footage, still imagery and other NASA assets; details of shoots; post assistance and when appropriate; outreach leading to release of the film; are also addressed.

NASA does provide publicly available film footage and imagery regardless of involvement in a particular production. This use is subject to the media use guidelines (<http://www.nasa.gov/multimedia/guidelines/index.html>) and advertising guidelines (http://www.nasa.gov/audience/formedia/features/Advertising_Guidelines.html).

Commercial and promotional shoots

NASA does not permit shooting of promotional content such as television spots, commercials, etc. at NASA facilities. In some cases, filming can take place at an outside NASA visitor Center which is run by a commercial entity. Please refer to advertising guidelines (http://www.nasa.gov/audience/formedia/features/Advertising_Guidelines.html) for more information.

For more information, please contact Bert Ulrich at bert.ulrich@nasa.gov (<mailto:bert.ulrich@nasa.gov>)



(<https://www.nasa.gov/>)