

NOUS41 KWBC 201907

Public Information Statement
National Weather Service Headquarters Washington DC
308 PM EDT Wed Mar 20 2013

TO: Subscribers:
-Family of Services
-NOAA Weather Wire Service
-Emergency Managers Weather Information Network
-NOAAPORT
Other NWS Partners, Users, and Employees

FROM: Edward R. Johnson
Director NWS Strategic Planning and Policy Office

SUBJECT: Online Request Service for License to use NOAA Emblem or
NWS Logo Effective March 20, 2013

The NOAA emblem and NWS logo are trademarked visual identifiers of NOAA and NWS, respectively. Authority for external parties to use these visual identifiers is held by the Department of Commerce (DOC) under Department Administrative Order (DAO) 201-1.

Recently, DOC and NOAA have delegated authority to NWS to grant permissions to use the NOAA emblem and NWS logo for the following limited purposes:

1. Identify use of unaltered NWS-produced data/products or NWS general outreach information
2. Identify an online link to a NOAA or NWS webpage.

Clear identification of NOAA/NWS's ownership of information will directly benefit both NOAA and the Nation's environmental information enterprise. Private sector environmental information service providers will be able to more effectively serve customers who are seeking an authoritative source of environmental information. NWS believes this service will help foster effective partnerships within the weather enterprise as a whole.

The online request service for licenses to use the NOAA emblem or NWS logo for the purposes listed above is now available at:

<http://weather.gov/logorequest/>

For permission to use these visual identifiers for any other purpose, please refer to DAO 201-1 at:

http://www.osec.doc.gov/opog/dmp/daos/dao201_1.html

If you have comments or questions regarding this Public Information Statement, please contact:

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National Public Information Statements are online at:

<http://www.weather.gov/os/notif.htm>

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