**Logo usage**

* Only logos of other federal agencies can appear on presentations, posters, and in videos.
* You can use the logos of an inter-agency collaboration that NASA is an official partner of, even if the collaboration includes non-federal agencies (ex. ForWarn).
* Using the NASA logo next to a non-federal organization logo can be perceived as an endorsement by NASA. It is okay to write out the name of a non-federal organization (because it is a factual statement that you worked with them).
* If non-federal logos are visible on objects/clothes, include the following text:
  + *Trade names and trademarks are used in this report for identification only. Their usage does not constitute an official endorsement, either expressed or implied, by the National Aeronautics and Space Administration.*

**Non-DEVELOP image/video/music usage**

* All imagery, video footage, and music must be either:
  + Created by a DEVELOPer
  + In the public domain (federal agency)
  + Published under a creative commons license (if attributed correctly, see below)
* Anything not in one of the above categories requires WRITTEN permission to use (even if the organization is funded by a federal agency)
  + It is okay to use image/video from an inter-agency collaboration that NASA is a part of (even if it includes non-federal agencies, ex. ForWarn System)
  + Re: media releases for individuals featured in the videos: if the video or image is publicly available then it’s okay; if it’s not publicly available, make sure the organization has media releases for everyone in the image or clip
* When using imagery or video from a federal agency, make sure that the item is credited to the agency, rather than a contractor or partner
* **Do not use** anything that is licensed under a GNU General Public License (GNU GPL or GPL)
* The following credit format should appear when the image or video appears for all non-DEVELOP content. Music should be cited when the music begins to play.
  + Source: Washington Department of Natural Resources
  + The full citation, if needed, should be included in the video credits (eg. creative commons license information)

**Fair use:**

* Non-fictional/data/charts/etc. okay to use (falls under fair use)
  + Be sure to cite
* Traditional “fair use” guidelines do not apply to DEVELOP videos.

**Software:**

* If your location has a license to use the software, it is okay to show someone using the software or a map made using the software in a video or on a presentation/poster.
* Software logos cannot be used.

**Google Earth:**

* Showing a Google Map or Google Earth clip/map in a video: you must show attribution to both Google and any data providers on-screen at the time the Content is shown. You may not move the attribution to the end credits or fade it out after a few seconds.
  + If a Google Map or Google Earth clip/map/image appears in your video, the on-screen attribution must remain visible the entire time it is on screen.
* An individual demonstrates the use of a Google product in your video: You do not need Google’s explicit permission or a broadcast license if you are demonstrating the use of a Google product as such, for example an interview subject demonstrating how they used Google Earth for research or an actor using Google Maps for Android on her phone. No additional attribution is required on-screen; just film the product, with attribution already included, as such.
  + You must have a media release form for the individual visible in the clip.
* For more information about *permission* guidelines for Google Maps and Google Earth: <http://www.google.com/permissions/geoguidelines.html>
* For more information about *attribution* guidelines for Google Maps and Google Earth: <http://www.google.com/permissions/geoguidelines/attr-guide.html>

**Mandatory Statements**

* The following statements must be included in the credits (before the DEVELOP closing clip) of every VPS video:

*This material is based upon work supported by NASA through contract NNL11AA00B and cooperative agreement NNX14AB60A.*

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