

NIDDK Logo and Name Use Policy

U.S. Department of Health and Human Services Logos are protected by law from unauthorized use. The NIH Office of Communications and Public Liaison maintains the policy for use of NIH logos, including the NIDDK logo, in the [NIH Manual Chapter 1186](#).

Use of the NIDDK name or logo can create an endorsement or the appearance of endorsement of a commercial entity or may unintentionally imply direct NIDDK involvement.

The NIH and NIDDK names and logos are for Government use only and not for the use of the private sector, including grantees, vendors, and contractors, regardless of whether the grantee, vendor, or contractor is a non-profit institution. The NIH logo guidance **prohibits** the

- Creation of new logos for any purpose including new programs, labs, or offices
- Creation of swag* (e.g., lab coats, shirts, hoodies, pens) imprinted with logos
- Use of NIDDK’s name or logo in a social media** handle or in the bio


*Restrictions against using government funds to purchase swag are also in place, separate from logo use.

**Social media accounts that have NIDDK’s name or logo in the handle or bio may be violating a platform’s impersonation policy and may be deactivated by the platform.

Guidelines and language for acknowledging NIDDK support in the listed situations follows in the table below

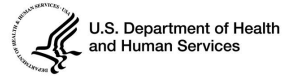
1. Scientific Posters
2. Scientific Presentations
3. Scientific Meetings and Workshops, Websites, and Social Media
4. Journal or Media Articles

In general, a non-Federal entity (e.g., professional organization, private company, hospital, university) may not use the NIH or NIDDK logo to acknowledge support. NIDDK program staff and scientists are asked to provide or use instead the approved language in the table.

Scientific posters (1.) and podium presentations (2.) at scientific meetings are the only instances when non-Federal entities may use the NIDDK logo without further approval	
1. Scientific Posters	
Grantees may use the approved image to the right. Click or tap on the image to download.	<small>Research supported by</small>  <small>National Institute of Diabetes and Digestive and Kidney Diseases</small>
2. Scientific Presentations	

NIDDK Logo and Name Use Policy

Grantees may use the approved image to the right on a slide. Click or tap on the image to download.



3. Scientific Meetings and Workshops, Websites, and Social Media

The NIDDK logo may not be used by non-Federal entities, including contractors, grantees, or cooperative agreement awardees on websites, meeting registration webpages, social media accounts, or print materials. The NIDDK name may not be included in a website name or social media account name.

Please use the following copy:

NIDDK grant-supported activities

Supported by grant [grant name or number] from the [National Institute of Diabetes and Digestive and Kidney Diseases](#)

NIDDK co-sponsored activities with a non-Federal entity

Co-sponsored by the [National Institute of Diabetes and Digestive and Kidney Diseases](#)

- If linking to the NIDDK, the text link should be no larger or more prominent than other links on the page.
- NIDDK should not be listed as a “diamond” or “gold” or similarly categorized tier of partner or sponsor.

Substantial Collaboration – Scientific Meetings and Workshops

In instances of substantial collaboration between the NIDDK and a non-Federal entity to develop a scientific workshop, the use of non-Federal logos with the NIDDK logo may *possibly* be deemed appropriate after review by NIDDK OCPL, Division of Extramural Activities (DEA), the Ethics Office, and Office of the Director. For additional information about policies governing co-sponsorship and cooperative agreements, please refer to Chapter 2 of [Conferences: A Guide for Ethics Officials](#) and NIH Policy Manual 1186.

4. Journal or Media Articles

Peer-Reviewed Articles

Study, Consortium, or Network Title

Supported by grant [grant name or number] from the National Institute of Diabetes and Digestive and Kidney Diseases

Media Articles

Study or Consortium, or Network Title

Supported by a grant from the National Institute of Diabetes and Digestive and Kidney Diseases