



U.S. DEPARTMENT OF
ENERGY

Nuclear Energy

Nuclear Science User Facilities

Communications Update

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Branding Initiatives

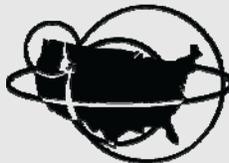


- Modernize logo and update with new name

Old logos



ATR
National Scientific User Facility



ATR
National Scientific User Facility

New logos





Combine and streamline fact sheets

The collage includes several fact sheets and graphics:

- Post Irradiation Examination (PIE) Capabilities at the Idaho National Laboratory:** Discusses the value of working with ATR NSUF, lists key facilities, and provides a list of partner facilities.
- Hot Fuels Examination Facility:** Details the facility's capabilities for examining irradiated fuel elements.
- Irradiation Capabilities at the Idaho National Laboratory:** Describes the ATR NSUF's irradiation capabilities and lists partner facilities.
- Advanced Test Reactor (ATR):** Provides an overview of the reactor's capabilities and lists partner facilities.
- Map of the United States:** Shows the locations of various partner facilities across the country.



The streamlined fact sheet features the NSUF logo at the top left and a photograph of researchers working in a laboratory. The text is organized into sections:

- Value of NSUF:** Highlights the reactor's role in providing unique capabilities for nuclear science research.
- Key Facilities:** Lists the various experimental facilities available at the reactor.
- Partner Facilities:** Lists the institutions and organizations that have access to the reactor's capabilities.



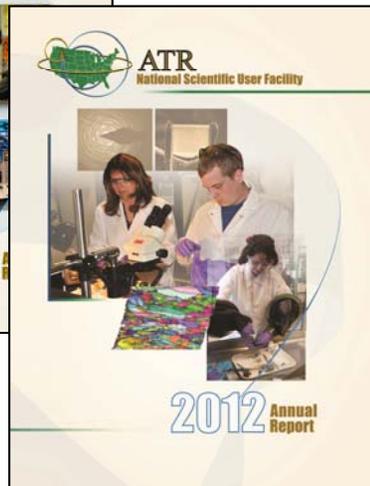
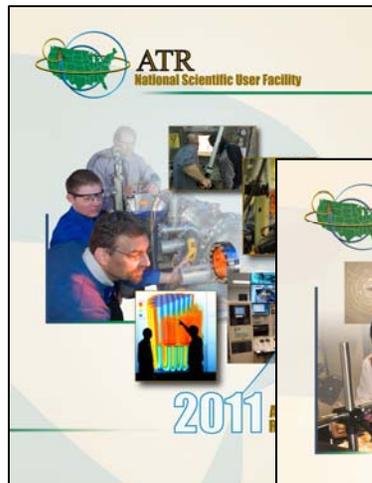
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■ Update look and feel of the Annual Report





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■ Update conference materials



- Partner videos play on-screen at display
- New trinkets
- Magazine/brochure stand



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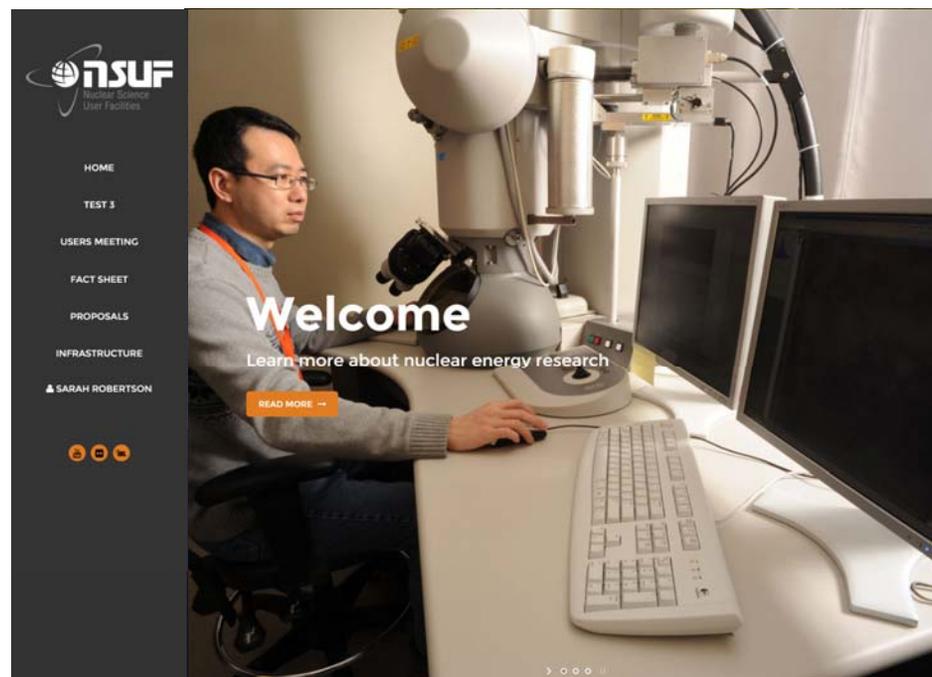
New Website to Launch in FY 2016



Current home page



New home page



- Designed to adapt from desktop computer screen to tablets or mobile devices
- Incorporates single sign-on for proposal system and NEID
- Allows us to better highlight the work we do



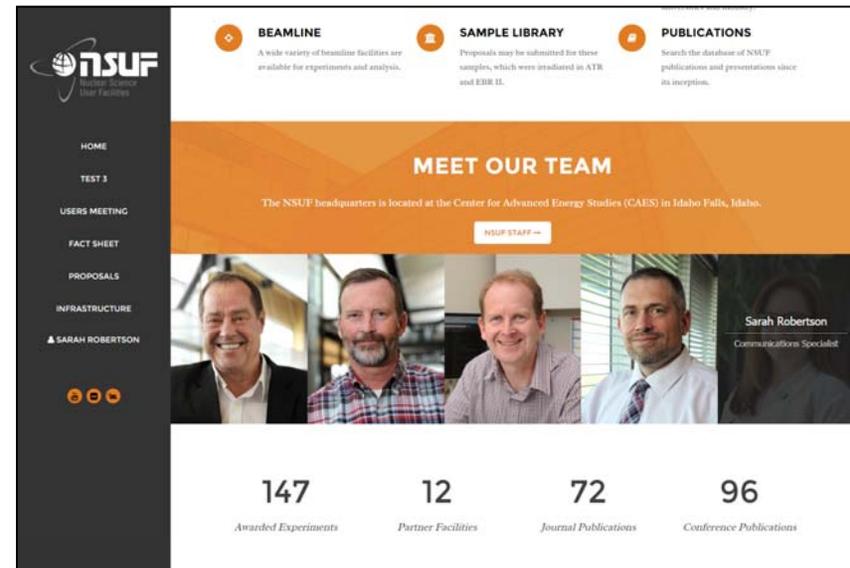
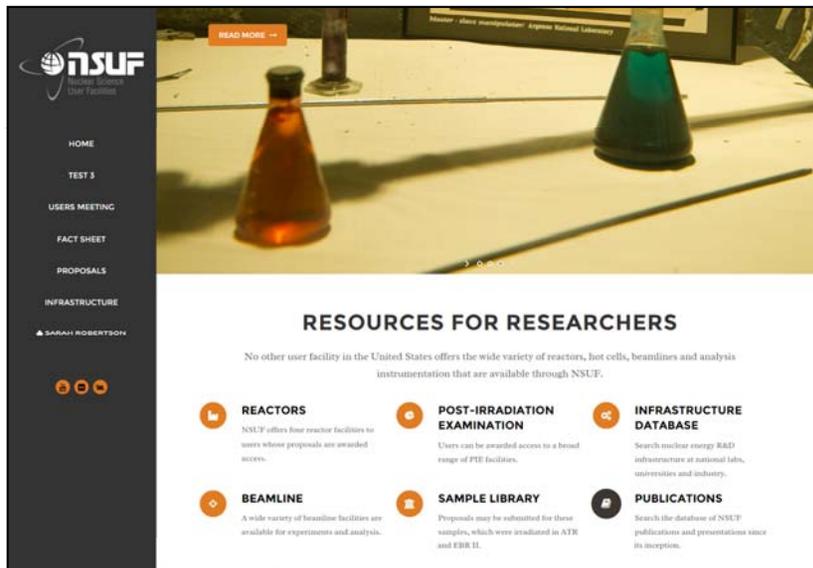
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New Website to Launch in FY 2016



■ Scroll down on the home page to access more website areas





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New Website to Launch in FY 2016



■ Special area on home page for project highlights

The screenshot displays the NSUF website home page. On the left is a dark navigation sidebar with the NSUF logo and menu items: HOME, TEST 3, USERS MEETING, FACT SHEET, PROPOSALS, INFRASTRUCTURE, and SARAH ROBERTSON. The main content area features a header with the NSUF logo and the text 'THIS IS THE WORK WE DO'. Below this is a paragraph: 'NSUF research supports Department of Energy-Office of Nuclear Energy missions. Most of the research looks at either understanding the mechanisms of radiation on materials and fuels to address the challenges of the aging current fleet of reactors or looks at materials and fuels for the next generation.' The central focus is a collage of scientific images, including a 3D model of a material structure, a map of the University of Florida campus, and various microscopy images. A 'MORE -->' button is located at the bottom of the collage. The page is viewed on a mobile device, as indicated by the navigation bar at the bottom.



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■ Links to each partner facility

The screenshot shows the NSUF website interface. On the left is a dark sidebar with the NSUF logo and a navigation menu: HOME, TEST 3, USERS MEETING, FACT SHEET, PROPOSALS, INFRASTRUCTURE, and SARAH ROBERTSON. Below the menu are social media icons. The main content area has a header with a banner image and a 'MORE' button. The main heading is 'NSUF PARTNER FACILITIES'. Below this is a paragraph: 'The NSUF and its partner facilities create a nationwide infrastructure that greatly expands the types of research available. This model utilizes a distributed partnership with each facility bringing exceptional capabilities to the relationship, including: reactors, beamlines, instruments, hot cells, and most importantly, expert mentors.' Below the text is an orange button labeled 'NSUF PARTNERS'. Underneath are logos for four partner facilities: CAES (Center for Advanced Energy Studies), MIT (Massachusetts Institute of Technology), ILLINOIS INSTITUTE OF TECHNOLOGY, and NC STATE UNIVERSITY. At the bottom of the page is an 'About Us' section with a brief description of NSUF and the U.S. Department of Energy Nuclear Energy logo.

