



AMERICA'S
PrepareAthon!SM
BE SMART. TAKE PART. PREPARE.

HOW-TO GUIDE: CUSTOMIZING YOUR PROMOTIONAL MATERIALS

AUGUST 2014



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Introduction


The following guide provides step-by-step instructions on how to use the various Federal Emergency Management Agency (FEMA) America's PrepareAthon!SM digital media tools to help support you in your efforts to promote America's PrepareAthon! and your day of action events.

For Mac users, please follow the instructions indicated for Adobe Acrobat Professional. Please note that **Adobe Acrobat Pro** (not Adobe Reader) is required to use the Adobe Acrobat files referenced below.

For PC users, please follow the instructions indicated for **Microsoft Publisher**.



Using America's PrepareAthon! Customizable Logos in Adobe Acrobat Professional: *For Mac Users*

1. Open the PDF of the PrepareAthon! logo that you want to use.
2. Your logo should be pre-set to **HELVETICA**, the primary typeface for the America's PrepareAthon! brand. If you receive a warning that **HELVETICA** is not available on your system, please follow these instructions:
 - a. At the top right of the screen, select <Tools>, <Forms>, <Edit>;
 - i. If you do not see <Forms>, you need to click this icon  in the Tools pane and open the <Forms> window;
 - b. Right-click <INSERT NAME HERE> and select <Properties...>;
 - c. Under Properties, select <Appearance> and select **ARIAL** for the font; and
 - d. Select <Close>.
3. Type your organization's name in **ALL CAPS** where you see "[YOUR ORGANIZATION'S]". Be sure to remove the square brackets.
4. Select <File>, <Save As>, and choose your desired location.
5. Print this PDF logo as is, or send it to companies to be printed on T-shirts, business cards, water bottles and other promotional materials.

If you want to use this logo in a **Word** document (e.g., flyer, invitation) or a **PowerPoint** presentation, you need to save this PDF as a **JPEG image**:

1. Open your customized logo PDF file;
2. Select <File>, <Save As Other>, <Image>, <JPEG>;
3. Save to the desired location;
4. To insert the JPEG in PowerPoint and Word:
 - a. Open the PowerPoint or Word file;
 - b. For PowerPoint:
 - i. Select the text box;
 - ii. Select <Insert>, <Photo>, <Picture from File...>;
 - iii. Locate and insert the JPEG PrepareAthon! logo; and
 - iv. Save the file.
 - c. For Word:
 - i. Select <Insert>, <Photo>, <Picture from File...>;
 - ii. Select <Insert>, <Picture>;
 - iii. Locate and insert the JPEG PrepareAthon! logo; and
 - iv. Save the file.




Using America's PrepareAthon! Customizable Logos in Microsoft Publisher: For PC Users

1. Open the Publisher file of the PrepareAthon! logo that you want to use.
2. Your logo should be pre-set to **HELVETICA**, the primary typeface for the America's PrepareAthon! brand. If you receive a warning that **HELVETICA** is not available on your system, please manually change your type to be set in **ARIAL**.
3. Type your organization's name in **ALL CAPS** where you see "[YOUR ORGANIZATION'S]."
4. Be sure to remove the square brackets.
5. Select <File>, <Save As>, and choose your desired location.
6. To save the logo as a **JPEG image**:
 - a. In Publisher, select <File>, <Save As>;
 - b. Select **<JPEG File Interchange Format>** from the dropdown menu of <Save as type>; and
 - c. Save the logo to the desired location.
7. To insert the JPEG in PowerPoint or Word:
 - a. Open the PowerPoint or Word file;
 - b. For PowerPoint:
 - i. Select the text box;
 - ii. Select <Insert>, <Picture>;
 - iii. Locate and insert the PrepareAthon! logo; and
 - iv. Save the file.
 - c. For Word:
 - i. Select <Insert>, <Pictures>;
 - ii. Select **<JPEG File Interchange Format>** from the dropdown menu of <All Pictures>;
 - iii. Locate and insert the PrepareAthon! logo; and
 - iv. Save the file.



Using America's PrepareAthon! Customizable Hazard Posters in Adobe Acrobat Pro: For Mac Users

1. Open the PDF of the PrepareAthon! poster that you want to use.
2. Your poster should be pre-set to **HELVETICA**, the primary typeface for the America's PrepareAthon! brand. If you receive a warning that **HELVETICA** is not available on your system, please follow these instructions:
 - a. At the top right of the screen, select <Tools>, <Forms>, <Edit>;
 - i. If you do not see <Forms>, you need to click this icon  in the Tools pane and open the <Forms> window;
 - b. Right-click <INSERT NAME HERE> and select <Properties...>;
 - c. Under Properties, select <Appearance> and select **ARIAL** for the font;
 - d. Right-click <DETAILS>;
 - e. Under Properties, select <Appearance> and select **ARIAL** for the font; and
 - f. Select <Close>.
3. Type your organization's name in **ALL CAPS** where you see "[YOUR ORGANIZATION'S]." Be sure to remove the square brackets.
4. Type in the details of your event where you see "[Date]," "[Time]," "[Street Address]," "[City]," "[State]," and "[ZIP]." Be sure to remove the square brackets.
5. Select <File>, <Save As>, and choose your desired location.

To include your poster in a Microsoft Office application, you will need to save this PDF as a **JPEG image**:

1. Open your customized poster PDF file;
2. Select <File>, <Save As Other>, <Image>, <JPEG>;
3. Select <File>, <Save As>, <Image>, <JPEG>;
4. Save to the desired location;
5. To insert the JPEG in PowerPoint and Word:
 - a. Open the PowerPoint or Word file;
 - b. For PowerPoint:
 - i. Select the text box;
 - ii. Select <Insert>, <Photo>, <Picture from File...>;
 - iii. Locate and insert the JPEG PrepareAthon! poster; and
 - iv. Save the file.
 - c. For Word:
 - i. Select <Insert>, <Photo>, <Picture from File...>;
 - ii. Locate and insert the JPEG PrepareAthon! poster; and
 - iii. Save the file.



Using America's PrepareAthon! Customizable Hazard Posters in Microsoft Publisher: *For PC Users*


1. Open the Publisher file of the PrepareAthon! digital invitation that you want to use.
2. Your digital invitation should be pre-set to **HELVETICA**, the primary typeface for the America's PrepareAthon! brand. If you receive a warning that **HELVETICA** is not available on your system, please manually change your type to be set in **ARIAL**.
3. Type your organization's name in **ALL CAPS** where you see "[YOUR ORGANIZATION'S]." Be sure to remove the square brackets.
4. Type in the details of your event where you see "[Event Date]" and "[Time]." Be sure to remove the square brackets.
5. Save the file.
6. To save the logo as a JPEG:
 - a. In Publisher, select <File> <Save As>;
 - b. Select <**JPEG File Interchange Format**> from the dropdown menu of <Save as type>;
 - c. Save the digital invitation to the desired location.
7. To insert the JPEG in PowerPoint or Word:
 - a. Open the PowerPoint or Word file.
 - b. For PowerPoint:
 - i. Select the text box;
 - ii. Select <Insert>, <Picture>;
 - iii. Locate and insert the PrepareAthon! digital invitation; and
 - iv. Save the file.
 - c. For Word:
 - i. Select <Insert>, <Picture>;
 - ii. Select <**JPEG File Interchange Format**> from the dropdown menu of <All Pictures>;
 - iii. Locate and insert the PrepareAthon! digital invitation; and
 - iv. Save the file.

To send your digital invitation via email/social media/etc., you will need to save this PDF as a **JPEG image**:

1. Open your customized digital invitation PDF file;
2. Select <File>, <Save As>, <Image>, <JPEG>;
3. Save to the desired location;
4. To insert the JPEG into your email, you can either:
 - a. Insert the digital invitation as an attachment; or
 - b. Insert the digital invitation into the body of the email as a photo. For example:
 - i. **Outlook:** At the top, select <Insert>, <Picture>; or
 - ii. **Gmail:**
 - 1) Hover over the <+> at the bottom until more options appear;
 - 2) Select <Insert Photos>; and
 - 3) Locate and insert the JPEG PrepareAthon! digital invitation.



Using America's PrepareAthon! Customizable Hazard Digital Invitations in Adobe Acrobat Pro: *For Mac Users*

1. Open the PDF of the PrepareAthon! digital invitation you want to use.
2. Your digital invitation should be pre-set to **HELVETICA**, the primary typeface for the America's PrepareAthon! brand. If you receive a warning that **HELVETICA** is not available on your system, please follow these instructions:
 - a. At the top right of the screen, select <Tools>, <Forms>, <Edit>;
 - i. If you do not see <Forms>, you need to click this icon  in the Tools pane and open the <Forms> window;
 - b. Right-click <INSERT NAME HERE> and select <Properties...>;
 - c. Under Properties, select <Appearance> and select **ARIAL** for the font;
 - d. Right-click <DETAILS>;
 - e. Under Properties, select <Appearance> and select **ARIAL** for the font; and
 - f. Select <Close>.
3. Type your organization's name in **ALL CAPS** where you see "[YOUR ORGANIZATION'S]". Be sure to remove the square brackets.
4. Type in the details of your event where you see "[Event Date]" and "[Time]". Be sure to remove the square brackets.
5. Select <File>, <Save As>, and choose your desired location.

To send your digital invitation via email/social media/etc., you will need to save this PDF as a **JPEG image**:

1. Open your customized digital invitation PDF file;
2. Select <File>, <Save As Other>, <Image>, <JPEG>;
3. Save to the desired location;
4. To insert the JPEG into your email, you can either:
 - a. Insert the digital invitation as an attachment; or
 - b. Insert the digital invitation into the body of the email as a photo. For example:
 - i. **Outlook:** At the top, select <Insert>, <Picture>; or
 - ii. **Gmail:**
 - 1) Hover over the <+> at the bottom until more options appear;
 - 2) Select <Insert Photos>; and
 - 3) Locate and insert the JPEG PrepareAthon! digital invitation.
5. To insert the JPEG in PowerPoint and Word:
 - a. Open the PowerPoint or the Word file;
 - b. For PowerPoint:
 - i. Select the text box;
 - ii. Select <Insert>, <Photo>, <Picture from File...>;



- iii. Locate and insert the JPEG PrepareAthon! digital invitation; and
 - iv. Save the file.
- c. For Word:
- i. Select <Insert>, <Photo>, <Picture from File...>;
 - ii. Locate and insert the JPEG PrepareAthon! digital invitation; and
 - iii. Save the file.

If you want to hyperlink the **JPEG image** to the national America's PrepareAthon! site or to your organization's PrepareAthon! site you can:

1. Highlight the JPEG image;
2. Right-click the JPEG image;
3. In the menu, select "Hyperlink";
4. In the "Address" field, type either the national America's PrepareAthon! web address (www.ready.gov/prepare) or your organization's respective PrepareAthon! site; and
5. Click "Okay."



Using America's PrepareAthon! Customizable Hazard Digital Invitations in Microsoft Publisher: *For PC Users*

1. Open the Publisher file of the PrepareAthon! digital invitation you want to use.
2. Your digital invitation should be pre-set to **HELVETICA**, the primary typeface for the America's PrepareAthon! brand. If you receive a warning that **HELVETICA** is not available on your system, please manually change your type to be set in **ARIAL**.
3. Type your organization's name in **ALL CAPS** where you see "[YOUR ORGANIZATION'S]." Be sure to remove the square brackets.
4. Type in the details of your event where you see "[Event Date]" and "[Time]." Be sure to remove the square brackets.
5. Save the file.
6. To save the logo as a JPEG:
 - a. In Publisher, select <File>, <Save As>;
 - b. Select <**JPEG File Interchange Format**> from the dropdown menu of <Save as type>; and
 - c. Save the digital invitation to the desired location.
7. To insert the JPEG in PowerPoint and Word:
 - a. Open the PowerPoint or Word file;
 - b. For PowerPoint:
 - i. Select the text box;
 - ii. Select <Insert>, <Picture>;
 - iii. Locate and insert the PrepareAthon! digital invitation; and
 - iv. Save the file.
 - c. For Word:
 - i. Select <Insert>, <Picture>;
 - ii. Select <**JPEG File Interchange Format**> from the dropdown menu of <All Pictures>;
 - iii. Locate and insert the PrepareAthon! digital invitation; and
 - iv. Save the file.

To send your digital invitation via email/social media/etc., you will need to save this PDF as a **JPEG image**:

1. Open your customized digital invitation PDF file;
2. Select <File>, <Save As>, <Image>, <JPEG>; and
3. Save to the desired location.



4. To insert the JPEG into your email, you can either:
 - a. Insert the digital invitation as an attachment; or
 - b. Insert the digital invitation into the body of the email as a photo. For example:
 - i. **Outlook:** At the top, select <Insert>, <Picture>; or
 - ii. **Gmail:**
 - 1) Hover over the <+> at the bottom until more options appear;
 - 2) Select <Insert Photos>; and
 - 3) Locate and insert the JPEG PrepareAthon! digital invitation.

If you want to hyperlink the **JPEG image** to the national America's PrepareAthon! site or to your organization's PrepareAthon! site you can:

1. Highlight the JPEG image;
2. Right-click the JPEG image;
3. In the menu, select "Hyperlink";
4. In the "Address" field, type either the national America's PrepareAthon! web address (www.ready.gov/prepare) or your organization's respective PrepareAthon! site; and
5. Click "Okay."



Applying America's PrepareAthon! Web Banners and Badges to Your Website

You can download America's PrepareAthon! web banners and badges from www.ready.gov/prepare. When applying the badges and banners to your website, please use the following link in your web code to direct users to the America's PrepareAthon! website: www.ready.gov/prepare. Additionally, to address accessibility requirements, the alt text for each of the badges and banners is listed below for your usage.

America's PrepareAthon! Web Banners	
Thumbnail	Description/Alt Text
	America's PrepareAthon! 120x90 Banner for General Safety
	America's PrepareAthon! 300x50 Banner for General Safety
	America's PrepareAthon! 300x250 Banner for General Safety
	America's PrepareAthon! 250x250 Banner for General Safety
	America's PrepareAthon! 728x90 Banner for General Safety
	America's PrepareAthon! 160x600 Banner for General Safety
	America's PrepareAthon! 300x50 Banner for Tornado Safety
	America's PrepareAthon! 300x250 Banner for Tornado Safety
	America's PrepareAthon! 728x90 Banner for Tornado Safety
	America's PrepareAthon! 160x600 Banner for Tornado Safety



	<p>America's PrepareAthon! 300x50 Banner for Hurricane Safety</p>
	<p>America's PrepareAthon! 300x250 Banner for Hurricane Safety</p>
	<p>America's PrepareAthon! 728x90 Banner for Hurricane Safety</p>
	<p>America's PrepareAthon! 160x600 Banner for Hurricane Safety</p>
	<p>America's PrepareAthon! 300x50 Banner for Flood Safety</p>
	<p>America's PrepareAthon! 300x250 Banner for Flood Safety</p>
	<p>America's PrepareAthon! 728x90 Banner for Flood Safety</p>
	<p>America's PrepareAthon! 160x600 Banner for Flood Safety</p>
	<p>America's PrepareAthon! 300x50 Banner for Wildfire Safety</p>
	<p>America's PrepareAthon! 300x250 Banner for Wildfire Safety</p>
	<p>America's PrepareAthon! 728x90 Banner for Wildfire Safety</p>










	<p>America's PrepareAthon! 160x600 Banner for Wildfire Safety</p>
	<p>America's PrepareAthon! 300x50 Banner for Earthquake Safety</p>
	<p>America's PrepareAthon! 300x250 Banner for Earthquake Safety</p>
	<p>America's PrepareAthon! 728x90 Banner for Earthquake Safety</p>
	<p>America's PrepareAthon! 160x600 Banner for Earthquake Safety</p>
	<p>America's PrepareAthon! 300x50 Banner for Winter Storm Safety</p>
	<p>America's PrepareAthon! 300x250 Banner for Winter Storm Safety</p>
	<p>America's PrepareAthon! 728x90 Banner for Winter Storm Safety</p>
	<p>America's PrepareAthon! 160x600 Banner for Winter Storm Safety</p>




America's PrepareAthon! Web Badges	
Thumbnail	Description/Alt Text
	America's PrepareAthon! Web Badge Count Us In—General 730x730
	America's PrepareAthon! Web Badge Count Us In—General 125x125
	America's PrepareAthon! Web Badge Count Us In—General 200x200
	America's PrepareAthon! Web Badge Count Us In—General 250x250
	America's PrepareAthon! Web Badge Count Us In—General 300x300
	America's PrepareAthon! Web Badge We're In—General 730x730
	America's PrepareAthon! Web Badge We're In—General 125x125
	America's PrepareAthon! Web Badge We're In—General 200x200
	America's PrepareAthon! Web Badge We're In—General 250x250
	America's PrepareAthon! Web Badge We're In—General 300x300
	America's PrepareAthon! Web Badge Count Us In—Tornado 730x730
	America's PrepareAthon! Web Badge Count Us In—Tornado 125x125
	America's PrepareAthon! Web Badge Count Us In—Tornado 200x200
	America's PrepareAthon! Web Badge Count Us In—Tornado 250x250
	America's PrepareAthon! Web Badge Count Us In—Tornado 300x300
	America's PrepareAthon! Web Badge We're In—Tornado 730x730
	America's PrepareAthon! Web Badge We're In—Tornado 125x125
	America's PrepareAthon! Web Badge We're In—Tornado 200x200
	America's PrepareAthon! Web Badge We're In—Tornado 250x250
	America's PrepareAthon! Web Badge We're In—Tornado 300x300
	America's PrepareAthon! Web Badge Count Us In—Hurricane 730x730
	America's PrepareAthon! Web Badge Count Us In—Hurricane 125x125
	America's PrepareAthon! Web Badge Count Us In—Hurricane 200x200
	America's PrepareAthon! Web Badge Count Us In—Hurricane 250x250
	America's PrepareAthon! Web Badge Count Us In—Hurricane 300x300
	America's PrepareAthon! Web Badge We're In—Hurricane 730x730
	America's PrepareAthon! Web Badge We're In—Hurricane 125x125
	America's PrepareAthon! Web Badge We're In—Hurricane 200x200
	America's PrepareAthon! Web Badge We're In—Hurricane 250x250
	America's PrepareAthon! Web Badge We're In—Hurricane 300x300






	America's PrepareAthon! Web Badge Count Us In—Flood 730x730
	America's PrepareAthon! Web Badge Count Us In—Flood 125x125
	America's PrepareAthon! Web Badge Count Us In—Flood 200x200
	America's PrepareAthon! Web Badge Count Us In—Flood 250x250
	America's PrepareAthon! Web Badge Count Us In—Flood 300x300
	America's PrepareAthon! Web Badge We're In—Flood 730x730
	America's PrepareAthon! Web Badge We're In—Flood 125x125
	America's PrepareAthon! Web Badge We're In—Flood 200x200
	America's PrepareAthon! Web Badge We're In—Flood 250x250
	America's PrepareAthon! Web Badge We're In—Flood 300x300
	America's PrepareAthon! Web Badge Count Us In—Wildfire 730x730
	America's PrepareAthon! Web Badge Count Us In—Wildfire 125x125
	America's PrepareAthon! Web Badge Count Us In—Wildfire 200x200
	America's PrepareAthon! Web Badge Count Us In—Wildfire 250x250
	America's PrepareAthon! Web Badge Count Us In—Wildfire 300x300
	America's PrepareAthon! Web Badge We're In—Wildfire 730x730
	America's PrepareAthon! Web Badge We're In—Wildfire 125x125
	America's PrepareAthon! Web Badge We're In—Wildfire 200x200
	America's PrepareAthon! Web Badge We're In—Wildfire 250x250
	America's PrepareAthon! Web Badge We're In—Wildfire 300x300
	America's PrepareAthon! Web Badge Count Us In—Earthquake 730x730
	America's PrepareAthon! Web Badge Count Us In—Earthquake 125x125
	America's PrepareAthon! Web Badge Count Us In—Earthquake 200x200
	America's PrepareAthon! Web Badge Count Us In—Earthquake 250x250
	America's PrepareAthon! Web Badge Count Us In—Earthquake 300x300
	America's PrepareAthon! Web Badge We're In—Earthquake 730x730
	America's PrepareAthon! Web Badge We're In—Earthquake 125x125
	America's PrepareAthon! Web Badge We're In—Earthquake 200x200
	America's PrepareAthon! Web Badge We're In—Earthquake 250x250
	America's PrepareAthon! Web Badge We're In—Earthquake 300x300
	America's PrepareAthon! Web Badge Count Us In—Winter Storm 730x730
	America's PrepareAthon! Web Badge Count Us In—Winter Storm 125x125
	America's PrepareAthon! Web Badge Count Us In—Winter Storm 200x200
	America's PrepareAthon! Web Badge Count Us In—Winter Storm 250x250
	America's PrepareAthon! Web Badge Count Us In—Winter Storm 300x300



	America's PrepareAthon! Web Badge We're In—Winter Storm 730x730
	America's PrepareAthon! Web Badge We're In—Winter Storm 125x125
	America's PrepareAthon! Web Badge We're In—Winter Storm 200x200
	America's PrepareAthon! Web Badge We're In—Winter Storm 250x250
	America's PrepareAthon! Web Badge We're In—Winter Storm 300x300

Applying America's PrepareAthon! Video Thumbnails to Your Website

You can download America's PrepareAthon! Video Thumbnails from www.ready.gov/prepare. When applying the thumbnails to your website, please use the provided web codes and alt text to direct users to the America's PrepareAthon! to the respective videos.

America's PrepareAthon! Video Thumbnails	
Thumbnail	Web Codes and Description/Alt Text
	<p><iframe width="560" height="315" src="//www.youtube.com/embed/Hvvi6urVy-4" frameborder="0" allowfullscreen></iframe></p> <p>America's PrepareAthon! Prepare Yourself Video Image Link</p>
	<p><iframe width="560" height="315" src="//www.youtube.com/embed/w_omgt3MEBs" frameborder="0" allowfullscreen></iframe></p> <p>America's PrepareAthon! It Started Like Any Other Day Video Image Link</p>
	<p><iframe width="560" height="315" src="//www.youtube.com/embed/cVeQw9uCfJc" frameborder="0" allowfullscreen></iframe></p> <p>America's PrepareAthon! A New Okay Video Image Link</p>



Using America's PrepareAthon! Email Signature Banner and Badges

The email signature banner and badges link directly to the America's PrepareAthon! website for the purpose of promoting the campaign. Simply download the banner and/or badges from the America's PrepareAthon! website, open the file, and copy and paste the banner or badges into your email signature.