

LOGO USAGE GUIDELINES

USAGE GUIDELINES FOR GENERAL PUBLIC
AND OTHER THIRD PARTIES

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

SPRING 2015

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About the Logo



America's PrepareAthon!SM is a grassroots campaign for action to increase community emergency preparedness and resilience through hazard-specific drills, group discussions, and exercises. The goal of America's PrepareAthon! is to build a more secure and resilient Nation by increasing the number of individuals who understand which disasters could happen in their community, know what to do to be safe and mitigate damage, take action to increase their preparedness, and participate in community resilience planning.

The America's PrepareAthon! logo was created for communities to use in promoting their preparedness activities. It is a graphic mark designed to aid and to incite instant public recognition. The logo combines patriotic elements, such as a star, an italicized treatment that suggests forward movement, and a dynamic swoosh element to communicate the action-oriented nature of this campaign.

America's PrepareAthon! provides a suite of logos that provide consistency and cohesiveness among supporters for the purposes of communications and promotion. To establish a uniform brand, the America's PrepareAthon! logo includes standard elements that cannot be changed, such as the word "PrepareAthon!" For organizations that wish to customize the logo for added flexibility, there are areas to include the organization's name and specific hazard.

The U.S. Department of Homeland Security (DHS), through the Federal Emergency Management Agency (FEMA), owns the America's PrepareAthon! service mark. As the owner, DHS has the legal responsibility to maintain the credibility and integrity of the America's PrepareAthon! logo from any intentionally misleading purpose or misguided use.

The America's PrepareAthon! Logo Usage Guidelines (referred to as Logo Usage Guidelines hereafter) explain the elements of the logo, basic specifications for reproduction, and the proper use of the complete America's PrepareAthon! logo family, which includes the national logo, the customizable logo (PrepareAthon!), the national logo with tagline, and the customizable logo with tagline.

These guidelines must be adhered to at all times and any misuse will be documented and addressed.

Logo Guidelines

General Usage Guidelines

Participants can register for America’s PrepareAthon! at www.ready.gov/prepare to receive approval and gain access to use the logo and logo variations. Use of the America’s PrepareAthon! logo, name, tagline and/or anything that readily identifies with the campaign is regulated. Below are some basic do’s and don’ts.

Do:

- Use the official, unmodified customizable logo to represent your engagement with the America’s PrepareAthon! campaign. This could include using the customizable logo on an event flyer for a drill you are conducting in your community.
- Use the logo for all PrepareAthon! activities. For example, if you participate in a community day of action, you can use the logo on event signage.
- Use the recommended image sizes.
- Use clear space to isolate the logo from competing graphic and page elements. Click [here](#) for an example of the correct use of clear space.
- Use your organization’s name above “PrepareAthon!” in the customizable logo.

Don’t:

- Alter the logo except when customizing with your hazard and your organizational name.
- Rotate or change the direction of the logo.
- Add animation.
- Alter the font.
- Change the color of the logos except when using approved logo variations.
- Use any other marks or logos to represent the America’s PrepareAthon! campaign.

Accessing the Logos

To access the America's PrepareAthon! logos, participants must register at www.ready.gov/prepare and agree to the *Trademark Consent to Use Agreement* (see Appendix A). Once users have checked the consent box, they will be provided access to download all available logos.

All of the logos are available in both print and screen resolution and can be downloaded for Mac or PC use.

National Logos

The national logos cannot be customized and must always contain both of the words "America's" and "PrepareAthon!" No other text can surround the logos (except the tagline). Please see the logo example below as reference.

NATIONAL LOGO*

The logo consists of the word "AMERICA'S" in a blue, sans-serif font above the word "PrepareAthon!" in a larger, bold, blue, italicized sans-serif font. A red swoosh underline is positioned under the "A" in "Athon!". A small "SM" trademark symbol is located to the upper right of the "n" in "Athon!".

NATIONAL LOGO WITH TAGLINE*

This logo is identical to the one above but includes the tagline "BE SMART. TAKE PART. PREPARE." in a smaller, blue, sans-serif font centered below the main logo.

**Must not be customized*

Please note that the following rules apply when using the national logos:

- America's PrepareAthon! supporters may use the national logos.
- Use of the national logos is not permitted on products or packaging.
- When using the national logos, the appropriate service mark symbol must be included.
- The national logos may not be incorporated/customized into product names, domain names, trademarks, logos, or company names. Logos that look similar to the national logos should not be adopted.

Customizable Logos

FEMA encourages partners, organizations, and other stakeholders to use the customizable logos when hosting local events so as to achieve a sense of ownership. Customization offers the following to a participant:

- Localizes the commitment in building a more resilient Nation and makes the name and title recognizable to community members;
- Indicates, if using a hazard-specific tagline, the focus of a preparedness activity for a community day of action; and
- Connects a community or organization with the national America's PrepareAthon! campaign.

"PrepareAthon!" is the only portion of the national logos that can and should be carried over when customizing.

Your organization also has the option to choose a specific hazard that your community readily identifies.

Recognizing that communities across the Nation are affected by various hazards, America's PrepareAthon! offers several hazard-specific options. Please note that as the owner DHS, through FEMA, will provide the logo files with taglines and specific hazards. The only portion of these logos that will be customizable will be the space above "PrepareAthon!," where an entity may insert relevant information, such as state, community, entity, organization, or event name/title. See the following examples of customizable logos with specific hazards.

CUSTOMIZABLE LOGO EXAMPLES

ACME'S
PrepareAthon!SM
for Tornado Safety

PALM BEACH COUNTY'S
PrepareAthon!SM
for Hurricane Safety

TULANE UNIVERSITY'S
PrepareAthon!SM
for Flood Safety

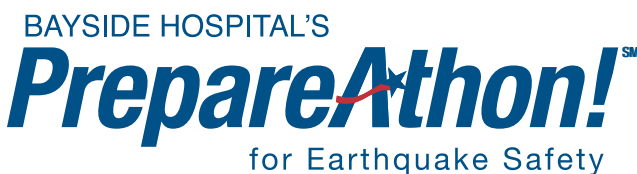
Please note the following rules apply when using the customizable logos:

- Participants may use the customizable logos at the local level as long as users **read and agree** to the *Trademark Consent to Use Agreement* (Appendix A) via the website registration and adhere to the *Logo Usage Guidelines*;
- Participants may use the customizable logos at the local level on print materials, presentations, advertisements, websites, signage, and/or stationery;
- DHS/FEMA may request at any time that an entity using the America's PrepareAthon! logos or customizable logos discontinue and/or substitute new or different logos, in which case prompt compliance with the request is required;
- The customizable logos may not be used for any commercial or for-profit purposes;
- Users must employ only the approved digital artwork files and never typeset, recreate, or alter the word PrepareAthon!;
- Title to, and ownership of, the logos and all goodwill associated with all logos shall at all times remain with DHS, through FEMA; and
- The customizable logos may be used in line with the approved hazards and tagline.

CUSTOMIZABLE LOGO WITH TAGLINE EXAMPLES



BE SMART.
TAKE PART.
PREPARE.



BE SMART.
TAKE PART.
PREPARE.

Who Can Use the Logo

As the owner of the America's PrepareAthon! logo family (the national logos and customizable PrepareAthon! logos), DHS, through FEMA, has the legal responsibility to maintain the credibility and to protect the integrity and use of the logos.

Logos will be placed on the America's PrepareAthon! website for download and customization. Requestors who want to customize the PrepareAthon! logos must accept the terms of the license agreement and adhere to the *Logo Usage Guidelines*.

Approved users will be granted access to logos immediately through the America's PrepareAthon! online log-in page, where they have to enter their log-in information to download the files.

Termination of Use

Termination of use of the logos is governed by the appropriate license agreement. Upon termination the user must immediately stop all use and destroy any material, goods, or other documentation in its possession or control that contain the logos.

Contact FEMA

The *Logo Usage Guidelines* help participants to effectively use and promote the America's PrepareAthon! brand. The process has been streamlined so that most participants who want to customize the logos can do so without having to worry about negotiating a separate agreement with FEMA. If you would like to make use of the marks in a way that is not indicated in this document, please contact FEMA at PrepareAthon@fema.dhs.gov.

FEMA also respectfully requests that any reports of misuse of the logos be sent to PrepareAthon@fema.dhs.gov.

How to Use the Logos

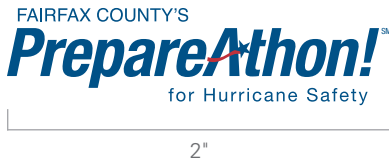
Logo Customization

Choose the appropriate hazard-specific logo and replace "America's" with the appropriate entity name. See example below. The only portion from the national logos that must remain is "PrepareAthon!"



Logo Size

To ensure that the logos are prominent and legible, the America's PrepareAthon!, and any customizable logos, should be displayed at a size large enough to identify both the logos and the service marks. The logos cannot be smaller than two inches in width.



There is no limit as to how big the logos can be. The size will be different for each creative product and will largely depend on the purpose and goal of that item. For example, logos will need to be larger in size on posters as opposed to flyers. Some examples and sizing are outlined below.

Flyer, 8.5 x 11 (U.S. Letter)
Logo size: 3" wide

Poster, 24 x 36
Logo size: 9" wide

An overview of all available America's PrepareAthon! resources, including the logos, can be found in the Resource Catalog on the America's PrepareAthon! website at www.ready.gov/prepare.

Logo Color

Color is important and identifies with America's PrepareAthon! The logos, in full color, use the following DHS colors (please see color chart below):

- DHS Blue for the word PrepareAthon!;
- DHS Red for the banner; and
- DHS Blue for the star.

When using the customizable logos, the text appearing above and below PrepareAthon! should use Homeland Security Blue at 100 percent. (Please refer to the following color palette chart.)



Homeland Security Blue

Pantone 2955 C
CMYK 100 / 45 / 0 / 37
RGB Video 0 / 47 / 128
RGB Web 0 / 51 / 102



Homeland Security Gray

Pantone Cool Gray 11 C
CMYK 0 / 0 / 0 / 79
RGB Video 54 / 54 / 54
RGB Web 51 / 51 / 51



Homeland Security Red

Pantone 187 C
CMYK 0 / 100 / 79 / 20
RGB Video 165 / 0 / 33
RGB Web 204 / 0 / 51

Please ensure that your printing colors match the following colors identified on the chart as closely as possible.

The preferred style of the America’s PrepareAthon! and customizable PrepareAthon! logos are in full color. Logo artwork is available in spot color (PANTONE), 4-color process (CMYK), and RGB video and RGB web versions (see below for color variation examples). Black and white versions are also available.

PREFERRED



REVERSE*



*When the logo is reversed, the start and swoosh within the “A” of PrepareAthon! Should be 70% of the Homeland Security Blue and Red.

GRAYSCALE



BLACK AND WHITE



Clear Space

Clear space helps focus sight on the logo as opposed to around the logo. Competing graphic and page elements such as text, photography, or background patterns can divert attention away from the logos.

To determine the amount of clear space to use around the America’s PrepareAthon! logos, refer to the logo example immediately below and follow these steps:

- Determine the final size of the America’s PrepareAthon logo that is being used.
- Measure the height of the “P” in “PrepareAthon!” in the logo.
- Divide that number in half to define the amount of clear space that should border all four sides of the America’s PrepareAthon! logo.



Typography

Use the Helvetica font to customize the logos with the organization name, but do not tamper with the word "PrepareAthon!"

Helvetica
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$&?{}**

*When Helvetica is unavailable, it is acceptable to use Arial as a substitute for any printed materials.

Helvetica
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$&?{}

Helvetica
Oblique

*abcdefghijklmnopqrstu
vwxyz
1234567890\$&?{}*

Backgrounds

When using the full-color version of the logos, please use a white background whenever possible. White provides the full-color logos with a clean, crisp contrast. If using a color variation of the logos, ensure that the colors provide proper contrast.

Logo Misuses

Incorrect use of America's PrepareAthon! and any customizable PrepareAthon! logos can compromise the integrity, effectiveness, and public recognition of the brand. To ensure accurate and consistent reproduction of the logos, always use the approved digital artwork found at www.ready.gov/prepare. Never alter, add to, or recreate the America's PrepareAthon! logos except to customize the PrepareAthon! logos with the name/title of your state, community, entity, organization, or event. A few examples of a misused logo are listed below.



Rotation and Orientation

The logo must always be oriented horizontally.

Service Mark Symbol

In letters, memos, press releases, white papers, advertising, slides, video, and other multimedia presentations:

- Properly designate the service mark (SM) behind the exclamation point in PrepareAthon! (see example below). This should be done at the most prominent use (usually a headline) and again on the first occurrence in copy (e.g., PrepareAthon!SM).
- In the case of presentation graphics, the service mark should be designated with the proper symbol (SM) in superscript on each page and slide.

In newsletters, magazines and publications containing multiple articles:

- Properly designate PrepareAthon!SM with the service mark (SM) on the first occurrence in the table of contents, in headlines, and on the first occurrence in every article in which they are used.

In brochures, annual/quarterly reports, books, technical documentation and other bound documents:

- Properly designate PrepareAthon!SM with the service mark (SM) on the first occurrence in the table of contents, in headlines, and on the first occurrence in text. Properly designate the service mark (SM) in all charts or graphs, as they could be copied or pulled and used independently.

In general, for any media, you do not have to include or repeat the service mark (SM) after the first time it is used.

Service Mark Acknowledgements

Properly footnote and acknowledge trademark ownership when marks are used by non-federal entities and identify the America's PrepareAthon! and PrepareAthon! marks as being owned by DHS, through FEMA. Please use the following acknowledgment statement:

DHS/FEMA owns and is responsible for the America's PrepareAthon! trademark.

Merchandise and Manufactured Items

Use of the national America's PrepareAthon! logos and customizable logos on merchandise are not permitted at this time. An entity cannot benefit financially from using the logos nor does the logo serve as an endorsement by the Federal Government.

Available File Formats and Uses

The PrepareAthon! logos are available in multiple file formats and several different color variations.

FILE FORMAT	INTENDED OUTPUT	VARIATIONS AVAILABLE
EPS	Print (CMYK)	Full Color, Grayscale, Black and White, Reverse
TIF	Print (CMYK)	Full Color, Grayscale, Black and White
JPG	Screen (RGB) or Print (CMYK)	Full Color, Grayscale, Black and White
GIF	Screen (RGB)	Full Color, Grayscale, Black and White
PNG	Screen (RGB)	Full Color, Grayscale, Black and White, Reverse

EPS: EPS files are best used for commercial printing and are in conjunction with software applications such as Adobe Illustrator, Adobe PageMaker, Adobe InDesign, Corel, Quark XPress and Macromedia Freehand. EPS files have the advantage of being easily resizeable to any size needed. An EPS file may not be able to be viewed without image editing software similar to those mentioned above.

TIF: TIF files are best used for commercial printing but can also be imported into a Microsoft Office or Word Perfect document to be printed on a desktop printer.

JPG: JPG (or JPEG) files are best used for rectangular images (with a white background) on a website. A JPG can also be imported into a Microsoft Office or WordPerfect document to be printed on a desktop printer.

GIF: GIF files are intended exclusively for online use. Files in GIF format should never be used in a printed document.

PNG: PNG files are best used where a transparent background is preferred for websites or PowerPoint presentations.

APPENDIX A: TRADEMARK CONSENT TO USE AGREEMENT

U.S. Department of Homeland Security, Federal Emergency Management Agency

This Trademark Consent to Use Agreement (“Agreement”) is entered into and between the U.S. Department of Homeland Security (“DHS”), through the Federal Emergency Management Agency (“FEMA”), located at 245 Murray Lane, Washington, DC 20528, and [NAME OF ENTITY] (“Licensee”) located at [ADDRESS OF ENTITY] for the purpose of allowing the Licensee to use the *America’s PrepareAthon!*SM non-customizable, national trademarks (“Marks”) in connection with and support of FEMA’s America’s PrepareAthon! campaign.

As of the date of execution of this Agreement, and for good and valuable consideration acknowledged and received, DHS/FEMA and the Licensee agree to the following:

1.0 Grant of License

1.1 DHS/FEMA hereby grants the Licensee a non-exclusive, royalty-free use of the Marks (as provided by FEMA and displayed in Attachment A) for the Authorized Uses identified in Section 2.0.

1.2 Licensee intends to participate in the America’s PrepareAthon! campaign to build a more secure and resilient Nation by increasing the number of individuals who understand which disasters could happen in their community, know what to do to be safe and mitigate damage, take action to increase their preparedness, and participate in community resilience planning.

1.3 The Marks are the visual identity associated with the America’s PrepareAthon! campaign and are DHS-owned trademarks.

2.0 Authorized Uses

2.1 Licensee is authorized to use the Marks in connection with all-hazards community and family safety, emergency preparedness, disaster response, and recovery activities and other uses identified in the *America’s PrepareAthon! Logo Usage Guidelines*.

2.2 Licensee may request authorization to use any Mark containing a hazard-specific tagline (i.e., “For Hurricane Safety,” “For Flood Safety”).

2.3 Licensee shall not display the Marks on any commercial merchandise (e.g., shirts, key chains, mugs, mouse pads) offered for sale unless specifically authorized in writing by DHS/FEMA.

3.0 Proper Usage and Display of the Marks

3.1 Licensee shall use the Marks as depicted in Attachment A and as set forth in the *America's PrepareAthon! Logo Usage Guidelines*.

3.2 Licensee shall not use the Marks in a manner or context that reflects unfavorably upon DHS/FEMA, or which will diminish or damage the goodwill associated with the Marks.

3.3 Licensee acknowledges that use of the Marks incurs a fiduciary duty to maintain the integrity and consistency of the Marks, as set forth in *America's PrepareAthon! Logo Usage Guidelines*.

3.4 Licensee acknowledges that use of the Marks by any non-federal organization or entity should contain the following notation, on the same page as the service marks in a legible font:

The PrepareAthon! Marks are used with the permission of the U.S. Department of Homeland Security (DHS), Federal Emergency Management Agency (FEMA). Use of the PrepareAthon! Marks does not indicate an endorsement of any non-federal organization, entity, or product by DHS or FEMA.

4.0 Prohibition Against Sublicensing

4.1 Licensee is not authorized by DHS/FEMA to license or transfer the Marks to any other organization or agency.

5.0 Trademarks Symbols and Placement

5.1 When using the Marks, Licensee shall ensure that the "SM" symbol is placed immediately to the top right of the Marks. When the Marks are registered with the U.S. Patent and Trademark Office, DHS/FEMA will require Licensee to replace the "SM" symbol with the "®" symbol.

6.0 Miscellaneous

6.1 Licensee acknowledges that nothing in this Agreement shall affect any transfer of copyright, trademark or any other applicable intellectual property rights or title from DHS/FEMA to Licensee, and no other use of DHS's intellectual property is hereby authorized.

6.2 Use of the Marks in violation of this Agreement and as set forth in the *America's PrepareAthon! Logo Usage Guidelines* may result in legal action. Upon notice from DHS/FEMA, Licensee agrees to discontinue use of the Mark.

7.0 Termination

7.1 This Agreement may suspend or terminate at any time if DHS/FEMA, at its sole discretion, finds that use of the Marks do not conform to the *America's PrepareAthon! Logo Usage Guidelines*.

7.2 DHS/FEMA may also unilaterally terminate this Agreement if FEMA, at its sole discretion, finds that the Mark is being used in a manner that is abusive or offensive.

7.3 This Agreement may be terminated at any time by either party through a written instrument signed by both parties.

8.0 Acceptance of the Agreement

8.1 By clicking "agree" to this Trademark Consent to Use Agreement, the signer agrees to adhere to all terms and conditions of this Agreement and that he or she is authorized to accept the terms and conditions of this Agreement on behalf of the Licensee.

8.2 By clicking "agree," the user acknowledges that any permission granted for use of the America's PrepareAthon! trademarks will not constitute an endorsement by DHS/FEMA or the U.S. Government of User or any commercial interests related to User. User, furthermore, will not state or imply that DHS/FEMA or U.S. Government endorses the User or the goods and services associated with User.

8.3 By clicking "agree," the user acknowledges that he or she subscribes to the objectives and goals of the America's PrepareAthon! campaign, but must represent himself or herself as an independent entity and not part of DHS or the U.S. Government.

ATTACHMENT A: DHS/FEMA TRADEMARKS

TRADEMARK CONSENT TO USE AGREEMENT

NATIONAL AMERICA'S PREPAREATHON! LOGO WITH TAGLINE



NATIONAL AMERICA'S PREPAREATHON! LOGO WITHOUT TAGLINE



CUSTOMIZABLE AMERICA'S PREPAREATHON! LOGO



CUSTOMIZABLE AMERICA'S PREPAREATHON! LOGO WITH TAGLINE

