Shake⚠lert™

Trademark Guidelines – October 2020

ShakeAlert® Trademark Guidelines
October 2020
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Introduction – page 3

The U.S. Geological Survey (USGS), along with partner organizations, developed an earthquake early warning system called the ShakeAlert® System (ShakeAlert®), for the highest earthquake risk areas in the United States, namely, California, Oregon, and Washington. The purpose of ShakeAlert® is to reduce the impact of earthquakes, and save lives and property by providing data (ShakeAlert® Messages) to distribution partners who develop and deliver alerts that prompt people to take a protective action such as Drop, Cover, and Hold On or to trigger an automated system. Using networks of ground motion sensors and sophisticated computer algorithms, ShakeAlert® can detect an earthquake seconds after it begins, calculate its location, estimated magnitude, and estimated shaking intensity. Licensed partners may then send alerts to people and systems that may experience shaking, allowing them to take appropriate protective actions or other interventions.

Depending on the user's distance from the earthquake, alerts may be delivered before, during, or after the arrival of shaking. Approved messaging (e.g. talking points) about the ShakeAlert® System is available from the USGS. Contact information for the ShakeAlert® team is found at the end of this document.

This document provides ShakeAlert® trademark guidance for the entire ShakeAlert® community. Consistency and clarity in the usage of the ShakeAlert® trademark as a direct identifier helps reinforce its trustworthiness and reliability.

By maintaining visual and use consistency across all assets, ShakeAlert® presents immediate recognizability in digital media, printed products, presentations, public signage, and more.

To keep this document relevant, it is identified as a living document, or a document that will change as needed as use of the ShakeAlert® trademark evolves over time.

Proper use of the ShakeAlert® trademark is an indispensable component of the development and implementation of System-wide messaging, used in all official documents, public-facing outreach, media campaigns, and other products and programs. Its proper use is required by all ShakeAlert® partners.

ShakeAlert® is officially known as the **ShakeAlert® Earthquake Early Warning System.** The name captures the system's ability to detect significant earthquakes and then provide the resulting shaking data to USGS technical partners. It is preferable to refer to it as the **ShakeAlert® System**, which provides information or warnings prior to an earthquake. It is not an earthquake prediction tool.

Use of the ShakeAlert® trademark requires permission by the USGS. For example, ShakeAlert® license agreements (e.g. Pilot or License to Operate) include trademark use terms. Those rights may be narrowed or expanded on a case-by case basis, based on an amendment approved by the USGS.

In general, use of the ShakeAlert® trademark is permitted by community partners so long as the guidelines in this document are followed. Additionally, prior approved ShakeAlert® trademark use is revoked if use is related to a product or program not aligned with current or future USGS policies or recommendations. For example, trademark use is not permitted for use in a document, on a website, etc., that promotes a personal protective action that is contrary to USGS recommendations. Finally, use of the ShakeAlert® trademark by a partner in the name of a product or service is generally prohibited where this may suggest ownership or endorsement by the USGS.

The information product issued by the ShakeAlert® system is called a ShakeAlert® Message ("M" in Message is capitalized), one of the information products and tools of the Advanced National Seismic System. A ShakeAlert® Message contains data about an earthquake that has already begun and includes location, estimated magnitude, and estimated shaking. Use of the term Message is preferable, since the earthquake has already started by the time a ShakeAlert® Message is published by the USGS.

Common tips for use are:

Use ShakeAlert® as an adjective. For example: the USGS issues ShakeAlert® Messages, the USGS manages the ShakeAlert® system, and the ShakeAlert® Joint Committee for Communication, Education, and Outreach. In limited cases, authorized by USGS, ShakeAlert may be used as a noun to reference a product or service delivered by USGS. For example, a partner whose component relies on ShakeAlert data to produce an alert, may be authorized to state their component is "powered by ShakeAlert." For Licensees under a LtO, the use of the tagline: "**Powered by ShakeAlert®**" is encouraged. See page 18 of this document for more information.

Use of ShakeAlert as an adjective also helps to lessen the chance of misidentifying ShakeAlert. For example, to say "ShakeAlerts®" are being delivered to a wireless device is improper. Such messaging can create public confusion, since it is the ShakeAlert® partner that utilizes ShakeAlert® Messages to develop and distribute alerts. Proper trademark use helps to maintain the distinction between the role of the USGS and that of the distribution partners who develop and deliver alerts.

Once use is approved, reference of the mark for the first time on a page is followed by the symbols ® or ™ to put the public on notice that the mark is protected pursuant to either a federal (®) or State trademark rights (™).

Additionally, if you are citing ShakeAlert multiple times in the same document, the symbol must be used in the first mention of the trademark on a page or in a highly visible location. Any subsequent reference to ShakeAlert may be cited without the ® symbol.

The ShakeAlert trademark is displayed in green, white, or black versions. Any use of the mark of words mixed with the hazard symbol (aka hybrid mark) **must** be followed by the **™**. Upon approval, USGS partners generally may be able to choose either mark for use. However, use of the ShakeAlert® trademark is required whenever use will have national exposure, such as social media or in commercial advertisements or campaigns.

The following contains instructions and examples of how the trademarks that may be authorized:

When creating a cobranded logo lockup, clear space between the logo and around the perimeter of the logo must be maintained. The clear space below the logo equals one half the clear space between the logos. Please use the ai template to maintain these appropriate clear spaces.

Exporting the logo from ai ensures consistency and prevents distortion of the vector graphic.

Logo – page 7

ShakeAlert® can be represented alongside a partner's logo as long as there is an adequate clear space between the two.

The width of logo should be approximately 1/5 of the overall width of the print and/or digital application.

Minimum print size is 1.5" (38 mm) wide.

Directions: Create clear space above and below the logo based on the one half of the clear space between the two logos. Use the ai template to format any cobranded materials.

The clear space between the two logos should be based on the Y axis length of the Sh in ShakeAlert®.

In almost all cases, the baseline of both logos must match each other. There cannot be any difference in X height between the two, to maintain a consistent visual balance.

The default color for ShakeAlert® is black, even if the other logo is in a different color, unless it is paired with the USGS logo in USGS green.

No separating the words into a new stacked logo.

No distortion or stretching of the logo for any purpose.

No low contrast logo usage: does not pass accessibility standards.

No unauthorized colorization of the logo

No drop shadows

Contrast ratios – page 9

The logo must appear on a background with at least 60% contrast ratio for legibility. Designing for accessibility is particularly important in this context, as legibility is crucial in usage across all materials.

0	10	20	30	40	50	60	70	80	90	100

Color – page 10

The ShakeAlert® logo can be applied in three different ways regarding color: USGS Green, White, and Black, as shown below. Adhering to this color palette will provide consistency across. Changing the ShakeAlert® color to cobrand with a partner must be approved prior to usage. Both the ShakeAlert® and USGS logos may appear on a color as a white/drop-out color, as long as it complies with the contrast ratio guidelines. Note: Only the **™** version ShakeAlert® hybrid mark may be used.

Pantone Black
CMYK 0, 0, 0, 100
RGB: 0-0-0
HEX: 000000

Pantone 348
CMYK 100, 0, 79, 27
RGB: 0-111-65
HEX: 006F41

CMYK 0, 0, 0, 0
RGB: 255-255-255
HEX: ffffff

Color – page 11

The ShakeAlert® logo should always be on the right of the partner's logo. As reflected below, these are the appropriate color lockups of the USGS and ShakeAlert® logo. As mentioned previously, the ShakeAlert® and USGS logos may appear on a color as a white/drop-out color, as long as it complies with the contrast ratio guidelines.

Typefaces and how to use them – page 12

Univers LT STD Bold Condensed is the primary typeface of the brand. Bold is the main intended weight used across ShakeAlert materials.

Use this typeface on all headline copies for external materials such as signage, print materials, etc.

For digital communications and presentations, such as PowerPoint and email, use Arial typeface. Do not use this font for external communications materials such as brochures, advertisements, posters, etc.

Times New Roman and Univers Condensed are the current USGS fonts. Times New Roman (a TrueType font) is automatically installed with both the Microsoft Windows and Macintosh OS X operating systems. The OpenType version of Univers Condensed is now available for download.

Times New Roman is a traditional serif typeface that comes in roman, italic, bold, and bold italic versions. Use Times New Roman for publications with lengthy text settings. Times New Roman Bold, though useful to provide contrasting emphasis in text or short subheads, is not recommended for use in headlines or for lengthy amounts of text.

Univers Condensed is a sans serif typeface that provides a strong and clear contrast to Times New Roman. It is used for shorter text settings such as headlines, subheads, charts, and graphs. It is the preferred typeface for captions. The Univers LT STD Bold Condensed typeface reproduces well at small sizes.

System fonts and headline fonts – page 13

System fonts: Times New Roman Regular and Arial Regular

ABC   Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+,.:;"'{[]}~`

ABC   Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+,.:;"'{[]}~`

Headline font: Univers LT Std 67 Bold Condensed

ABC   **Univers LT Std 67 Bold Condensed**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()_+,.:;"'{[
]}~`**

Apparel and signage – page 14

The ShakeAlert® logo can be used on apparel using traditional logo application sizes.

The logo size for a standard men's hat should be no larger than 3". Check with your vendor to determine what file type they will need to do embroidery or silk screen printing for any apparel designs. Most vendors require a CMYK logo in vector format, whereas use HEX color values online.

Do not use the ShakeAlert® logo in full width formats. Place in a left chest position on garments. If the garment has a pocket, place it above the pocket, not on the pocket. The logo width should not exceed 3.75" in size.
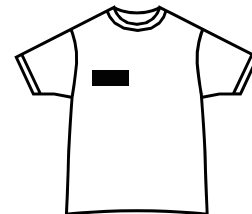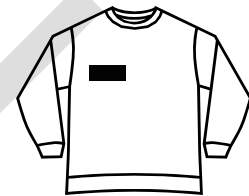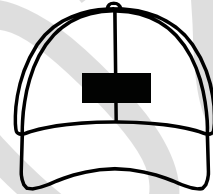
All signage, wayfinding, or external advertising that features the ShakeAlert® logo should be practical, minimal, and functional. The ShakeAlert® logo needs to remain unobstructed and uncluttered for identification purposes and to raise public awareness of ShakeAlert®.

Advertising in public spaces will be vital to attaining a new ShakeAlert® audience. Remember that the logo must be large enough to be visible.

Social Media – page 15

As social media platforms are constantly evolving, these guidelines will need to be regularly updated to maintain industry standard. However, these file formats (profile, header, and so on) and file types (jpg, gif, png) should remain consistent.

Twitter social media formats:	Recommended dimension:	Minimum dimension:	Maximum dimension:	Image scale:	Max file size:	File formats:
Profile photo:	400 x 400	200 x 200	-	1:1	2MB	jpg, gif, png
Header photo:	1500 x 500	-	-	3:1	5MB	jpg, gif, png
In-Stream photo:	506 x 253	440 x 220	1024 x 512	2:1	5MB	jpg, gif, png

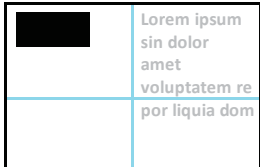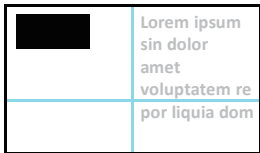| Facebook social media formats:	Recommended dimension:	Minimum dimension:	Maximum dimension:	Image scale:	Max file size:	File formats:
Profile photo:	180 x 180	160 x 160	-	1:1	-	-
Cover photo:	820 x 312	400 x 150	-	2.7:1	100KB	jpg, png
Timeline image:	1200 x 630	-	-	1.91:1	-	-
Newsfeed image:	1200 x 630	-	-	1.91:1	-	-
Timeline link:	1200 x 628	200 x 200	-	1.91:1	-	-
Newsfeed link:	1200 x 628	200 x 200	-	1.91:1	-	-
Highlighted image:	1200 x 717	843 x 504	-	1:1.67	-	-
Event image:	1920 x 1080	470 x 174	-	16:9	-	-

Here are a few examples of layout for social media posts using ShakeAlert® messaging.

Please use the recommended clear space for the logo and use the logo in the top left space of the artboard.

Use the Univers LT Std 67 font for headlines on these social media designs and any other external materials.

Lorem um ips

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voluptat t m

Lorem ipsum sin do- lor amet voluptatem re por liquia dom

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Using the logo in a consistent manner across all applications helps to establish recognition of the ShakeAlert® logo. The following rules for logo size appy to logo use in all external materials:
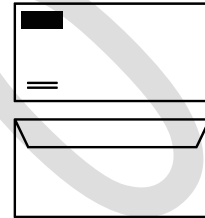
All full page, 1/2 page, and 1/4page ads must use the logo no smaller than one inch wide.

For the letterhead and envelope, they should be printed on standard sizes: 8.5"x11" letterhead and 4.125" x 9.5" #10 envelopes. They may be printed in any of the approved colors from this brand document.
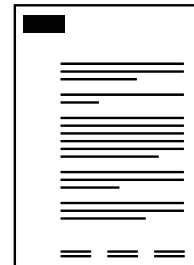
For all standard web banner sizes, the ShakeAlert® logo should be no smaller than 60 pixels wide.

For email signatures, the ShakeAlert® logo should be in a PNG format that does not exceed 10KB file size and does not exceed 300px width.
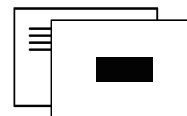
Use these specs with the logo clearspace to comply with ShakeAlert® guidelines.

Trademark Guidelines and Photography – page 18

Any imagery associated with ShakeAlert®, used in messaging both internally and externally, should be reflective of the community who would use ShakeAlert® and the regions that are impacted. Whenever possible, ShakeAlert should use original photography provided by professionals in the field, if photo quality permits.

Because ShakeAlert® is a system designed to ensure safety and trust, it is important that any photography used with ShakeAlert® is of a reportage style – using natural lighting, candid subject matter, and representative of diverse groups. ShakeAlert® imagery should also represent the different areas of the community that it impacts, in educational, health, and transportation sectors.

Avoid imagery for ShakeAlert® that is over manipulated by editing software. This includes images that are duotone, have artificial overlay, or dramatic lighting. Because ShakeAlert® is designed to save lives, ShakeAlert® should reflect imagery that shows a thriving community instead of negative representations of the community.

Unless the images are illustrating a specific scenario or educating the public, avoid disaster related imagery to reinforce positive messaging around the ShakeAlert® trademark.

Use of the ShakeAlert® trademark on any ShakeAlert® project resource produced in the United States is managed by the USGS and is used by permission. The USGS trademark for ShakeAlert® was registered on October 23, 2018 (SN 87593662 and 87593757).

The ShakeAlert® logo is a common law trademark.

The USGS (in consultation with ShakeAlert® partners) reserves the right to refuse use of the ShakeAlert® trademark and (or) any statements of affiliation with the ShakeAlert® Earthquake Early Warning System on any program or product (including websites or other electronic media). USGS trademarks are also managed by the USGS and are used by permission so similar rules apply.

Taglines

Tagline for partner use/Version 1 - *Powered by ShakeAlert®*

Expanded tagline for partner use /Version 2

[Partner name] is an official partner of the USGS' ShakeAlert® system. [Partner name] uses high speed data provided by the ShakeAlert® network system that detects and characterizes significant earthquakes and has the potential to alert people and automated systems that weak shaking or greater from an earthquake that has just begun might soon arrive at their location.

Credit /Disclaimer Statement

General Statement:

"The opinions expressed in this presentation and on the following slides, created by [Partner name], are solely those of the [presenter/organization]. The data [or research] on which this presentation is based is a product of [USGS/USGS organization], and made publicly available at [insert link]."

If your institution has a Cooperative Agreement with the USGS the following statements can be used:

"The views and conclusions contained in this document are those of the authors and should not be interpreted as representing the opinions or policies of the U.S. Geological Survey. Mention of trade names or commercial products does not constitute their endorsement by the U.S. Geological Survey."

"This manuscript is submitted for publication with the understanding that the United States Government is authorized to reproduce and distribute reprints for Governmental purposes."

For any questions please contact **Dr. Robert de Groot**, Coordinator for Communication, Education, Outreach, and Technical Partnerships at: rdegroot@usgs.gov

Partnership Publishing Checklist

Partnership publishing checklist:

For any questions about how to create partnership materials with ShakeAlert®, please contact Dr. Robert de Groot, Coordinator for Communication, Education, Outreach, and Technical Partnerships, at: rdegroot@usgs.gov.

1. **What is the process to publish materials with the ShakeAlert® logo on them?**
All partnership materials must be approved by the ShakeAlert® team before launch. This includes any co-branded materials or any use of the ShakeAlert® logo on any range of applications (print, web, and so on).

2. **How does my logo lock up with the ShakeAlert® logo?**
All partnership logos must have the appropriate clearspace, which is the width of the Sh in ShakeAlert®.

3. **Which logo should I use?**
The ShakeAlert logo must always use green, white, or black with ™. For any questions please contact Dr. Robert de Groot, Coordinator for Communication, Education, Outreach, and Technical Partnerships, at: rdegroot@usgs.gov.

4. **How can I get even more extensive guidance on how to use ShakeAlert®?**
The USGS Visual Identity System is a more extensive look at many different use cases for partnership. Please contact Dr. Robert de Groot for these guidelines.

Trademark usage quick guide

ShakeⒶlert™

ShakeAlert trademarked logo
Lorem ipsum