Trademark Guidelines
September 2023

Shake⚠lert™

Contents

Quick Reference Guide – Read First

QUICK TIPS

- Use of the U.S. Geological Survey (USGS) registered ShakeAlert® or unregistered trademark **Shake⚠lert** may only be in green, white, or black font.

- Use of **Shake⚠lert** is limited to use on promotional, educational, or advertisement products (e.g., SWAG).

- Clear and distinct space must be given when different marks or logos (e.g., ShakeAlert® logo next to the U.S. Department of the Interior logo) provided on a common item, such as a display. This is needed to avoid distortion or confusion of individual marks. Where several marks are being used in close proximity, the spacing must be at least the width of the "Sh" in ShakeAlert®.

- Logo (aka hybrid mark) minimum print size is 1.5" (38 mm) wide.

- The symbol ® must be used during the first use of the registered trademark (i.e., ShakeAlert®) on a document and be in a highly visible location. In very long documents (10+ pages) use of the registration symbol ® after the first mention of ShakeAlert, (i.e., ShakeAlert®) at the beginning of each page is encouraged.

- **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, Outreach, and Technical Engagement (JCCEO&TE).

- Questions about use or license of the trademark or access to ShakeAlert® logo graphics? The ShakeAlert® logo is available in the following file formats: jpg, png, and ai. Please reach out to ShakeAlert® Communication, Education, Outreach, and Technical Engagement (CEO&TE) Coordinator, Dr. Robert de Groot, rdegroot@usgs.gov.

LOGO

Primary Logo

Partner Logo Lockup

COLOR

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

TYPEFACES

System fonts

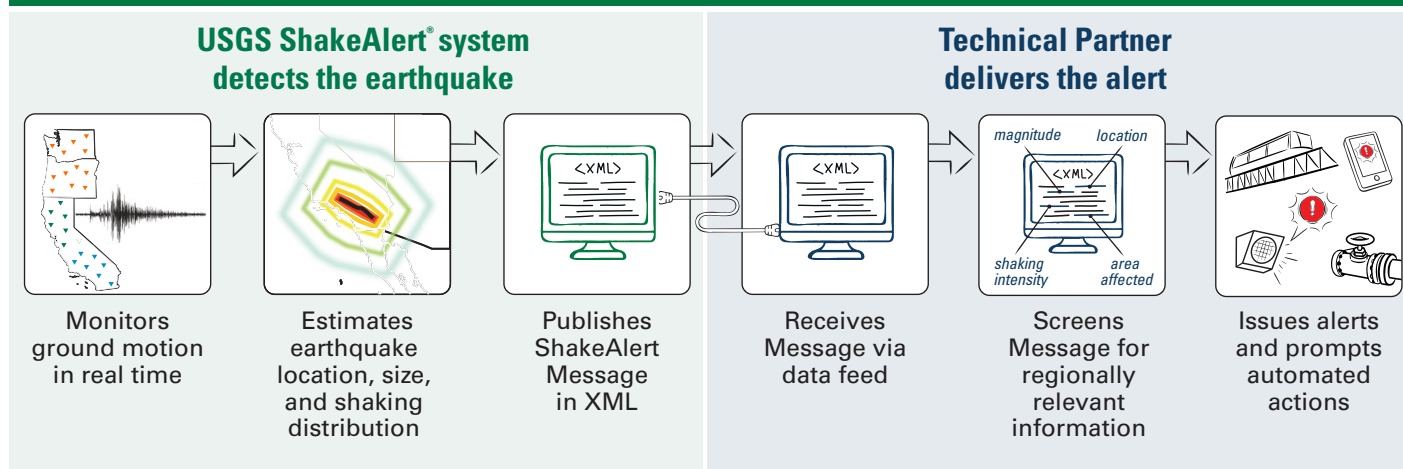| *Times New Roman Regular*	*Arial Regular*
ABC	ABC

Headline font

Univers LT Std 67 Bold Condensed

ABC

Introduction

The U.S. Geological Survey (USGS), along with state and university partners, developed the ShakeAlert® Earthquake Early Warning System (ShakeAlert® System)[1] for the highest earthquake risk areas in the United States. The ShakeAlert® System is operational in California, Oregon, and Washington and it serves over 50 million residents and visitors in those states. The purpose of ShakeAlert® System is to reduce the impact of earthquakes and save lives and property by providing data in USGS published ShakeAlert® Messages to ShakeAlert® Licensed Operators who develop and deliver ShakeAlert®-powered alerts. These alerts: (1) prompt people to take a protective action, such as Drop, Cover, and Hold On, or (2) trigger an automated system. More information about the ShakeAlert® System is available on ShakeAlert.org.

Who does what in the ShakeAlert® System?

USGS ShakeAlert® system detects the earthquake

| Monitors ground motion in real time | Estimates earthquake location, size, and shaking distribution | Publishes ShakeAlert Message in XML |

Technical Partner delivers the alert

| Receives Message via data feed | Screens Message for regionally relevant information | Issues alerts and prompts automated actions |

The ShakeAlert® Communication, Education, Outreach, and Technical Engagement (CEO&TE) team has developed an extensive collection of resources (available on ShakeAlert.org) including graphics, fact sheets, animations, scholarly papers, and case studies that are available at no cost for education, outreach, media, and technical engagement purposes. In return, the USGS requests that: (1) appropriate attribution is given, (2) Changes to any of the CEO&TE products are not permitted without consulting with the ShakeAlert® CEO&TE Coordinator, and (3) use of the ShakeAlert® logo and mark (i.e. ShakeAlert®) on a non- ShakeAlert® Project product or resource is by permission only. Contact Robert de Groot, the ShakeAlert® CEO&TE Coordinator, for more information.

ShakeAlert® CEO&TE messaging products are available to raise end-user awareness focusing on promoting public safety.

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[1] When referring to "system" vs "System," lowercase "s" refers to the USGS part of the operation (sensors and processing centers), and uppercase "S" refers to the USGS part and technical partners (i.e., the entire System). Lower case "s" for the USGS Component is used because the ShakeAlert system is part of the larger Advanced National Seismic System (ANSS), and the designation is used to show that the ShakeAlert system is subordinate to ANSS. **This distinction is a USGS management decision from October 2019 and has been in use ever since.**

This document provides ShakeAlert® trademark guidance for ShakeAlert® partners, including ShakeAlert® License to Operate (LtO) technical partners who sell and (or) distribute ShakeAlert®-powered products, services, and (or) applications. Consistency and clarity in the usage of the ® trademark as a direct identifier help reinforce the System's trustworthiness and reliability. For ShakeAlert® system licensees (i.e., those with an Evaluation, Pilot, License to Operate, or Communication, Education, and Outreach Agreements with the USGS), adherence to trademark guidelines is a requirement.

If you are using the word ShakeAlert® multiple times in the same document, use the ® symbol in the first mention of the trademark on a page in a highly visible location. Subsequent uses of the word ShakeAlert® are allowed without the symbol but occasional use of the trademark with the registration symbol is encouraged, as previously indicated. This convention will now be applied to this document.

By maintaining visual and use consistency across all assets, the ShakeAlert System presents immediate recognizability in digital media, printed products, presentations, public signage, and more. This is a living document that will change as needed as use of the ShakeAlert trademark evolves over time.

Naming Convention and Trademark Use

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.

The ShakeAlert System is officially known as the **ShakeAlert® Earthquake Early Warning System**. The name captures the System's ability to detect significant earthquakes and then provide rapid estimates of the location, magnitude, and shaking distribution of an earthquake that has already begun.

The information product issued by the ShakeAlert system is called a ShakeAlert Message ("M" in Message is capitalized). The ShakeAlert Message is one of the information products and tools of the Advanced National Seismic System.

ShakeAlert® is a registered trademark.

(Registered use with the U.S. Patent and Trademark Office by USGS on October 23, 2018, *SN 87593662 and 87593757)*

Additionally, there is a difference between the ShakeAlert system versus ShakeAlert System. The ShakeAlert system (lower case "s") refers to the component operated by the USGS (see graphic on the previous page), namely using data acquired from field sensors to data processing and issuing the primary data product of the system – a ShakeAlert Message. The ShakeAlert System (upper case "S") includes the USGS component plus the pathways by which ShakeAlert-powered products and services are delivered to end-users such as alerts to a cell phone or computer systems that trigger an automated action such as slowing or stopping trains.

Use of the ShakeAlert trademark requires permission from 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 USGS approval.

In general, use of the ShakeAlert trademark is permitted by community partners and technical partners so long as the guidelines in this document are followed. Additionally, the USGS may revoke use of the trademark if the use does not align with current 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 or on a product or service is generally prohibited as this may suggest ownership or endorsement 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 Communication, Education, Outreach, and Technical Engagement (JCCEO&TE). In limited cases, authorized by USGS, ShakeAlert may be used as a noun to reference a product or service delivered by USGS provided that "U.S. Geological Survey operated ShakeAlert system" is included. For example, a partner whose component relies on ShakeAlert Messages to develop and deliver alerts or other services, may be authorized to state their component is "powered by ShakeAlert." For Licensees under an LtO, the use of the tagline: "**Powered by ShakeAlert**" is encouraged. See the "**Legal and Additional Guidance**" section of this document for more information. Additionally, you are always welcome to reach out to the USGS ShakeAlert® Communication, Education, Outreach, and Technical Engagement Team with questions.

Use of ShakeAlert as an adjective helps to lessen the chance of misidentifying what aspect of the ShakeAlert Project that is being considered. For example, to say "ShakeAlerts" are being delivered to a wireless device is improper and must never be used. Such messaging can create public confusion, since ShakeAlert technical partners utilize ShakeAlert Messages to develop and distribute alerts. Therefore, the partner is delivering "partner" alerts, not "ShakeAlerts." Proper trademark use helps to maintain the distinction between the role of the USGS and that of the distribution partners who develop and deliver ShakeAlert-**powered alerts**.

The ™ must always be included for any use of the logo (aka hybrid mark) with the words mixed with the hazard symbol. This superscript notifies the public that the mark is protected pursuant to either a federal (®) or State trademark rights (™). Use of either depiction of the ShakeAlert trademark must be displayed in green, white, or black versions.

The following pages contain instructions and examples of authorized uses of the trademarks.

Trademark Symbol Use in Journals

Where possible, papers written for journals should follow the trademark use conventions, i.e.:

On first occurrence, append the registered trademark symbol to ShakeAlert®

Introduce as "*U.S. Geological Survey operated ShakeAlert system*"

If the policy of a specific journal prohibits use of ®, then the first time ShakeAlert is mentioned in the paper the author should:

Refer to it on first occurrence as "*U.S. Geological Survey operated ShakeAlert system*"; and

Include at the end of the paper: "*ShakeAlert is a registered trademark of the U.S. Geological Survey managed ShakeAlert Earthquake Early Warning System operating in the United States of America and is used with permission*"

# ShakeAlert® Logo

Combined Logos (aka Lockups)

A lockup is a combination of multiple brand elements that "lock up" to each other. When creating a cobranded logo lockup, maintain a clear space between the logo and around the perimeter of the logo. The clear space below the logo equals one half the clear space between the logos. Please use the Illustrator (.ai) template (provided by USGS) to maintain these appropriate clear spaces.

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

Logo with Partner Logo

Partners may place the ShakeAlert® logo alongside their logo as long as there is an adequate clear space between the two.
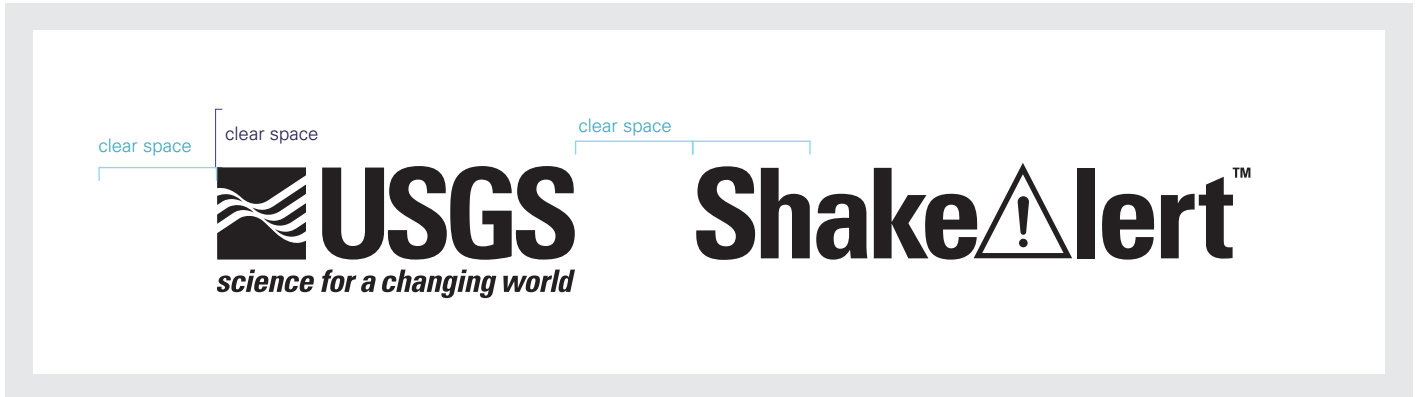
The width of logo should be approximately 1/5 of the overall width of the print and (or) digital application.

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 must not be any difference in X height between the two, to maintain a consistent visual balance.

ShakeAlert® Trademark Guidelines – Don'ts

Do not separate the words
into a new stacked logo.

Do not distort or stretch the
logo for any purpose.

No low contrast logo usage: does
not pass accessibility standards.
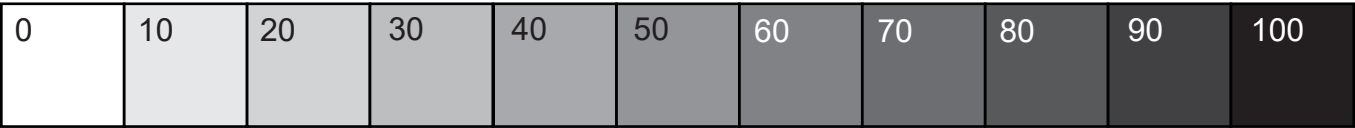
No unauthorized colorization
of the logo

No drop shadows

Contrast Ratios

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

Partners may apply three different color schemes for the ShakeAlert® logo: USGS Green, White, and Black, as shown below. Adhering to this color palette will provide consistency. The USGS must approve changes to the ShakeAlert logo color. 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.

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 (Partner Logo Combo)

The ShakeAlert logo must be located 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

Brand Typeface

Univers LT STD is the brand typeface. Use Univers Bold Condensed for headlines and Univers Light on body copy for external materials such as signage, print materials, etc. Other weights may be used for subheads, callout or emphasis.

Alternative Typefaces

When Univers is not available or when system fonts are preferred, such as PowerPoint, Word and email, use the Arial typeface. Use Arial Narrow Bold for headlines and Arial Regular for body copy. Do not use this font for external communications materials such as brochures, advertisements, posters, etc.

Headline: Univers Bold Condensed

Body copy: Univers Light

Headline: Arial Narrow Bold

Body copy: Arial Regular

USGS Typefaces

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.

Apparel and Signage

The use of the ShakeAlert® and **Shake△lert** logo on apparel may follow the traditional logo application sizes.

The logo size for a standard men's hat is 3″ or smaller. 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 or use HEX color values online.
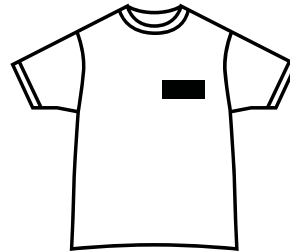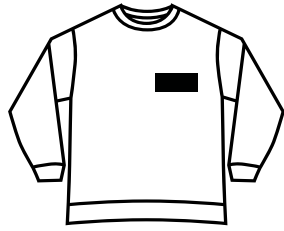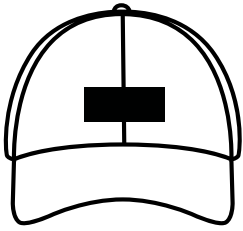
Do not use either trademark logo in full width formats. Place it in a left chest position on garments. If the garment has a pocket, place it above the pocket, not on the pocket. The logo width should not exceed 3.75″ in size.

All signage, wayfinding, or external advertising that features the ShakeAlert logo should be practical, minimal, and functional. The logo needs to remain unobstructed and uncluttered for identification purposes and to raise public awareness of the ShakeAlert System.

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

Social Media

As social media platforms are constantly evolving, the USGS will update these guidelines regularly to maintain industry standard. However, these file formats (profile, header, and so on) and file types (.jpg, .gif, .png) should remain consistent. Note with the character limitations established by social media channels such as Twitter.com, it may be difficult to use ShakeAlert as an adjective. However, do not refer to ShakeAlert-powered alerts as a "ShakeAlert." Additionally, it may be difficult to use the ® trademark in social media. In both cases, some flexibility in use is permitted. For examples of this use case, visit (and follow!) the ShakeAlert system X account @USGS_ShakeAlert to see examples of acceptable use.

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

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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.

Communications

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 1/4 page ads must use the logo no smaller than one inch wide.

For letterheads and envelopes, print on standard sizes: 8.5"x11" letterhead and 4.125" x 9.5" #10 envelopes. Print 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 specifications with the logo clear space to comply with ShakeAlert trademark guidelines.
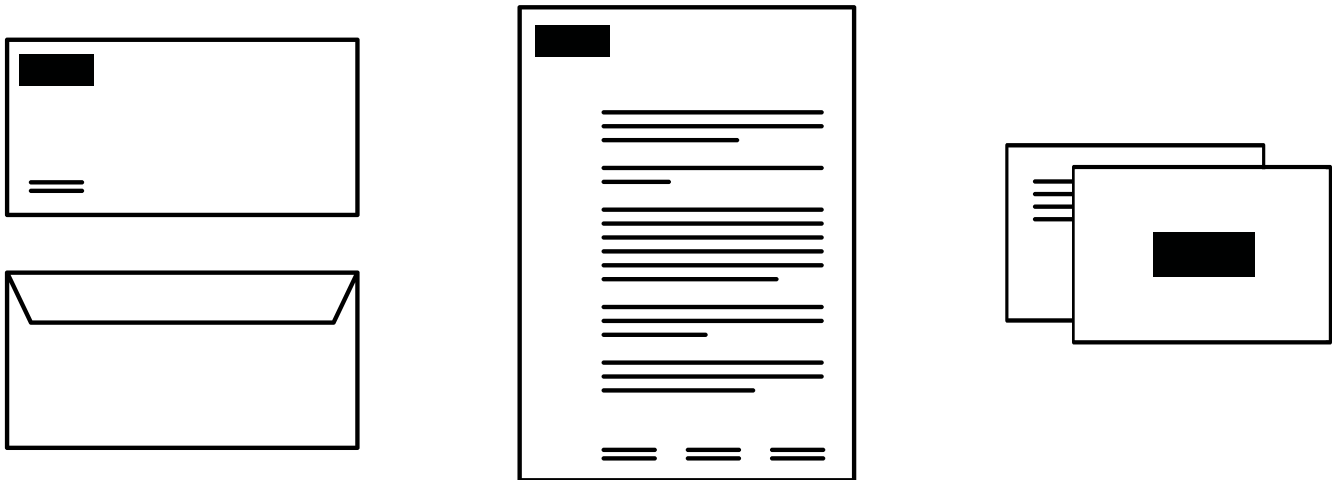
Trademark Guidelines and Photography

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

Because the ShakeAlert 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 System imagery should also represent the different areas of the community that it impacts, in sectors such as education, healthcare, utilities, and transportation.

Avoid using over-manipulated imagery of the word "ShakeAlert."

This includes images that are duotone, have artificial overlay, or dramatic lighting. Because the ShakeAlert System is designed to save lives, imagery should reflect and promote 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.

Legal and Additional Guidelines

Use of the ShakeAlert® trademark on any ShakeAlert System 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 non-registered **Shake△lert** is a common law trademark .

The USGS (in consultation with ShakeAlert partners) manages the trademarks and 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).

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 shaking from an earthquake that has 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**, ShakeAlert® Coordinator for Communication, Education, Outreach, and Technical Engagement at: rdegroot@usgs.gov.

Partnership Publishing Checklist

For any questions on how to create partnership materials with the ShakeAlert® System, please contact Dr. Robert de Groot, Coordinator for Communication, Education, Outreach, and Technical Engagement (CEO&TE), at: rdegroot@usgs.gov.

1. What is the process to publish materials with the ShakeAlert logo on them?

The ShakeAlert CEO&TE coordinator must approve all partnership materials before launch. This includes any co-branded materials or any use of the ShakeAlert logo on any range of applications (print, web, etc.).

2. How does my logo lock up with the ShakeAlert logo?

All partnership logos must have the appropriate clear space, which is at least the width of the Sh in "ShakeAlert."

3. Which should I use?

The registered ShakeAlert trademark upon USGS approval may be used for any purpose, while the unregistered **Shake△lert** is limited to promotional, educational, and advertisement materials.

4. How can I get even more extensive guidance?

For a more extensive look at different use cases for partnership, contact Robert de Groot for these guidelines.