

ShakeAlert® Trademark Guidelines

Quick Reference Guide

Quick Tips

- Use of the U.S. Geological Survey (USGS) registered ShakeAlert® or unregistered trademark **ShakeAlert** may only be in green, white, or black font.
- Use of **ShakeAlert** 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) are 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 in any headline where it appears and in the first instance it appears in body copy under each main headline (Heading Level 1). However, the ® symbols should be used in any official names that are used in the body copy, such as in the tagline “Powered by ShakeAlert®”; regardless if the ® symbol has already be used in preceding body copy or in a headline.
- **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

ShakeAlert™

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

Brand Typeface

- Univers Bold Condensed — **Headline (Heading 1)**
- Univers Bold Condensed — **Headline (Heading 2)**
- Univers Light — Body content

Alternative Typeface

- Arial Narrow — **Headline (Heading 1)**
- Arial Narrow — **Headline (Heading 2)**
- Arial Regular — Body content

Size and Styles

Body content is best at a minimum of 11pts.; establish styles to maintain document consistency.

NOTE: While Times New Roman is also a USGS-approved font, ShakeAlert collateral uses Univers (primarily) and Arial (alternatively).

Trademark Symbol Use in Journals

Where possible, papers written for journals should follow the trademark use conventions: 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 author should refer to ShakeAlert on its 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.”