

Basic Guidelines

DRAFT



Ready



Homeland
Security

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Introduction

Ready is a public service campaign sponsored by the U.S. Department of Homeland Security to educate the public, on a continuing basis, about how to be prepared in case of a national emergency—including a possible terrorist attack.

As the public representation of this campaign, the Ready signature must be reproduced with care and precision. Consistent reproduction across all types of applications—print materials, presentations, advertisements, Web sites, exhibits and even stationery—will reinforce our mission and result in a greater awareness of Ready.

This manual explains the signature and the basic specifications for reproduction, including color and size requirements. Examples of unacceptable application of this identity system have also been included.

Please make use of these guidelines and the approved digital artwork when reproducing the Ready signature.



Our Signature



Primary Signature

The Ready signature is made up of two elements—the symbol and the wordmark.

The Symbol:

Often referred to as the “double check” mark, the symbol represents the shared responsibility between the U.S. government and the American people to be prepared in case of a national emergency.

Inspired by the Homeland Security color palette, the color green was selected to convey the idea of moving forward and taking the next step.

The Wordmark:

The word “Ready” is to be placed to the left of the symbol and set in Foundry Sans Demi.



Primary Signature with Tagline

The Tagline:

The tagline—Prepare. Plan. Stay Informed.—reinforces the campaign's message of taking action and being prepared.

The tagline is set in Foundry Wilson Normal and aligned flush left with the Ready wordmark.



Specific Initiative Signatures

Within the Ready campaign, there are specific initiatives for targeted audiences. Their identities—America, Business, and Kids are set in Foundry Sans Light and locked up with the Ready signature as shown in these examples.



Ready America



Ready Business



Ready Kids

Example of lock up with tagline



Ready America
Prepare. Plan. Stay Informed.

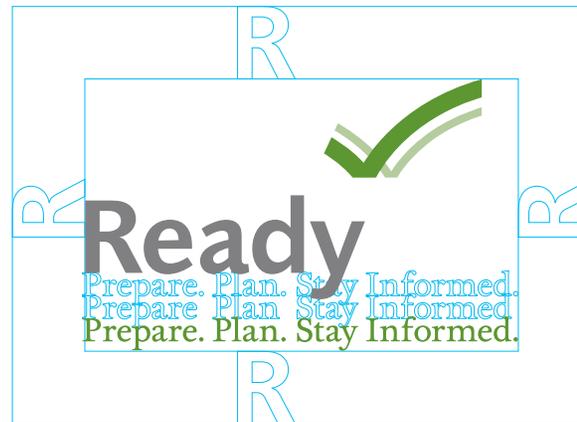
Clear Space

To ensure the prominence and legibility of the Ready signature, always surround it with a field of clear space. This field area isolates the signature from competing graphic elements, such as text, photography or background patterns, that may divert attention from the signature. As shown in the exhibit to the right, the minimum allowable clear space for the signature is equal to the cap height of the Ready wordmark.

Primary signature



Signature with tagline



Signature with lock-up



Minimum Size

The Ready Signature must always be legible and recognizable. Therefore, never reproduce the signature below its minimum distance of 1" in width.

The exhibits at right are shown at actual size.



Color Palette

The Ready color palette consists of Ready Green, Ready Light Green and Ready Gray. These colors together make up the Ready signature. These colors are equivalent to the PANTONE numbers listed in the table at right. For 4-color process printing, refer to the CMYK values shown on the right. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

	Pantone®	C M Y K	R G B (Video)	R G B (Web)
Ready Green	PMS 370	64 5 100 24	89 134 0	51 153 0
Ready Light Green	PMS 370 (40% tint)	22 0 40 11	176 206 134	? ? ?
Ready Gray	Cool Gray 10	0 0 0 60	98 100 105	102 102 102

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

Typography

To help create a consistent look and feel for all Ready materials, two typefaces—Foundry Sans Demi and Foundry Wilson—are preferred.

For body copy the use of Foundry Sans Light or Medium is preferred.

Foundry Wilson Normal is preferred for headlines. As an alternative, Foundry Sans Demi is acceptable, but it should be used sparingly. For secondary headlines, Foundry Sans Medium and or Light can be used.

In the few applications where the Foundry typefaces are unavailable – MS Word, PowerPoint, etc. – Arial and Times New Roman may be substituted. However, since the Foundry typefaces are integral to the Ready visual identity, Arial and Times New Roman should only be used when unavoidable.

Foundry Sans Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*?

Foundry Sans Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*?

Foundry Sans Demi

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*?

Foundry Wilson Normal

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#%&*?

Color Variations

Whenever possible, the 2-color spot with tint signature shown on the right should be used in official communications, such as letterhead, business cards and envelopes. In instances when 4-color printed communications pieces such as brochures, advertising or other marketing materials are required, the 4-color process signature should be used.

To accommodate a variety of applications, there are additional color variations of the preferred signature, including 1-color spot with tint, 1-color spot, 1-color black with tint, 1-color black and their respective reverse signatures.

Examples of the approved digital artwork are shown at the right. For color specifications, see the color palette section on page 11. Naming conventions for the signatures can be found on page 18.

POSITIVE SIGNATURES

4-COLOR PROCESS



CMYK

2-COLOR SPOT WITH TINT



Ready Green, Ready Light Green,
and Ready Gray

1-COLOR SPOT WITH TINT



Ready Green and
Ready Light Green

1-COLOR SPOT



Ready Green and
Ready Light Green

1-COLOR BLACK WITH TINT



Black

1-COLOR BLACK



Black

REVERSE SIGNATURES

1-COLOR SPOT



Ready Green and
Ready Light Green

REVERSE WITH TINT



40% Black tint

REVERSE



Background Control

White is the preferred background color on which to place the Ready signature. A white background provides a clean, crisp contrast.

When the signature appears on color backgrounds or photographs, there must always be sufficient contrast between the background or photograph and the signature colors. If an application necessitates a background that does not supply sufficient contrast for the full-color signature, one of the reverse variations should be used.



The preferred signature should appear on a white background.



The signature should NOT appear on photographs that are distracting.



The preferred signature should only appear on approved color backgrounds that provide sufficient contrast.



The signature should NOT appear on color backgrounds that do not provide sufficient contrast, nor should it appear on any unapproved colors.



The preferred reverse signature can appear on color backgrounds that provide sufficient contrast.



The signature should NOT appear on color backgrounds that do not provide sufficient contrast.



The preferred reverse signature can appear on a black background.

Using the Symbol as a Graphic Element

The Ready symbol may be used as a graphic element to provide an additional brand element.

The symbol can be used as a transparency over photography and can be used as a transparent tint of Ready Green, Ready Gray or white.

These examples show the approved variations for using the symbol as a graphic element.



Area to be used as a supergraphic.

Examples of vertical usage.



Examples of horizontal usage.



Example of transparency on image.



Signature Misuses

Incorrect use of the Ready signature can compromise its integrity and effectiveness. Shown at right is a small, and by no means comprehensive, sample of possible misuses.

To ensure accurate and consistent reproduction of the signature, always use the approved digital artwork. Never alter, add to or recreate the Ready signature.



Do not change the arrangement of the preferred signature lockup.



Do not distort the signature.



Do not change the color of the signature.



Do not confine the signature.



Do not re-typeset or outline the wordmark.



Do not re-typeset the signature.

Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

EPS Format:

The EPS format is for applications that require high-resolution artwork for reproduction—for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

JPEG and TIF Formats:

JPEGs have been created for use in Web and Microsoft applications. JPEGs should never be proportionally enlarged beyond the size supplied as the quality will degrade quickly. TIFF signatures are suitable for importing into applications such as Microsoft Word, PowerPoint and page layout programs. TIFFs can be proportionally reduced but should only be slightly enlarged, otherwise distortion of the signature will occur.

Compatible with Mac or PC:

EPS, JPEG and TIFF formats work on Macintosh and Windows platforms.

Color Category:

CMYK	= 4-color process
Spot color	= spot color
K	= Black
RGB	= RGB Video
W	= RGB Web-safe

Print only

Ready_America_K_R_.eps			
Name: Ready	Type: Tag = with tagline Department = i.e. Business	Reverse: R = reverse — for use on a dark background.	. Extension: File type and what it is used for. How Images Are Supplied .eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use. Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color .jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed. Color Formats: RGB, Grayscale .tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints. Color Formats: CMYK, RGB, Grayscale

Applications

The background of the slide is a solid green color. It features several thick, curved, light-green lines that sweep across the frame from the bottom left towards the top right, creating a sense of movement and depth. The lines are layered, with some appearing in front of others, giving a three-dimensional effect.

Press Release

Specifications for the Press Release are shown at right. Position elements only as demonstrated here, using authorized reproduction art.

FORMAT
8.5" x 11"

STOCK
International Paper Via Smooth
Pure White, 24 lb Writing

DHS SEAL
Use 4-color process signature

READY SIGNATURE
Use 4-color process signature

ADDRESS
Type: 8.5/10 Joanna MT Bold
Color: Black

DEPARTMENT
Type: 8.5/10 Joanna MT Bold
Color: Black

FOR IMMEDIATE RELEASE
Type: 20/24 Joanna MT
Color: Ready Gray

WEB SITE ADDRESS
Type 10/10 Joanna MT Semibold
Color: Ready Green in 4-c process

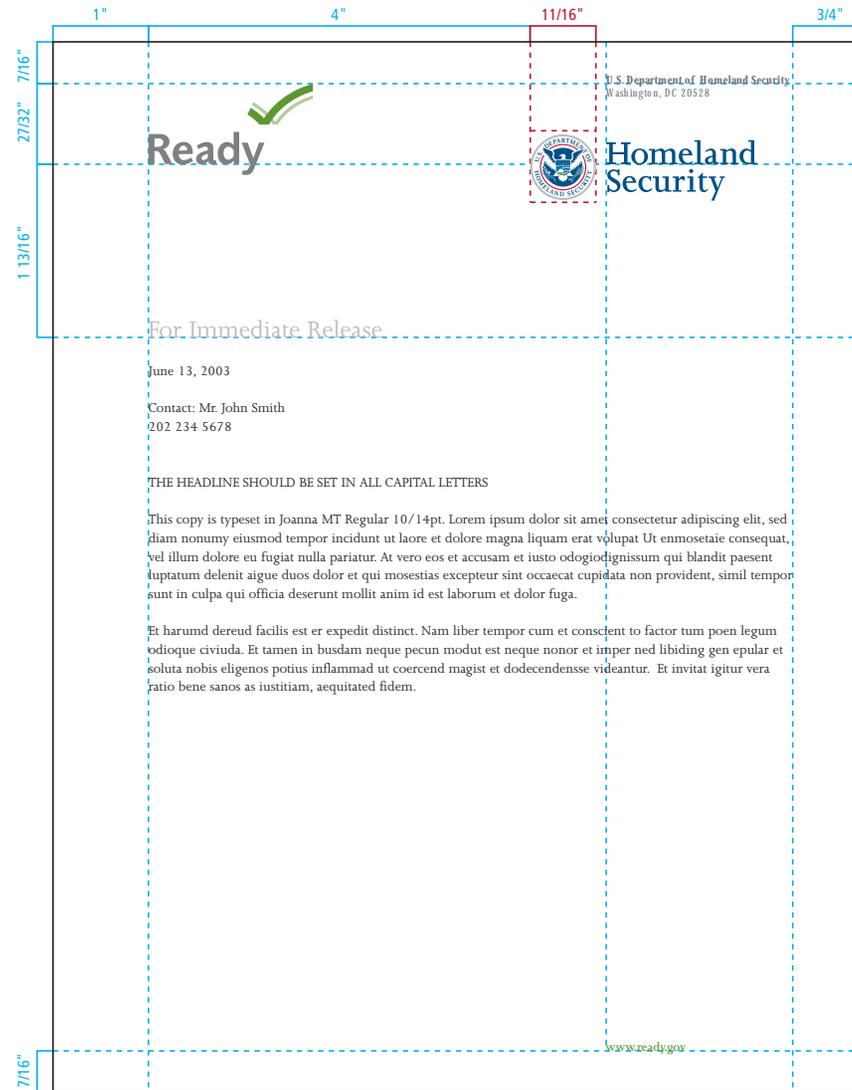
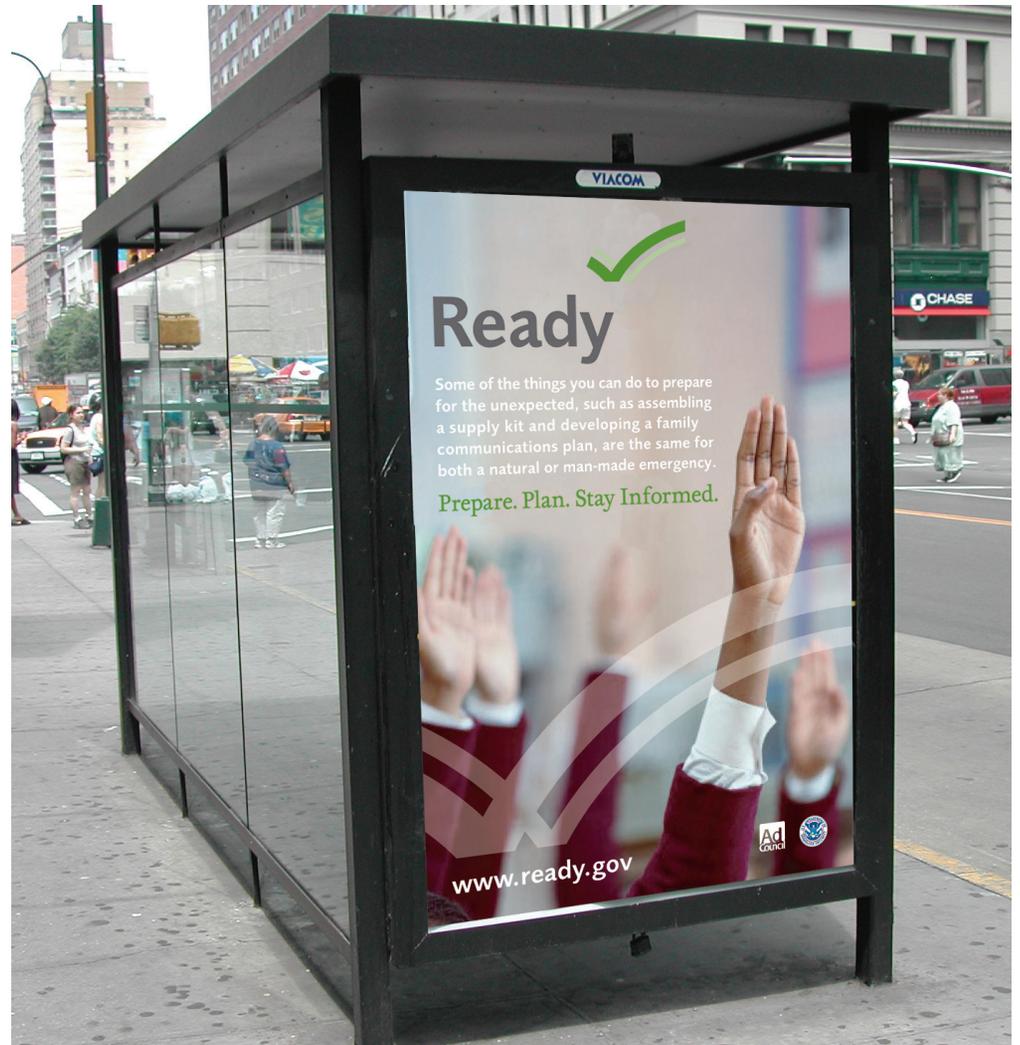


Exhibit shown is 50%.

Advertisements

Ads can be very effective in communicating the life-saving information and services that can be provided in times of crisis. Compelling graphic or dramatic imagery should be used in order to grab attention. The example at right effectively illustrates what an ad might look like.



Web Site

The basic structure of a Ready Web page is exhibited here. The page is divided into two main areas: an identity banner area for the signature above and the content area below. The banner area will always display the Ready identity.

The example at right also demonstrates the use of a transparent symbol and the Ready signature with identifier variations lock up.

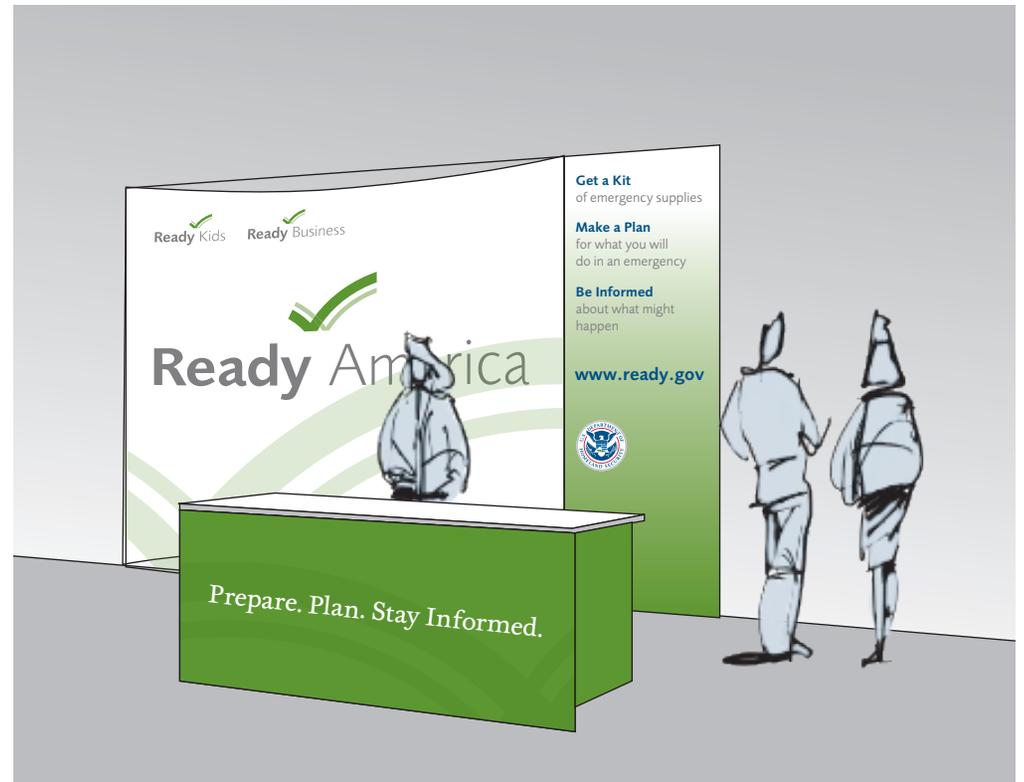
These specifications establish the look and feel of the Ready home page.

This example is for demonstration purposes only and does not represent an actual Web site design.

The screenshot shows the Ready.gov website interface. The browser title is "Ready.gov - From the U.S. Department of Homeland Security" and the URL is "http://www.ready.gov/index.html". The page features the Ready America logo with a green checkmark and the tagline "Prepare. Plan. Stay Informed." in the banner area. The navigation bar includes links for "Overview", "Get a Kit", "Make a Plan", "Be Informed", and "Useful Links". The content area is divided into three sections: "Get a Kit of emergency supplies" (with links for Water & Food, Clean Air, First Aid Kit, Portable Kit, Supply Checklists, and Special Needs Items), "Make a Plan for what you will do in an emergency" (with links for Creating a Family Plan, Deciding to Stay or Go, At Work and School, In a Moving Vehicle, and In a High-Rise Building), and "Be Informed about what might happen" (with links for Biological Threat, Chemical Threat, Explosions, Nuclear Blast, Radiation Threat, and Natural Disasters). The footer contains contact information for the U.S. Department of Homeland Security and various links including "Linking to Ready.gov", "FAQ", "About Ready.gov", "Useful Links", "Feedback", "Privacy", "Terms", "Accessibility Partners", "FirstGov: The Official Portal of the U.S. Government", "Ready Business", and "Ready America". Annotations on the left side of the screenshot identify the "Banner Area", "Navigation Bar", and "Content Area".

Trade Show

The tradeshow example shown at right demonstrates the use of the symbol, signature with identifier variations, the tagline and endorses The Department of Homeland Security seal.



Promotional Items

Some promotional items such as t-shirts, lapel pins and water bottles are shown at right.

When branding a promotion or specialty item, the message should be simple and clear.

These examples are for demonstration purposes only.



Front of t-shirt



Back of t-shirt



Lapel pin



Water bottle