

# CERT LOGO USAGE GUIDELINES

---

*December 2013*





## INTRODUCTION

Community Emergency Response Teams (CERT) are community-based organizations that are part of a nationwide campaign to increase emergency preparedness and resilience. CERT educates people about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills such as fire safety, light search and rescue, team organization, and disaster medical operations. The CERT logo was created to embody the spirit of this program.

As the public representation of the mission and brand, the logo must be sub-branded with care and precision. Consistent sub-branding across all types of applications—print materials, presentations, advertisements, websites, signage and even stationery—will reinforce our brand and result in greater public awareness of CERT.

As the owner of the CERT logo, the Federal Emergency Management Agency (FEMA) and its agent, the Individual and Community Preparedness Division (ICPD), have the legal responsibility to maintain the credibility and integrity of the CERT logo from any intentionally misleading purpose or misguided use.

The CERT Logo Usage Guidelines outlines the proper use of the logo—including color, size, and spacing requirements—when reproduced in multiple media formats. Examples of incorrect use are also provided. These guidelines must be followed in order to maintain a consistent image and branding across media platforms, which include printed materials, t-shirts, pins, hats, presentations, websites, and signage. We require all CERT programs that wish to use the CERT logo or a customized sub-logo to first register; registration requirements are contained herein.

These guidelines must be adhered to at all times, and any misuse will be documented and addressed within the scope of FEMA's authority.

## LOGO

The logo has five defining features:

- Black rectangular border with rounded edges
- All-capital “CERT” acronym in green with a black drop shadow
- Black and white cityscape in front shown with trees and buildings
- All-capital “COMMUNITY EMERGENCY RESPONSE TEAM” in white below the cityscape
- Gradient fading down from the top of the border

The composition of these elements in relation to one another—in size, spacing and proportion—must not be altered in any way. The logo should always appear as shown in this document and may not be divided, rotated, animated, or recreated as is shown in the later section regarding improper usage.

The CERT logo was developed using a carefully selected typeface. The font used for the CERT acronym is Futura. The font family is available through Adobe (<http://www.adobe.com>).

Do not modify or alter the logo or use the design in a misleading way, especially through any method that could cause CERT to be confused with another brand. Use the official, unmodified, customizable logo (for which specifications are on page 9) to represent your engagement with the CERT campaign.

Also, leave clear space around the logo that is equal to 20 percent of the height of logo. See page 4 for an example of the correct use of clear space. Only use permitted language above or below the CERT customized sub-logo. See page 9 for examples of the permitted language.



### IDENTIFYING ELEMENTS

The CERT logo must be reproduced using the fonts identified above. The logo may not be reproduced or recreated using alternate typefaces. Ensure that all five elements of the logo are present. Keep the proportions of the logo consistent with this guide. Do not change the colors of the logo, and, when using the gray scale, do not go below the minimum opacity settings. These specifications are explained over the next few sections.

## CLEAR SPACE REQUIREMENTS

The CERT logo requires empty or “white space” surrounding it so that it is not conjoined with any other content—especially logos of other organizations. As a general rule, the white space surrounding the logo on each side should be equal to 20 percent the height of the logo. For example, if the logo is one (1) inch tall, there should be two-tenths (0.2) of an inch distance of white space surrounding the logo.

Clear space isolates the logo from competing graphic and page elements, such as text, photography, or background patterns, which may divert attention from the logo or make it illegible. Please see the example below for the appropriate usage.

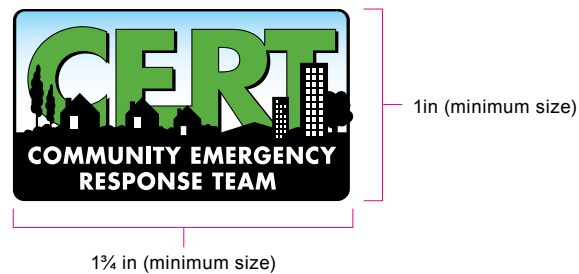


## MINIMUM SIZE REQUIREMENTS

In order to maintain legibility, size requirements have been established for the CERT logo family. The minimum width for the CERT logo is one-and-three-fourths ( $1\frac{3}{4}$ ) inches. Do not reproduce the logo smaller than one-and-three-fourths ( $1\frac{3}{4}$ ) inches in width, as the logo becomes increasingly illegible.

The minimum width for the CERT logo with customized text beneath it is one-and-three-fourths ( $1\frac{3}{4}$ ) inches in width. These minimum sizes apply to all uses of the logo: full color or reversed; printed or stitched on clothing; business cards and letterheads; or any other usage.

When any visual mark is produced in a size which is too small, the ink can “plug up,” meaning that the white spaces become indistinct and closed up in a way that renders the logo unusable. As the CERT logo has multiple, complex visual elements, it may have larger minimum size requirements than other logos. Please keep this in mind, especially if you are considering customizing your logo for your program.



## LOGO COLOR PALETTE

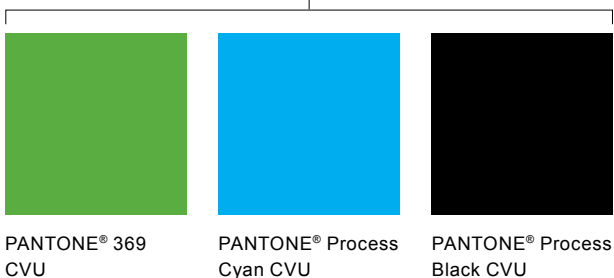
The official colors of the CERT logo are black, green, and blue. The CERT acronym is set in green with a black drop shadow, while the sky contains a gradient of blue that fades from the top to the middle of the logo's background. The cityscape is in full black with white "knocked-out" areas to represent windows. The borderline is always black. The name "COMMUNITY EMERGENCY RESPONSE TEAM" is also "knocked-out" as white.

These colors may not be rearranged or swapped between these design elements. In order to maintain consistent branding when using the CERT logo, standard colors have been designated for print and web use. Please note that when the color logo is being used on a white background, a white ink color does not need to be specified; the white of the sky and windows will be created by displaying the white background of the printing area.

If the color logo is being used on any color other than white, white ink must be used to represent these elements. These guidelines are also true for any application, such as embroidered patches on clothing, which would require thread or another medium besides ink.



Logo Color Palette



The swatch colors shown on this page are samples only and not intended to match the PANTONE® color standards. Refer to the current edition of the PANTONE® Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

## COLOR SYSTEMS

The PANTONE® Matching System (PMS) is used by commercial printers but may not be usable to CERT programs that only have access to laser printers, web usage, inkjet printers, or other colors that require a different matching system.

As noted previously, if the color logo is used on any color other than white, the windows and words “COMMUNITY EMERGENCY RESPONSE TEAM” must appear as white; the background color may NOT show through.

### PANTONE® SPOT COLORS

PANTONE® colors are standard inks in a color matching system used by commercial printers. The green used in the CERT logo is PANTONE® 369 CVY; the blue is PANTONE® Process Cyan CVU; and the black is PANTONE® Process Black CVU.

### FOUR-COLOR PROCESS COLORS

A four-color process uses a combination of four inks to produce a variety of colors when printing. The four inks used are Cyan, Magenta, Yellow, and Black, also referred to as CMYK. Percentages of these inks are used to “build” the approved green and blue colors for the CERT logos.

### WEB COLORS

Website colors also combine basic hues to build all available colors that monitors are capable of displaying; however, instead of CMYK, the colors are Red, Blue, and Green (RGB). These colors are identified by either the percentage of each of these colors or by hexadecimal (“hex”) codes. Below are both the percentages of RGB and the hex codes for the CERT logo colors.

#### PRIMARY PALETTE



PMS	PANTONE® 369 CVU	PANTONE® Process Cyan CVU	PANTONE® Process Black CVU
CMYK	65/0/100/9	100/0/0/0	0/0/0/100
RGB	89/173/64	0/174/239	0/0/0/100
HEX	59AD40	00A0DC	231f20



## REVERSE APPLICATION

When printing the CERT logo on a dark background (such as black or navy blue), it may be necessary to print the logo using reverse colors. Do this using a gray scale version of the logo and not the full-color version as the blue and green may not appear correctly when the ink is printed on colored background.

In this case, the cityscape, border, and lower logo must be 100 percent black. The windows and "COMMUNITY EMERGENCY RESPONSE TEAM" should be 100 percent white. The CERT acronym (including the drop shadow) must appear white to remain legible.

---



## ACCEPTABLE CUSTOMIZATION SPECIFICATIONS

Sub-branding will show your support for the CERT ideals as well as connect your organization with the national brand. The customizable CERT sub-logo contains several elements: the name of your program, your skyline, the rounded rectangular shape, the CERT acronym, and "COMMUNITY EMERGENCY RESPONSE TEAM." The rules regarding reverse and gray scale usage also apply to the customized logo.

Please note the following rules apply with use of the customizable sub-logo:

**Please note the following rules apply with use of the customizable sub-logo:**

- Use the font Futura for your program's name at the top. If you do not have access to this font, use another sans serif font such as Helvetica or Arial.
- The text for your program's name should be a width equal to the CERT acronym so that they align.
- You may use more than one line for your program's name. If you do so, consider using a smaller font, and make sure that the text is justified and aligned to the CERT acronym.
- Remember to leave a space above and below the name that is equal to 10 percent of the full logo's height.
- Use only the approved digital artwork files and never typeset, recreate, or alter the main CERT logo.
- Feel free to insert notable elements of your local landscape or skyline. Ensure that doing so does not obscure so much of the CERT acronym that it hinders legibility.
- Use of your customized sub-logo by the general public at the local level is permitted on print materials, presentations, advertisements, websites, signage, stationery, and/or additional uses.
- The sub-logo may not be used for any commercial or for-profit purposes.
- Title to, and ownership of, the logos shall at all times remain with FEMA.



Use this space to customize location.

10 percent (%)

Do not alter the CERT acronym in anyway.

Use this space to customize landscape.

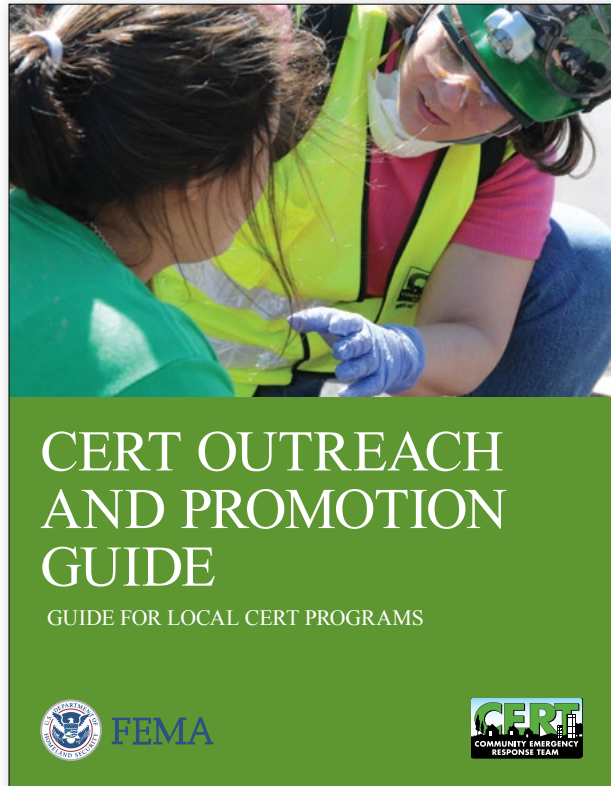
## LOGO IN USE

As the owner of the CERT logo, ICPD and FEMA have the legal responsibility to maintain the credibility and to protect the integrity of their use.

**Those wishing to use the CERT logo must agree to the following terms and conditions of use:**

- The CERT logo must be used in connection with registered CERT programs and their efforts regarding all-hazards community and family safety, emergency preparedness, disaster response, and recovery activities.
- The CERT logo may not be used in any way or manner that implies the endorsement of any person, product, or service.
- No one may manufacture a product containing or featuring the logo family with the sole intention of selling the product for profit.
- Anyone who chooses to use the CERT logo incurs an obligation and fiduciary duty to maintain the integrity and consistency of each logo used, as set forth in these guidelines.
- Use of the CERT logo in an inappropriate manner may result in legal action. Upon notice from ICPD and FEMA, the licensee agrees to discontinue use of any and all CERT logos.

CERT programs are encouraged to use the logo on shirts, hats, pins, pamphlets and other items to increase recognition and awareness of the CERT initiative and its programs. If the CERT logo is being used in conjunction with other logos, its size should be at least of equal size to the other logos, while adhering to the size requirements provided in this document.



## UNACCEPTABLE LOGO USAGE

The composition of the logo elements in relation to one another—in size, spacing, and proportion—must not be altered in any way. The logo should always appear as shown in this document and may not be divided, rotated, animated, or recreated.

### Do NOT:

- Change position or size relationship of the symbols and text within the logo.
- Replace logotype with alternate typeface.
- Place competing visual elements close to or around the logo.
- Add drop shadows or other graphic effects to logo (no beveling, 3-D effects, etc.).
- Place the logo within a solid or outline shape other than a white oval or rectangle (no starburst, triangle, or other form).
- Use the logo at an angle or rotated axis.
- Place the logo on a patterned or busy background or photograph.
- Change the proportions of the logo (never compress or stretch the logo).
- Turn the logo into outlines.
- Change colors used in the logo.
- Alter the logo except when customizing/sub-branding.
- Use any other marks or logos to represent the brand.
- Use the CERT logo in non-registered CERT programs.

### EXAMPLES:



Do not change the text within the logo



Do not alter logo colors.



Do not place the logo on an image.



Do not place the logo within another shape.



Do not add a drop shadow.



Do not distort or change the shape of the logo.



Do not place the logo on a pattern.



Do not screen or make the logo transparent.

## FILE NAMING AND FORMAT OPTIONS

Please take care to ensure that filenames are consistent when using the CERT logo. For the CERT logo, file names must include the color system used within the file and the correct filename extension. File formats are explained on page 13.

---



**Full Color on White Background File Names:**

CERT\_LOGO \_PMS.eps  
CERT\_LOGO \_RGB.jpg  
CERT\_LOGO \_RGB.png  
CERT\_LOGO \_CMYK.tif



**1 Color Black on White Background File Names:**

CERT\_LOGO \_GRAY.eps  
CERT\_LOGO \_GRAY.jpg  
CERT\_LOGO \_GRAY.png  
CERT\_LOGO \_GRAY.tif

---

If you are using a customized version of the logo, please use the following file naming convention, replacing "NAME" with the name of your jurisdiction, program, or organization. If your program name is long, an acronym may also be used here.

NAME\_CERT\_LOGO\_CMYK.tif

As an example, a program in Austin, Texas could use the filename  
AUSTINTX\_CERT\_LOGO\_CMYK.tif

# UNDERSTANDING FILE FORMATS

Different file formats have different uses, as listed below.

## EPS

EPS files are used for commercial printing and are best used in conjunction with software applications such as Adobe Illustrator, Adobe PageMaker, Adobe InDesign, Corel, Quark XPress, and Macromedia Freehand. An EPS file may not be able to be viewed without image editing software similar to those mentioned above.

## TIF / TIFF

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

## JPG / JPEG

JPG format is best used for importing into a Microsoft Office or Word Perfect document to be printed on a desktop printer. JPG format can also be used on a web site.

## PNG

PNG format is intended exclusively for online use. Files in PNG format should never be used in a printed document. Unlike JPG, PNG files have the advantage of being able to preserve an image's transparency.

**File Type:** EPS

**File Extension:** .eps

**Resolution:** Vector

**Attributes:** Highest quality—infinately scalable—preferred file format for vendors. Best format for spot color offset printing, wide format display, and premiums such as hats, shirts, mugs, etc.

**File Type:** TIFF

**File Extension:** .tif

**Resolution:** 300 dpi

**Attributes:** Pixel file, scaling above 100% decreases image quality. Uses include single color or four color (CMYK) offset printing.

**File Type:** JPEG

**File Extension:** .jpg

**Resolution:** 300 dpi

**Attributes:** Pixel file, scaling above 100% decreases image quality. Uses include word processing and web.

**File Type:** PNG

**File Extension:** .png

**Resolution:** 72 dpi

**Attributes:** Microsoft® format designed for use with Microsoft® applications such as Word® and PowerPoint®.

## LIMITATIONS OF LIABILITY

We disclaim all liability to anyone relating to the use of the logos. The user agrees to indemnify, defend, and hold us harmless from any and all costs, damages, expenses, or losses of any nature (including reasonable attorney's fees) resulting from any claim arising out of the logo use, to the full extent permitted by law.

We reserve the right to modify these guidelines at any time and as necessary.

## TERMINATION OF USE

We may suspend or terminate usage at any time if, at our sole discretion, we find use of the logos does not conform to these Guidelines, is otherwise objectionable, or for any other reason.

The most recent *CERT Logo Usage Guidelines* may be found at <http://www.fema.gov/cert>.

We will automatically terminate permission for use of the logos if we use consider their use as abusive, offensive, not conforming to specifications, or in violation of the Guidelines. 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 US

The *CERT Logo Usage Guidelines* are designed to help you use the CERT campaign brand and assets, including customization of the logo, content, and service mark, without having to worry about negotiating a separate agreement with DHS/FEMA. If you would like to make any use of the marks in a way that is not covered by this document, you must contact us using the form below and include a visual mockup of the intended use.

*\* indicates a required field.*

First Name\*

Last Name\*

E-mail address\*

Subject\*

Question or comment\*

To aid in the processing of your submission, please be as detailed and descriptive as possible. A representative of DHS/FEMA may subsequently contact you (via email) in order to discuss and/or respond to your inquiry.

If you have a question about these usage guidelines or CERT, please use our email: [cert@dhs.gov](mailto:cert@dhs.gov).

To report any violations of the logo or to ask questions regarding the use or application of CERT and sub-branded CERT logos, send correspondence to:

Federal Emergency Management Agency  
Attn: Individual and Community Preparedness Division  
Outreach and Communications  
500 C Street, SW, 5th Floor  
Washington, DC 20472

Violations can also be emailed: [cert@dhs.gov](mailto:cert@dhs.gov).



