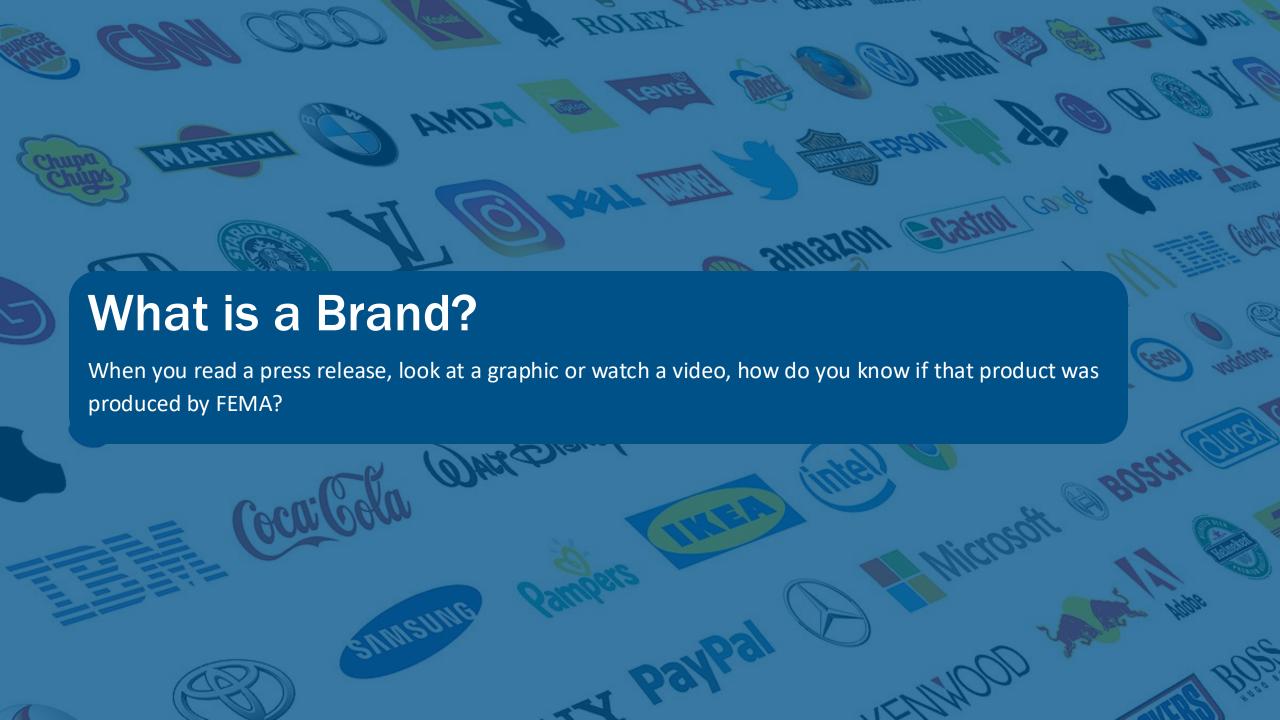
FEMA Brand Overview





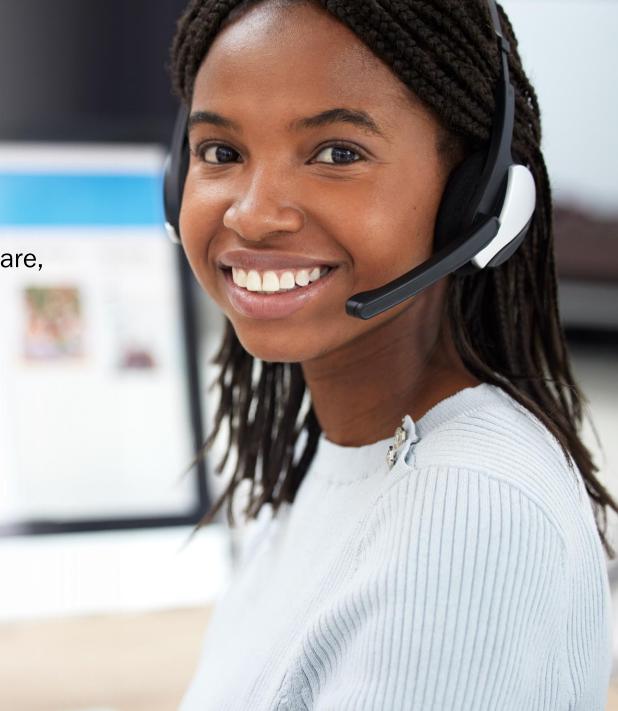
What is a Brand?

 A brand is not just a logo or an emblem; it's an organization's identity.

 FEMA's brand should clearly convey who we are, what we do, and who we serve.

- What makes up a brand?
 - □ The **style** it's written in.
 - The *colors* it uses.
 - The *logo* it's stamped with.
 - And much, much more.





What is a Brand?

A brand is a combination of how something *looks* and how it makes you *feel*. This is essential to communicating a message effectively, clearly and professionally. It helps build trust with your audience.





The FEMA Brand

With so much information out there, it is important to audiences to see a FEMA logo and know that the information is coming from a trustworthy source. That's why it's important to use one brand and one voice.







The FEMA Brand

- Accessibility first.
- Simplicity is key.
- Every FEMA product must be branded with the FEMA logo lockup, which is comprised of the DHS seal with the FEMA word mark.
 - FEMA follows the Department of Homeland Security (DHS) seal and logo guidelines.
 - The FEMA logo is always presented alongside the DHS seal and cannot be modified beyond the approved variations.





The FEMA Brand

- The FEMA identity and logo is the primary brand for the agency.
- Programs should use the FEMA identity and logo to promote information to external audiences.
- Any program seeking to use their own logo or mark, must have written approval by the Director of External Affairs or his/her designee.



FEMA Branding

- What elements make up the FEMA Brand?
 - Design
 - Writing
 - Video









Where can I find design, writing and video resources?

- FEMA Branding Resources are located on <u>FEMA's Creative Services and Branding</u>
 <u>SharePoint page</u>.
- This is your one-stop shop for creative resources, including:
 - Design guidance
 - Photo/Video guidance
 - Writing guidance
 - Templates



Design Style Guide

The Design Style Guide is where you can find the descriptions of:

- FEMA Color Swatches
- FEMA Logo
- FEMA Fonts

Design Style Guide





FEMA Colors

DHS/FEMA Standard Colors

The standard dhs-blue color is the recommended main color to be used in design. Other colors can be used to compliment the dhs-blue. If the primary blue color is not the main color in design, it should still be found somewhere in the design element(s).

DHS Secondary Colors

 Secondary colors (shades) are alternative colors when the use of just the primary color is not possible.
 Black & White Colors Use of the black color as text/content and white color for the background are acceptable compliments to the brand colors.

508 Accessibility Note

- All colors are 508 compliant for color contrast when used with the white color (with the exception of light gray).
- 4.5:1 text contrast ratio



dhs-blue	dhs-gray	dhs-dark-gray	dhs-red	dhs-light-blue	dhs-green
dhs-blue-90	dhs-gray-90	dhs-dark-gray-90	dhs-red-90	dhs-light-blue-90	dhs-green-90
#000305	#080808	#040404	#080102	#000507	#040602
RGB (0, 3, 5)	RGB (8, 8, 8)	RGB (4, 4, 4)	RGB (8, 1, 2)	RGB (0, 5, 7)	RGB (4.6, 2)
CMYK (100, 40, 0, 98)	CMYK (0, 0, 0, 97)	CMYK (0, 0, 0, 98)	CMYK (0, 88, 75, 97)	CMYK (100, 29, 0, 97)	CMYK (33, 0, 67, 98)
dhs-blue-80	dhs-gray-80	dhs-dark-gray-80	dhs-red-80	dhs-light-blue-80	dhs-green-80
#001726	#363637	#19191a	#37050d	#002231	#1a2a0e
RGB (0, 23, 38)	RGB (54, 54, 55)	RGB (25, 25, 26)	RGB (55, 5, 13)	RGB (0, 34, 49)	RGB (26, 42,14)
CMYK (100, 39, 0, 85)	CMYK (2, 2, 0, 78)	CMYK (73, 67, 64, 78)	CMYK (0, 91, 76, 78)	CMYK (100, 31, 0, 81)	CMYK (38, 0, 67, 84)
dhs-blue-70	dhs-gray-70	dhs-dark-gray-70	dhs-red-70	dhs-light-blue-70	dhs-green-70
#002b47	#646566	#2f2f30	#660919	#003e5a	#314f1a
RGB (0, 43, 71)	RGB (100, 101, 102)	RGB (47, 47, 48)	RGB (102, 9, 25)	RGB (0,62,90)	RGB (49, 79, 26)
CMYK (100, 39, 0, 72)	CMYK (2, 1, 0, 60)	CMYK (70, 64, 62, 61)	CMYK (34, 99, 82, 51)	CMYK (100, 31, 0,65)	CMYK (76, 44, 100, 44
dhs-blue-60	dhs-gray-60	dhs-dark-gray-60	dhs-red-60	dhs-light-blue-60	dhs-green-60
#003e67	#929395	#444547	#950e24	#005b84	#477326
RGB (0, 62, 103)	RGB (146, 147, 149)	RGB (68, 69, 71)	RGB (149, 14, 36)	RGB (0, 91, 132)	RGB (71, 115, 38)
CMYK (100, 40, 0, 60)	CMYK (2, 1, 0, 42)	CMYK (68, 60, 57, 42)	CMYK (26, 100, 91, 26)	CMYK (100, 31, 0, 48)	CMYK (74, 33, 100, 21
dhs-blue	dhs-gray	dhs-dark-gray	dhs-red	dhs-light-blue	dhs-green
#005288	#c0c2c4	#5a5b5d	#c41230	#0078ae	#5e9732
RGB (0,82,136)	RGB (192, 194, 196)	RGB (90, 91, 93)	RGB (196, 18, 48)	RGB (0, 120, 174)	RGB (94, 151, 50)
CMYK (100,45,0,37)	CMYK (0, 0, 0, 28)	CMYK (0, 0, 0, 79)	CMYK (0, 100, 79, 20)	CMYK (100, 16, 0, 27)	CMYK (56, 0, 100, 27)
dhs-blue-40	dhs-gray-40	dhs-dark-gray-40	dhs-red-40	dhs-light-blue-40	dhs-green-40
#3d7ca5	#cfd1d2	#828284	#d24b62	#3d98c1	#85b063
RGB (61, 124, 165)	RGB (207, 209, 210)	RGB (130, 130, 132)	RGB (210, 75, 98)	RGB (61, 152,193)	RGB (133,176,99)
CMYK (79, 44, 19, 1)	CMYK (18, 13, 13, 0)	CMYK (51, 43, 41, 6)	CMYK (14, 85, 51, 1)	CMYK (73, 27, 12, 0)	CMYK (53, 13, 79, 1)
dhs-blue-30	dhs-gray-30	dhs-dark-gray-30	dhs-red-30	dhs-light-blue-30	dhs-green-30
#7aa5c1	#dedfe0	#a9aaab	#e08493	#7ab9d5	#abc994
RGB (122, 165, 193)	RGB (222, 223, 224)	RGB (169, 170, 171)	RGB (224, 132, 147)	RGB (122, 185, 213)	RGB (171, 201, 148)
CMYK (54, 25, 15,0)	CMYK (12, 8, 8, 0)	CMYK (35, 28, 28, 0)	CMYK (9,59, 27,0)	CMYK (50, 13, 9, 0)	CMYK (36, 7, 52, 0)
dhs-blue-20	dhs-gray-20	dhs-dark-gray-20	dhs-red-20	dhs-light-blue-20	dhs-green-20
#b8cfde	#edeeee	#d1d1d2	#eebdc5	#b8d9e8	#d2e2c6
RGB (184, 207, 222)	RGB (237, 238, 238)	RGB (209, 209, 210)	RGB (238, 189, 197)	RGB (184, 217,232)	RGB (210, 226, 198)
CMYK (27, 10, 7, 0)	CMYK (0, 0, 0, 7)	CMYK (0, 0, 0, 18)	CMYK (4, 30, 11, 0)	CMYK (26, 5, 5, 0)	CMYK (18, 3, 25, 0)
dhs-blue-15	dhs-gray-15	dhs-dark-gray-15	dhs-red-15	dhs-light-blue-15	dhs-green-15
#d6e3ec	#5f5f6	#e5e5e5	#f6d9de	#d6e9f2	#e5eede
RGB (214, 227, 236)	RGB (245, 245, 246)	RGB (229, 229, 229)	RGB (246, 217, 222)	RGB (214, 233, 242)	RGB (229, 238, 222)
CMYK (15, 5, 4, 0)	CMYK (0, 0, 0, 4)	CMYK (0, 0, 0, 10)	CMYK (2, 16, 5, 0)	CMYK (15, 2, 2, 0)	CMYK (10, 1, 14, 0)
dhs-blue-10	dhs-gray-10	dhs-dark-gray-10	dhs-red-10	dhs-light-blue-10	dhs-green-10
#f5f8fa	#fcfdfd	#f8f8f9	#fdf6f7	#f5fafc	#f9fbf7
RGB (245, 248, 250)	RGB (252, 253, 253)	RGB (248, 248, 249)	RGB (253, 246, 247)	RGB (245, 250, 252)	RGB (249, 251, 247)
CMYK (3, 1, 1, 0)	CMYK (0, 0, 0, 1)	CMYK (0, 0, 0, 2)	CMYK (0, 3, 1, 0)	CMYK (3, 0, 0, 0)	CMYK (2, 0, 2, 0)
	black #000000 RGB (0, 0, 0) CMYK (0, 0, 0, 100)		#1	white fffff RGB (255, 255, 25 CMYK (0, 0, 0, 0)	55)

FEMA Fonts

- DHS/FEMA Standard Fonts
 - Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all print communications Franklin Gothic and Joanna are preferred. For digital communications, DHS recommends Source Sans Pro or ITC Franklin Gothic.
- **Joanna** (Merriweather or Times New Roman are acceptable substitutes for serif fonts in the FEMA brand.)
 - Titles
- ITC Franklin Gothic
 - Body and all around text



abcdefghijklmnopq rstuvwxyz 1234567890\$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopq rstuvwxyz 1234567890\$&?{}

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

FEMA Logo

- FEMA follows the Department of Homeland Security (DHS)
 - seal and logo guidelines. Every FEMA
 product must be branded with the FEMA
 logo lockup, which is comprised of the DHS
 seal with the FEMA word mark. The FEMA
 logo is always presented alongside the DHS
 seal and cannot be modified
- Clear Space
 - Allow ample space around the logo to maximize impact and minimize clutter. Allow a minimum of .25 white space around the logo





FEMA Logo

Print Scale

Use the horizontal or vertical lockup for most print applications. The benchmark size is 0.625 inches horizontally for 8.5-inch x 11-inch documents including reports, brochures, PowerPoint presentations and forms. For large-format print pieces, such as posters and banners, where the logo is used with a height greater than 1 inch, the logo should be used in increments of ½ inch.

Complex Backgrounds

When using the logo over complex backgrounds, apply enough contrast to pass the section 508 color contrast ratio of 4:5:1.
 Use the FEMA gray logo for dark solids, gradients or photos. Use the FEMA blue logo for light solids, gradients or photo backgrounds.





Downloadable Icons

















Downloadable Graphics

Downloadable graphics for your use.













FEMA Templates

The Creative Services and Branding page contains:

- Suite of templates to choose from
 - Most popular templates and versatile templates are the Fact Sheet and Report Templates
- More templates available on the Administrator's Briefing Template intranet page.
- Zipped file with all the general and administrator templates are available on the OEA template page.





FEMA Fact Sheet Template

Top pointers during FEMA Template Trainings:

General

- Fact Sheet 5 pages or less / Report Template longer documents
- Styles Panel How to open Styles Panel, Arrow at bottom of Styles ribbon
- FEMA Styles Only use the styles with FEMA in front in the Style
 Panel, EXCEPTION is the Hyperlink style
- Apply FEMA Styles Place cursor and select the style in the style panel, style will auto apply
- Paste Unformatted Text Copy, Paste, Paste Special, Unformatted Text, Okay
- FEMA Normal Default style
- FEMA Figure Use for any photo, image, graphic, icon, etc. Don't forget the Caption style underneath the figure and alt text. In-Line images only (already applied with style)
- FEMA Table Styles Insert, Table, Create Table, Table Design Ribbon, Table Styles, first 5 are FEMA styles



FEMA Fact Sheet: Version June 2021 (FEMA Fact Sheet Header - First Page style)

Title: No Longer than Two Lines (FEMA Heading 0 – FACT SHEET with LINE)

Ideally, include a <u>subheader</u> with the "elevator speech" or takeaway message of the fact sheet. Use the *FEMA Heading O Subhead – FACT SHEET* style. Max length of four or five lines. Word count up to 20–30. words.

FEMA Heading 1 Style

- Open the Style Gallery: On the Home tab of the Word ribbon across the top of the screen select the little boxed arrow in the lower right of the Styles area to open the Style Gallery. Many of the styles must be applied from the Style Gallery.
- Pasting unformatted ("clean") text: Copy the desired text, put the cursor where you want to paste it, and click the dropdown arrow under "Paste." Select "Paste Special," and "Unformatted Text." Then apply the appropriate FEMA styles.

FEMA Heading 2 Style (Blue)

Text should be FEMA Normal style.

FEMA Heading 2 Style (Black) (alternate option)

Text should be FEMA Normal style.

FEMA HEADING 3 STYLE

Text should be FEMA Normal style.

FEMA Heading 4 Style

Text should be FEMA Normal style.

FEMA Heading 5 Style

Important Reminder

This template has "Different First Page" for the header/footer.

Don't forget to update the title and "Month Year" on the second page as well.



Month Year 1

What is the FEMA Writing Guide?

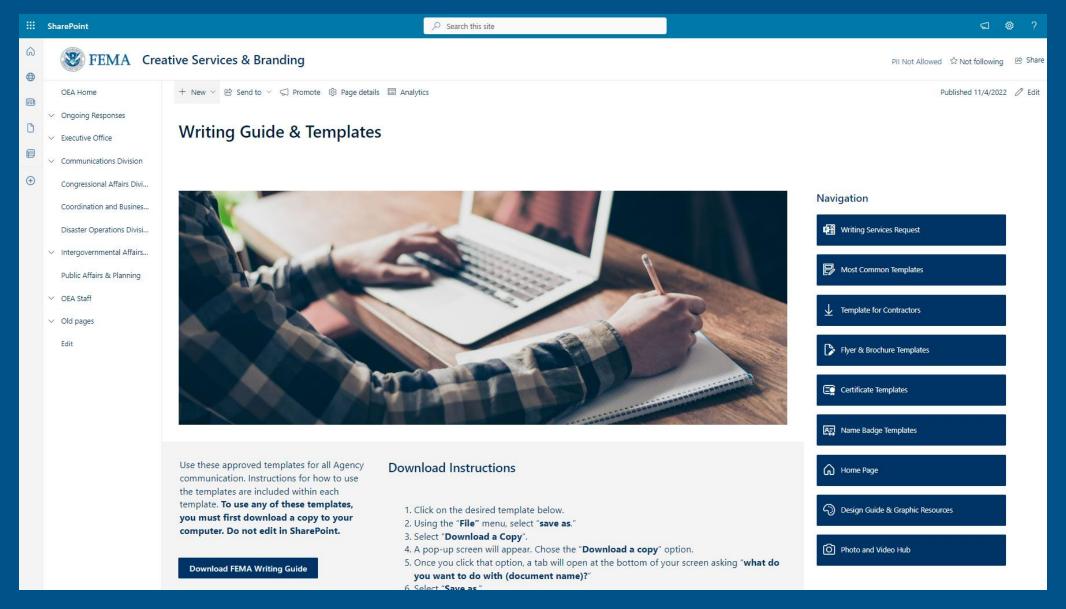
- The FEMA Writing Guide is a tool available to all agency employees.
- The guide helps us by demonstrating how we can:
 - Use the FEMA voice.
 - Incorporate plain language principles.
 - Ensure consistent style usage.

FEMA Style and Writing Guide

Second Edition

May 2022





What is the FEMA voice?

We are one agency with one mission.

 All communication products should emphasize FEMA — not a specific program office or division.

This approach ensures that FEMA is recognized as a single entity.





All products should emphasize FEMA as our primary organization

- Do: FEMA will staff a booth at the 2022 International Association of Emergency Managers Annual Conference to highlight the Integrated Public Alert and Warning System Program.
- Don't: FEMA's Integrated Public Alert and Warning System Program will staff a booth at the 2022 International Association of Emergency Managers Annual Conference.





Our messages should create a consistent and compelling narrative about FEMA.

Our language reflects FEMA's core values

Compassion

We demonstrate compassion in our writing by being mindful of our audience's perspective.

- Be sensitive to audience concerns, adjusting message tone to fit the situation.
- Time messages to best support and inform our audience.

Fairness

Our communication products show fairness by presenting information in a consistent and easily accessible manner.

- Use plain language and make every product accessible for all readers.
- Use multiple communication channels to ensure messages reach their intended audiences.

Integrity

Our messages should be transparent and honest.

- Write plainly, without relying on jargon or platitudes.
- Explain reasoning, acknowledge concerns and describe next steps.

Respect

We understand that people bring their own experiences and perspective to the table.

- Listen to your audience before talking to them.
- Give credit where credit is due.



Using plain language

What is plain language?

It's communication your audience can understand the first time they read or hear it.

Using plain language is not just good practice — it's the law!

The <u>Plain Writing Act of 2010</u> requires all federal agencies to write in a "clear, concise, well-organized" manner that follows the best practices of plain language writing.





Plain writing: it's not that simple!

- Don't confuse plain and clear writing with "dumbing it down."
- Producing writing at the appropriate level of detail that makes it interesting for a general audience does not necessarily mean simplifying.
- It means being able to distill our work into prose that draws people in.
- Most importantly, simplifying language can help survivors quickly understand what they need to do.
- So, no jargon, bureaucratic or technical speak, and keep acronyms to a minimum!





Plain language best practices

Identify your audience

Think about who needs or wants to read document, and what they want or need to know.

Write in active voice

Active voice is a clear way to express who (the subject) is doing what (the verb). When the subject of a verb does something (acts), the verb is in the active voice.

Active voice: Connor hit the ball.

When the subject of a verb receives the action (is acted upon), the verb is in the passive voice.

Passive voice: The ball was hit by Connor.

Use personal pronouns

Pronouns help readers relate better to documents. When you address the reader as "you," they feel personally addressed and are more likely to understand what they need to do.



Plain language best practices, continued

Do not be wordy

Excess words make your writing weaker, so use plain language alternatives.

- Original: At the present time, the officers, in accordance with new regulations, on a monthly basis will conduct random security checks if there is a terrorist alert.
- Revised: Under new regulations, the officers will conduct monthly random security checks if there is a terrorist alert.

Replace bureaucratic words like "anticipate," "demonstrate" and "submit" with "expect," show" and "send."

Structure your writing

Organize your thoughts, and structure your writing to improve comprehension.

- Start with a main message.
- Divide your material into short sections.
- Group related ideas together.
- Put material in an easy-to-follow order that makes sense to the reader.



Before

Flood conditions contribute to the growth and transmission of many kinds of fungi, some of which can cause sickness. Cleanup workers are at increased risk of exposure to airborne fungi and their spores because they often handle moldy building materials, decaying vegetable matter, rotting waste material, and other fungus-contaminated debris. The fungal material is carried into the respiratory tract when airborne particles are inhaled.

After

Be careful when cleaning up after a flood. You may be exposed to and breathe in unhealthy mold from:

- The air.
- Damp building materials.
- Decaying vegetable matter.
- Rotting waste material.
- Any other damp debris.

Source: www.plainlanguage.gov





Plain language resources

- The <u>Plain Language Action and Information</u> <u>Network</u> (PLAIN) offers training, guidelines and additional resources.
 - Download Federal Plain Language Guidelines
 - Checklist for plain language
 - Classes for federal agencies
- The <u>Center for Plain Language</u> is a nonprofit membership organization dedicated to promoting and supporting plain language in the public and private sectors.



New! Gender Inclusive Language

The Writing Style Guide now includes guidance intended to improve gender inclusivity in all FEMA communications including:

- 1. Gender-neutral reference to FEMA employees.
- 2. Use of gender-neutral nouns.
- 3. How and why to use gender-inclusive pronouns.





Style Guides and when to use them

When creating the FEMA Writing Guide, we used the following three style guides as sources:

- The U.S. Government Publishing Office Style Manual (GPO)
- The Associated Press Stylebook (AP)
- The FEMA Office of the Executive Secretariat Instruction Manual (ExecSec)

When to use style guides

Category	Product	Style
Congressional	Congressional reports, advisories	GPO
Digital	Social media, FEMA websites	AP
Executive Correspondence	Documents for DHS Secretary, DHS Deputy Secretary or DHS Chief of Staff review, approval or signature; tasks from DHS HQ, DHS Components or the White House; briefings to the FEMA Administrator	ExecSec
External Affairs	Newsletters, fact sheets, job aids, stakeholder advisories, topline messages to leadership, digital messaging boards, external affairs guidance, communication plans, news releases, media advisories and alerts, FEMA statements, Op-eds, responses to media inquiries	AP
Official Printed Products	Products to be printed by the Government Publishing Office	GPO



What is FEMA Photo and Video Guidance

- Visual Imagery Hub
 - Consent Form.
 - Video Resources (lower-thirds).
 - Ending Animations.
 - Text on Screen Graphics.
 - Video Request Form.
 - Upload Guidelines.





Video Guidelines

- Uploading Guidelines
- Captions should be accompanied with videos in .SRT file (subtitle file) or open captioning.
- Must include lower-thirds for those featured in the video. Lower-thirds templates are available and are in a .MORGT format and After-Effects template.
- All videos should end with FEMA logo card.
- Branding Guidelines
- Other considerations





All Video Graphics Follow the FEMA Design Guide and Use the Following

- FEMA Color Palette
- FEMA Font Style
- FEMA Logo

The FEMA Design Guide will contain FEMA Branding standards.

Design Style Guide





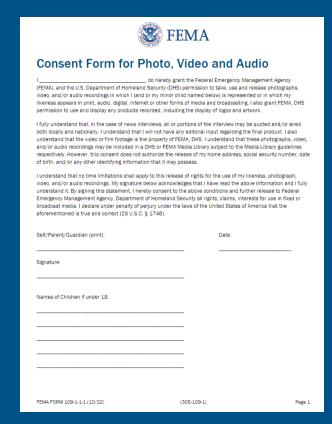
Personally Identifiable Information (PII) in Video

- All PII must be blurred. This includes:
 - Badges.
 - License plates.
 - Addresses.
 - Phone numbers.
 - Emails.
 - Any information that can be used to identify an individual.



Photo and Video Consent

- When to use a consent form?
 - Consent is required for videos and photos that display or say the name of subject.
 - Consent is not required for "implied consent" conditions, such as when in public spaces.
 - All identifying images of minors should be accompanied with a signed consent form from the parent or guardian.





Requesting a Video or Photo Shoot

- Video Request Form.
- Photo Request Form.
 - Portraits are reserved for the Senior Executive Service appointees and senior leadership.
- If your program office already has a video, ensure it follows all guidelines. Videos not aligned with FEMA standards will not be routed for use.



Video Services Request Form

Please complete this intake form to request the creation, consultation or editing of a video product(s) by OEA's Visual Imagery Team. Note: Please work with your program area's designated OEA communications advisor <u>before</u> completing this form.

When you submit this form, the owner will see your name and email address.		
* Required		
1. What is your program area? If applicable, please specify region. *		
Office of Administrator (OA)		
Mission Support (MS)		
Office of Chief Counsel (OCC)		
Office of External Affairs (OEA)		
Office of Policy & Program Analysis (OPPA)		
Office of Response & Recovery (ORR)		
Office of the Chief Financial Officer (OCFO)		
Other		
2. What is the email address of your designated OEA Communication Advisor? For list by organization see https://usfema.sharepoint.com/sites/EA/OEA/SitePages/Advisors.aspx . (Note: OEA staff, please type N/A for internal submissions.) *		
Enter your answer		

Visual Imagery Hub

- Looking for photos for your publications?
 Visit the Visual Imagery Hub.
- Visual Imagery Hub contains imagery of:
 - Disasters.
 - Regional visual imagery.
 - Headquarters
 - U.S. Fire Administration.

Photo and Video Repository Welcome to the photo and video repository for the entire agency. Hundreds of folks use this site. Please follow all provided guidelines. This will enable all of us to be able to easily find files when we need them. How to use this site 1. Go to appropriate library using the menu items on the left navigation. a. First check for the disaster on **Disaster Site Libraries**. b. If there is no disaster site library created, use one of the region locations in the left menu and then click "go to library" button after you arrive c. If storage is full, you may upload to the back up location. d. If you are unable to upload, please contact fema-photo-video@fema.dhs.gov. 2. Familiarize yourself with the upload guidelines*. 3. Upload file(s) by "drag and drop" or through menu option. Photography Request Upload Guidelines ☐ Video Request Video Resources Contact Us Consent





Web Management

Additional Resources



<u>Digital Messaging Boards</u> (work through your External <u>Affairs Advisor</u>)



Intranet Messages (work through your External Affairs Advisor)

Open Door Policy

Please reach out to the Communications Division with any questions or concerns as you create your products.

Design@FEMA.DHS.GOV

Branding@FEMA.DHS.GOV

FEMA-Photo-Video@FEMA.DHS.GOV

FEMA-Employee-Communications@FEMA.DHS.GOV

Thank you!

