



National Earthquake Hazards Reduction Program (NEHRP) Identity Guidelines

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NEHRP Identity Guidelines*

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*The logo can be downloaded in multiple formats at www.nehrp.gov. If you have any questions or additional requests, please contact info@nehrp.gov.

Introduction

The National Earthquake Hazards Reduction Program (NEHRP) is nationally recognized throughout the earthquake community. By branding all communication products, NEHRP visually exemplifies its continued commitment to quality and excellence. NEHRP Identity Guidelines were developed to help further build a consistent and powerful brand for NEHRP by making it easier for contractors and agencies to use the NEHRP logo consistently across all communication products. These simple guidelines provide recommendations for size, proportion, treatment, and color usage. Examples are provided for further clarification as well as information on availability. If you have any questions or comments, please contact info@nehrp.gov.

Proportion and Size

The logo should never be distorted, stretched, condensed, or manipulated in any manner. The minimum allowable size of the logo is 0.8 inches wide or 20 mm.

Correct Proportions



Incorrect Proportions



The seismic line is altered.

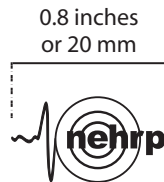


The letters are altered.

Do not Distort



Minimum Size



Treatment

To maintain integrity and clarity, there should be no distracting visuals near the NEHRP logo. The logo must always be clearly legible.

Ideal clear area
(at least 10% the size of logo)



No crowding, overlapping,
or merging



Do Not create boxes
or boundaries

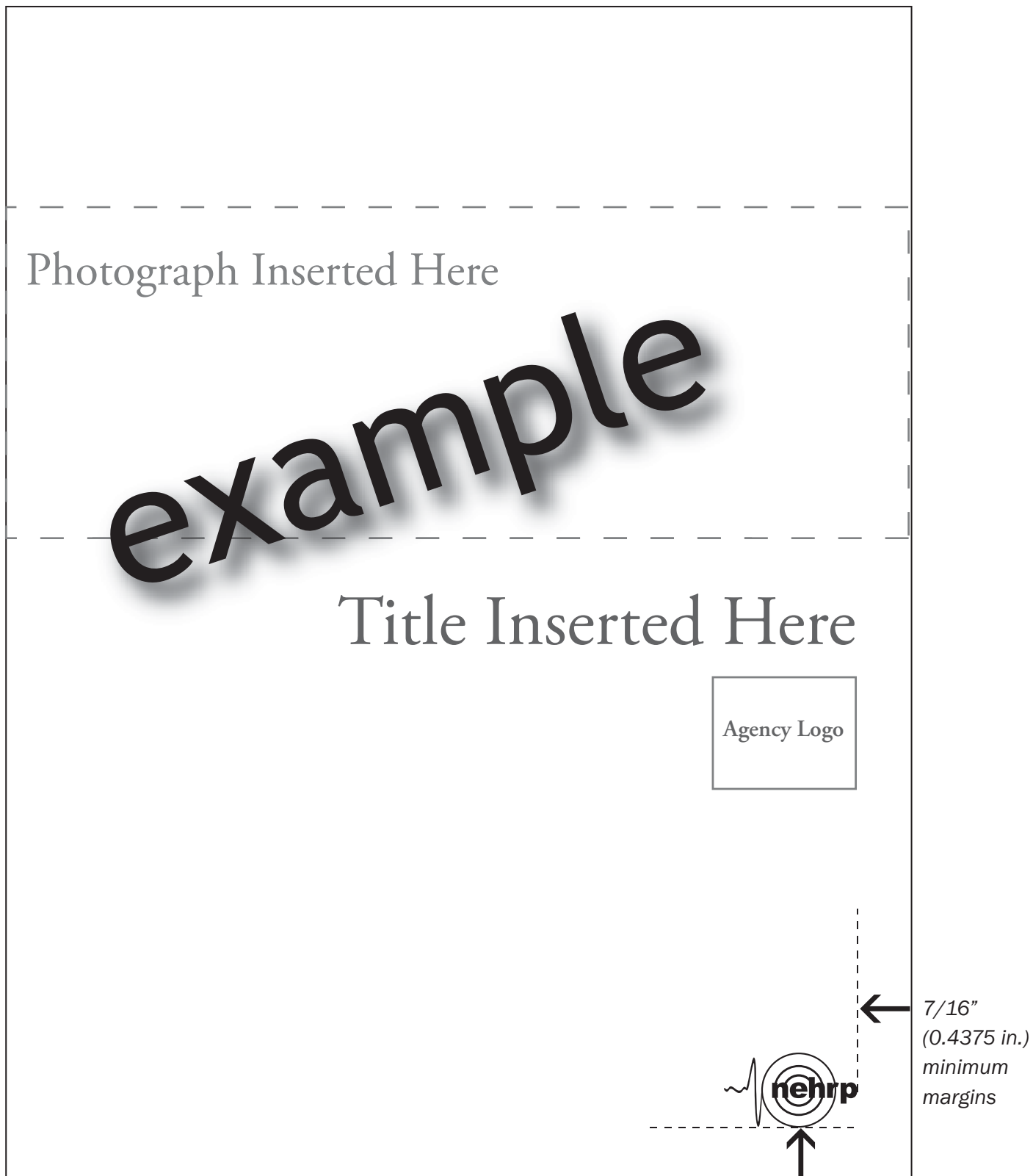


Do Not use in a sentence,
headline, or phrase.



Placement Example - 8.5" x 11" Publication

Placement of the 1.25" logo should be at least 7/16" (0.4375 inch) from the edge of the page.

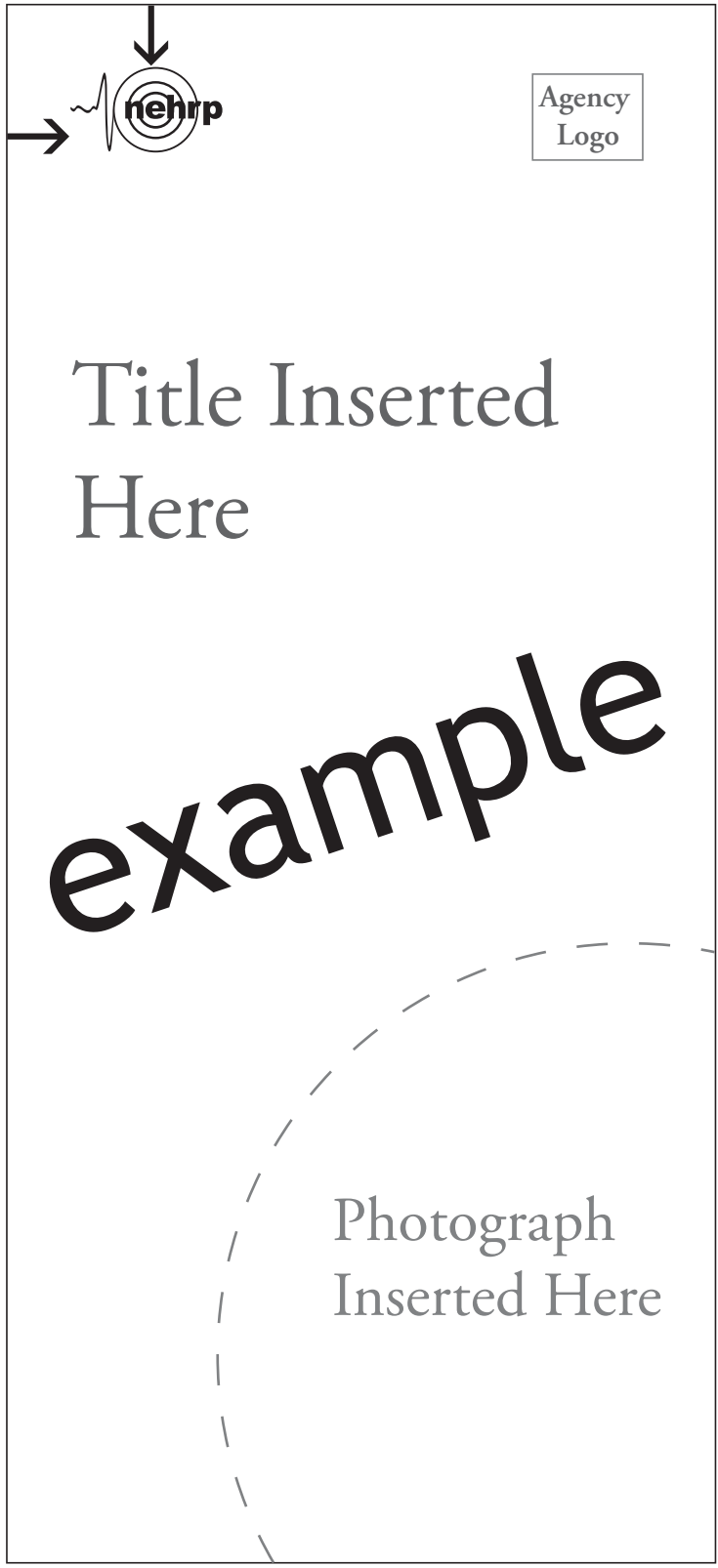


(This example is not shown at actual size.)

Placement Example - 5" x 11" Brochure

Placement of the 1" logo should be at least 3/8" (0.375 inch) from the edge of the page.

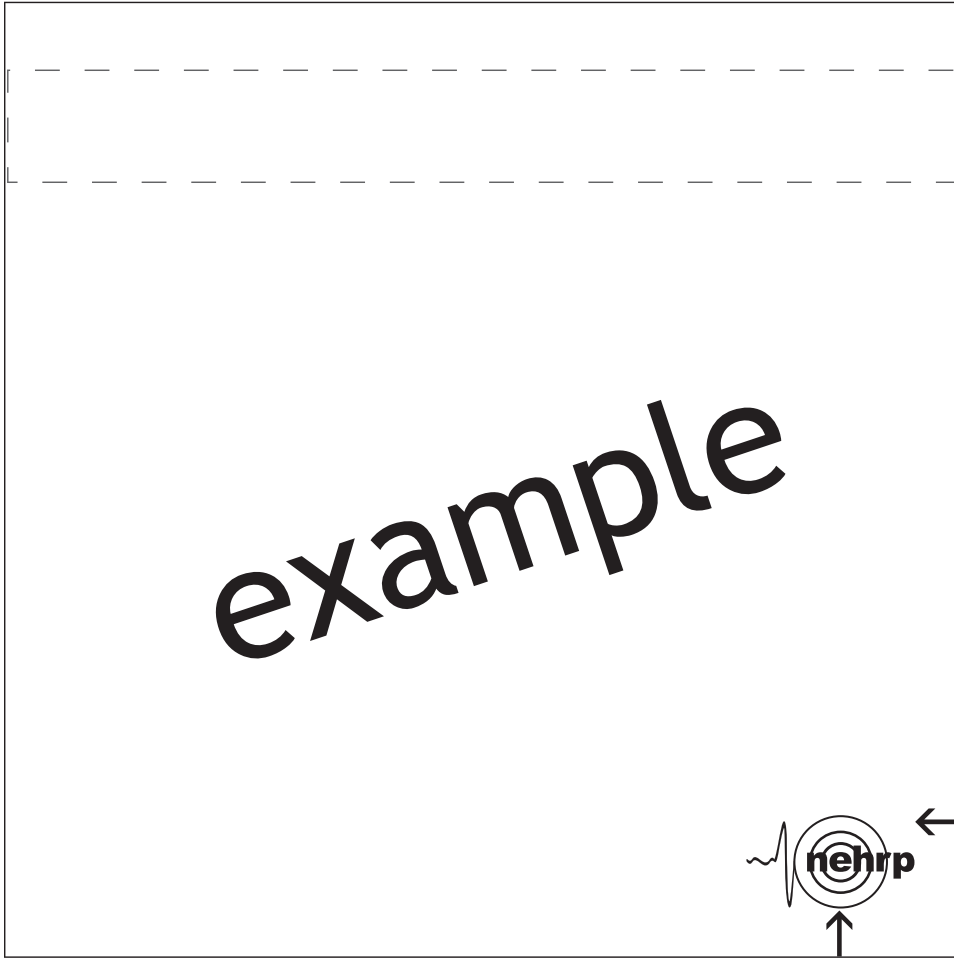
3/8"
(0.375 in.)
minimum
margins



(This example is not shown at actual size.)

Placement Example - 5" x 5" CD sleeve

Placement of the 0.875" logo should be at least 1/4" (0.25 inch) from the edge of the page.



← 1/4"
(0.25 in.)
minimum
margins

Color Usage

The official logo is red and blue (Pantone Matching System (PMS) 187C and 2955C). Alternate colors can be used in the following ways:



Official Red and Blue Logo



Black Logo



Red and White Logo (for dark backgrounds)













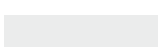
White Logo (for dark backgrounds)

Availability

The logo can be downloaded in multiple formats at www.nehrp.gov. If you have any questions or additional requests, please contact info@nehrp.gov.

Color Palette

In creating the NEHRP identity, a color system was established to maintain consistent usage across all communication products.

	Hex Code	RGB	PMS	CMYK	Swatch
Red	CC0033	204, 0, 51	187C	0, 100, 79, 20	
Orange	CC6600	204, 102, 0	166C	0, 64, 100, 0	
Yellow Gold	FF9900	255, 153, 0	137C	0, 35, 90, 0	
Green	006600	0, 102, 0	348C	100, 0, 85, 24	
Light Blue	006699	0, 102, 153	307C	100, 16, 0, 27	
Dark Blue	000066	0, 0, 102	2955C	100, 45, 0, 37	
Purple	660066	102, 0, 102	259C	55, 100, 0, 15	
Cool Gray	333333	51, 51, 51	11C	0, 2, 0, 68	
Cool Gray 2	999999	153, 153, 153	6C	0, 6, 12, 31	
Light Gray	CCCCCC	204, 204, 204	428C	2, 0, 0, 18	
Light Gray 2	E6E6E2	230, 230, 226	427C	0, 0, 0, 11	

Print Production Color Systems

PANTONE MATCHING SYSTEM® (PMS) is standard among ink matching systems for color reproduction. These standardized colors are typically used by designers and printers to ensure exact color matching on printed materials. These PMS colors are for printing on coated (C) paper.

CMYK (Cyan, Magenta, Yellow, Black) is a color ink system used in four-color process reproduction. The CMYK method mixes these four colors by predetermined percentages to replicate selections in a color palette, like PMS.

Screen Viewing Color Systems

Hex Code (Hexadecimal Code) is a color system understood by web browsers and various software applications. Colors are defined using a hexadecimal notation (00-FF) for the combination of red, green, and blue. For example, FF0000 is rendered red because the red number is set to its highest value, FF.

RGB (Red, Green, Blue) is a color system understood by web browsers and various software applications. Colors are defined using a decimal (0-255) or percentage value for the combination of red, green, and blue. For example, 255, 0, 0 and 100%, 0%, 0% are both rendered red because the red number is set to its highest value.