Introduction

The Great Southern California ShakeOut is a week-long series of special events organized to inspire Southern Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes.

The ShakeOut identity and application system are based on a fresh, positive and sophisticated appearance.

The following pages provide specifications for implementing the ShakeOut identity in a consistent, thoughtful and professional manner.
The ShakeOut identity consists of the ShakeOut logo and the name, “The Great Southern California ShakeOut.” These are used together in a stacked or horizontal configuration, or separately, depending on the application.

The primary typeface for ShakeOut is Helvetica Neue. The name “The Great Southern California ShakeOut” is always set in Helvetica Neue Bold. Two locked-up versions of the logo have been developed: a stacked version and a horizontal version.

The ShakeOut logo should never be redrawn or modified. Use only the approved artwork as shown in this document.
The ShakeOut identity should always be reproduced in one of the primary ShakeOut colors, selected from the Pantone Matching System (PMS). These colors are PMS 144 Orange, PMS 405 Grey, PMS 390 Green and PMS 3005 Blue. The ShakeOut identity can also appear in black or white.

Do not use any other colors than these primary colors for the ShakeOut identity.

PMS 144

PMS 405

PMS 390

PMS 3005
The ShakeOut identity should always be reproduced in one of the primary ShakeOut colors, selected from the Pantone Matching System (PMS). These colors are PMS 144 Orange, PMS 405 Grey, PMS 390 Green and PMS 3005 Blue. The ShakeOut identity can also appear in black or white. Do not use any other colors than these primary colors for the ShakeOut identity.
The ShakeOut identity should always be reproduced in one of the primary ShakeOut colors, selected from the Pantone Matching System (PMS). These colors are PMS 144 Orange, PMS 405 Grey, PMS 390 Green and PMS 3005 Blue. The ShakeOut identity can also appear in black or white. Do not use any other colors than these primary colors for the ShakeOut identity.
Whenever possible, the ShakeOut identity should be used on a white background. If a white background is not applicable or available, the logo can be reversed out to white from a solid color background. It's preferable to use a color from the ShakeOut color palette or black.
There is no maximum size constraint for using the ShakeOut logo. There are, on the other hand, considerations for using the logo when space is a consideration and it needs to appear small.

The minimum width of the ShakeOut logo is 0.75”.

The minimum width of the ShakeOut stacked configuration is 1.5”.

The minimum width of the ShakeOut horizontal configuration is 2”.

The logo should not be used smaller than 0.75”.

The stacked configuration should not be used smaller than 1.5”.

The horizontal configuration should not be used smaller than 2”.
The ShakeOut color palette consists of specially selected primary colors and accent colors. The ShakeOut identity should always be reproduced in one of the primary ShakeOut colors, selected from the Pantone Matching System (PMS). These colors are PMS 144 Orange, PMS 405 Grey, PMS 390 Green and PMS 3005 Blue. The ShakeOut identity can also appear in black or white. The accent colors are available to use for a variety of applications, depending on usage and the need for additional colors. These colors are PMS 184 Pink, PMS 216 Dark Red, PMS 2955 Dark Blue and PMS 7404 Yellow.

### Primary colors

<table>
<thead>
<tr>
<th>PMS 144</th>
<th>PMS 405</th>
<th>PMS 390</th>
<th>PMS 3005</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M55 Y100 K0 R239 G130 B0 WEB EF8200</td>
<td>C60 M50 Y63 K28 R93 G95 B82 WEB 666666</td>
<td>C36 M0 Y100 K0 R181 G191 B0 WEB 65BF00</td>
<td>C100 M35 Y0 K0 R0 G120 B202 WEB 0078CA</td>
</tr>
</tbody>
</table>

**BLACK**

**WHITE**

### Accent colors

<table>
<thead>
<tr>
<th>PMS 184</th>
<th>PMS 216</th>
<th>PMS 2955</th>
<th>PMS 7404</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M70 Y30 K0 R249 G90 B121 WEB F95279</td>
<td>C60 M90 Y55 K0 R127 G36 B71 WEB 7F2447</td>
<td>C100 M55 Y5 K30 R0 G59 B106 WEB 003B62</td>
<td>C0 M10 Y90 K0 R245 G B19 WEB F5D313</td>
</tr>
</tbody>
</table>
The primary typeface for ShakeOut is Helvetica Neue. This typeface should be used for all communications. Do not stretch or distort the letterforms, or use condensed or expanded versions of this typeface. The italic version of this typeface can be used as secondary type elements.

“The Great Southern California ShakeOut” is always set in Helvetica Neue Bold. Supporting text and messages can appear in the Regular or Light to provide contrast to the ShakeOut identity.

For Web site applications, the Arial typeface should be used.


The ShakeOut identity, which consists of the logo and name, are the core identifiers of the event. Its consistent representation across all applications will preserve its integrity.

Below are examples of inappropriate uses of the ShakeOut identity. It is best to avoid such treatments at all costs.

Do not change color. Use only the designated primary colors for the logo.

Do not mix colors.

Do not distort or stretch the logo.

Do not apply filter or effects to the logo.

Do not place logo on a color background that does not have sufficient contrast.

Do not combine logo with other graphic elements, icons or patterns.
The ShakeOut identity, which consists of the logo and name, are the core identifiers of the event. Its consistent representation across all applications will preserve its integrity.

Below are examples of inappropriate uses of the ShakeOut identity. It is best to avoid such treatments at all costs.

Do not mix colors.

Do not set the wordmark in any other typeface.

Do not change the letterspacing.

Do not compress or skretch wordmark.

Do not outline wordmark.
About ShakeOut

ShakeOut is organized by the Earthquake Country Alliance, a public-private partnership of leading earthquake professionals, emergency managers, government agencies, businesses and community leaders.

The goals of the Alliance are to educate communities on earthquake safety and recovery, increase awareness and preparedness, improve recovery planning and reduce losses in future earthquakes.

For more information, visit shakeout.org.