



SMALL STEPS TOWARD BEING PREPARED FOR AN EMERGENCY

## Guidelines for Promoting Do 1 Thing

Do1Thing is a public education program designed to overcome barriers to emergency preparedness by making preparedness easy and inexpensive.

These brand and logo guidelines are for all groups and individuals promoting the Do 1 Thing program in their community or to their consumers. The guidelines cover use of the logo, the phrase “Do 1 Thing” as text, and program materials.

### Appropriate Use of the Do 1 Thing Brand and Materials

The Do 1 Thing logo and website address can be placed on:

- Printed materials (brochures, billboards, banners, etc.) promoting the Do 1 Thing Program
- Power Point Presentations that follow the guidelines of appropriate use of the Do 1 Thing Logo.
- Printed materials promoting community and partner events that support the goals of Do 1 Thing
- Giveaways created for distribution at events that support the goals of Do 1 Thing only

Materials created and provided by the Do 1 Thing organization include fact sheets, calendars, and other materials available on the Do 1 Thing website. These materials should not be altered, and are copyrighted. An organization may develop its own promotional materials, but not its own educational materials using the Do 1 Thing brand.

Do 1 Thing fact sheets are the heart of the program. They are specifically designed to accomplish the goals of the program—to overcome the barriers that prevent people from becoming prepared for emergencies and disasters. They should be reprinted and distributed in their entirety.

However, it is appropriate to take information from the fact sheets (the “three things”, for example) and use it in newsletters, monthly email reminders, or other outreach materials appropriate for the organization’s constituents. Do 1 Thing themes should be emphasized whenever possible;

- Disasters change things (you may not be able to access services we take for granted every day)
- Personal responsibility (you are the only one who can ensure the safety of yourself and your loved ones)
- Social responsibility (if you are prepared you will be better able to assist others in your community)

- Empowerment (every small step toward preparedness makes a difference)

### **Inappropriate Use of the Do 1 Thing Brand and Materials**

Do 1 Thing takes a positive approach to emergency preparedness. The logo and website address should not be used on materials showing graphic or dramatic images of disaster or disaster victims.

The Do 1 Thing brand should not be used to endorse (or appear to endorse) any other organization or its products or services.

Materials created and provided by the Do 1 Thing organization (fact sheets, calendar, signs, etc.) should not be edited or altered. Other logos should not be placed on the materials.

### **Feedback**

If there is additional information you feel should be included in Do 1 Thing materials, or if you have any questions about appropriate usage, please contact us.

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