

Get Ready Logo Guidelines

EXECUTIVE SUMMARY

The NSW Get Ready logo has been designed to promote all-hazard disaster preparedness in NSW communities. The logo is complemented by five (5) key messages that summarise actions for household preparedness that are common for all-hazard types.

These Guidelines describe the conditions of use for the Get Ready logo. These terms have been developed to maintain the integrity of the Get Ready brand and ensure the community continues to have trust in the all-hazard preparedness approaches.

The logo can be used by local councils, community groups and private business, pending written approval from the Office of Emergency Management (Department of Justice). The logo is also available for NSW Government agencies to use.

These Guidelines include information on:

- Co-branding
- Application Process
- Style Guidelines

For more information on the Get Ready logo, please email getreadynsw@justice.nsw.gov.au.

1 Scope

The NSW Get Ready logo has been designed to promote all-hazard disaster preparedness in NSW communities. The logo is complemented by five (5) key messages that summarise actions for household preparedness that are common for all-hazard types.

These Guidelines describe the conditions of use for Get Ready logo. These terms have been developed to maintain the integrity of the Get Ready brand and ensure the community continues to have trust in the all-hazard preparedness approaches.

2 Purpose

The NSW Get Ready logo is available to be used for the following purposes:

- Promote all-hazard preparedness for disasters in NSW
- Raise awareness about the steps to prepare for emergencies
- Promote locally-led initiatives that encourage the community to be prepared
- Complement hazard-specific campaigns (e.g. bushfire, floods).

Any organisation seeking to use the Get Ready logo must read and comply with the terms and conditions in these Guidelines.

3 Background

Our resilience to natural disasters depends on individuals taking steps to prepare themselves. The research shows that every step taken to prepare for an emergency has the potential to reduce the emotional, financial and social impact of a disaster if and/or when it happens.

In July 2014, the NSW Cabinet endorsed five all-hazard disaster preparedness messages (known as the Get Ready key messages) and developed in collaboration with NSW emergency service Organisations (ESOs) to encourage the community to prepare for natural disasters. The messages summarise actions for household preparedness that are common for all hazard types. They have been designed to streamline the messages about all-hazard preparedness and to direct people towards hazard-specific information that could be relevant to them. The five key messages are:

- **Know your risk:** Think about the area you live in and the types of disasters that could affect you.
- **Plan now for what you will do:** Sit down and talk with your family and plan for what you will do if a disaster affects your area.
- **Get your home ready:** Prepare your home by doing general home maintenance and checking your insurance.
- **Be aware:** Find out how to prepare and what to do if there is a disaster in your area. Connect with NSW emergency services to stay informed.
- **Look out for each other:** Share information with your family, friends, neighbours and those who may need assistance.

The Office of Emergency Management encourages all organisations using the Get Ready logo to refer to, and include in communications, the five key messages, and include in communications a link to <https://www.emergency.nsw.gov.au/getready>.

For more information on the messages, and links to hazard-specific information, please visit: <https://www.emergency.nsw.gov.au/getready>

These messages have been coupled with a NSW Get Ready logo which has been developed in consultation with a range of ESOs. Together, they create a reputable identity for all-hazard preparedness initiatives.

The phrase Get Ready is the national slogan for disaster resilience (after being approved by the Australia New Zealand Emergency Management Committee in 2012). It is currently being used by the Commonwealth Government, Queensland and NSW Government to encourage preparedness in communities.

We know that effective public education needs repetition of the same messages for a wide variety of reputable authorities. While the logo and key messages are owned by the NSW Government, they are available to other organisations wanting to build resilience among the communities. Local organisations and the private sector (upon approval) have an opportunity to use a slogan, logo and key messages that already have traction in the emergency services sector.

These Guidelines are consistent with the NSW [Government Branding Guide](#). In particular, the Get Ready logo helps the NSW Government to achieve Priority 9 from the 2017 State Level Emergency Risk Assessment regarding a coordinated approach community engagement to emergency risks.

4 Conditions of Use

Approval Process

The Get Ready logo can only be used once written approval is issued by the NSW Office of Emergency Management.

Ownership

The Get Ready logo is the property of the NSW Office of Emergency Management. There may be legal consequences for using the logo without appropriate written approval from the NSW Government.

Locations for Use

The logo and key messages can be used on a range of promotional material including (but not limited to):

- websites
- flyers and fact sheets
- social media
- posters
- emails

The logo can also be used to brand locally-designed activities, including 'Get Ready Community Days' and 'Get Ready Forums', as long as these are consistent with the purpose of the logo. For other kinds of promotional materials, consultation with OEM is required.

The logo is also available to NSW Government departments wishing to co-brand their hazard-specific campaigns and organisations that do not otherwise have an existing logo to use (please refer to the **Get Ready Brand Guidelines** about modifications to the Get Ready logo).

To comply with the NSW Government Brand Guidelines, the Get Ready logo must be co-branded with the NSW Government Waratah logo. See Section 6 of these Guidelines and page 15 of the Get Ready Brand Guidelines for more information about co-branding.

Data Collection

Successful applicants will be asked to complete a data collection survey following the approval process.

Successful applicants will be asked to complete a year-in-review survey annually.

Eligible Applicants

The following organisations are eligible to apply to use the Get Ready logo:

- NSW Combat Agencies (as appropriate)
- NSW Functional Areas
- NSW Government Departments
- Local Councils
- Community Groups*
- Private Sector*
- Others (upon approval from the NSW Get Ready Steering Group)

*Applications from non-government organisations and the private sector must be approved by the Get Ready Steering Group prior to use. Please refer to Section 6 for more information.

Record Keeping

Approved users are asked to provide a copy of their promotional material and other collateral (with the Get Ready logo) prior to publication to ensure the logo has been used appropriately.

Sponsorship

The Get Ready logo is owned by the NSW Government (Department of Justice, Office of Emergency Management). It does not have sponsorship from any private or non-government organisation.

The Get Ready logo is a brand for the purpose of promoting all-hazard preparedness. It can be used to promote multi-agency initiatives that involve local council, non-government and the private sector. However, the NSW Government does not take responsibility for the attitudes and behaviour of partner organisations that are approved to use the Get Ready logo. Organisations interested in using the Get Ready logo must seek approval, to ensure the ethos of the initiative and the organisation is consistent with the Get Ready brand.

Please note that there is no additional funding, grants or sponsorship tied to the use of the Get Ready logo. Applicants must source their own funding to support their all-hazard initiatives.

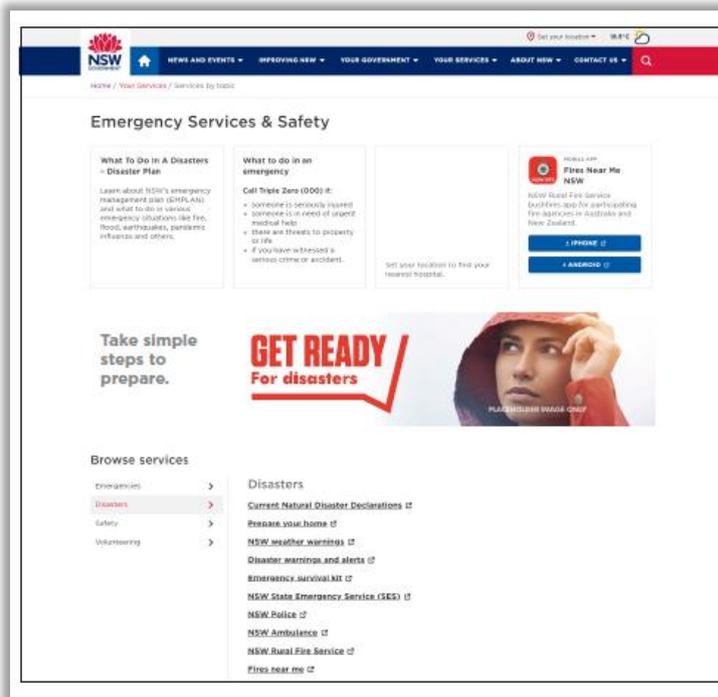
Partnership

The NSW Government has detailed arrangements to support the prevention, preparedness, response and recovery to natural and non-natural disasters. Organisations applying to use the Get Ready logo are encouraged to partner with emergency service organisations in their area. Promotions and locally-led initiatives are a chance to engage with emergency service organisations, develop new networks and help to bolster the existing arrangements.

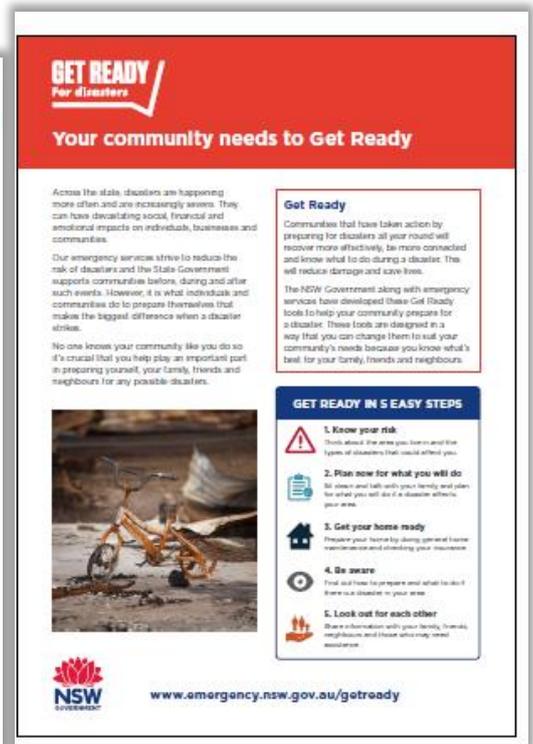
5 Multi-Agency Involvement and Co-Branding

Get Ready is a brand that can be used to promote all-hazard disaster preparedness initiatives that involve multiple organisations, including NSW Government agencies, local councils and community organisations.

In general, when the Get Ready logo is being used as an **overarching** brand for an initiative, the logo should be a prominent on the promotional material or publication, as should the NSW Government logo. For example:



Website example



Brochure example

Government Agencies Co-branding

Organisations are required to include the NSW Government logo on Get Ready materials. The logo should appear in full colour and be integrated into the design.

Acknowledgement of Government support – Non-Government Organisations

When an initiative is run in partnership with the NSW Government, its support should be acknowledged, by including the following:

Supported by the



When recognising the contribution of multiple NSW Government agencies on an initiative, the following rules apply to both government agencies and local organisations (in line with the [NSW Government Branding Guidelines](#)).

- The NSW Government logo should take precedence over NSW Government agency logos and must be in the most prominent position.
- In general, where there are two or more NSW Government agencies involved in a publication or advertisement that use the waratah in their agency logo, use only the NSW Government logo in place of agency logos:
 - Some exceptions will be allowed when it is beneficial to include multiple agency logos (e.g. to highlight the involvement of local government services in a local campaign)



- A list of contributing NSW Government agencies can also be included elsewhere in the promotional material or publication.
- For the purpose of all-hazard initiatives, where there are two or more NSW emergency service organisations involved in a publication or advertisement (and the waratah is not used in their logo), these logos may be used to co-brand promotional material alongside the local organisation’s logo. Designers should be careful the logos do not create unnecessary clutter



- Agency logos should be positioned with equal standing.

NSW Government Logo Size

The minimum size for the reproduction of the logo is:

- 15mm in height (print)
- 45 pixel height (digital)

Please refer to the NSW Government Branding Guidelines for more information.

Advertising and Sponsorship

Please notify the Get Ready Convenor if you intend to advertise Get Ready through a campaign. Under the NSW Advertising Guidelines, a ‘Government advertising campaign’ is defined as:

“Government advertising campaign means the dissemination to members of the public of information about a government program, policy or initiative, or about any public health or safety or other matter, that:

(a) is funded by or on behalf of a Government agency, and

(b) is disseminated under a commercial advertising distribution agreement by means of radio, television, the Internet, newspapers, billboards, cinemas or other media.”

Government advertising campaigns are subject to the *Government Advertising Act 2011* and may require a Compliance Certificate, Peer Review and Cost-Benefit Analysis before they can commence.

For more information, please contact the Get Ready Convenor at getreadynsw@justice.nsw.gov.au.

6 Applications

How to Apply for Approval

Applicants must apply to use the Get Ready logo by completing the Request Form at Appendix A. Applicants will be expected to provide information on their organisation, reason for applying to use the logo and how the logo will be used.

Applications can be submitted at getreadynsw@justice.nsw.gov.au. For more information and enquiries, please contact the Get Ready Convenor on 02 9212 9204.

The approval process can take up to three weeks. Please ensure you submit your application in a timeframe that allows appropriate consideration. For urgent enquiries, please contact the Get Ready Convenor on 02 9212 9204.

Termination of Use:

The Get Ready Steering Group maintains the right to withdraw an applicant's permission to use the Get Ready logo under the following circumstances:

- The integrity of the Get Ready logo has been undermined:
 - The applicant's integrity has been called into question
 - Co-branding with an organisation that has been brought into disrepute
- Misuse of logo design:
 - Modification of the logo or key messages without appropriate permission
 - Using the logo in a way that is not consistent with the Get Ready ethos
- Other reasons, at the discretion of the Get Ready Steering Group

7 Design Specifications

Please refer to the Get Ready Brand Guidelines for more information on the design and placement of the Get Ready logo.

As a general guide, please note the following:

- When the Get Ready logo is being used as a brand for all-hazards initiatives, it should be prominent on the publication or promotional material.
- The Get Ready logo is available in a number of formats and colours. The primary logo includes the tagline 'For disasters' and is available in four colours (green, red, yellow or reverse white). The minimum size for the primary logo is 25mm.
- The logo can be updated with 'extensions' to refer to a relevant place, town or hazard. In some circumstances, the logo can be used without the tagline 'For disasters' where it is in the context of a hazard-specific message.



- The colour scheme, angle, scale or tints should not be modified.
- There should be an appropriate distance between the logo and other imagery.
- Background imagery should not obstruct any part of the logo. The logo should be placed on a solid background to ensure all aspects of the design are clearly visible.
- The Get Ready Brand is not directly sponsored. Promotional material or publications must not be drafted in a way to imply otherwise.
- Please refer to the Get Ready Style Guide for more information.

8 Document information

Title:	Get Ready Logo Guidelines
Business Centre:	
Author:	Office of Emergency Management
Endorsed by:	A/Director, Corporate Communications, NSW Department of Justice
Approver:	Executive Director, Office of Emergency Management
Date of Effect:	17 October 2018
Next Review Date:	17 October 2019
Key Words:	all-hazards, disaster preparedness, Get Ready, logo, awareness raising, community engagement, style guide, branding

9 Document history

Version	Date	Reason for Amendment
1	26 May 2016	First version
2	12 October 2018	New NSW Government Brand Guidelines

NSW Get Ready Logo Request Form



Applicant Details

Contact name:		Secondary Contact	
Position (if relevant):		Position:	
Organisation or group:		Organisation or group:	
Phone:		Phone:	
Email:		Email:	
Address:		Address:	
Website:		Website:	
Social Media (Twitter, Facebook)		Social Media (Twitter, Facebook)	

Please answer the following questions

- **Please provide information on your organisation (200 word maximum)**

Reason for applying to use the Get Ready logo (200 word maximum)

Consider how your initiative will:

- *Promote all-hazards preparedness for disasters in NSW, or*
- *Raise awareness about the steps to prepare for emergencies, or*
- *Promote locally-led initiatives that encourage the community to be prepared, or*
- *Complement hazard-specific campaigns (i.e. bushfire, floods)*

Please list the organisation/s that will co-sponsor your initiative:

Please describe how the logo will be used?

Consider:

- *Any material the Get Ready logo will be printed on – including merchandise, clothing or banners for events*
- *Events or initiatives that will include the Get Ready slogan – BBQs, campaigns (including social media campaigns), special events or co-branded events*
- *Timeframes for using the Get Ready logo*

- I acknowledge that the authority to use the Get Ready logo may be revoked at any time, if it is used incorrectly there may be consequences for using the logo without appropriate written permission from the Office of Emergency Management
- I acknowledge that if approved to use the Get Ready logo, I will be required to reapply for continued use, providing details and examples of successful use of the logo to date.