



BRAND STANDARDS

Damage Prevention Week is the perfect setting to bring together major industry stakeholders to meet face-to-face to discuss new ideas, promote ways to prevent damage to our underground and overhead infrastructure and improve safety in the excavation community.

Celebrated in conjunction with Global Excavation Safety Conference, the international diversity is unique and sparks valuable conversations, connections, and ideas from a variety of perspectives.

The unique brand identity of Damage Prevention Week enhances damage prevention activities taking place by companies and organizations worldwide. While many participants are gathering in Tampa during this week, those companies engaging in local activities are also encouraged to incorporate the Damage Prevention Week logo into their planning. When a correct and consistent image is utilized, the brand is reinforced, and awareness is enhanced within the world of damage prevention and to the public at large.

The logo has been designed for optimal appearance. Compliance with these guidelines helps to ensure Damage Prevention Week presents a unified message and consistent image throughout the industry. The Damage Prevention Week logo is trademarked (TM) in every instance and protected by Infrastructure Resources, LLC.

CORRECT NAME USAGE FOR ARTICLES & ADVERTISING

Once you have referred to "Damage Prevention Week", whether in a headline or body of an article, it can thereafter be referred to as "DPW". On social media, refer to "Damage Prevention Week" as "#DamagePreventionWeek"

The logo must be a stand alone graphic and may NOT be used as part of a sentence. For instances where the logo cannot be used, the full name of the event must read (Damage Prevention Week). Adding the specific year at the beginning of the full name is allowed.

EXAMPLES OF INCORRECT NAME USAGE

- DP Week

LOGO COLORS

Primary



Primary Reversed



CMYK (Process Colors)

	C	M	Y	K
Black	75	68	67	90
Yellow Gold	0	30	100	0
Gray	51	43	43	7
White	0	0	0	0

Primary Black



Primary White



Pantone (PMS Spot Colors)

Black	Process Black
Yellow Gold	PMS 137 C
Gray	Cool Gray 8
White	

LOGO SAFE ZONE



The Damage Prevention Week logo may be used on colored, textured or photographic background. To ensure legibility, all supporting text elements must be kept outside of the logo safe zone using the ratio shown. Alterations to the Global ESC logo are not allowed. **DO NOT** warp, skew, or rotate the logo from its baseline.

In cases where the visual integrity of the logo is in question, use of a solid black or white background with zero stroke is recommended using the ratio shown.

MINIMUM LOGO SIZE

To maintain legibility of all key elements of the logo; the logo must never be used under 1.7" width.



VISUAL HIERARCHY

To ensure the Damage Prevention Week logo maintains visual prominence accompanying logos must be sized at the ratio of 2/3. This will be reviewed on a per-project basis.

WATERMARK USE

The watermark version of the Global ESC logo is created at 10% Black and may only be used internally or with permission from Infrastructure Resources, LLC



Watermark use only

MERCHANDISING USE

Proof approval must be obtained from Infrastructure Resources, LLC prior to creation of logoed merchandise including the Damage Prevention Week logo.

LOGO REQUIREMENTS FOR DIGITAL USE (Web)

The Damage Prevention Week web address will always be written as follows using uppercase and lower case letters: **DamagePreventionWeek.com**

In all instances that apply, the Damage Prevention Week logo used in digital formats or on the web will be accompanied by a hyperlink to: <https://DamagePreventionWeek.com> or any other link assigned by Infrastructure Resources, LLC

By downloading or receiving this document you agree to adhere to all of the guidelines stated within. For graphic exceptions or file recommendations please contact: info@emailir.com.