



Draft
Graphical standards
and logo toolkit

October 2021

Section 1
Introduction

Introduction

UNESCO-IOC Tsunami Ready program is the international standard for evidence-based community preparedness for tsunamis. To qualify as tsunami ready, communities must meet the indicators under three categories: mitigation, preparedness, and response.

These indicators include producing hazard and inundation map of their village; having tsunami risk reduction plan; having tsunami signs and information; having tsunami evacuation plans; having outreach and education materials and regular annual activities; practicing drills; having multiple means to receive and disseminate tsunami warnings such as phone calls, social media, local media and sirens; as well as having the emergency response plan and capacity to respond during emergency and to support Emergency Operation Centre during an emergency.

The Tsunami ready initiative is implemented as a voluntary, performance-based community recognition program that promotes an understanding of the concept of readiness as an active collaboration among national and local warning and emergency management agencies and government authorities, scientists, community leaders, and the public.

The Tsunami Ready logo only to be used by UNESCO, UNESCO/IOC, Tsunami Information Centres of UNESCO/IOC and UNESCO/IOC Intergovernmental Coordination Group for Tsunami Early Warning Systems.

Other use of the Tsunami Ready logo would need to request the approval from UNESCO/IOC Tsunami Unit. Please contact: x.xxxxx@unesco.org for permission.

Section 2

The logo graph and main principles

Logo Formats

There are two logo formats, The rectangle and the circle forms.

Both formats have the same concept, color scheme, and rules. The example taken in this guide is using the circle form.



The Logo Graph

The logo graph, as shown below, consists of four inseparable elements:

1. Green check mark, indicates there are indicators of UNESCO-IOC Tsunami Ready that need to be completed.
2. The three tsunami waves indicating this logo is for tsunami hazards
3. Pictures of people depicting that UNESCO-IOC Tsunami Ready is based on community preparedness
4. The blue circles (or the square) describe that UNESCO-IOC Tsunami Ready program is a global program covering covering the Indian Ocean, the Pacific Ocean, the North East Atlantic Ocean and the Mediterranean and Caribbean Seas.
5. The title in white font reading “Tsunami Ready” enclosed in a blue-background box.



The protection zone

This exclusion zone defines the minimum area of clear space around the logo graph


This protection zone is equal to the height of the box of words "Tsunami Ready"





Colours of the logo graph


Colored logos are a top priority to use. Black or white logos are used for specific needs such as merchandising or production with limited resources.

COLORS

 C60 M12 Y100 K1
R118 G171 B61
HEX #76AB3D

 C94 M59 Y3 K0
R0 G104 B174
HEX #0068AE

 C76 M2 Y9 K0
R0 G182 B221
HEX #00BGDD

 C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

 **BLACK**
C0 M0 Y0 K100
R35 G31 B32
HEX #231F20



■ WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



The fonts



Tsunami Ready

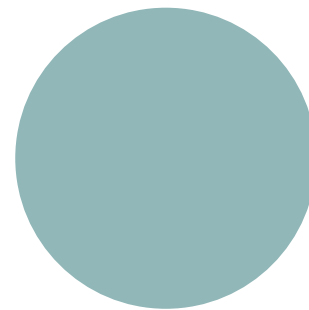
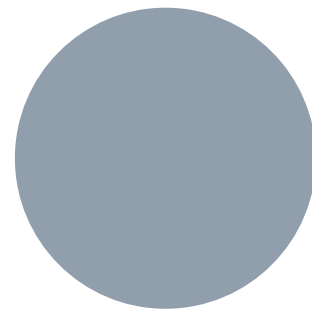
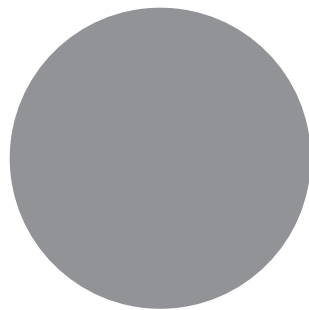
□ Helvetica LT Std Roman

□ Helvetica LT Std Black

Section 3
Combined logo

Combined logo

The tsunami ready logo is placed at the end of the sequence in each logo combination and uses a color logo



Sequence

The tsunami ready logo placed with UNESCO/IOC Logo



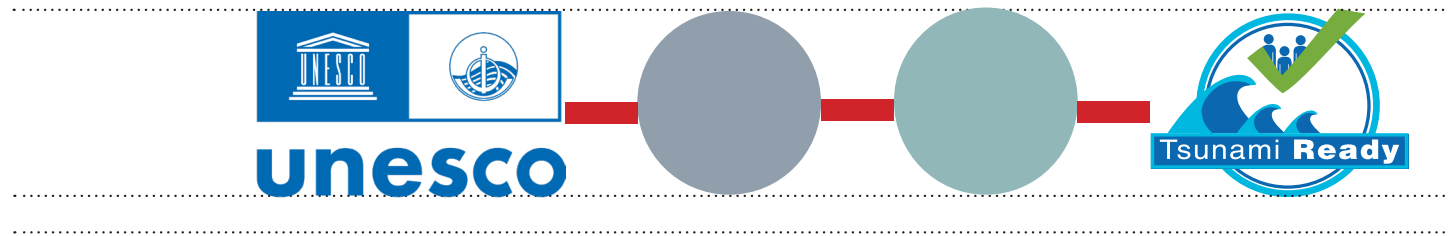
The tsunami ready logo placed with UNESCO/IOC Logo and TIC logo



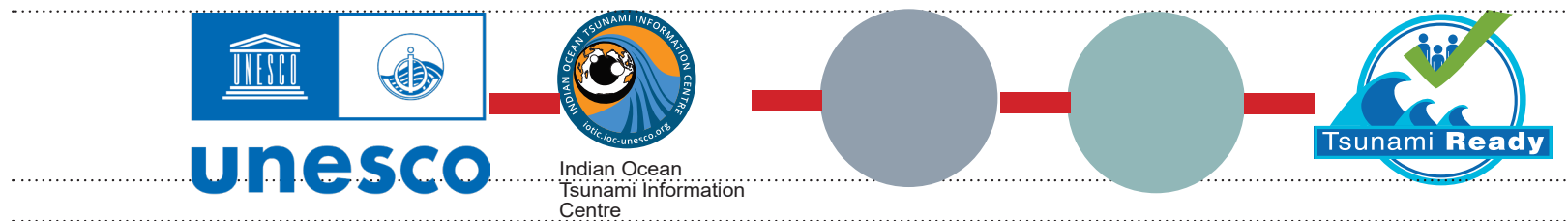
Sequence (external UNESCO/IOC)

External organization would need to request permission to UNESCO/IOC to use the Tsunami Ready logo
Request to be sent by email to UNESCO/IOC Tsunami Unit (x.xxxxx@unesco.org) with detail explanation on the objective for using the Tsunami Ready logo).

Other organization logo to be placed between UNESCO/IOC Logo and the Tsunami Ready logo



Other organization logo placed with UNESCO/IOC Logo, TIC logo, and Tsunami Ready Logo



Section 4

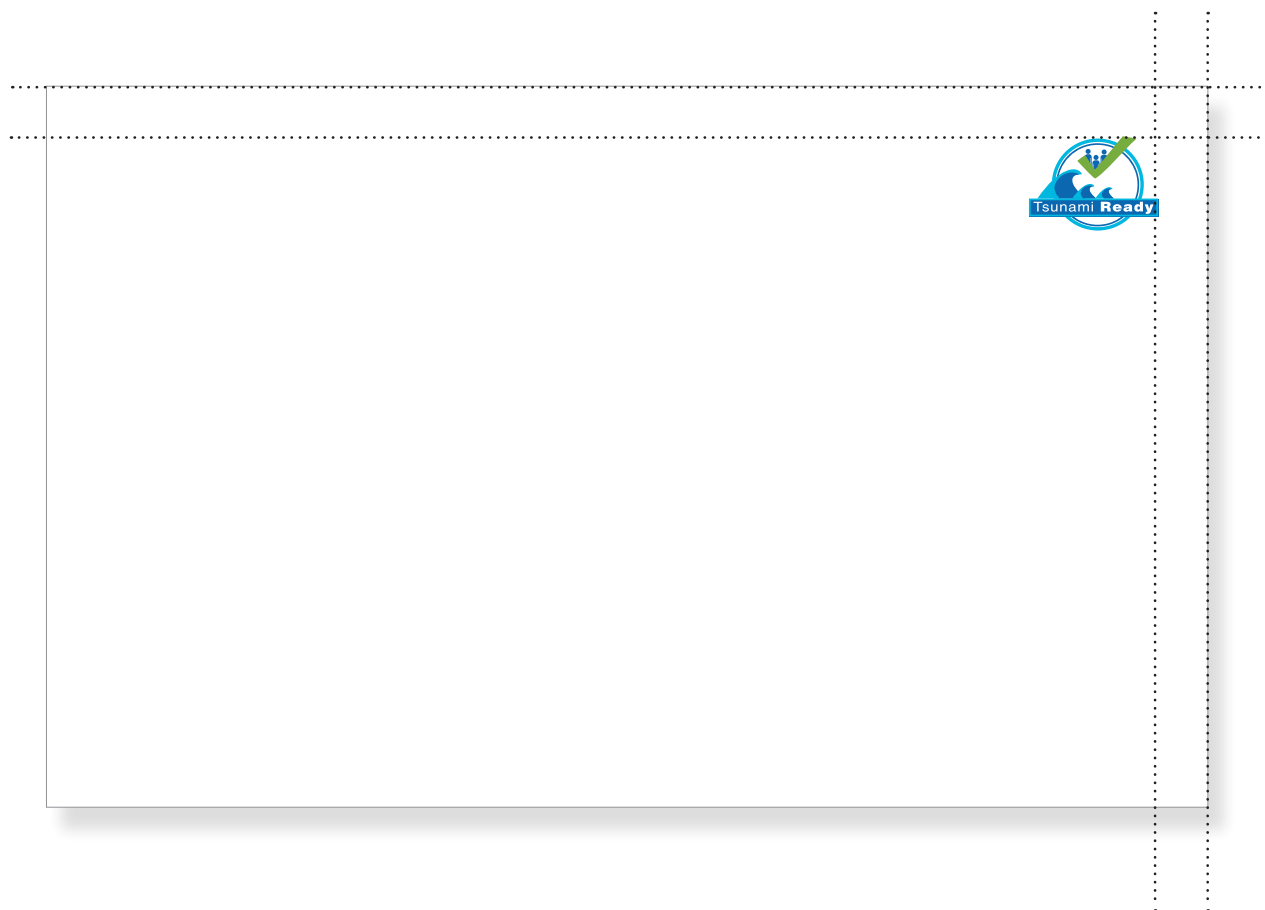
Examples of applications

Tsunami Ready with other logos



Presentation

The tsunami ready logo is placed at the top right corner of presentation format



Tsunami Ready Certificates

The tsunami ready logo is placed at the top right corner of the paper



Intergovernmental Coordination Group for (Name of ICG Region)

Certificate of Recognition

Insert Name of Community

Insert Location (District, Village, Country)

For successfully piloting the UNESCO-IOC Tsunami Ready Initiative

Insert Location (District, Village, Country)

Insert Date

(Name)
Assistant Director General and Executive Secretary
UNESCO

(Name)
Chairperson
(name of ICG)

(Name)
Chairperson
National Tsunami Ready Board (name of country)



Intergovernmental Coordination Group for (Name of ICG Region)

Certificate of Appreciation

Insert Name of the Person

Insert Location (District, Village, Country)

For support in piloting the UNESCO-IOC Tsunami Ready Initiative

Insert Location (District, Village, Country)

Insert Date

(Name)
Assistant Director General and Executive Secretary
UNESCO

(Name)
Chairperson
(name of ICG)

(Name)
Chairperson
National Tsunami Ready Board (name of country)

Tsunami Ready Sign board

The tsunami ready logo is placed at the end of sequence



The Logo should not be used as follows:

The logo must always be used as mentioned before and cannot be modified (colours, design, sign).

- Do not use the logo without official approval from UNESCO IOC
- Do not use the Tsunami Ready sign without the official approval from UNESCO IOC
- Do not use the logo in another colour than the ones describes in this document.
- Do not create another monochrome version.
- Do not add a border around the logo.
- Do not apply any effects, such as shadows, to the logo.

