

Corporate Identity Standards Guide for 811



Know what's below.
Call before you dig.

CGA Background

The Common Ground Alliance (CGA) is a member-driven association that works to ensure public safety, environmental protection, and the integrity of underground infrastructure by promoting effective damage prevention practices for all underground facilities in North America. Since the CGA's inception in 2000, the organization has grown to nearly 1,500 individuals, organizations and sponsors in every facet of the underground utility industry.

To further CGA's focus on reducing damage to underground facilities, the CGA promotes and develops effective public awareness campaigns and educational programs. In 2007, the CGA and its member community launched the nationwide campaign to promote 811, the newly designated three-digit number for calling before you dig. Today, CGA continues to lead the national effort to raise awareness of 811 and safe digging practices.

811 Campaign Overview

The 811 logo and public awareness campaign were developed using CGA's proven consensus process with the focus on a consistent and universal message that could be used by all stakeholders.

The CGA hires professional services contractors to assist in specific CGA initiatives as was the case with the development of the 811 logo and subsequent campaign. The 811 logo was developed by RBMM of Houston, Texas. The logo was approved in 2006 by the CGA Board of Directors after being tested to both internal and external stakeholders through various means including online surveys, focus groups and webinars.

Shortly after the logo was approved, the CGA entered into a professional services contract with Fleishman-Hillard of Washington DC to develop the 811 public awareness campaign and coordinate the official launch of the number at a media event on May 1, 2007. The CGA now works with MGH of Baltimore who supports nationwide 811 public awareness activities.

The CGA 811 logo(s) are protected by federal trademark and copyright protections, and the CGA has an obligation to protect the integrity of these marks. The graphic standards manual provides specific instructions on proper use of the logo. Keeping the logo consistent and within the standards is paramount to building a brand that will be identifiable and understandable to those who intend to dig.

While the CGA welcomes the use of the 811 logo(s) for publication and promotional purposes in furtherance of the mission of the CGA, the 811 logo(s) are made available solely under the conditions of the Terms of Use. Please review the "811 Logo Terms of Use" found on page 10 of this document prior to downloading and using the mark.

Should you have any questions regarding the logo use; please email 811logo@commongroundalliance.com.

Introduction: 811 Logo

The first step in raising national awareness of 811 started with the development of the 811 mark. Long before the 811 number was launched; the CGA's Educational Programs Committee worked closely RBMM of Houston to create a memorable and meaningful logo. The resulting logo provides a snapshot of 811 in a vibrant and visually appealing way.

The logo is now widely used throughout the United States to promote the call before you dig process. Stakeholders are encouraged to use the 811 logo in public awareness campaigns, incorporate into corporate identities and display on company equipment.

Although the CGA makes the logo available to all stakeholders for promotion of 811, it is important that the 811 logo and tagline are used in accordance with the enclosed guidelines to maintain a consistent brand and to protect the 811 mark.



**Know what's below.
Call before you dig.**

See pages 5-9 for 811 logo artwork guidelines.

811 Logo: **Graphic Guidelines / Policies**

The following information provides an introduction to the do's and don'ts of using the 811 logo and campaign materials.

811 Image

- The 811 logo must be used with the official artwork provided by the CGA and should never be redrawn or recreated in any form. Resized logos must be created in proportion to the original logo design. (Refer to artwork provided on pages 5-7 of this guide)
- Colors within the 811 logo should not be changed in any way other than the options provided in this guide. (Refer to color information on page 5 of this guide)
- When used on a dark background, the full color 811 logo that is bordered in white should be used, or in limited color applications, the one color version can be used.
- Individual elements of the 811 logo should not be used by themselves in any way or form (numbers, shovel, etc.).

811 Image & Tagline

- The 811 logo should be used with the tagline in only the horizontal and vertical configurations shown within the guide. (Refer to tagline artwork on page 7 of this guide)
- The tagline is only to be used as shown within this guide. The tagline should not be resized or reconfigured in any other form.
- The tagline is to be used in black only or reversed for dark background applications. The font type and font size is designated as a graphic element that is to be combined with the 811 logo as shown and should not be used in any other size configurations other than those provided within this guide.

811 Style Guide

The Associated Press Stylebook and Briefing on Media Law, usually referred to as the AP Stylebook, is a style and usage guide used by the U.S. news industry. Started in 1953, the AP Stylebook is commonly referred to as “the bible of the news industry” as it is the definitive guide for grammar, punctuation, principles and practices of reporting. The AP Stylebook is considered a newspaper industry standard. The guide fills the role of trusted advisor as it explains how to address use of often tricky words, numbers and symbols.

The CGA follows the AP Stylebook with respect to the 811 campaign.

811 Logo: **Graphic Guidelines / Policies**

Referencing 811

- According to the AP Stylebook, 811 is a group of numbers, so dashes and/or hyphens are not needed. Like area codes and country codes, 811 is considered a “group” of numbers, and hyphens are only to be used between groups rather than between individual numbers.
- For the sake of consistency and maintaining the clarity of the brand, the word “dial” should not be used in conjunction with the 811 logo and tagline. Dial refers to an outdated phone technology. “Call” is the preferred term to be used when promoting the 811 number.

Getting Started

- Approved versions of the 811 logo can be downloaded from www.call811.com or requested through materials@commongroundalliance.com.
- The 811 logo is a registered trademark of the CGA. At a minimum when using the logo, the registered trademark symbol ® should be used. In all settings where space is not limited such as brochures, web sites, various print uses and presentations, the following should also appear: “The 811 logo is a registered trademark of the CGA.”



**Know what's below.
Call before you dig.**

811 Logo: Graphic Guidelines / Logo Color Applications

Colors: The 811 logo was designed as a four spot color logo and should be used that way whenever the application and costs permit. However, it can be used effectively as a two color logo or in black and white if only one color is available. PMS colors, CMYK mixes and RGB mixes are provided below and should always be used for an accurate and consistent representation of the logo.



Spot Color (Preferred usage)

Background	PMS Black
811 Type	PMS 390
Dark Green	PMS 370
Dark Brown	PMS 7505

(Grays in shovel are screens of black 20%-45% /1011 embroidery)

CMYK (Process)	C	M	Y	K
Black	0	0	0	100
Gray 1	0	0	0	20
Gray 2	0	0	0	45
811 Type	22	0	100	8
Dark Green	56	0	100	27
Dark Brown	0	30	70	55

RGB	R	G	B
Black	0	0	0
811 (390)	186	196	5
Dark Gr(370)	86	142	20
Dark Br(7505)	131	99	68

(Grays in shovel are screens of black 20%-45%)

Embroidery – Madeira threads

PMS 390 = 1169

PMS 370 = 1170

PMS 7505 = 1329

Silver shovel = 1011

Black = 1000

If using Gunold or Isacord threads please contact materials@commongroundallince.com

Silkscreen Application

For cases when screen printing on a colored background, additional PMS colors for the gray shovel may be needed. The dark gray is PMS Cool Gray 7 while the light gray is Cool Gray 3.

For silkscreening on dark materials a white flash is necessary, and the flash needs to extend beyond the logo edge to create a white border.

(See application for dark backgrounds on the following page.)

811 Logo: Graphic Guidelines / Logo Configuration & Color Applications



A



B

**Know what's below.
Call before you dig.**

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Logo and Tagline Configurations

A- Vertical

B - Horizontal



A



B

Approved Color Variations

A - One Color

B - Grayscale (one-color with screens)
Black-Screen of black (20%-45%)



C



D

C - Two Color (Spot)
Black – PMS 390

D - Two Color with Grayscale
Black - PMS 390-
Screen of black (20%-45%)



E



F

E - One color with Border
For dark background applications

F - Full color with White Border
For dark background applications

811 Logo: Graphic Guidelines / Logo & Tagline

**Know what's below.
Call before you dig.**

**Know what's below.
Call 811 before you dig.**

**Know what's below.
Call  before you dig.**



**Know what's below.
Call before you dig.**

Tagline

- Wording, when used, must be consistent with tagline.
- Variations must be approved by the CGA.

Approved Tagline Variations

- Inserting the numbers "811" into the tagline
- Inserting the 811 image into the tagline

Font: Helvetica Neue black condensed

Protecting the Marks

The 811 logo is a registered trademark of the CGA. The logo is registered in the following three ways:

- 811 image only
- 811 image with tagline
- Tagline only

The registered trademark symbol ® should always be used. When space is not limited, the following should also appear: "The 811 logo is a registered trademark of the CGA."

(Refer to Terms of Use for additional information)

Questions & Steps for Approval

1. Logo Questions:

All questions about the logo, graphic standards and usage should be sent to 811logo@commongroundalliance.com.

2. Requests for Approval:

Any use of the logo that adheres to the guidelines outlined in this document does not need to be submitted for approval.

The following are examples of 811 logo usage that should be submitted for formal approval:

- a. Any use of the 811 logo not in line with the guidelines provided in this document.
- b. Incorporation of the 811 logo into a corporate identity or other mark.

All requests and images should be sent to 811logo@commongroundalliance.com for review.

Please email 811logo@commongroundalliance.com if you translate the tagline for approval. Logo has been translated in Spanish and is in use in several states. However, due to dialect, it is not ways translated the same way.

811 Logo: Graphic Guidelines / Misuse

The CGA can not approved the following uses of the 811 logo for reasons outlined within the guide and specified below.



Alteration of Logo Elements

- Never separate or remove any part or parts of the logo to use individually.
- Never change any graphic element of the logo.
- No additional graphic element can be added to the logo.



Color Alteration of Logo / Logo Elements

- Never alter or change any of the colors of the logo.
- Never rearrange existing logo colors within the logo.
- Never remove the color to any part or parts of the logo.



811 Logo: Graphic Guidelines / Misuse



Know what's below. Call before you dig.



**Know what's below.
Call before you dig.**



CALL 8-1-1
BEFORE YOU DIG.
Know what's below

KNOW whats BELOW.
CALL BEFORE YOU DIG.



KNOW WHAT'S BELOW. **811** CALL BEFORE YOU DIG.



Alteration Of Tagline Image

- The tagline font should not be changed to any other font.
- The tagline is not to be redesigned in alternate forms or arrangements.
- The letter spacing of the tagline or case should not be changed in any way.
- The size of the tagline should not be altered in any way.
- The sentence arrangement of the tagline should not be changed.
- No words can be added, changed or removed from the original tagline.
- The weight and size of the font should not be changed or altered.
- The tagline sentences should not be reversed or changed in any way.

Common Ground Alliance 811 Logo Terms of Use

The following Terms of Use constitute a legal Agreement between you and the Common Ground Alliance ("CGA"). You must agree to all of these Terms of Use before downloading or utilizing any 811 Logos of the CGA.

The CGA appreciates your interest in promoting 811. Thank you for your interest in the use of our 811 logo(s). While we welcome the use of the 811 logo(s) for publication and promotional purposes in furtherance of the mission of the CGA, the 811 logo(s) are made available solely under the conditions of these Terms of Use. Downloading and use of the 811 logo(s) or any other CGA artwork forms a binding legal agreement between the party accessing the artwork ("You" or "Your") and the Common Ground Alliance ("CGA", or "We" or "Our").

1. Updating of 811 Logo(s) and Terms of Use

The CGA may update the 811 logo(s) from time to time. If You intend to use the 811 logo(s), please be sure to use the most current version. Which can be found at the CGA web site www.call811.com. The CGA reserves the right to update these Terms of Use without prior notice. Changes to the Terms of Use will be posted on the CGA website www.commongroundalliance.com and on www.call811.com and will become effective two (2) weeks after posting for all future downloads.

2. License to Use 811 Logo(s) and Restrictions on Use

CGA grants You a non-exclusive, non-transferable, revocable license to view and use the artwork associated with the 811 logo(s) in accordance with this Terms of Use and the 811 Usage Guide. CGA reserves the right to suspend or revoke, in its sole discretion, this license at any time.

The CGA 811 logo(s) are protected by applicable intellectual property laws, including but not limited to federal trademark and copyright protection(s), and are for educational and noncommercial use unless with explicit consent on behalf of the CGA. All rights not expressly granted in these Terms of Use are expressly reserved by the CGA.

3. Educational and Non-Commercial Use Defined

Acceptable educational and non-commercial uses of the 811 logo(s):

The CGA logo(s) must be unaltered and appear as provided by the CGA. The examples in the 811 Usage Guide in connection with font, color and location of the various logo elements must be strictly followed. Any modification of the 811 logo(s) elements will be deemed a violation of this license.

The 811 logo(s) may be used by commercial organizations solely to educate the public about the CGA's 811 campaign(s) and other CGA 811 messages. No products may be labeled with the 811 logo(s) for resale or for any commercial sale purposes. In all circumstances the 811 logo(s) must portray the CGA in the method the CGA holds itself out to the marketplace. No parody, satire, humor, or other use may be made of the 811 logo(s).

In all situations where the 811 logo(s) are used in connection with print or web based communications you must include the following attribution to the CGA in the same size type as is in prevalent use on the same page as the 811 logo(s) appear: "The 811 Logo is a registered trademark of the Common Ground Alliance."

The 811 logo(s) may be used on promotional items designed to promote the CGA's 811 message that are distributed free of charge. Examples of these types of uses can include shirts, hats, pens, coffee cups, stickers and similar uses. The 811 logo(s) cannot be used on any product which would be in bad taste, pornographic, or otherwise not in the spirit of the CGA's mission. In all uses under this paragraph the 811 logo(s) must be accurately reproduced in its entirety and consistent with the 811 Usage Guide. Under no circumstances may any promotional products produced under this paragraph be sold.

4. Commercial Use

The CGA may under certain circumstances be willing to license the 811 logo(s) for some commercial products and applications. To inquire please contact the CGA.

5. Additional Legal Terms and Conditions

The 811 logo(s) have been created exclusively by the CGA and are their property. You are not permitted to commercially exploit any of the 811 logo(s), create any derivative works, transfer, and sublicense, modify, assign or transfer any 811 logo(s) without the express written permission from the CGA.

All CGA 811 logo(s) must be used "as they appear" and are not to be altered without express written permission of the CGA. Failure to comply with any of the terms, restrictions, conditions, or limitations in these Terms of Use will result in automatic termination of this non-exclusive license.

No other website is allowed to offer the CGA 811 logo(s) from their website in any way shape or form without the express written consent of the CGA.

In the event that the CGA requests the removal of the 811 logo(s), you agree to remove the 811 logo(s) from your server, hard drive, diskette, any CD Rom, Zip drive, network drive, or any forms of electronic/hard storage media within 24 hours or less of being notified in writing.