



# Campaign Guide

FEBRUARY 2011

THE NATIONAL 9-1-1 EDUCATION COALITION

# About the Campaign

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This campaign guide was developed by the National 9-1-1 Education Coalition to accompany the *9-1-1: The Number to Know*™ national awareness campaign, with a launch in April 2011. The campaign was developed for use by national organizations, state 9-1-1 entities, regional authorities and PSAPs during National 9-1-1 Education Month and National Public Safety Telecommunications Week, both in April. It is also designed to support the coordinated promotion of 9-1-1 education and awareness year-round.

The National 9-1-1 Education Coalition hopes this guide will provide you with useful information about how the national *9-1-1: The Number to Know* campaign can strengthen and inspire your organization's local 9-1-1 education efforts. A variety of campaign materials and templates have also been developed and are available for you to download at [www.know911.org](http://www.know911.org).

## About the National 9-1-1 Education Coalition

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In October 2010, a volunteer group of public safety, education and industry stakeholders formed the National 9-1-1 Education Coalition (the Coalition) to support the nationwide coordinated promotion of National 9-1-1 Education Month and National Public Safety Telecommunications Week. The Coalition leveraged the resources and expertise of its members to create the *9-1-1: The Number to Know* awareness campaign to promote a common message of public awareness on the effective use of 9-1-1 resources.

The Coalition also supports access to the “best of the best” 9-1-1 educational and promotional ideas, and fosters the advancement of 9-1-1 technology and services to meet the evolving needs of the public to access emergency help.

Members of the Coalition include:

- NG9-1-1 Institute
- 9-1-1 for Kids®
- Industry Council for Emergency Response Technologies (iCERT)
- Association of Public Safety Communications Officials (APCO)
- CTIA—The Wireless Association®
- National Academies of Emergency Dispatch (NAED)
- National Association of State 9-1-1 Administrators (NASNA)
- National Emergency Number Association (NENA)

For more information about the Coalition, visit [www.ng911institute.org](http://www.ng911institute.org) or contact Carla Anderson, associate director, at 202-498-6936 ([carla@ng911institute.org](mailto:carla@ng911institute.org)).

# Message Guidelines

The 9-1-1: *The Number to Know* campaign is broad by design and is intended to work in conjunction with local outreach efforts and messaging—from general 9-1-1 to specific themes.

Sample local primary messages:

## 9-1-1 NEEDS TO KNOW WHERE TO GO

- When calling 9-1-1, one of the first things you'll be asked to provide is the location of the emergency you're reporting.
- The call taker may not automatically know your location or may ask you to confirm it.
- Tell the call taker the location of the emergency. Provide landmarks such as cross streets and mileposts.
- Always be aware of your surroundings.

## KNOW YOUR CELL WELL

- The current 9-1-1 system is designed for voice communications only.
- Texting 9-1-1 is not an option in most locales; you must dial 9-1-1 and speak with a call taker.
- Lock your keypad when you're not using your phone, so 9-1-1 isn't dialed by mistake. For the same reason, don't put 9-1-1 on speed dial.
- Do not give old phones to children as toys. A wireless phone with no active service can still call 9-1-1.
- If you accidentally call 9-1-1, stay on the line and tell the receiver that you do not have an emergency.

## 9-1-1 IS FOR EMERGENCY USE ONLY

- Call 9-1-1 for emergencies only.
- It is appropriate to call 9-1-1 when you need to save a life, stop a crime or report a fire.
- 9-1-1 is the right number to call in an emergency when a prompt response is needed.

## KNOW HOW TO USE 9-1-1 WITH THE PHONE YOU OWN

- Before you need help in an emergency, be sure to understand how the type of phone you use affects your call to 9-1-1.
- Cell phones may not automatically tell 9-1-1 where you are.
- Know the capabilities of the device you are using (landline, cellular, VoIP) when calling 9-1-1.

## REMAIN CALM, BE PREPARED

- Try to stay calm, listen carefully, give information and follow all instructions.
- In an emergency, seconds matter, so being knowledgeable and prepared can make all the difference.
- Knowing when to call and what to expect when you phone 9-1-1 can help reduce fear and feelings of helplessness in an emergency.

## HELP 9-1-1 HELP YOU

- The more you know what to expect when you call 9-1-1, the faster 9-1-1 can get you the help you need.
- If you dial 9-1-1 for a non-emergency matter, you are tying up resources that could be needed in a real emergency.
- You can save a life! Follow all instructions the 9-1-1 call taker gives you, and don't hang up until the call taker does.

## Q & A

### **WHAT IS THE 9-1-1: THE NUMBER TO KNOW CAMPAIGN ABOUT?**

This campaign is intended to allow individual PSAPs, regional 9-1-1 authorities, and state and national 9-1-1 organizations to speak together with one voice, but still retain the ability to send or choose their own primary outreach messages. The campaign is designed to support—not replace—any messages you want to send out. Using the *9-1-1: The Number to Know* logo on your materials makes your message part of a national, coordinated campaign.

### **WHY DO WE NEED A NATIONAL PUBLIC AWARENESS CAMPAIGN?**

All 9-1-1 agencies and organizations benefit from the power of a national campaign with a branded, recognizable logo and tagline to tie local messaging to. It provides cohesion across many messages, locations and entities, and increases the recognition and credibility of your local outreach efforts.

### **HOW CAN I USE THE LOGO? WHERE SHOULD I USE THE LOGO AND TAGLINE?**

The campaign logo and tagline should be used as an anchor to your materials, not as the main focal point. Suggested placement is at the bottom of your piece, next to your own organizations' logo(s). The campaign logo can be used in printed pieces and ads, in PowerPoint slide presentations, in television ads, on videos, websites, and on t-shirts or other promotional items (see page 5 for more ideas). You are limited only by your imagination.

### **I NOTICED THERE'S A TRADEMARK SYMBOL ON THE LOGO. ARE THERE ANY RESTRICTIONS TO ITS USE?**

The campaign logo and tagline are the intellectual property of the National 9-1-1 Education Coalition; however, it is made available for use by 9-1-1 organizations, PSAPs, educators and anyone who promotes 9-1-1. We only ask that you do not alter the logo and follow the logo usage guidelines on pages 6–11. Use by commercial organizations requires prior written approval from the National 9-1-1 Education Coalition (call 202-498-6936 for partnership information).

### **DO I HAVE TO GET MATERIALS THAT USE THE LOGO APPROVED BY ANYONE?**

No, not at all. The campaign logo and tagline are yours to use; however, we would love to see what you do with it. In the future we may share best practice examples of ways materials have been used to support local outreach efforts, but you don't need to have anything approved.

### **CAN I USE THE CAMPAIGN LOGO ON PRODUCTS THAT I SELL AS PART OF A FUNDRAISER?**

Yes. You may incorporate the logo on items as you see fit. (See previous questions for restrictions on use by commercial organizations.)

### **PART OF MY OUTREACH INCLUDES RADIO PSAs. CAN I USE THE CAMPAIGN IN SPOKEN ANNOUNCEMENTS?**

Yes, absolutely. Suggested usage is to end your announcement with the phrase "9-1-1 ... the number to know."

### **SHOULD I USE THE 9-1-1: THE NUMBER TO KNOW LOGO AND CAMPAIGN MESSAGING DURING THE MONTH OF APRIL ONLY?**

The campaign is not limited to the promotion of National Public Safety Telecommunications Week or National 9-1-1 Education Month in April. The national campaign can be used anytime during the year, as often as you like. This is an ongoing awareness campaign designed to launch in April 2011, but we encourage you to incorporate it in any outreach you may be doing as part of these awareness efforts. The campaign is intended to support recognition of 9-1-1 professionals, as well as messages directed at the public about proper use of 9-1-1.

### **SHOULD I CREDIT THE NATIONAL 9-1-1 EDUCATION COALITION IN MY OUTREACH EFFORTS?**

Credit is not required, but if you do, we recommend you do so in conjunction with other supporting organizations and agencies. For example: "This message brought to you by ABC County Emergency Services, XYZ City 9-1-1 and the National 9-1-1 Education Coalition."

### **I AM WORKING WITH A PROFESSIONAL DESIGNER. IS THERE ANYTHING I SHOULD TELL HIM/HER ABOUT THE LOGO?**

The graphics files that accompany this guide include the logo in file formats that are compatible with professional design software programs. Please share the usage guidelines with your designer and ask him/her to follow the instructions.

### **CAN I CHANGE THE LOGO SO IT WORKS BETTER WITH MY MATERIALS?**

To maintain the integrity of the campaign and for maximum consistency, please do not alter the logo in any way. An exception is made is for classroom use, where, for example, students may be encouraged to re-create their own version of the logo in a creative way.

### **ARE THERE ANY PRE-MADE TEMPLATES, BROCHURES OR OTHER MATERIALS AVAILABLE FOR ME TO USE TO PROMOTE THE NATIONAL CAMPAIGN?**

Yes. The Coalition has created a variety of materials that you may download electronically at [www.know911.org](http://www.know911.org). Items currently available for your use include flyers, a poster, website banner, bookmark, as well as templates for a banner, press release and proclamation. We encourage you to add your agency's logo to these materials where appropriate, and use the campaign logo and tagline with your own campaign outreach materials.

### **WHAT IS THE ADVANTAGE OF USING THE 9-1-1: THE NUMBER TO KNOW CAMPAIGN MESSAGE TO PROMOTE MY LOCAL PRIMARY MESSAGE?**

By incorporating the 9-1-1: *The Number to Know* logo into your outreach materials, your messages can tap into the power of a national campaign and help all of your colleagues in the 9-1-1 community speak with one voice. Also, because repetition leads to recognition and credibility, the more that the national campaign message is used on the local level, the more it will benefit all communities that utilize it.

### **WHAT ARE SOME WAYS I CAN USE THIS CAMPAIGN TO PROMOTE 9-1-1 AWARENESS?**

Your imagination is the limit! Consider using this campaign for ...

Handouts in schools	Radio interviews
Street fairs	News coverage
Community events	Newspaper articles
Conferences	Advertisements
Educational sessions	Posters
Special events	Signage in public buildings
Press releases	
PSAs	

### **WHERE IS IT APPROPRIATE TO USE THE LOGO?**

Below are suggested merchandise items you may consider incorporating with the logo:

Mugs / drinkware	Websites
T-shirts	Banners
Pencils	Tablecloths
Pens	Signs
Magnets	Screen savers
Notepads	Mouse pads
Tote bags	Flash drives
Bookmarks	Golf balls and tees
Book jackets	Candy tins
Note cards	Food items
Cell phone accessories	Watches
Key tags	Clocks
Luggage tags	Caps and hats
Portfolios and notebooks	Blankets
Picture frames	Cinch sacks / backpacks
Postcards	Calendars
	Drink "cozies"

### **WHO CAN I CONTACT FOR MORE INFORMATION?**

For more information about the campaign, please contact Carla Anderson, associate director, at 202-498-6936 ([carla@ng911institute.org](mailto:carla@ng911institute.org)).

# Communicating the 9-1-1: The Number to Know Brand

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This document was developed to provide guidance for using the 9-1-1: *The Number to Know* brand consistently across all media, including official communications, broadcast, web, collateral, promotions and advertising. Consistent application and precise reproduction of the logos will identify and reinforce awareness of 9-1-1: *The Number to Know* brand. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established.

Please follow these guidelines for the most effective expression of the 9-1-1: *The Number to Know* brand.

## Logo Configuration

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The 9-1-1: *The Number to Know* logo is the most visible component of the overall brand identity.

The logo is a two-color type treatment. The 9-1-1: *The Number to Know* logo should never be used without the tagline.

Ideally the logo will be used on a white background for maximum impact and clarity. The logo should have a minimum width and height of 1 red box (see example to the right) of “breathing space” around it.



## Minimum Size

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When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. In order to maintain legibility the 9-1-1: *The Number to Know* logo should never be reproduced smaller than 1 inch, 5.08 centimeters, 6 picas, or 72 points.



THE NUMBER TO KNOW

minimum size: 1 inch wide



THE NUMBER TO KNOW

1.5 inches wide



THE NUMBER TO KNOW

2 inches wide



THE NUMBER TO KNOW

2.5 inches wide

## Black and White Options

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Black and white color options are available for certain one-color print applications.



## Logo Application on Color Background

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Although the two-color logo on a white background is the preferred usage, there will be instances when the logo must appear on a color background. To maintain the legibility of the logo and brand integrity, there always must be sufficient contrast between the logo and the background on which it appears.

For application of the logo on a dark or black background, it is acceptable to use an approved color variation or remove the holding shape and reverse the logo to white for maximum legibility.





# Background Control

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The 9-1-1: *The Number to Know* logo may be printed on a photographic background if there is adequate contrast with the logo. Shown here are examples of acceptable usage of the logo on various backgrounds.

Note: These rules also apply to black and white logo usage. Always maintain sufficient contrast between the logo and the background it appears on.



# Advertisements

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The 9-1-1: *The Number to Know* logo may be used in advertisements for your organization or agency. The 9-1-1: *The Number to Know* logo should be a supporting logo, while your organization's logo should remain the most prominent.

Your organization's key message here.



Your organization's logo here.

# Prohibited Logo Usage

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1. Do not alter the proportions of the logo components.
2. Do not apply graphic effects.
3. Do not combine with other graphic elements.
4. Do not alter the logo lockup.
5. Do not stretch or compress the logo in any direction.
6. Do not change the color of the logo.

In addition, do not attempt to re-create the logo using word-processor or graphics programs and **do not insert hyphens into the logo.**

