



# Critical Event Planning and Recovery

# STYLE GUIDE

Timothy Trimble

# PROFILE

## Timothy Trimble Author & Technologist

Yes, I call myself a computer technologist. Not in the sense of a Medical Technologist with a BA degree. But, in the sense of someone who specializes in multiple fields of technology. In my case, anything having to do with computer technology, including programming, hardware repairs, computer installations, network design and installations, voice and digital communications, computer forensics, systems analysis, business analysis, and web development.

Whew! That's a lot of scary words and experience. So, Writer and Technologist sum it up nicely. However, to get the foundation of who I am, I am a Creative! A creative who likes to write and play with computers. Which explains why I like designing and developing web sites. And why I went to Edmonds College to get my Web Application Developer Certificate. I get to play with the bits and bytes of logic, shape the data that goes into and out of the sites and put a pretty User Interface on it.

I live in the great Pacific Northwest, where the abundance of coffee shops and hiking trails contribute to my creativity. Aside from dabbling in technology I also tell science fiction and fantasy stories. I'm a public speaker and a promoter of effective life goals. Every now and then, you'll find me planting one of my autographed books at a random location or just handing one to an unsuspecting person who likes to read. [www.TimothyTrimble.com](http://www.TimothyTrimble.com)



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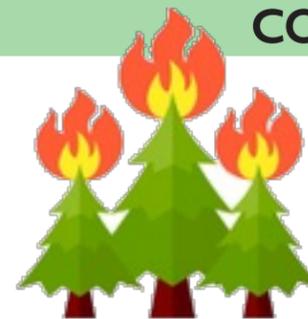
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# CORPORATE GUIDELINES

## Company Overview



### PRODUCTS

Templates and checklists for individual, family, group, and company emergency preparation planning.

A disaster plan database for storing plans, response workflows, action plans, alert systems, and contacts.

Online store for survival and disaster supplies, publications, and training.



### TARGET AUDIENCE

General public, businesses and organizations.



### COMPETITION

Aside from the wealth of government agencies with preparedness resources and information, there is no competition in the general consumer market.



### SIMILAR BRANDS

The government agencies are a great source of information and resources. However, they lack the ability to manually step individuals through the process of planning and preparation. They also do not provide automated notification of client contacts when an event occurs.



### BRAND PERSONALITY

We will convey peace of mind for the subscribers, knowing they have planned for and are ready for the impact of potential critical events.



### CALL TO ACTION

At a minimum, our visitors should be motivated to subscribe as a basic member for receiving local area alerts and access to the planning database for one member and one significant contact.



### UNIQUE SELLING PROPOSITION

There are no other organizations that currently provides our targeted services along with the wealth of resources and products we will have available. While any consumer can obtain safety and emergency supplies from a wide range of providers, we will be the only provider of services for guiding our members through planning, stocking, preparedness, and event response.

## Company Statements



### MISSION STATEMENT

It is our duty to do our best at improving the awareness and safety of the general public through education, guidance, and preparation for significant, life impacting, critical events.



### VISION STATEMENT

The goal of our organization is to help our members gain a sense of security and peace of mind, by knowing they are prepared and ready to cope with significant life impacting events. We will show them how to be prepared, keep them aware of pending events, and we will communicate their status to their contacts when these events occur.



### CORE VALUES

Medical professionals, law enforcement staff, firefighters, government officials, and members of the military all take oaths to provide safety and protection to the best of their ability. It is this sense of duty we hold as our core values. We will educate and guide our members to ensure they are well prepared for significant events. We will gain their trust in our ability to keep them aware of pending or active events. We will coordinate their communications to their contacts within our systems. And we will work responsibly with local and national emergency response organizations to communicate the specific needs of our members.

### TAGLINE

Peace of mind at the right time!



# BRAND IDENTITY LOGOS

## PRIMARY COMPANY LOGO

Can be used on white, light, or dark backgrounds. Center safety cross remains white, checkmark remains red, and CEPAR stays red/green with black drop shadow.



Safety cross represents "care and safety." Checkmark represents "planning." CEPAR for "Critical Event Planning and Recovery."

Placement can be anywhere on print or digital media as long as it is clear, distinct, and without overlapping from other images or text.

## BRAND COLORS



C: 88  
M: 29  
Y: 93  
K: 17  
#: 107843

C: 0  
M: 98  
Y: 87  
K: 0



C: 75  
M: 5  
Y: 100  
K: 0  
#: 41ad49

R: 242  
G: 29  
B: 47  
#: f21d2f



R: 65  
G: 173  
B: 73  
#: 41ad49

C: 0  
M: 0  
Y: 0  
K: 100



R: 0  
G: 0  
B: 0  
#: 000000

## BRAND FONTS

Subheader Content:  
Fieldwork GEO Regular

Header Content:  
Fieldwork GEO Bold

Logo:  
Fieldwork HUM Fat

Paragraph Content:  
Fieldwork GEO Thin

Traditional Content:  
Source Serif Variable Regular

# Logo Use Guidelines

## LARGE LOGO USE

Include website URL below the logo. Span any textual content to the right of the logo.



CriticalEventPlanning.com

## REGULAR LOGO USE

Maintain the ratio balance of the logo. CEPAR is to remain on the logo. Minimum size of the regular logo in this format is 1.5 inches.



## SMALL LOGO USE

Maintain the ratio balance of the logo. CEPAR is to remain on the logo in Black for clarity. Minimum size of the regular logo in this format is 3/4 inch. Text can be removed for use on stickers and equipment or asset identification.



## TINY LOGO USE

Maintain the ratio balance of the logo. Text not needed. Should be easily identified on lapel pins, tie pins, stickers, etc.



All logo use is to maintain the aspect ratio. No stretching, squishing, wrapping, warping, or distortion of the logo. Keep clean and simple lines for clarity and easy identification at all sizes. Do not deviate from the font.

# COMMUNICATION TOOLS

## Voice and Personality

With the current COVID-19 pandemic affecting the entire globe, the mood within the disaster planning and recovery industry has turned to a combination of seriousness, confusion, and compassion, with an intense focus on recovery. There are many sources of information, and almost every organization with a website provides links and guidance. However, there is confusion about the truthfulness of the content.

Most organizations in this industry are providing information, guidance, and resources. They offer preparedness and survival kits as well. CEPAR will offer these services and products as well, but will also provide services that will motivate our clients to take action toward planning and preparedness.

CEPAR will be a source of:

Guides, templates, and checklists for individual, family, group, and organizational level emergency preparation planning.

Online training courses in planning, preparedness, safety, and recovery.

A disaster planning database service for storing plans, response workflows, action plans, alert systems, and contact management.

Online store for survival, planning, and disaster supplies.

Resources and links to other government and health care organizations.

An Event Monitoring and Alert system for identifying current and upcoming client impacting events. Our system will alert the clients with notifications and recommended action plans.

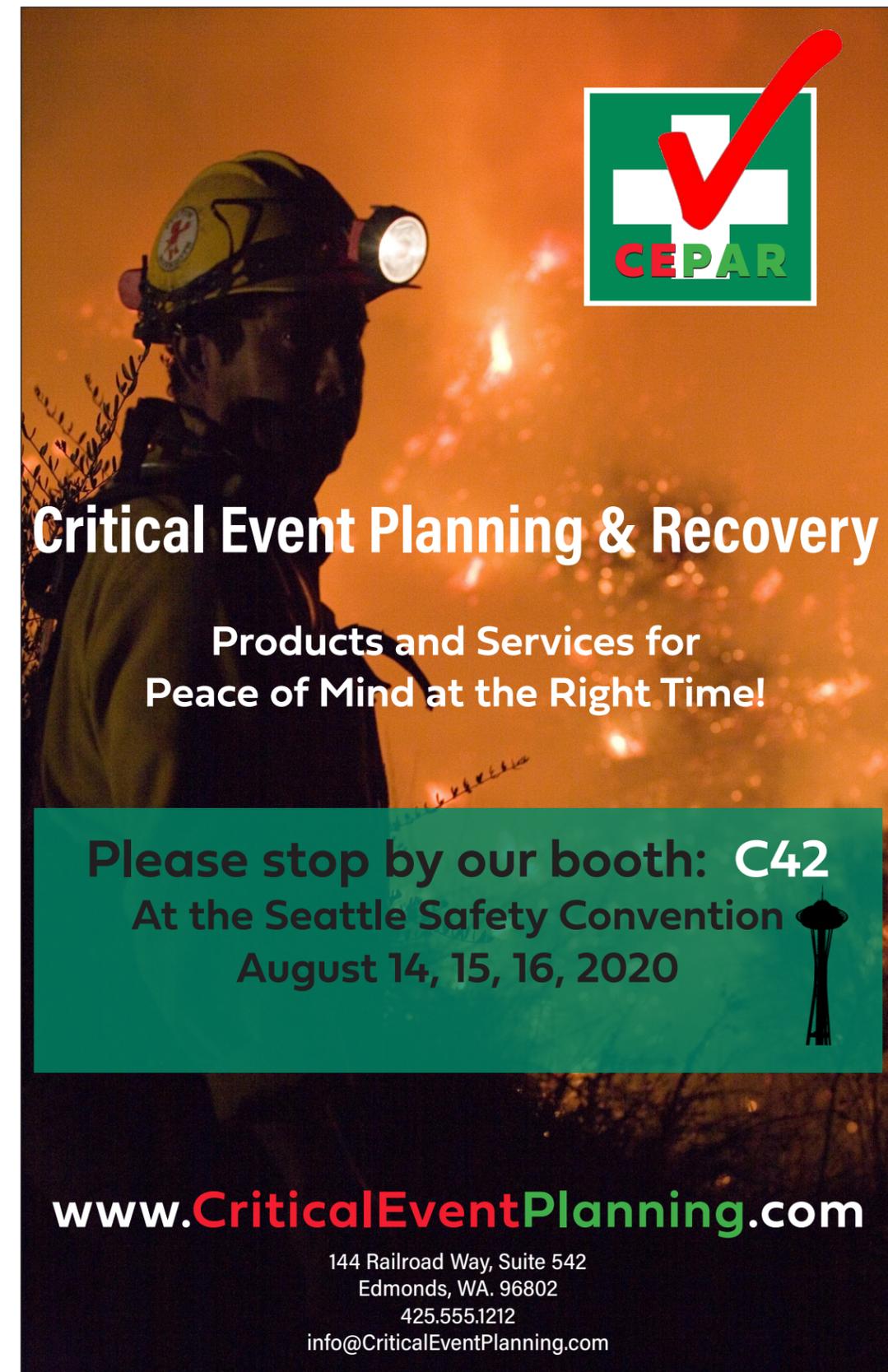
The Voice and Personality of CEPAR is and will be one of compassion, responsiveness, and authority. Our message is to convey a sense of security and peace of mind. We want our clients to trust our guidance and products to help them prepare for significant life-impacting events. While we can not take the place of official emergency response organizations, we can provide our products and services with the same type of voice and professionalism found in these types of organizations.

We will message this to our potential clients via our website, press releases, interviews on media channels, and direct contact with the significant players and organizations within this industry. Most government-sponsored agencies are overworked, underbudgeted, and understaffed. The launch of CEPAR services and products will bring a welcomed sigh of relief to these organizations.



This poster is a sample of how our brand will be presented to the general public and interested organizations.

## CEPAR Poster



**Critical Event Planning & Recovery**

**Products and Services for  
Peace of Mind at the Right Time!**

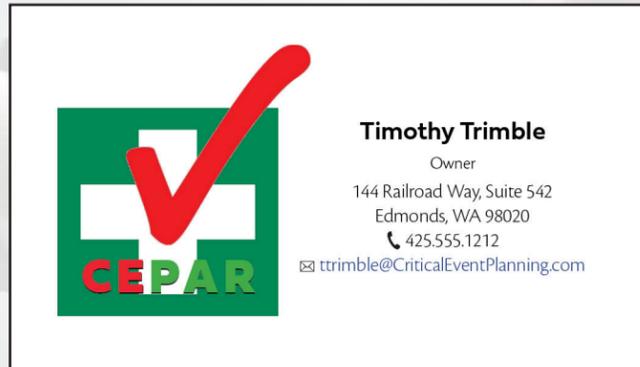
**Please stop by our booth: C42**  
**At the Seattle Safety Convention**  
**August 14, 15, 16, 2020**

**www.CriticalEventPlanning.com**

144 Railroad Way, Suite 542  
Edmonds, WA. 96802  
425.555.1212  
info@CriticalEventPlanning.com

# Company Template Designs Business Card

## Front



## Back



Size: 2 x 3.5 in.  
Paper: 18pt  
Glossy White  
Standard Corners

# Business Form



144 Railroad Way, Suite 542  
Edmonds, WA. 96802  
425.555.1212  
Fax: 425.555.1313  
sales@CriticalEventPlanning.com  
[www.CriticalEventPlanning.com](http://www.CriticalEventPlanning.com)

**ORDER #1001**

Date: \_\_\_/\_\_\_/\_\_\_

### Customer:

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
First Responder

### Shipping:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Region: \_\_\_\_\_ Postal: \_\_\_\_\_  
Hold for Pickup

Description	QTY	Unit Price	Total
Notes:		Subtotal:	
		Tax:	
		Total:	

Est. Delivery Date: \_\_\_/\_\_\_/\_\_\_

Please sign to confirm order and terms: \_\_\_\_\_

Thank you for using Critical Event Planning and Recovery! Peace of mind at the right time!

Return of non-opened products are acceptable within 7 days of delivery with a 2% restocking fee. Purchase Order payments must be received within 30 calendar days. Outstanding payment will incur a 2% late fee, compounded every 30 days past the due date. Your signature on this order confirms that you agree with these terms.

*“If you fail to plan, you are planning to fail!”*  
- Benjamin Franklin

*“The greatest glory in living lies not in never falling, but in rising every time we fall.”* -Nelson Mandela

*“The way to get started is to quit talking and begin doing.”* -Walt Disney

*“Life is what happens when you’re busy making other plans.”* -John Lennon

*“You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose.”* -Dr. Seuss

*“Success seems to be connected with action. Successful people keep moving. They make mistakes but they don’t quit.”* -Conrad Hilton

*“Before anything else, preparation is the key to success.”* -Alexander Graham Bell

*“The most difficult thing is the decision to act, the rest is merely tenacity!”*  
-Amelia Earhart



**www.CriticalEventPlanning.com**  
*Peace of mind at the right time!*