The purpose of this style guide is to provide visual brand standards for Sara Alert™. The guide includes standards on full branding, color palettes, wordmarks, tagline, logo and full brand placement. All communication materials related to Sara Alert should be designed using these standards to ensure a consistent identity.

Any questions regarding the visual brand standards for Sara Alert™ should be directed to the Sara Alert communications team at saraalert@mitre.org.
IDENTITY: Sara Alert™

“Sara” is always initial capitals

“Alert” is always initial capital

There is always a space between the two words

TM is included after “Sara Alert” in all titles, including graphic and document titles and document section titles. The TM is also used after “Sara Alert” in the first sentence in a document or content section. For example:

About Sara Alert™

Sara Alert™ is a standards-based, open source tool that automates the process of public health monitoring and reporting of individuals exposed to or infected with COVID-19 or any infectious disease. Sara Alert is available in the public domain, free of charge, to public health agencies. As an open source tool, Sara Alert is available for public and private use and is easily integrated into other tools.

TAGLINE: Secure monitoring and reporting for public health

Secure is always initial capital

All other words lower case

No punctuation

SOCIAL MEDIA: @SaraAlert

![Sara Alert Logo](image-url)

Sara Alert™
Secure monitoring and reporting for public health
PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

Grayscale

Lightened

Accent
FULL BRAND PLACEMENT

safe area

GRAYSCALE

Note only two shades used in grayscale version of logo
Light : #C1C1C1
Dark : #909090