



# BRANDING GUIDE

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](mailto: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.

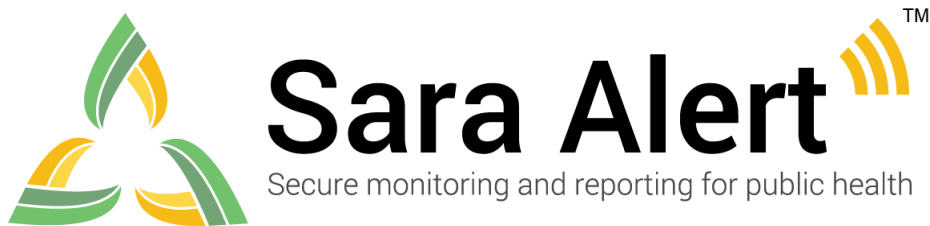
## **TAGLINE: Secure monitoring and reporting for public health**

Secure is always initial capital

All other words lower case

No punctuation

**SOCIAL MEDIA:** @SaraAlert



## PRIMARY COLOR PALETTE



#FBD646



#F7BB18



#72C16D



#72A475



#0D2F4F

## SECONDARY COLOR PALETTE



#FBD646



#F7BB18



#72C16D



#72A475



#DCDCDC



#B2B2B2



#707070

### Grayscale



#FFEEA3



#FFDE85



#C3EFC1



#9AC39D

### Lightened



#40798C



#F79018

### Accent

## FULL BRANDING



## LOGO AND WORDMARK



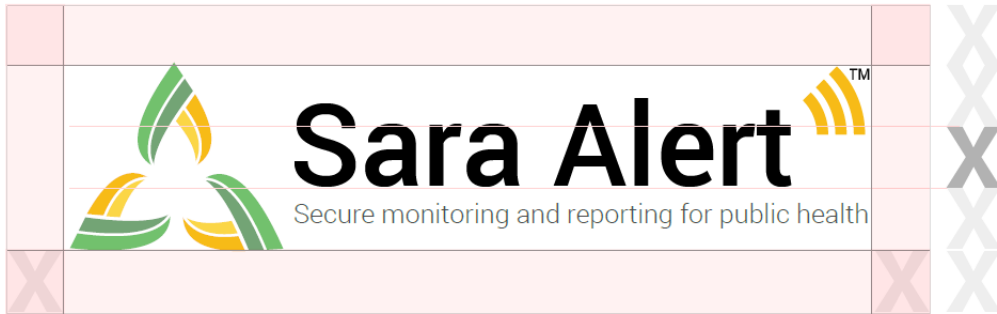
## WORDMARK AND TAGLINE



## LOGO ALONE

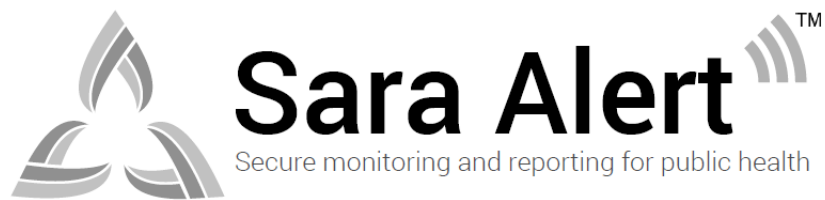


## FULL BRAND PLACEMENT



safe area

## GRAYSCALE



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