



Brand Guidelines

January 1, 2023

ABOUT

In 1986, Missouri One Call System (MOCS) was established in response to the Missouri Underground Facility Safety and Damage Prevention Act 319 (RSMo Chapter 319). In 2007, the Common Ground Alliance (CGA) and its member community launched the nationwide campaign to promote 811, the newly designated three-digit number for calling before you dig. To further public awareness and usage of the 811, as well as to better align with other statewide organizations and fellow members of the CGA, Missouri One Call System rebranded as Missouri 811.

The primary responsibility of Missouri 811 is to serve as the single point of contact for all public underground facilities located throughout the state 24 hours a day, 7 days a week, 365 days a year. Once Missouri 811 is notified of a dig site by the excavator (homeowner or professional), Missouri 811 notifies all the public underground facility owners in the vicinity of the dig site so they can locate and mark their own facilities to prevent damage or disruption. This service is funded by its members and is free to anyone digging in Missouri.

Mission:

Enhancing public safety and preventing damage to underground facilities

Vision:

Show me zero: Zero injuries and zero interruptions

The 811 logo(s) are protected by federal trademark and copyright protections, and Missouri 811 and the CGA have 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.

For any additional questions, assistance with Missouri 811 logo standards or licensing partnerships, please contact:

Nick Rasa, Education & Marketing Manager, at nrasa@missouri-811.org.

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

Missouri 811 shall always be referred to, when written, as Missouri 811.
The hashtag will always be #missouri811.

LOGO



LOGO

SAFE AREA & SIZING

'M' or any height of the capital letters in MISSOURI represents the safety area. Care should be taken that the logo has adequate white space around it to maintain brand presence, visual impact and readability. This is meant to be a practical and not totally restrictive guideline to respect the logo.



LOGO

USED IN COMBINATION WITH MEMBER LOGO

Missouri 811 logo can be used with a member logo. Logos should be visually balanced in size and separated with a black keyline. When possible, logos should be lined up at the baseline.

EXAMPLE OF PROPER USE:



USAGE



USAGE RESTRICTIONS

- Do not use the Missouri 811 logo in any way that suggests any type of partnership with Missouri 811 or its approval (unless previously authorized by Missouri 811).
- Do not utilize the Missouri 811 logo as the most prominent image on your website, printed material, or other media.
- Do not use the Missouri 811 logo in such a way that is harmful, offensive, obscene, deceptive, or objectionable to the average person.
- Do not use of the Missouri 811 logo to, or in connections with, content that discredits, slanders, or degrades Missouri 811.
- Do not use of the Missouri 811 logo in any capacity that links to content associated with pornography, hate speech or illegal activities.

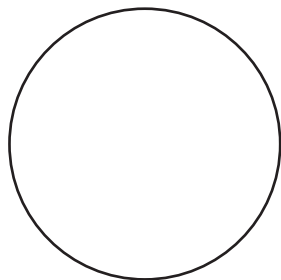
FOR ALL PERMITTED USES OF OUR LOGO, YOU MAY NOT ALTER THE MISSOURI 811 LOGO IN ANY WAY.

- Never separate or remove any part or parts of the logo to use individually.
- Never change or adjust any graphic element of the logo.
- No additional graphic element can be touching or added to the logo.
- No additional text or words can be added to the logo
- 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.
- Never convert color logos to one color tone on tone.

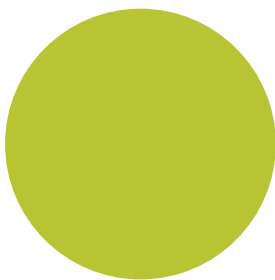
IN TEXT REFERENCES:

- Missouri 811 shall always be referred to, when written, as "Missouri 811".
- On social media, the official hashtag will be #missouri811.

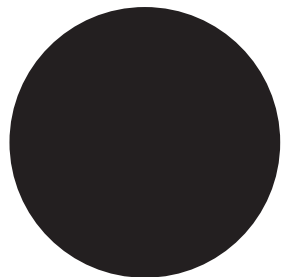
COLORS



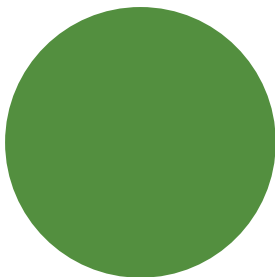
C-	0%
M-	0%
Y-	0%
K-	0%
R-	255
G-	255
B-	255
Hex-	FFFFFF



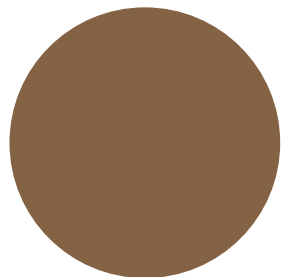
C-	22%
M-	0%
Y-	100%
K-	27%
R-	186
G-	196
B-	5
Hex-	BAC405



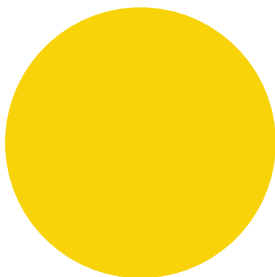
C-	75%
M-	68%
Y-	67%
K-	90%
R-	0
G-	0
B-	0
Hex-	000000



C-	56%
M-	0%
Y-	100%
K-	27%
R-	86
G-	142
B-	20
Hex-	568E14

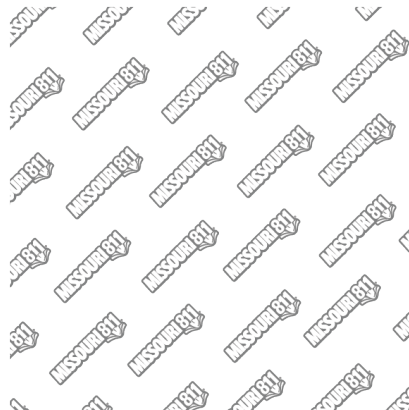


C-	0%
M-	30%
Y-	70%
K-	55%
R-	131
G-	99
B-	68
Hex-	836344



C-	3%
M-	14%
Y-	100%
K-	0%
R-	250
G-	211
B-	7
Hex-	FAD307

PATTERNS



TYPOGRAPHY

PRIMARY TYPEFACE

Avenir Next LT Pro - Regular
Aa THIS IS A HEADLINE EXAMPLE.

Avenir Next LT Pro - Regular
Aa This is a body example.

Myriad Pro - Black Italic
Aa THIS IS A HEADLINE EXAMPLE.

Myriad Pro - Condensed
Aa This is a body example.

Myriad Pro - Black Italic
Aa THIS IS A SUBTEXT HEADING EXAMPLE.

Myriad Pro - Condensed Italic
Aa *This is a subtext body example.*

Helvetica Neue - Black Condensed
Aa THIS IS A HEADLINE EXAMPLE.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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WEBSAFE TYPEFACE

Roboto Condensed - Bold
Aa THIS IS A HEADLINE EXAMPLE.

Montserrat - Light
Aa This is a body example.

Montserrat - Italic
Aa THIS IS A SUBTEXT HEADING EXAMPLE.

Montserrat - Italic
Aa *This is a subtext body example.*

Lorem Ipsum

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PHOTOGRAPHY

Photographs should be close-up lifestyle images which create emotional connections with the audience. Photographs of people should be engaging and represent a variety of ethnic groups, both male and female. When possible, photographs should be bold, colorful and captivating. They should focus on the act of digging. Photographs of professionals (excavators/contractors) must show people wearing Personal Protective Equipment (PPE).

EXAMPLES:





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