

KNOW YOUR **Z**ONE CAMPAIGN

ASSET LIBRARY

IMPORTANT Communication Practices

Accuracy Check

Before releasing any information to the public that mentions Genasys or the Know Your Zone campaign, please send all materials to your account manager or CSOutreach@genasys.com to verify that the information is accurate and up-to-date.

This also creates an opportunity for Genasys to promote your materials across our channels for increased exposure.

URL Check

Please ensure that all of your materials point to the Genasys Protect site at protect.genasys.com

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Social Media

1

Stay one step **ahead,**
with **Genasys.**



For more information visit
protect.genasys.com

4



Stay informed
before, during and
after an evacuation.

2



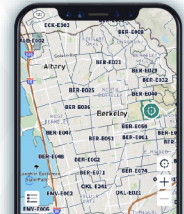
Together, we can build a
safer community.

5

Find Your **Zone**



- 1 Go to protect.genasys.com
- 2 Enter your address into the search bar
- 3 Find your zone in the pop-up window and write it down



3

Be prepared **before**
an emergency strikes.



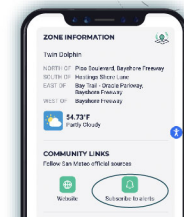
For more information visit
protect.genasys.com

6



Subscribe
to Alerts

For your zone →



Please tag us in your posts so we can reshare



Social Media

7



KNOW YOUR ZONE | Logo

Have you found your **zone** yet?

9

KNOW YOUR ZONE

Make your evacuation checklist.

Pre-Evacuation Actions

- Fill your gas tank
- Lock windows and doors
- Pack medications and important documents
- Turn off propane gas
- Connect with your neighbors
- Charge your phone
- Check local news

8

What are evacuation **zones**?



KNOW YOUR ZONE | Logo

For more information visit protect.genasys.com

Tag your posts with **#KnowYourZone** and **#Genasys**

Social Media | Examples

 **Nevada County Office of Emergency Services**
May 3 at 12:27 PM

Nevada County

Nevada County Launches New Zone Evacuation Technology

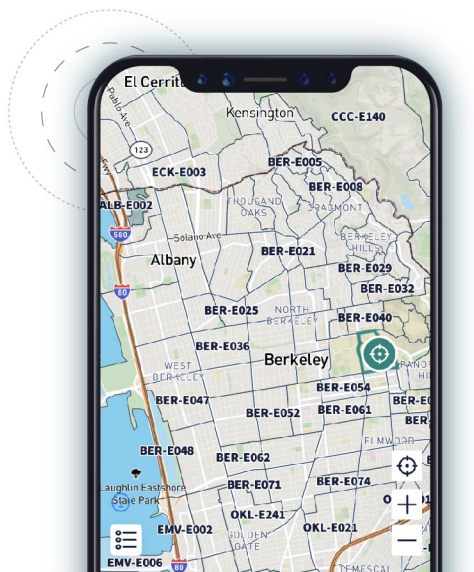
In the event of a wildfire or other emergency situation, law enforcement and fire agencies issue evacuation warnings or evacuation orders noting the zone of the impacted areas. Authorities will use zone names in CodeRED and Nixle Emergency Alerts, media releases, and social media to quickly notify residents which areas are under an evacuation warning or order.

"Knowing your zone details before an emergency will help expedite evacuations should the need arise and increase better communications overall." Says Lt. Bob Jakobs, County Emergency Operations Coordinator. CodeRED and Nixle Emergency Alerts will continue to be sent in the same manner as before.

Read the full story here: <https://www.mynevadacounty.com/CivicAlerts.aspx?AID=3825>.

Nevada County Sheriff's Office, CAL FIRE NEU, Nevada County Consolidated FD, Truckee Fire Protection District, Truckee Police, CHP - Grass Valley, CHP - Truckee, Penn Valley Fire Protection District, North San Juan Fire Protection District, Town of Truckee, Grass Valley Firefighters, Rough and Ready Fire Department, Peardale Chicago Park Fire, Ophir Hill Fire, U.S. Forest Service- Tahoe National Forest, Higgins Fire Protection District, @Washington Volunteer Fire Department Fire Safe Council of Nevada County

#ReadyNevadaCounty #KnowYourZone



Have you found your zone yet?

 31

3 Comments 51 Shares

Please tag us in your posts so we can reshare

 @genasysinc

 @genasysinc7084

 @genasys-inc

 @GenasysInc

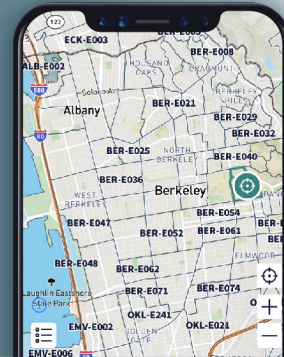
Digital Ads

1

Start preparing now,
before an emergency strikes.



Find your zone now at
protect.genasys.com

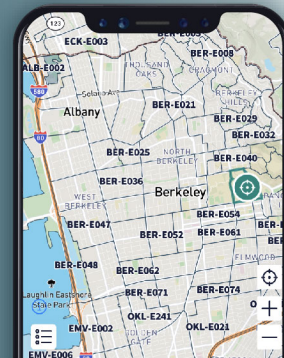


2

Stay informed before, during,
and after an evacuation.



Find your zone now at
protect.genasys.com



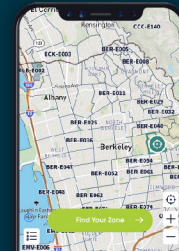
3

Stay one step **ahead,**
with **Genasys.**

KNOW YOUR **ZONE** | Find your zone now at
protect.genasys.com

4

Be **prepared.**
KNOW YOUR
ZONE
protect.genasys.com



5

KNOW YOUR
ZONE

Insert
Logo(s)
Here



Find your zone now at
protect.genasys.com

TIP:

Add digital ads to your county and agency websites to direct community members to find their zone.

Video Assets

MP4 Files



1. Genasys Logo Outro Animation

Help increase familiarity with Genasys by adding these animation files to your community outreach videos or by posting them separately on social media.

Handouts

Stickers

2 x 2 in



1



2



3



4



5

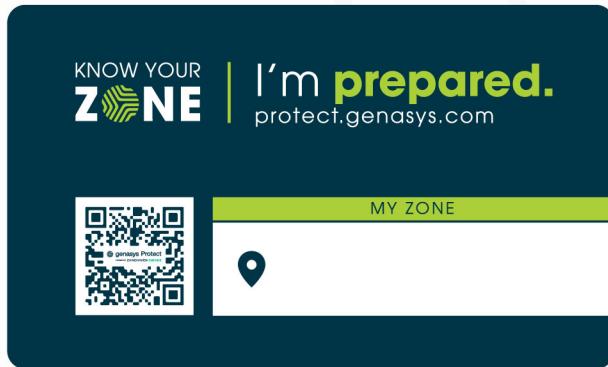
Handouts

Rectangle Zone Badge

(Use as fridge magnets, stickers, etc.)

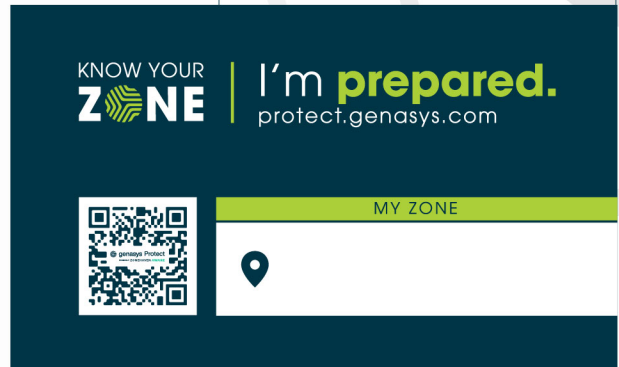
3 x 5 in. with 1/8 in. bleed

1



Rounded Corners

2



Pointed Corners

Fridge Magnet | Sticker | Printable files



TIP: Add a tear-off zone badge to the bottom of any of your print materials.

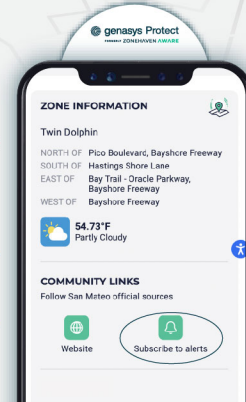
Handouts

Flyer

1

KNOW YOUR ZONE in 5 steps

- 1 Type your address in the search bar or use your current location.
- 2 Click on the highlighted zone and locate the number listed in the zone description panel. →
- 3 Write your zone down and place it somewhere easily accessible by everyone in your house.
- 4 Click Subscribe to Alerts to stay updated by your county/city in case of an emergency. →
- 5 Explore the information provided in your zone's description panel and bookmark any useful links provided by your county. →

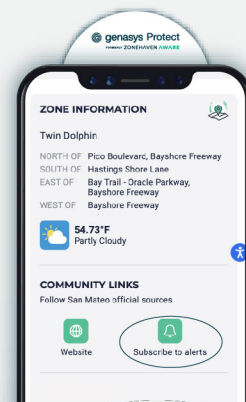


Find your zone now at
protect.genasys.com

2

KNOW YOUR ZONE in 5 steps

- 1 Type your address in the search bar or use your current location.
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Find your zone now at
protect.genasys.com

Handouts

Trifold

Flyer

8.5 x 11 in.



Insert Agency or County
Name Here

Phone: 000-000-0000
Website: XYZ.org

Follow on Facebook:
f Handle

Follow on Twitter:
t Handle

Insert Logo(s) Here



Be **prepared**
for the next
emergency.

Front Side

DO YOU KNOW

What to do in an emergency?

ARE YOU

Prepared to **evacuate quickly?**

HOW WILL YOU

Know when it's **time to go?**



GENASYS.COM

Insert Logo(s) Here



Stay one step **ahead,**
with **Genasys**

STEP 1 Visit protect.genasys.com

STEP 2 Visit www.website.com

STEP 3 Start Preparing Now

Find your zone: type your address in the search bar or use your current location.



Record your zone on the attached sticker or magnet and store it in a visible location inside your home.



During the next emergency, residents may be asked to evacuate or shelter in place. These orders will be given by utilizing pre-determined zones. Know your zone and be ready.

Register with
INSERT INFORMATION HERE

Insert logo or photo here

Public officials use alerting systems to communicate messages to the community during emergencies. Alert messaging may include advisories, shelter in place orders, evacuation warnings, or evacuation orders. Not only do we want to ensure community members have subscribed to receive these alerts, but we also want residents to understand what these alerts mean.

To learn more about alerts and preparing for emergencies, visit www.website.org

To learn how to prepare your home for wildfire, visit www.website.org

During an Emergency, survival largely depends on you.

PREPARE before disaster strikes.

PLAN your evacuation for a variety of potential emergency events.

FOLLOW all instructions from public safety officials during an emergency.



For more information visit protect.genasys.com

Back Side

Style Guide

Color

Color Palette

Our core color palette is how we express the Genasys brand in the most direct and dynamic way. Consistent and careful use of our color palette will help ensure that it becomes a recognizable feature of our brand. Our primary colors are Genasys Navy, Genasys Green, and White. Light Blue, Charcoal, and Cool Gray are utilized as accent colors with a sparing application.



Genasys Navy

HEX: #163443
 RGB: 22, 52, 67
 CMYK: 90, 70, 51, 47
 PMS: 2189

Genasys Green

HEX: #ABCF38
 RGB: 171, 207, 56
 CMYK: 41, 0, 85, 0
 PMS: 2290 C

Light Blue

HEX: #56C8DA
 RGB: 86, 200, 218
 CMYK: 57, 0, 15, 0
 PMS: 630

Charcoal

HEX: #262A2D
 RGB: 38, 42, 45
 CMYK: 0, 0, 0, 89
 PMS: 179-14 C

Cool Gray

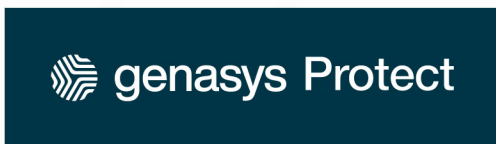
HEX: #D9D9D9
 RGB: 217, 217, 217
 CMYK: 0, 0, 0, 27
 PMS: 179-4 C

White

HEX: #FFFFFF
 RGB: 255, 255, 255
 CMYK: 0, 0, 0, 0



Logo



Style Guide

Typography

Typography

The primary font for Genasys is ITC Avant Garde Gothic. It is a clean and simple geometric sans serif that presents our brand in a modern light and compliments branded visuals. The ITC Avant Garde Gothic type family may be utilized for all branded applications. For day-to-day communications, Century Gothic is acceptable for all desktop needs. This font is extremely similar to our primary font and available in any desktop suite.

Bold
Medium
Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ITC Avant Garde Gothic

PRIMARY TYPEFACE

Style Guide

Typography

Typography Hierarchy

The primary font for Genasys is ITC Avant Garde Gothic. Following the recommended usage of font weights is vital in establishing a clear hierarchy in applications.

H1 | HEADLINE
Bold

H2 | SUBHEADING
Medium

P1 | PARAGRAPH
Book

CTA | BUTTON
Bold

Ready when it matters.

Ready means knowing you can handle any situation, from predictable disruptions to large-scale, unexpected events

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

[Learn more](#)

Request Form

Social Media

- SM Post 1
- SM Post 2
- SM Post 3
- SM Post 4
- SM Post 5
- SM Post 6
- SM Post 7
- SM Post 8
- SM Post 9

Digital Ads

- Digital Ad 1
- Digital Ad 2
- Digital Ad 3
- Digital Ad 4
- Digital Ad 5

Video Assets

- Video Asset 1

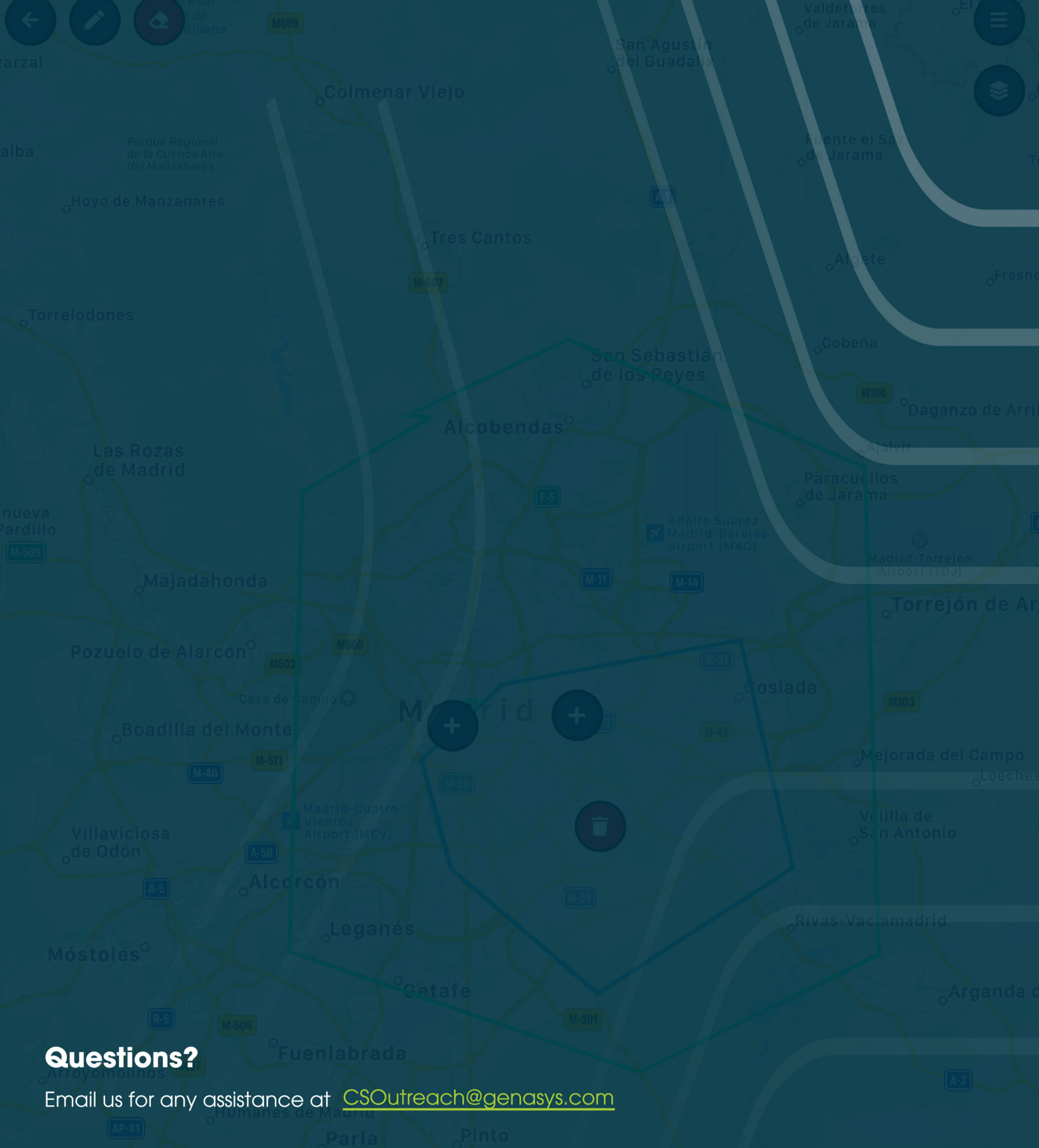
Handouts

- Sticker 1
- Sticker 2
- Sticker 3
- Sticker 4
- Sticker 5
- Rectangle Badge 1
- Rectangle Badge 2
- Flyer 1
- Flyer 2
- Trifold Brochure 1

Please submit all material requests using either this form or a written list via email to **CSOutreach@genasys.com**

Please include:

- The logos you wish to use on the materials
- Any county-specific information that needs to be included/updated in the materials
- A project timeline so we can ensure the materials are ready in time for usage



Questions?

Email us for any assistance at CSOutreach@genasys.com