



Stauton. Augusta.
Waynesboro.

Brand Style Guide

The **Local Emergency Planing Committee (LEPC)** is a federally mandated entity composed of state and local officials, business representatives, and media members. The emergency planning committee membership must include (at a minimum):

- Elected state, local, and tribal officials
- Police, fire, civil defense, and public health professionals
- Environment, transportation, and hospital officials
- Facility representatives, and representatives from community groups and the media.

Local governments bear the responsibility of ensuring the safety of their communities. This includes integrating hazmat planning and response within their jurisdiction, providing the local hazard analysis that adequately addresses hazmat incidents, and incorporating planning for hazmat incidents into the local emergency management plan and annexes. The **LEPC**, with its proactive role in assessing capabilities and developing hazmat response capability using local resources, mutual aid, and contractors, ensures that our communities are prepared and secure.



The **Stauton, Augusta, Waynesboro (SAW) LEPC** has taken a much broader approach to planning than a traditional **LEPC**. As a group, we accomplish the functions of an **LEPC** while considering the whole emergency management cycle. Our focus is on a whole-community approach to preparing for, responding to, recovering from, and mitigating hazards, ensuring that all members of our community are included in the planning process.

Local Emergency Planning Committee (LEPC) Logos

Primary Logo

The primary logo (shown below) is a combination mark comprised of a two-color acronym combination mark and the horizontally stacked one-color wordmark. The primary logo file name contains “**LEPCPrimary**”. This combination mark can be reproduced in two-color variations as shown below for contrast on darker backgrounds and for one-color versions on any background.



Secondary Logo

There are alternative visual marks for LEPC's logo system to provide a means of flexibility for the brand while maintaining recognizability. This page showcases the logos and provides scenarios when to use the alternative logos. The scenarios are as follows:

- If logo is needed for a profile picture or contact visual, the “LEPCLetters” acronym logotype can be used in place of primary logo.



- If the organization's location is NOT dominant and/or is not needed, the “LEPCWords” logotype can be used in place of primary logo.



- If the primary logo is needed without the wordmark underneath or the organization location is prominent elsewhere, then use the “LEPCShape” logo in place of the primary logo.



LEPC Branding Requirements

Smallest Size

The minimum logo dimension should not dip below 36 pixels or 1/2" in height. There is one exception with the secondary logo for profile imagery, which should be no smaller than 1/4" or 24 pixels in height. These rules are in place to allow for enough visibility of the logo and ensures proper readability.



Violations of Logo

DO NOT stretch or compress the original proportions of the logo.

DO NOT change or swap the colors of the logos provided outside of the allowed color palette.

Messaging and Typography

The LEPC system uses a modified typeface of “Red Hat Display” which cannot be further modified or replicated in materials. Instead, use the typeface “Lora” whenever possible for print and digital messaging. The serif font can be downloaded for free from fonts.google.com.

Lora

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

A B C Č Ć D Đ E F G H I J K L M N
O P Q R S Š T U V W X Y Z

a b c č ć d đ e é f g h i j k l m ñ n o
p q r s š t u v w x y z

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LEPC Color Palette

The Local Emergency Planning Committee brand uses three primary colors: blue, orange and black.

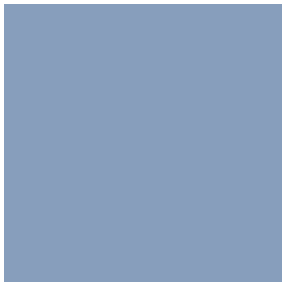
Primary Colors



CMYK	81, 58, 20, 3	12, 60, 97, 1	0, 0, 0, 100
RBG	64, 105, 151	216, 124, 43	0, 0, 0
HEX	#406997	#d87c2b	#000000

Secondary Colors

The logo system can use the secondary color within the visual marks when needed. The secondary color helps with defining contrast and/or one-color combination marks.

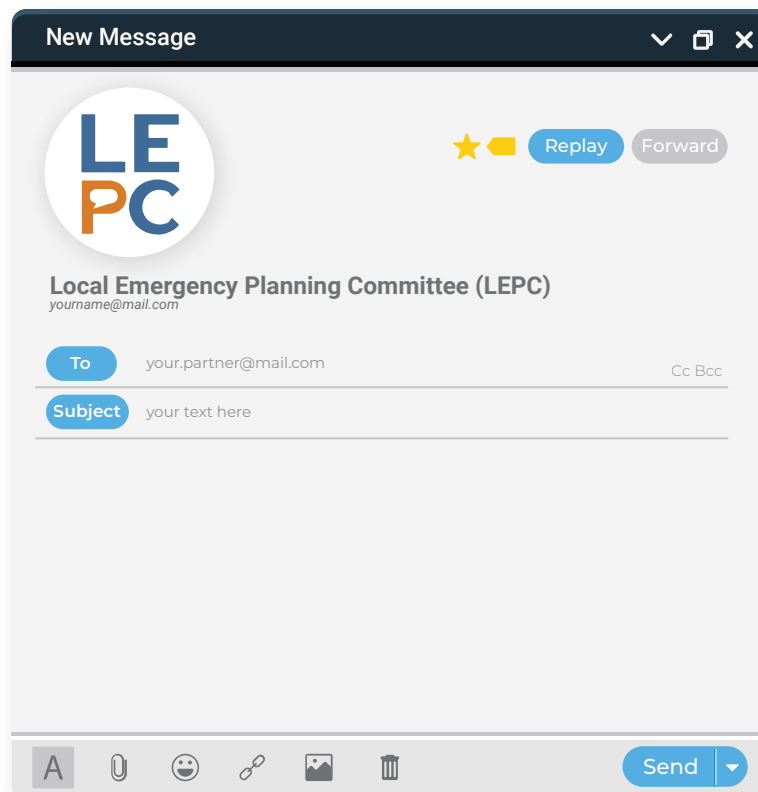
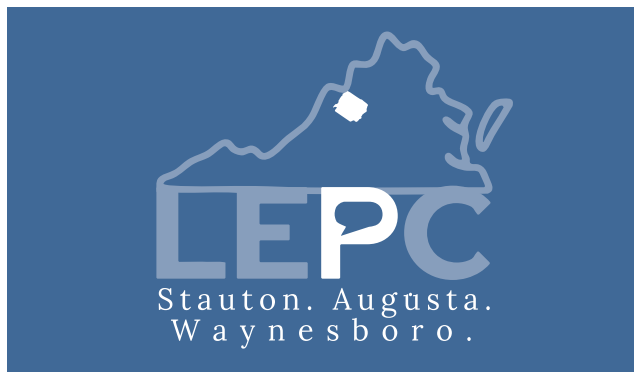


CMYK	49, 31, 14, 0
RBG	135, 158, 188
HEX	#879ebc

LEPC Brand Implementation

You have the power to reinforce the mission of the Local Emergency Planning Committee by correctly using the brand elements outlined in this guide. How you use these elements will make all the difference!

These pages show examples of how the LEPC logo system can be implemented in printed business cards, table and tent covers, banners, and profile pictures.





The Local Emergency Planning Committee Brand Style Guide
was created by Sarah Handel in the fall of 2024.



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