

Prevent. Empower. Protect.



Gold Shovel
Standard[®]
Emblem Usage
Guidelines



Emblem Guidelines & Requirements

- Certified entities are permitted to display the Gold Shovel Standard emblem
- This valuable emblem indicates completion of the rigorous Gold Shovel Standard certification process
- Use of the emblem is permitted in marketing efforts, identity, and signage, in compliance with usage guidelines





Colors & Permissions

- The Gold Shovel Standard emblem files are provided in RGB colors (red, green, blue) to obtain the best match across color devices
- Colors are:
 - Primary blue #53b7f3
 - Secondary blue (inside ring) #75c5f5
 - Gold #FFB00
- Gold Shovel Emblem comes in 3 variations:
- Logo without date
- Logo with date
- Logo with date and “CERTIFIED”





Correct / Incorrect Use

Correct Use:

- Business cards
- Company letterhead (not individual letterhead)
- Brochures and other collateral materials
- Business direct mail (not personal emails)
- Temporary signage (at job sites and events)
- Removable helmet stickers
- Business Websites

Incorrect Use:

- Clothing
- Contracts
- Promotional giveaway items



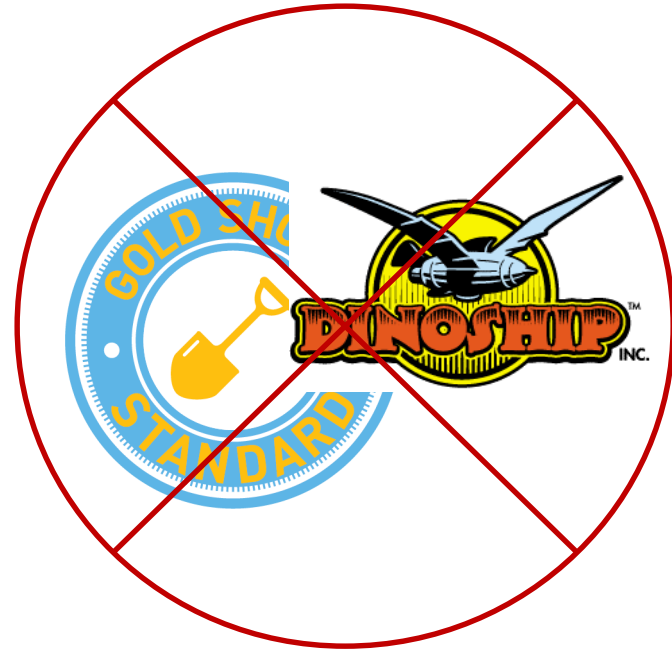
Emblem Distribution

- Gold Shovel Standard will distribute the emblem on an annual basis following the recertification process for each certified member



Incorrect Use

- Do not ‘lock up” Gold Shovel Standard logo with other company logos
- Partial covering of Gold Shovel Standard logo with other logos
- Send images to legal@goldshovelstandard.org for approval





Emblem Size

- For best results, the Gold Shovel Standard emblem should never be reduced smaller than 1-inch in diameter
- Decorative elements are lost in smaller reproduction





Text & File Use

- Gold Shovel Standard certified users may use the text below on Websites, brochures and other materials to explain the emblem's meaning. Digital communications may also link to www.goldshovelstandard.org
 - *Gold Shovel Standard (GSS) is a nonprofit organization committed to improving workforce and public safety and the integrity of buried infrastructure. GSS believes that greater transparency in all aspects of damage prevention among buried-asset operators, locators and excavators is essential to drive continuous improvement, and vital to increasingly safe working conditions and communities.*
- Use .eps or .png files for printing
- Use .jpg files for digital and general internal file purposes



Marketing Materials

- Marketing materials must be branded as those of the certified member
- Certified member's name and logo should be displayed on each page or marketing item, and be more prominent (larger and central on the page) than the Gold Shovel Standard emblem

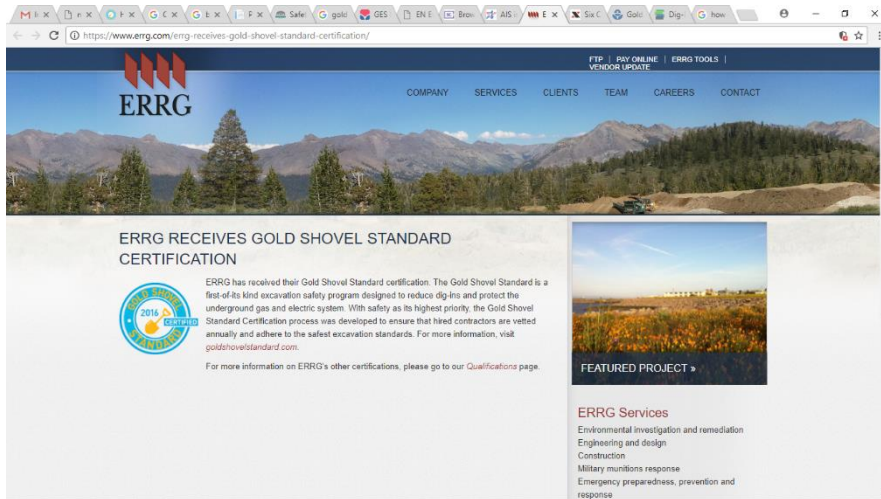
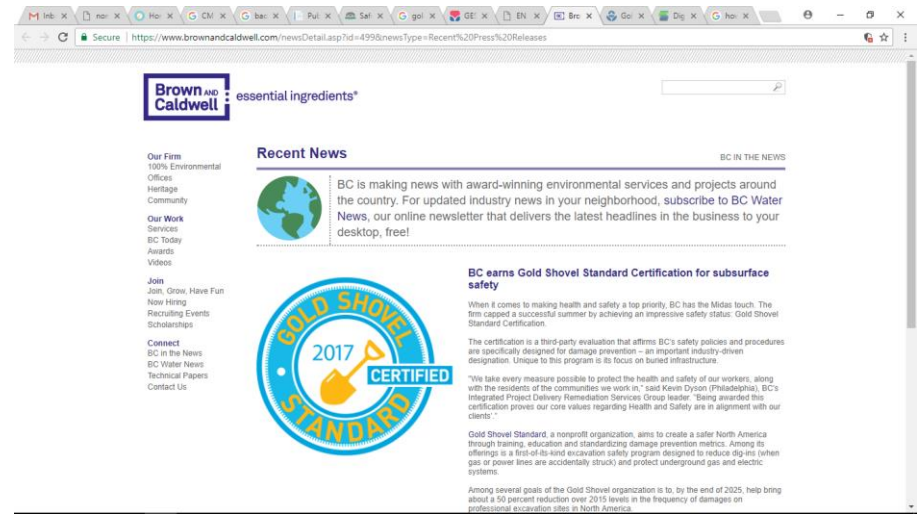


Jobsite signage (right); Mailer (above)



Web Usage

- Companies leverage the value of the Gold Shovel Standard emblem by using it on promotional pages of their Websites





Active Certification

Upon expiration or termination of Gold Shovel Standard Certification, all rights to use the emblem are also terminated to preserve the integrity of the mark. Materials utilizing the emblem should be destroyed and a written notification confirming this has been done sent to legal@goldshovelstandard.org

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Thank you!