

codeReady Campaign Guidelines

The Minnesota Department of Health and the Minnesota Department of Public Safety, with funding from the Minnesota State Legislature, have developed the codeReady emergency preparedness campaign as a statewide, community-based initiative to promote and improve the public's level of preparedness.

The codeReady campaign has been designed and implemented to improve the level of preparedness of all Minnesotans. The State of Minnesota wants the codeReady messages to appear wherever people live, work and play. We encourage Minnesota partners in preparedness—such as employers, community groups and others—to use materials from the codeReady.org website and in some cases, co-brand products with the codeReady logo.

Significant time and careful thinking were invested in the creation of the codeReady campaign. While materials are intended to be broadly shared within Minnesota, certain protections are necessary to protect the integrity and effectiveness of the campaign. Should the message become diluted, or brand identity lost, the effectiveness of the program could be jeopardized. To limit this risk, we have developed guidelines for use of the codeReady campaign elements.

- The use of codeReady materials to promote emergency preparedness is highly encouraged.
- The codeReady logo and materials are intended for use in Minnesota only and may not be used outside of the state.
- The materials may not be altered in any way. No adaptations are allowed.
- The materials may not be used to promote specific commercial or non-governmental products, services or organizations without prior authorization by the State of Minnesota.
- codeReady is intended to promote emergency preparedness and should not be applied to other messaging.
- Some executions use photo images and/or actor performances for which codeReady has contracted. Use of these materials will require payment and/or contractual agreement with the artist agents. Contact Emily Litt (emily.litt@health.state.mn.us) at the State of Minnesota for more specific information.

Text and copy

For campaign specific deliverables in which the State or its partners are responsible for execution, codeReady should be kept as one word, with a lowercase c and a capital R.

When submitting campaign materials (e.g., press releases, news articles) to external outlets (e.g., newspapers, magazines, TV) in which the State or its partners are not producing the final deliverable, a more conventional usage will be permitted. In these cases “codeReady” will become “Code Ready.”