Branding Guide amendments as proposed by B. McCandless

General note: I am moving text that is not directly relevant to branding to the footnotes. I like having some context for why things are the way they are, but I should also be able to find the branding information I need rapidly without needing to read excess text. In the actual document, footnoted content may be in sidebars, footnotes, or endnotes, as the editor prefers.

Logo (This is text to be added to the existing section on page 7-8)

[update existing text to refer to "Primary ASRC Logo"]

Primary Logo

This logo is approved for use in all ASRC documentation.

Figure 1: Saturated ASRC Logo

Figure 2: Desaturated ASRC Logo

Secondary Logos: Corps and Cadre[1]

The following logos are approved for use in place of the ASRC logo when producing documentation for an ASRC Corps or and ASRC Cadres.[2]

Remote Support Corps[3]

[print logo and include link to digital file here]

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[1] Since its founding, the ASRC has always consisted of various teams, who have worked together both in the field and on advancing the state of the art in search and rescue. In the mid 2010s, several ASRC members started advocating for the creation of a conference-wide resource to provide remote support services to all member teams. After much discussion about how this group should be structured and interact with ASRC teams and the ASRC as a whole, the ASRC developed the concept of Corps, which would be groups of skilled members dedicated to providing operational services throughout the ASRC, and Cadres, which would be groups of thought leaders focused on advancement in training and knowledge within the ASRC.

[2] Since ASRC Corps and Cadres are structured in a manner similar to ASRC teams, these logos are used to distinguish documentations in the same manner that a team logo would be used.

[3] Chartered 2019

Figure 3:Desaturated Remote Support Corps Logo

Designing Corps and Cadre Logos[4]

For thematic consistency, all Corps and Cadre logos shall maintain the following features of the ASRC logo:

- All Colors shall be identical to colors on the ASRC logo
- Outer orange ring, with the black text "APPALACHIAN SEARCH + RESCUE"
- The background showing green mountains on a blue sky

Variation is permitted in the following elements:

- Corps and Cadres may select an emblem to replace the Star of Life emblem in the ASRC logo. Preferably, the emblem will use colors matching those used in the Star of Life.
- The Corps or Cadre name shall be added in black text in the blue sky as an arc under and concentric with the word "APPALACHIAN"

Documentation with multiple ASRC Logos

As a rule, **no single piece of documentation should have more than one ASRC logo** (primary or secondary) visible at one time. For example, If an intro or closing slide of a presentation is showing a large ASRC logo, the slide background should not include any additional ASRC logos (primary or secondary).

Exceptions are permitted in the following circumstances:

- A closing slide for a presentation, showing the Primary ASRC logo and the secondary logos of any corps or cadres that contributed to the presentation.
- A web page where the user may scroll through a significant quantity of content. In this case, there may be a logo at both the top and the bottom of the page.
- A web page describing the various ASRC Corps and Cadres, showing the logo of each.

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[4] New Corps and Cadres may update this document after their charter has been issued by the ASRC Board of Directors.

- Other rare circumstances where necessary.

In any case where multiple logos are in use,

- The Primary ASRC logo shall be of equal or larger size than any Corps of Cadre logos. All secondary logos used shall be the same size.
- If presented in a linear format, the Primary ASRC Logo shall be presented first or last, as the context suggests.
- In cases where logos are being presented to demonstrate which Corps and Cadres have contributed, the ASRC logo shall be centered between other logos arranged symmetrically around it, or if there is only one logo, they may be presented side by side, with the Primary ASRC Logo located on the left.

Slides (This is a complete reworking of the existing text on pages 25-27.)

For some historical context, refer to footnote[5]

Templates

PowerPoint presentation templates are available [insert link here]

Professionalism in presenting

Presentation Etiquette

This document is not intended to be a complete reference for how to create and give effective and professional presentations. However, the following guidelines are provided in hope that they will encourage good practices:

- The purpose of the presentation is to provide the viewers with specific useful information.
    - Plan presentations to ensure that information is presented in a logical and complete manner.
    - Remove material that distracts from the information you wish to convey.
    - Humor is acceptable, and even encouraged, as it helps keep viewers attentive. Keep humor clean and professional.
- Slides are not an effective medium for transmitting large quantities of information. Here are some examples of good and bad uses of slides:
    - Good: Graphics illustrating the information you wish to convey
    - Good: Brief notes or mnemonics conveying primary concepts from your presentation
    - Good: Briefly emphasizing key points or concepts
    - Bad: Paragraphs of text
    - Bad: Dense data, such as large tables.
- If you expect viewers to retain complex or detailed information, provide good-quality handouts containing this information to viewers prior to presenting, and refer to the handouts in the slides. (I.e., "See Table 3, row 7 in handout")

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[5] Slide presentations benefit from a professional appearance and consistency as much if not more than documents. Slide shows go back hundreds of years, to 17th century magic lanterns. Thirty-five millimeter (35mm) photographic transparencies came into use in the 1930s, and by the 1950s people had started boring friends and family with hours of blurry vacation slides. Slide shows really came into routine use for education and corporate presentations with the advent of the Kodak Carousel slide projector in 1965. By the 1980s corporations had realized the power of slide presentations and had full-time staff devoted to preparing slides for sales, executive presentations, and educational lectures. Standardized backgrounds with corporate or institutional logos became required.

Microsoft's introduction of PowerPoint in 1990 sounded the death-knell for the Carousel and 35mm slides, and despite competition, PowerPoint has become a synonym for a computer-based "slide" presentation. We provide PowerPoint masters as all other presentation programs will accept them.

Even in this day of cheaper, lighter and brighter LCD, LED and laser projectors, the emphasis on corporate branding for "slides" continues, and for good reason.

- Slides are notes for the viewer, not the presenter. Presenters must have a firm grasp of the material and be able to present without constantly referring to the slides.

Font

- Text Font/Typeface: The typeface is Calibri, which is a typeface that will be found on most computers, which is important as PowerPoint cannot embed some typefaces. It is a sans serif face that is reasonably pleasant.

Backgrounds

The slide masters available for download [Link to downloads] contain two backgrounds:

- An ASRC theme, which has a white background and a header with the ASRC colors. This background should be used for slides that are primarily text or have a combination of text and images, and if the presenter intends to distribute paper copies of the presentation. Slides with and without the ASRC Logo are available.
- A black theme, which may be used when minimal distraction is needed and is recommended when displaying images alone.

General rules for backgrounds:

- Avoid colorful backgrounds – They may introduce issues for colorblind viewers and can make it very difficult to read handouts that are printed from the slide deck.
- Avoid visually busy backgrounds – They may distract the viewer, may interfere with their ability to read any text in the foreground, and may also cause printing issues when making handouts.
- Ivory is an acceptable alternative when a white or black background introduces issues when presenting.

Colors

Use of color should support the presentation and it is recommended that colors be limited to accents and illustrations. Black text on a white background is generally accepted as the most readable on screens and paper and should be used unless external factors make this impractical.

Slide handouts are frequently printed in black and white only, so all information carried by use of color may be lost.

Red-green colorblindness is relatively common in the population, and is commonly used to indicate certain concepts – avoid using these colors alone to convey any meaning such as Good/Bad, Go/Stop, etc.

Downloading

PowerPoint templates that you can use to create your own ASRC-branded slide presentation are available, in both standard (4:3) ratio and widescreen (16:9) sizes. Only the standard is shown here but both are available at archive.asrc.net > Admin > Branding or at http:// archive.asrc.net/#IDASRC-Admin-ASRC-Branding-.