

# Style Guide for RISE Media

## Media Releases

- Media releases must always include the RISE boilerplate

*Recovery for Ike Survivors Enterprise is a disaster case management program designed to provide help, support and advocacy for more than 13,000 survivors of Hurricane Ike as they recover from the disaster. RISE disaster case management is available through a collaborative network of 10 local agencies in 16 counties of southeast Texas, including Austin, Brazoria, Chambers, Fort Bend, Galveston, Grimes, Hardin, Jefferson, Liberty, Madison, Matagorda, Montgomery, Orange, Walker, Waller and Washington.*

- **Media releases, press advisories, brochures, web sites and all other print, broadcast and electronic communications MUST include the following statement as provided by FEMA and HHSC:**

*This document was prepared under a grant from the U.S. Department of Homeland Security's Federal Emergency Management Agency. Points of view or opinion expressed in this document are those of the authors and do not necessarily represent the official position or policies of the U.S. Department of Homeland Security.*

- Convert all print communications pieces to PDF for viewing on the screen before sending to LSS PR for approval. HHSC and FEMA have firewalls that prevent large documents from going through, so the materials must be reduced and converted to PDF.
- All communications pieces relating to the RISE project need to be sent to the LSS PR department for approval before being sent to local media outlets. They should be sent to Brittany Rodriguez at [brittany.rodriquez@lss.org](mailto:brittany.rodriquez@lss.org).
- When referring to case management services, always use the term “disaster case management”

## Logo Usage

- The RISE logo should only be used only in 2 variations: the original purple and gold colors and black. PMS colors for the logo are: PMS 123C (gold) and PMS 2623C (purple).



- Logos should not be copied from the website. Please forward all logo requests to Brittany Rodriguez ([brittany.rodriuez@LSSS.org](mailto:brittany.rodriuez@LSSS.org))
- Logos used for printed materials will be provided by LSSDR. Please contact if you need a larger logo or a specific format.

### **Media Inquiries**

- Inquiries from local media outlets should be immediately referred to Brittany Rodriguez at (512) 459-1000 or [brittany.rodriuez@lss.org](mailto:brittany.rodriuez@lss.org).