

## Usage Guidelines for GSA RISE & Diversity Marks May 2020

The Geological Society of America (GSA) helps a diverse community of geoscientists find the tools, confidence, and connections they need to navigate the complexity involved in advancing our science and driving their careers to fulfilling new heights. To achieve this GSA will continue to lead the way in fostering a culture of integrity and scientific excellence, where members and participants with diverse backgrounds, experiences, and perspectives feel welcome and included. Maintaining a diverse, respectful, ethical culture is essential to attract the best talent and will better position all geoscientists to meet the tremendous challenges faced by human kind in the decades ahead. ([Diversity in the Geosciences Community Position Statement](#), 2016; [Removing Barriers to Career Progression for Women in the Geosciences](#), 2018).

GSA has developed two related graphical marks to visually identify its support and commitment to the concepts above.

### RISE

RISE is a graphical representation of the aspirational goals of the [Events Code of Conduct](#). RISE stands for Respectful Inclusive Scientific Events.



Background is “GSA purple” PMS: 268  
Includes GSA organizational logo in white  
RISE in four colors  
Respectful Inclusive Scientific Events in white

- RISE is not really a program, but people think and speak of it that way. Brand equity has developed around this mark, which was first introduced in 2016.
- It is used:
  - In signage at virtual and in-person GSA events
  - As a badge worn by trained personnel (“RISE Liaisons”) who are advised to take action when they receive a complaint or observe a potential Events Code of Conduct violation at meetings (In the future, RISE Liaisons may have the

- opportunity to take more training to serve as bystanders/allies/RISE ambassadors)
- On the GSA website and ancillary websites used to market GSA meetings and events
  - In printed material such as *GSA Today*, and the annual meeting program book

### **Diversity Makes Our Science Better**

A colorful mark developed at the request of the Diversity Committee and the ad hoc Culture Task Force as a way for individual members to show support for the ideals embodied in the GSA position statements on diversity (linked above).



Background is “GSA green” PMS: 3305

Includes GSA organizational logo in white

Slogan in the four colors that match the RISE badge: Diversity Makes Our Science Better

This diversity mark is meant to accommodate individual members in their support of the ideals, and their commitment to diversity and inclusion. It is not an official GSA promotional logo but will be made available to members for technical sessions at GSA in-person and virtual meetings.

It can be used:

- On individual scientific posters at GSA meetings and events
  - Please keep the size of this graphic at two inches or in proportion to other logos on the poster
- In technical session PowerPoint presentations at GSA meetings and events
  - Please keep the size of this graphic at one inch or in proportion to other logos on the poster
- As a sticker or button worn by attendees at GSA meetings

[This mark can be found and downloaded from the GSA website here.](#)