FIRE +
RESCUE NSW
BRAND
GUIDELINES.

WE ARE
FIRE +
RESCUE NSW.

ADDING MEANING
TO OUR NAME

While we have refreshed our brand, we have NOT changed our name. In fact, we have given it more meaning by swapping the '&' for a '+' symbol. Our PLUS represents all the things that we do beyond Fire and Rescue.

However, when we write our name in full, the word 'and' should be used between Fire and Rescue. We reserve our plus for our logo or as a graphic device in short, large headlines for maximum impact.

WE ARE PREPARED FOR ANYTHING.

OUR PURPOSE

OUR VALUES

TO PROTECT THE IRREPLACEABLE

We do more than prevent and extinguish fires and rescue those in need. Not only do we save lives, property and protect the environment, we reduce suffering and provide a safer world for us to live in. We believe all lives are precious and we understand you cannot replace the things that really matter to you; your loved ones, your home, your memories.

RESPECT

We always treat each other, our partners, stakeholders and recipients of our services with respect and fairness while recognising and accepting the differences, wishes, rights, feelings and value of others.

INTEGRITY

We always act professionally and can be trusted implicitly because honesty, transparency and strong ethical principles underpin who we are and everything we do.

SERVICE

We are reliable, always performing our roles safely, effectively and efficiently, while taking responsibility for our actions and decisions.

COURAGE

We always put the needs of the community and FRNSW first, and have the courage not only to deal with serious emergency situations, but to stand up for others and to challenge wrong doing.

MASTER LOGO

**STAGED LOGO
(ON RED BACKGROUND ONLY)**

INTERNAL LOGO

Our logo is the first representation of our brand. We have simple rules to ensure our logo is always treated with respect, and these rules should not be broken or bent.
Made up of two main parts, our crest and our name within a square, creates a bold and

unified symbol derived from our emergency chequered pattern. Our full-colour, master logo is our preferred logo to be used whenever possible. The relationship between the size of the crest, square and text should remain consistent at all times.
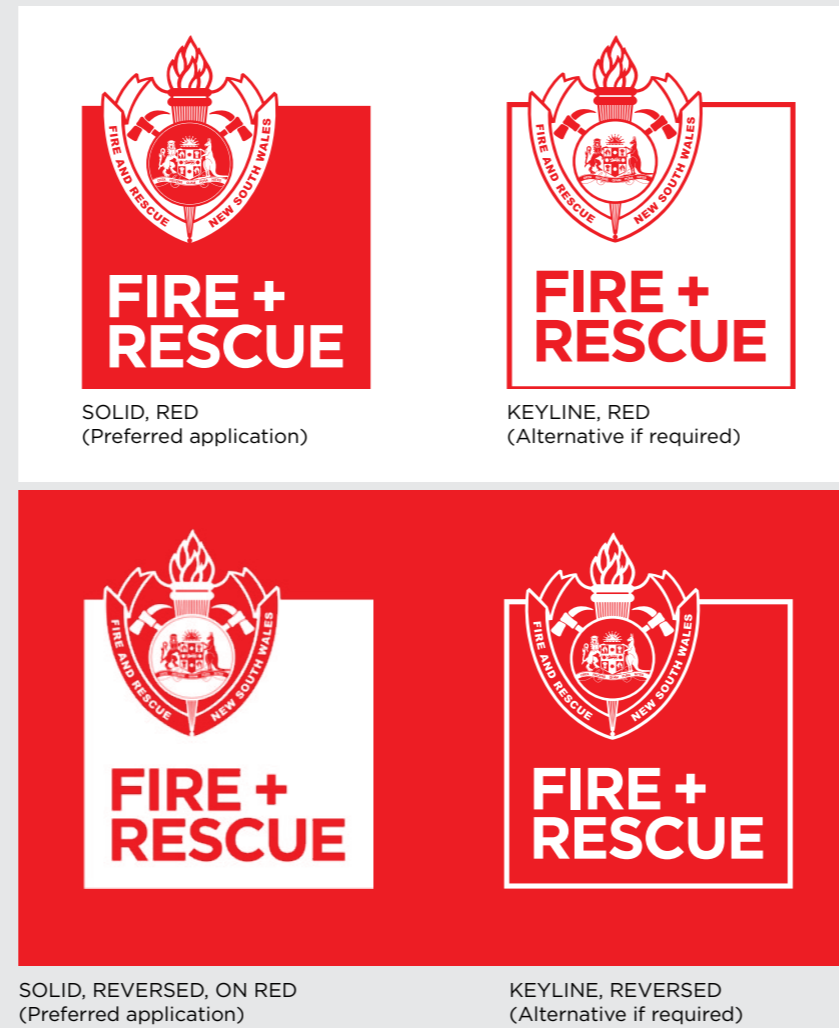
Our full-colour, staged logo should only be used whenever it is seen on a red background to maintain visual integrity.
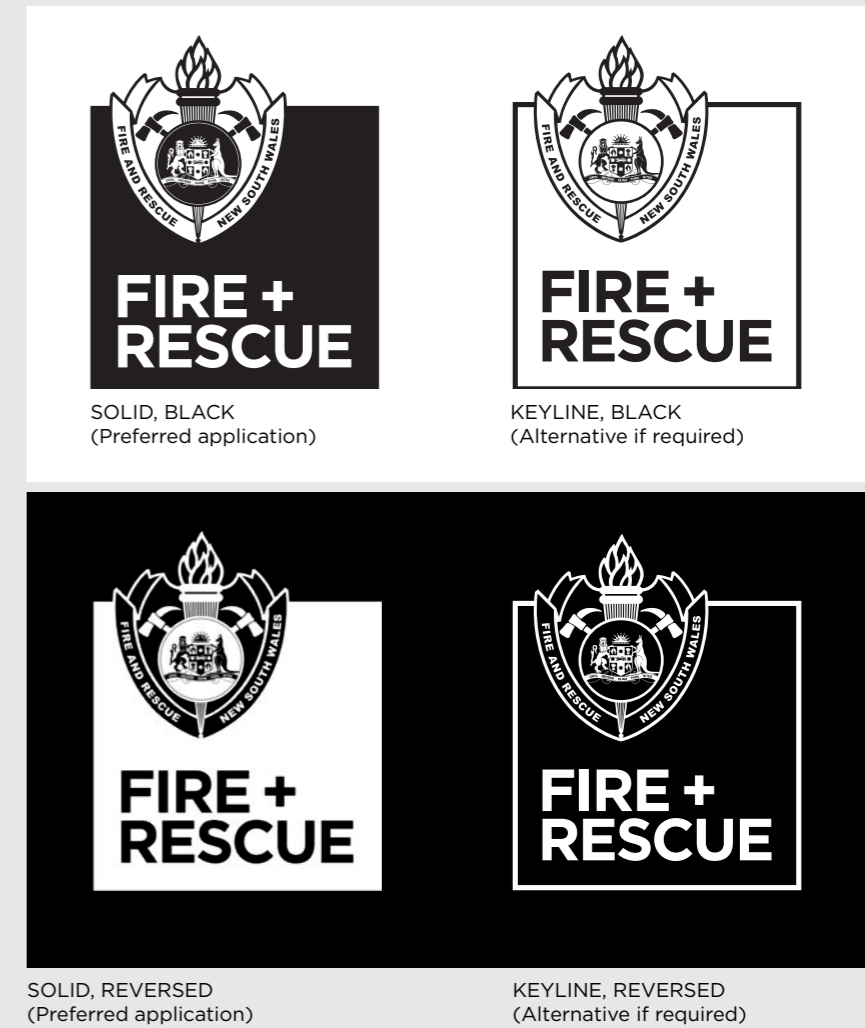
FILE FORMATS
We have different file formats of our logo for various uses:

For digital, online or TV – we use the RGB logos.
For print or signage – we use CMYK logos, or PMS when printing special colours.

SOLID, RED
(Preferred application)

KEYLINE, RED
(Alternative if required)

SOLID, REVERSED, ON RED
(Preferred application)

KEYLINE, REVERSED
(Alternative if required)

ONE-COLOUR LOGO

SOLID, BLACK
(Preferred application)

KEYLINE, BLACK
(Alternative if required)

SOLID, REVERSED
(Preferred application)

KEYLINE, REVERSED
(Alternative if required)

MONO LOGO

INTERNAL LOGO:
COLOUR VARIATIONS

We have a few variations
of our logo for different
applications, when a full
colour logo may not be
an option.

ONE-COLOUR LOGO
We use our one-colour logo
for applications where we
need to print in limited colour.
For e.g, screen-printing.

MONO LOGO
We use our mono logo
for applications where
we can only print in B&W.
For e.g. local newspaper
press, basic stationery
such as templates.

17 MM

INTERNAL LOGO: USAGE

Our logo should always be clear and recognisable. To achieve this, there should be a consistent amount of space surrounding the logo – depending on the size that it appears.

CLEAR SPACE
The diagram above demonstrates the logo clear zone, based on the height of X. This is determined by the distance between the top of our square and tip of the flame. The clear zone above our logo is double the height of X.

MINIMUM SIZE
To maintain clarity of type and the overall brand, the minimum width of our master logo should be no less than 17mm in print applications. We have developed a simplified logo for special use (see next page).

SOLID, MONO   KEYLINE, MONO   KEYLINE, WHITE

15MM

INTERNAL LOGO: SIMPLIFIED

We have created a simplified version of our logo for special use in applications where the detailed elements in our crest will be too small or too difficult to produce and simply not clearly visible. For e.g. engraving, embroidery, badges or lapel pins or vinyl decals.
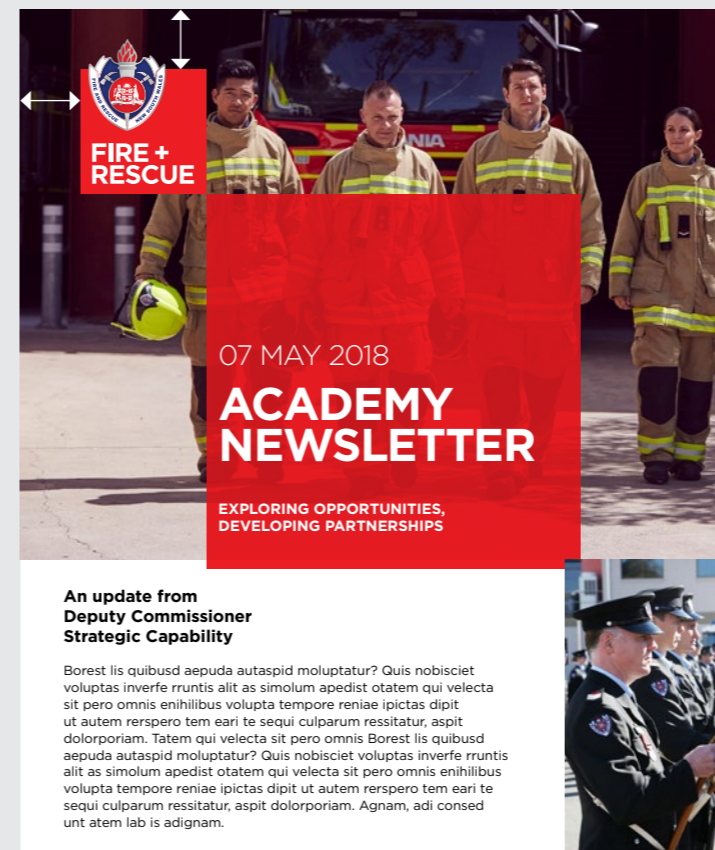
Please note, the 'keyline, white' versions are the same (just placed on different coloured backgrounds)

MINIMUM SIZE
To maintain clarity of type and the overall brand, the minimum width of our simplified logo should be no less than 15mm in print applications.

FIRE +
RESCUE

FIRE +
RESCUE

**EXAMPLE
HEADLINE
GOES HERE**

EXAMPLE
SUB HEADING

FLYER

FIRE +
RESCUE

07 MAY 2018

**ACADEMY
NEWSLETTER**

**EXPLORING OPPORTUNITIES,
DEVELOPING PARTNERSHIPS**

**An update from
Deputy Commissioner
Strategic Capability**

Borest lis quibusd aepuda autaspid moluptatur? Quis nobisciet
voluptas inverfe rruntis alit as simolum apedist otatem qui velecta
sit pero omnis enihilibus volupta tempore reniae ipictas dipit
ut autem rerspero tem eari te sequi culparum ressitatur, aspit
dolorporiam. Tatem qui velecta sit pero omnis Borest lis quibusd
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INTERNAL EDM

FIRE +
RESCUE

**RESPECT,
REFLECT,
RESET**

STOP BULLYING
ACTION PLAN
2018 - 2020

PROFESSIONAL STANDARDS 2018

LONG FORMAT DOCUMENT COVER

INTERNAL LOGO:
PLACEMENT

The placement of our logo
is flexible. Our preferred
placement is in the top left
corner. In these instances, the
space around the square should
be equal, as demonstrated
above. Please ensure your page
margins have ample space to
give the flame a clear area.

We understand that sometimes
this position may not give our
logo the prominence it deserves
and we may want to integrate it
within our design more - becoming
an extension of our chequered
pattern. See examples above right.

PLEASE NOTE:
In some key touchpoints of our brand,
to maintain and maximise impact, our
logo may not adhere to these guides.
Exceptions include business cards, some
digital applications, and more specialised
uses, i.e. building signage, uniforms, etc.

These instances must be pre-approved
by the brand team.

EXTERNAL LOGO

As part of the NSW Government, we are required to use our co-branded 'External Logo' on all external facing communications.

These communications include but are not limited to letters, business cards, tender documents, flyers and public-facing posters.

PLEASE NOTE:
The spacing within our External Logo lockup and weighting of each individual logo have been carefully considered and should never be altered.

FILE FORMATS
We have different file formats of our logo for various uses:

For digital, online or TV – we use the RGB logos.
For print or signage – we use CMYK logos, or PMS when printing special colours.

43 MM

EXTERNAL LOGO: USAGE

Our logo should always be clear and recognisable. To achieve this, there should be a consistent amount of space surrounding the logo – depending on the size that it appears.

CLEAR SPACE
The diagram above demonstrates the logo clear zone, based on the height of N. This is determined by the height of the "N" of NSW that forms part of the logo.

MINIMUM SIZE
To maintain clarity of type and the overall brand, the minimum width of our external logo should be no less than 43mm in print applications. Should you require a smaller option, please see our simplified logo on the next page.

MINIMUM SIZE
To maintain clarity, the minimum width of our simplified external logo should be no less than 37mm in print.

37MM

STAGED REVERSED – ON RED

MONO

MONO, REVERSED – ON RED

MONO REVERSED

EXTERNAL LOGO: SIMPLIFIED

We have created a simplified version of our external logo for special use in applications where the detailed elements in our crest will be too small or too difficult to produce and simply not clearly visible. For e.g. engraving, embroidery, badges or lapel pins or vinyl decals.

We have some variations of our external logo, for use when a full colour logo may not be an option:

STAGED REVERSED LOGO
We use the full-colour reversed logo whenever it is seen on a red background to maintain visual integrity.

MONO LOGO
We use our simplified External Mono logos for applications where we can only print in either one colour (for e.g. in white on red for specialist applications such as screenprinting), or in B&W, (for e.g. in local newspaper press, basic stationery such as templates).
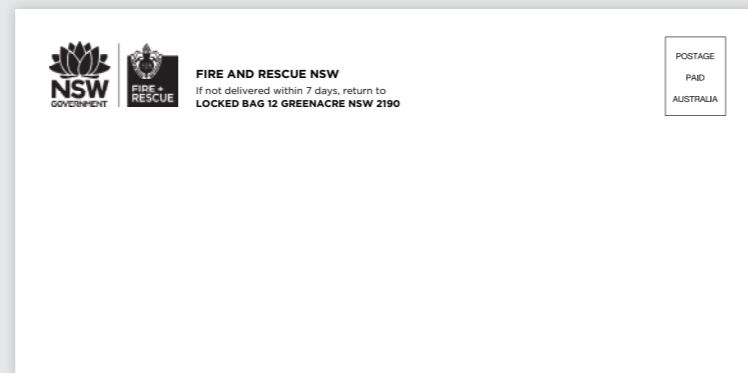
CO-BRANDED LOCKUP

CO-BRANDED LOCKUP – MONO + COLOUR

EXTERNAL LOGO: CO-BRANDING

When locking our External Logo up with another service or brand logo, it is important that appropriate consideration is given to size and spacing.
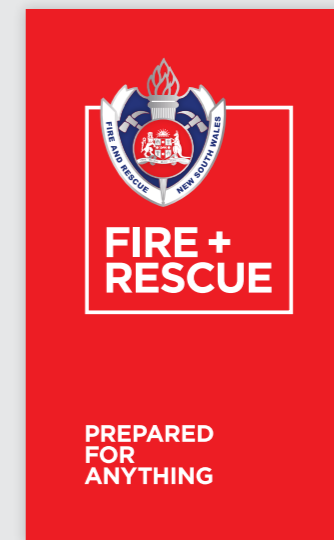
DL BROCHURE

ENVELOPE

PREVENTION EDUCATION POSTER

BUSINESS CARDS

EXTERNAL LOGO: PLACEMENT

Our External Logo should be placed in the top left corner of applications, and the space around the lock-up should be balanced and equal, as demonstrated in the examples above.

Please ensure your page margins have ample space to give the warratah and flame a clear area.

In special, approved cases, our External Logo may be used in conjunction with our Internal, stand-alone logo - see Business Card example above.

These instances must be pre-approved by the brand team.

FRNSW RED

PMS   485
CMYK 0, 100, 100, 0
RGB   225, 37, 27
HEX   #E1251B

FRNSW BLUE

PMS   280
CMYK 100, 93, 15, 12
RGB   0, 22, 137
HEX   #001689

FRNSW YELLOW

PMS   YELLOW C
CMYK 0, 0, 100, 0
RGB   255, 255, 0
HEX   #FFFF00

FRNSW DEEP GREY

PMS   COOL GREY 11 C
CMYK 0, 0, 0, 85
RGB   77, 77, 79
HEX   #4D4D4F

FRNSW MID GREY

PMS   COOL GREY 9 C
CMYK 0, 0, 0, 60
RGB   128, 128, 128
HEX   #808080

FRNSW LIGHT GREY

PMS   COOL GREY 1
CMYK 0, 0, 0, 10
RGB   231, 231, 232
HEX   #E7E7E8

FRNSW YELLOW TEXT

PMS   116 C
CMYK 0, 10, 100, 0
RGB   255, 221, 0
HEX   #FFDD00

FRNSW BLACK TEXT

PMS   BLACK C
CMYK 0, 0, 0, 100
RGB   0, 0, 0
HEX   #000000

COLOUR PALETTE

Red is our hero colour. It is iconic and synonymous with the heritage of our brand. We also have support colours that sit alongside our red which are used to give flexibility when required.

NSW WARRATAH RED

PMS   186C
CMYK 0, 100, 75, 4
RGB   215, 21, 58

NSW WARRATAH BLUE

PMS   281C
CMYK 100, 85, 5, 20
RGB   0, 38, 100

The NSW Red and NSW Blue are from the primary colour palette of the NSW Government identity. Only the NSW Government emblem should use these colours within the external logo.

All other supporting typography and graphics should use the FRNSW colours only.

Aa
GOTHAM

/LIGHT
/BOOK
/BOLD

TYPEFACE: EXTERNAL

Just like our font, we are all about being clear and visible. Safety first, always. Gotham is our primary typeface and is used throughout all our external communications from headings through to body copy on posters and on our trucks.

HEADINGS

LARGE HEADLINES ARE IN GOTHAM BOLD UPPERCASE FOLLOWED BY GOTHAM LIGHT.

SUB-HEADINGS

Subheadings are in Gotham Bold title case, at same size as body copy or 2pt sizes larger.

BODY COPY

We use Gotham Book or Gotham Light for our body copy. If body copy appears on a red or coloured background we recommend using Gotham Book.

ARIAL /REGULAR /BOLD

TYPEFACE: INTERNAL

For internal documentation such as word documents and powerpoint presentations we substitute Gotham for Arial and use it with the same hierarchy as documented on the previous page for our Word and Powerpoint templates. Montserrat is our suggested Google font.

WORD HEADINGS

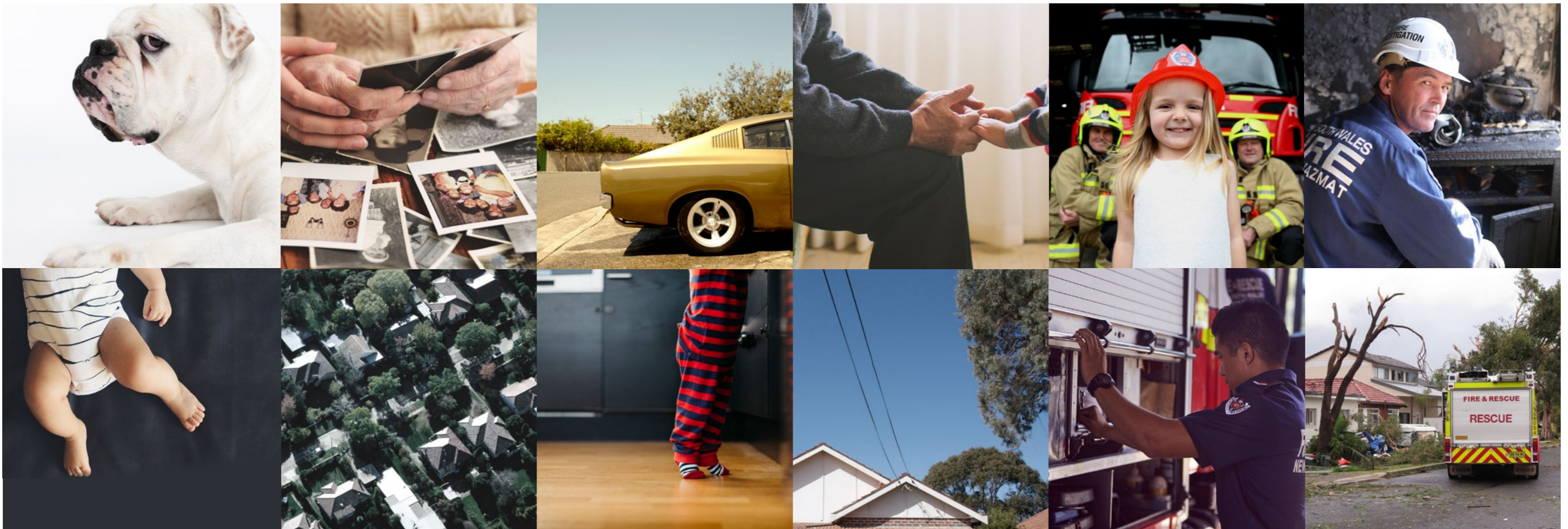**Long copy Word document headings are in Arial Bold sentence case.**

PEOPLE

ACTION

PREPARATION

PHOTOGRAPHY

We hero our employees –
as portraits, in action and in
preparation. We give them faces
and names and we tell their
unique stories – sharing their
experiences of courageous care.
Not just our fire fighters but
everyone across the orgnisation.

COMMUNITY

PHOTOGRAPHY

We also use imagery that the public can truly relate to. We bring it back to real life, using images that evoke a sentimentality and above all, the reality of day to day life – emphasising our role in protecting the irreplaceable.

ICONOGRAPHY

Our icons are built from simple line illustrations that represent our capabilities and other areas we stand for. It is important our capability icons appear in the order shown here to the right.

PREVENTION + EDUCATION

FIRE

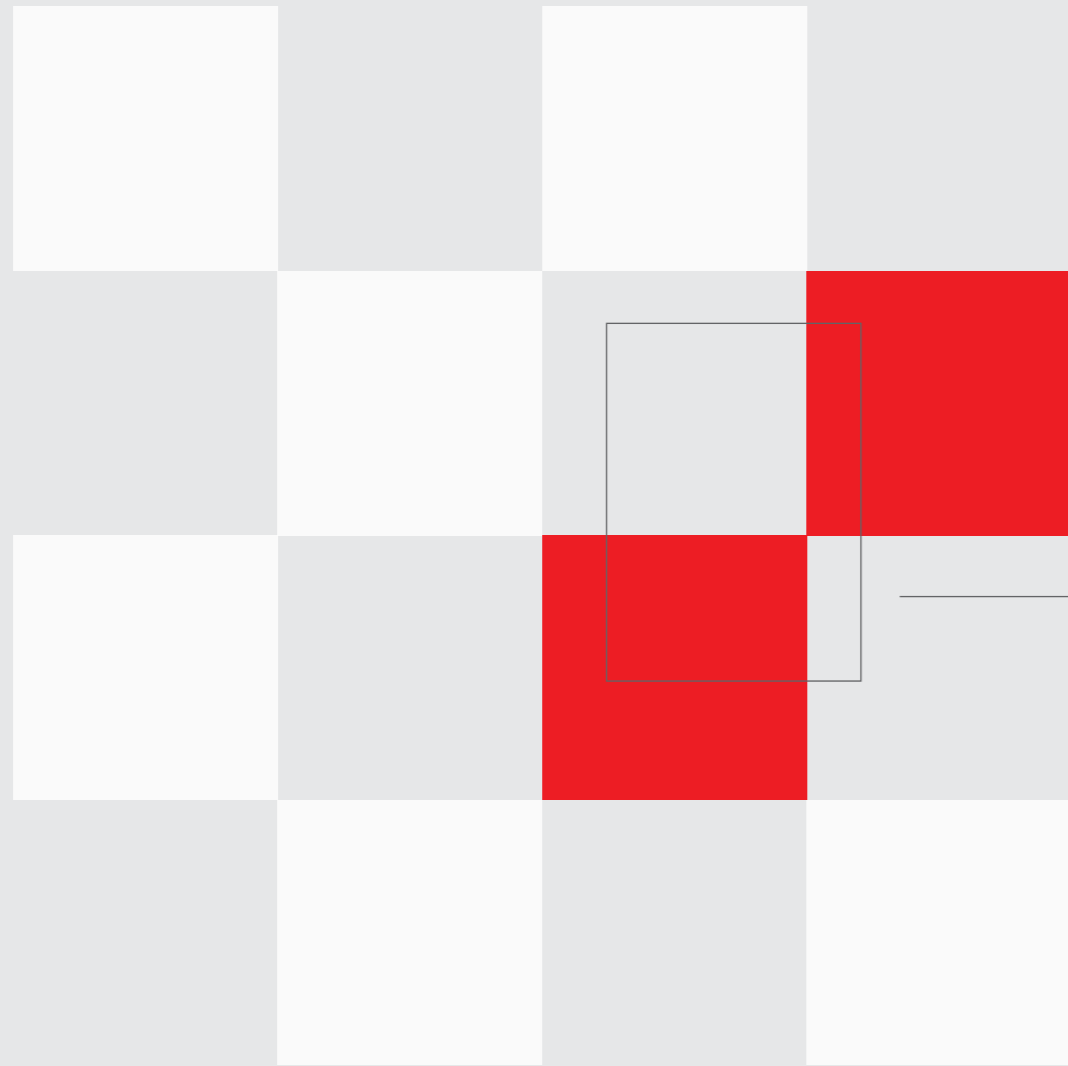**RESCUE**

HAZMAT

PROTECT THE ENVIRONMENT

COUNTER TERRORISM

NATURAL DISASTER + HUMANITARIAN RELIEF
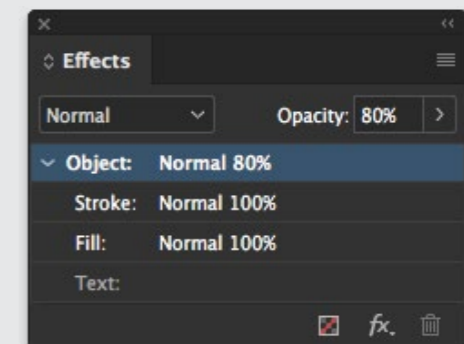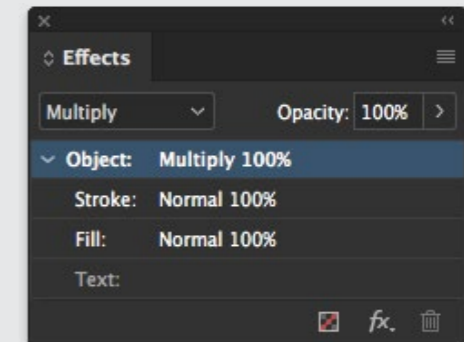
MEDICAL RESPONSE

CHEQUERED PATTERN

Our chequered pattern can be used in various sizes depending on the application and it's purpose. It can be used to house copy or to add graphic interest over the top of images.

FRNSW RED
OPACITY: 100%
EFFECT: MULITPLY

WHITE
OPACITY: 80%
EFFECT: NONE

TRANSPARENT OVERLAY

When we use our graphic transparent overlay on images, we need to ensure we treat them in the same way every time so our red is produced consistently.

STEP 1.
Select your preferred chequered pattern crop and make the squares white with an 80% opacity, over an image.

STEP 2.
Copy and paste the same squares, in the same place, making them FRNSW Red with 100% opacity, then apply the Multiply effect.