



Brand Guidelines

Avon Fire & Rescue Service

Version 06 - October 2019

WHO ARE THESE GUIDELINES FOR?

Anyone at AF&RS who communicates on behalf of the organisation; our staff, volunteers and partners. They are also for marketers, writers, content generators, designers and developers.

This document has been established to ensure that we visually represent Avon Fire & Rescue Service (AF&RS) and all it stands for. It will help you the reader, to understand how we want to communicate to the public as well as internally to one another.

Why is this important?

Our mark is seen on **vehicle livery, wall signage**, applied onto **uniforms**, firefighting **equipment**, visually seen on **social media, emails** and **internal documents**. Collated on to **marketing collateral, printed literature**, applied on our **website** and on **advertising**.

Our logo and brand is instantly recognisable within our community and as such we must protect it.

To protect our brand it's important our logo appears consistently and only on literature, websites or at events that AF&RS fully supports. Under the direction of the Service Leadership Board, Corporate Communications have the responsibility for managing the internal and external use of our logo to ensure its use is recorded and used appropriately.

If you have been asked to provide the AF&RS logo to an external partner, for example for sponsorship or promotional purposes, please contact the Corporate Communication team.

Making a good first, and lasting, impression is essential to our image and the respect our Service holds in the community.

We look to you to deliver consistency for our brand and together we can deliver across any medium or media.



MISSION, VISION AND VALUES

Our mission, vision and values are essential in underpinning our corporate identity.

Our values in particular exemplify who we are as an organisation, how we feel, what we do and how we do it. Our values influence all our decisions, interactions and plans. Our values should be embedded across all areas of the organisation. It's everyone's responsibility to understand them and live them day-to-day.

For AF&RS making a good first and lasting impression is essential to our image and the feeling the Service holds in the community.

Our Vision

To provide the highest standard and best value service to the community.



Be the best fire and rescue service we can be, working hard to ensure our communities are at the centre of what we do. We are committed to keeping people safe, improving quality of life and making our area a better place to live, work and visit.

Our mission

To improve public safety through prevention, protection, response and resilience.



Making our communities safer and meeting the needs of the people we serve, by identifying, understanding and tackling the risks that exist within our area. We will be accessible and provide a high standard of service 24 hours a day, 365 days a year.

Our values

Respectful, honest, courageous, ambitious, inclusive and transparent.



Guided by the standards of behaviour captured in our values, we will support our staff to embrace challenges, recognise achievements and live out our values in making our communities safer and exceeding expectations. The public expect their emergency Services to be there when they need us, but also role model the very best standards of behaviour. When we make decisions and work together, our values are the things we keep in mind every time. They are important to us, and non-negotiable.



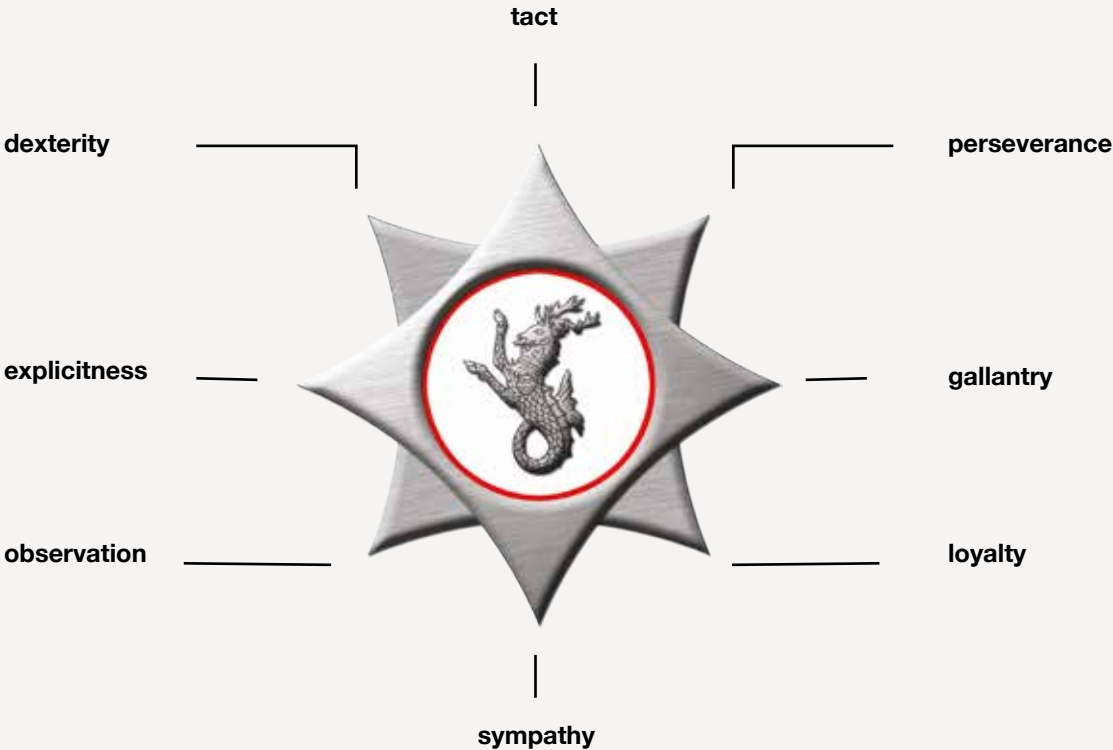
OUR LOGO EXPLAINED

The Avon Fire & Rescue Service logo should only be reproduced from master artwork and should not be redrawn or altered in any way. The logo should be placed in an appropriate position on the page, in-line with the guidance set out in this document.

The logo incorporates the eight-pointed star, the origins of which date back to the Crusades and the Knights of Saint John. They were primarily a charitable, non-military organisation, called on to perform deeds, such as to rescue fellow Knights or extinguish fires. In acknowledgement of this bravery, these Knights wore a Maltese Cross. It is therefore believed this is where the association between the Maltese Cross and firefighters originated.

The eight points, or tenets, of the star are also believed to represent the virtues of **tact**, **perseverance**, **gallantry**, **loyalty**, **dexterity**, **explicitness**, **observation** and **sympathy**.

Virtues of



PRIMARY IDENTITY

The complete logo is made up of the star and 'Avon Fire & Rescue' text in a red flash to the right with a white outline around it. It should always be used, with the only exceptions to some of our signage (please see page 23 for more details) and personal protective equipment (PPE).

Exclusion zone

The logo is surrounded by an exclusion zone made up by 'A' taken from the word Avon into which no other graphic elements (such as words or pictures) should intrude. This ensures the logo is reproduced to optimum effect and appears in its own clear space.

When the logo appears with the red flash to the left of it to create the maximum balance and harmony between logo and flash, the size is worked out by the width of the star and placed in the centre of the exclusion zone.

Digital Logo

Our logo has been redrawn for digital use for the website.

The minimum width of the brand mark

Web: The minimum width of the brand mark should be no less than 164px.

Print: The minimum width of the brand mark should be no less than 25mm, with copy no less than 6.5pt.

These guidelines must be applied at all times.

For advice email:

Corporate.Communications@avonfire.gov.uk



Minimum sizes



Digital logo



Exclusion zones



INCORRECT USAGE

The examples on these pages show just a few modifications and incorrect usage of the brand mark.

If you're unsure please check with the Corporate Communications team regarding the logo use.



If you need guidance, please email:
Corporate.Communications@avonfire.gov.uk



COLOURS

Avon Fire & Rescue Service has its own distinctive pallet of corporate colours, The colours are built around the landscape in which Avon operate in. These are made up of four primary and 10 secondary colours that be used as highlights. Where possible the primary colours should be used. You may also use Tints of our corporate colours, please see page 34 for more details.

AF&RS has a corporate shade of red which is used whenever you see the brand. This colour has a set pantone, which is a specific colour reference. This red should not be reproduced in any other shade or a tint. If your artwork is being printed Litho, please use the pantone and not a four colour process.

These colours act as identifiers and make the Service instantly recognisable to its audiences. No other colours are acceptable unless specifically agreed for use by the Corporate Communications department. When working in conjunction with a partner agency such as a school or charity we will be able to adapt or take on some of the partnering branding.

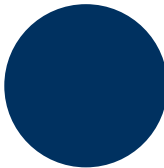
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Primary



PANTONE 1797 C
RGB 203 51 59
HEX/HTML #CB333B
CMYK 2 97 85 7



PANTONE 654 C
RGB 0 58 112
HEX/HTML #003A70
CMYK 100 71 10 47



PANTONE 1225 C
RGB 255 200 69
HEX/HTML #FFC845
CMYK 0 19 79 0

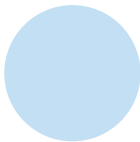


PANTONE 432 C
RGB 51 63 72
HEX/HTML #333F48
CMYK 65 43 26 78

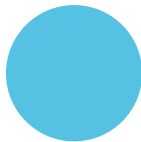
Secondary highlights



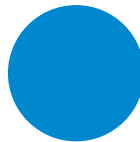
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RGB 242 242 242
HEX/HTML #f2f2f2
CMYK 0 0 0 7



PANTONE 544 C
RGB 189 214 230
HEX/HTML #BDD6E6
CMYK 27 4 1 1



PANTONE 637 C
RGB 78 195 224
HEX/HTML #4EC3E0
CMYK 62 0 8 0



PANTONE 2194C
RGB 0 134 214
HEX/HTML #0086D6
CMYK 95 26 0 0



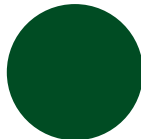
PANTONE 1575 C
RGB 255 127 50
HEX/HTML #FF7F32
CMYK 0 59 90 0



PANTONE 221 C
RGB 151 140 135
HEX/HTML #978C87
CMYK 12 19 19 40



PANTONE 7651 C
RGB 106 42 91
HEX/HTML #6A2A5B
CMYK 42 92 0 47



PANTONE 357 C
RGB 33 87 50
HEX/HTML #215732
CMYK 92 18 94 61



PANTONE 2414 C
RGB 0 187 126
HEX/HTML #00BB7E
CMYK 70 0 65 0



PANTONE 3507 C
RGB 173 203 0
HEX/HTML #ADCB00
CMYK 35 0 90 0

TINTS OF COLOURS

Tints are percentage values of the colours.

The first bar in each case shows the solid (100%) value of the colour and the bars next to the solid show decreasing values from 80% to 20%. It is acceptable to use tints of the colours. Any % value is accepted as long as it is visible, clear and accessible.

Please note, The Avon Fire & Rescue Service logo should always be reproduced in 100% solid colour, never in a tint.

Adopting best practice for dyslexic readers

Some dyslexic people will have their own colour preference, where possible use **Pantone 7499 C** or alternatively soft pastel colours.

People who have dyslexia can find cream/yellow paper, with a dark (navy) blue font, easier to read. Highlighting important points in a document using bold font and different formats, such as drawings, diagrams and flowcharts, can help make printed materials clearer for readers with dyslexia.

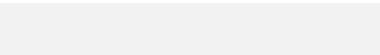
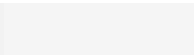
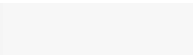
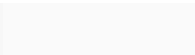





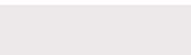
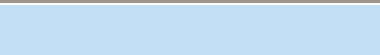
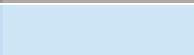
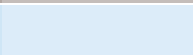
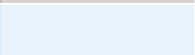
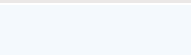


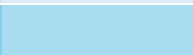

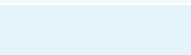




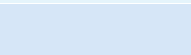






































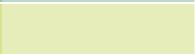




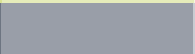
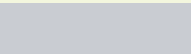
PANTONE 7499 C

RGB 241 230 178

HEX/HTML #F1E6B2

CMYK 1 2 24 0

100%  20%

Dove					
Mud					
Sky					
Harbour					
Ocean					
Petrol					
Fire Red					
Sand					
Blaze					
Midnight					
Forest					
Fern					
Grass					
Charcoal					





Brand Guidelines

Avon Fire & Rescue Service

These guidelines must be applied at all times. For advice on these guidelines email: **Corporate.Communications@avonfire.gov.uk**