



# Corporate Identity Guidelines

[leics-fire.gov.uk](http://leics-fire.gov.uk)

**LEICESTERSHIRE**  
FIRE and RESCUE SERVICE



# Foreword

These guidelines define the basic elements of Leicestershire Fire and Rescue Service's (LFRS) corporate identity and are designed to ensure they are implemented correctly and consistently.

As a member of LFRS we should ensure that the organisation's professionalism and quality of service are reflected in our corporate identity, which in turn should be reflected in all our communications to deliver clarity, consistency and impact.

Whether you are a member of staff or an external organisation, it is crucial that the corporate identity is represented correctly and consistently in every communication (print, digital, internal, external etc).

There are very few rules, but please take the time to read and understand how they work and how they can be used together to maintain a contemporary and vital identity.

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# Section 01

# Corporate Identity

# Introduction

All LFRS communications (printed or electronic) should use a contemporary, dynamic and accessible style in terms of layout, imagery and typography.

The corporate visual identity reinforces our brand identity and the way in which we are perceived as an organisation.

Our brand values must be reflected in our corporate visual identity and should be reflected in all our communications to deliver clarity, consistency and impact.



Logos, templates and other graphics/artwork are available by contacting

## **Corporate Communications Team**

**Email** [corporate.communications@leics-fire.gov.uk](mailto:corporate.communications@leics-fire.gov.uk)

These are also available on our intranet, SharePoint, at:



## **Forms and Templates / Corporate Branding and Templates:**

- Communications - Guidelines
- Communications - Corporate Stationery
- Communications - Logos and Graphics
- Communications - Templates and Forms

## **External organisations wishing to use our visual branding**

Permission by a third party to use our logo MUST be obtained from Corporate Communications prior to use, and any artwork must be approved prior to print, including t-shirts, promotional merchandise, signage, etc.

**Please contact:** [corporate.communications@leics-fire.gov.uk](mailto:corporate.communications@leics-fire.gov.uk)





# Basic Elements

The elements of Leicestershire Fire and Rescue Service's corporate identity are:

- The logo
- The strapline graphic
- The corporate colours
- The corporate typefaces

The LFRS visual identity is made up of a combination of these elements that are used in a variety of applications.

These guidelines explain how to use the elements so that our corporate identity is used in a correct and consistent way.



# House Style

As part of our corporate identity, we have adopted a house style for various aspects of our written communications. It is especially important to adopt these when producing formal written communications that will be seen outside of the organisation.



## And or ampersand?

We do not use the ampersand symbol (&) in any written correspondence, but always use the word 'and' in full. This is especially important when writing 'Leicestershire Fire and Rescue Service'.

## Dates

When writing dates the following format only should be used:

Day (written in full), Date (numerals only), month (written in full), year (numerals only, written in full) e.g. Wednesday 18 July 2018

## Times

As a Service, we have not adopted a single format but it is important to be consistent within a single document, whether using the 24-hour format (e.g. 08:30 hrs) or when using the AM/PM suffix (e.g. 8.30am). Never mix formats in the same document.

## Double-spacing after punctuation

Although for some, it has been common practice to use a double space after a full stop at the end of a sentence, this is not part of our corporate house style. With the introduction of proportional fonts in computers, double spacing is no longer necessary.

## Line spacing and indentation

We avoid using indentation and only use single line spacing as part of our adopted house style.



## Underlining

We do not use underlined text as part of our adopted house style. To draw attention to text we use a bold typeface.

## Widows and Orphans

Wherever possible we eliminate widows and orphans (words or short lines at the beginning or end of a paragraph, which are left dangling at the top or bottom of a column, separated from the rest of the paragraph) in body text. The only exception is when the use of bullets is employed.

## Using bullets in text

Bullets in text should be used sparingly, when a list of two or more points need to be used. Bullets should be in the following style: •

As part of our house style, we do not use punctuation (full stops, semi-colons etc.) at the end of each bulleted point unless the point consists of two or more sentences.

## Hyphenation

We never use hyphenation (the use of the - symbol) to indicate the division of a word at the end of a line.

## Numbers

Numbers between one and ten should be written in words. Other numbers can be written as numerals.

## Special organisational names

Within the Service we have many names that use uppercase letters within the word such as: FireBeat, FireCare, FireFit, On-Call, SharePoint etc. These names should always be written correctly as these words form part of our visual identity.



# Language

What we say and write is as important as our visual image, and how we talk is also an integral part of our brand – it defines the organisation. Ensure that the right words and appropriate language are used, whatever the application.

## Referring to Leicestershire Fire and Rescue Service

In correspondence, publications, print and online the first mention of Leicestershire Fire and Rescue Service is written in full followed by LFRS in brackets. Thereafter, the reference can be to LFRS every time. In titles on covers, Leicestershire Fire and Rescue Service should always be in full and in any main heading. Internal correspondence and publications can use LFRS from the start.

### **LFRS should always be referred to as a singular body**

i.e. LFRS is an organisation with more than 2,000 employees

## Referring to the Service

It is important to distinguish between the 'service' we provide and the 'Service' as an organisation. When referring to the organisation, the word 'service' should always have a capital letter 'S'.



### Referring to Our Stations

We refer to our fire and rescue stations as “**fire stations**” in public facing communications. Where referring to the name of a specific station, title case should be used (e.g. Loughborough Fire Station)

### Referring to Duty Systems

When referring to the Retained Duty System (RDS) it is acceptable to refer to the system and/or staff as ‘retained’ unless the correspondence will appear in the public domain, in which case the term “On-Call” **MUST** be used at all times.

The terms On-Call, Wholetime, Day Crewing and Day Crewing Plus should always be written in title case when referring to our operational duty systems (i.e. Joe Smith was a Wholetime Firefighter or On-Call Firefighter Louise Brown).

### Referring to Our Vehicles

Internally we use many different ways to refer to different vehicles that we use. However, externally we only refer to our vehicles generically as “fire engines” or “firefighting vehicles” or “fire appliance” as these terms are easier for the general public to understand. If referring to specific vehicles (e.g. ALP) we use the full name (e.g. Arial Ladder Platform) and if possible an explanation (e.g. a vehicle with an extendable ladder platform for fighting fires and facilitating rescues at height).

### Using ‘Plain English’

It is important when communicating, especially to the general public, that we avoid using jargon, acronyms and long sentences. We always strive to write in plain English language that is accessible and everyone can understand.

# Accessibility

Typography (the style and appearance of text) should always look great, but first and foremost it's a functional tool. Use it to communicate, not decorate.

## Some basic rules:

- ✓ Text must **always** be left aligned (**not justified across the page**)
- ✓ Body text should be black on white or provide a high level of contrast between text and background
- ✓ The minimum font size for body text should be 10pt unless space is at a premium
- ✓ Use of capital letters to emphasise words/sentences should be kept to a minimum
- ✓ Use of italic letters should be kept to a minimum
- ✓ Use of acronyms should be avoided where possible and always written in full in the first instance



# Section 02

## Corporate Logo



# The Corporate Logo

An instantly recognisable symbol of LFRS, our logo, is one of the most valuable assets of the brand. It is therefore crucial to reproduce it correctly and consistently.

**LEICESTERSHIRE**  
**FIRE and RESCUE SERVICE**

# Applying the logo



## Exclusion Zone

The exclusion zone is the minimum area around the logo that must remain clear of typography or any other graphics. The measurement is calculated by using a quarter of the height of the logo block. The formula for the exclusion zone is shown here and applies to all sizes and versions of the logo.

e.g. if the logo is 4cm high then the exclusion zone will be 1cm.

## Minimum size of logo

To ensure legibility and allow for ease of recognition, the logo should never be reproduced any smaller than 10mm in height.



### The logo should always be used consistently

There are no rules about where the logo is positioned. It should be applied confidently in suitable sizes, and always **contrast strongly with the background**; preferably a white background. If the logo is to be used on a black or dark background/image, then the **exclusion zone should always be white**, creating a white border around the logo.

The logo should never be placed up to or off the edge of any document and the **exclusion rules should always be followed**.



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### Colours

The full colour master logo uses Pantone 200C (Red), Process Black and White. No variants on these colours should ever be used.

The words 'Fire and Rescue Service' in the logo **must always be white**. These words should not reflect any background colour behind the logo.

The single colour logo should only be used in black or white.

### Electronic versions of both colour and single-colour logos available:

- ✓ Illustrator eps CMYK (for print)
- ✓ jpeg hi-res 300dpi CMYK (for print)
- ✓ jpeg hi-res 150dpi RGB (for Word documents etc.)
- ✓ jpeg low res 72dpi RGB (for web)

Logos and guidelines are available to LFRS staff on SharePoint at:



#### Forms and Templates / Corporate Branding and Templates:

- Communications - Guidelines
- Communications - Logos and Graphics

# LEICESTERSHIRE

## FIRE and RESCUE SERVICE

# LEICESTERSHIRE

## FIRE and RESCUE SERVICE

# Logo variations

## Full Colour Logo

This version should **always** be used wherever possible, adhering to the specified rules.

## Single Colour Logo

This single-colour version should **only** be used where the use of multiple colours is prohibited.

- It should only be used in white or black.
- All other rules for the master logo still apply.

**Always use the correct version!**

# How not to apply the logo

The logo is important and it should be protected. It must never be redrawn or modified in any way.

Please be careful.



**NEVER** add effects to the logo, such as drop shadow etc.



**NEVER** alter the specified colours of the logo.



**NEVER** attempt to recreate the logo.



**NEVER** use an alternative to the white exclusion zone on a dark background.



**NEVER** use the logo on a dark background (especially red) without the white exclusion zone.



**NEVER** attempt to create alternate versions of the logo to suit a dark background.



**NEVER** reproduce the logo at an angle.



**NEVER** alter the proportions of the logo.



**NEVER** alter the relationship of any characters in the logo.





# Strapline graphic

There is only one strapline used in conjunction with the our visual branding.

This is: **safer people, safer places**

Previous straplines should no longer be used in conjunction with the LFRS master logo. We no longer use 'Preventing, Protecting, Responding', "safer communities", or 'making our communities safer'.

The 'safer people, safer places' strapline should always be used, wherever possible, in the graphical form to ensure consistency and to convey what we do.

The strapline graphic for use in Word documents, PowerPoint presentations etc can be found on SharePoint:



## Forms and Templates / Corporate Branding and Templates:

- Communications - Logos and Graphics

# Section 03

# Corporate Colours



# The palette

The LFRS colour palette has four dominant corporate colours which should be reproduced as accurately as possible in whichever medium they are used:

**PMS:** Pantone Matching System

**CMYK:** 4-colour process (Cyan, Magenta, Yellow, Black)

**HTML:** web-safe hexadecimal value

**RGB:** digital red, green, blue values

## PANTONE 485C

*to match PMS 485C*

**CMYK**

C:2, M:95, Y:95, K:0

**HTML** #FA0D0D

**RGB**

R:250, G:13, B:13

## PANTONE MEDIUM YELLOW C

*to match PMS 116C*

**CMYK**

C:0, M:15, Y:100, K:0

**HTML** #FFD900

**RGB**

R:255, G:217, B:0

## BLACK

**CMYK**

C:0, M:0, Y:0, K:100

**HTML** #000000

**RGB**

R:25, G:25, B:25

## GREY

**CMYK**

C:25, M:0, Y:0, K:50

**HTML** #608080

**RGB**

R:96, G:128, B:128



# How we use colour

The use of colour should be considered carefully and applied sparingly. To create impact, use colour with confidence, employ full bleed\* (where possible) and avoid using gradients.

In general, applications will look stronger if one or two colours are used per page; avoid the use of many different colours.

White is a colour and can be used creatively by making it a predominant colour, creating space and increasing legibility.

Use colour to highlight or emphasise information.

Keep body text black where possible.

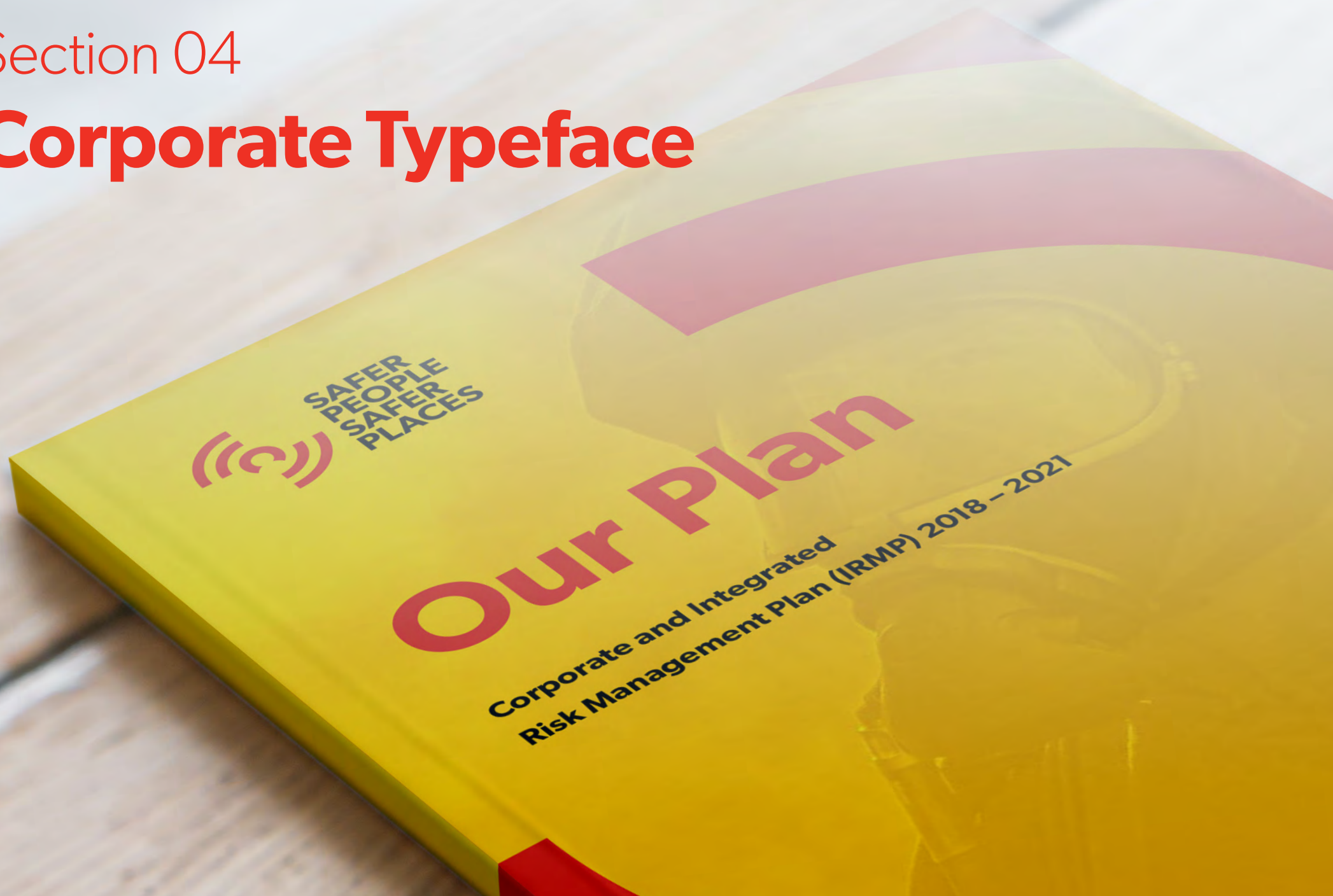
Bold use of solid blocks of colour is encouraged. Avoid using blends or graduation of colours. Use tints of the same colour which will create a more coherent feel throughout a document.

\* full bleed is where blocks of colour (or images) are printed up to the very edge of a sheet of paper. This is often not possible 'in house' unless a printer has an edge-to-edge print facility or the document is printed on larger sized paper and then trimmed to size (e.g. A4 document printed on A3 paper).



## Section 04

# Corporate Typeface



# Fleet Management Strategy

Main heading: Gibson semi-bold

## Guidelines 2008-2011

Sub-headings: Gibson Regular and Light

We've **reviewed** and agreed our purpose and aims to guide us for the next three years.

Body text: Gibson Regular and semi-bold

# Main typeface

We have **one** display typeface and this is **Gibson**.

For accessibility LFRS always uses a sans-serif\* typeface in its communications.

This should be used for headings on front covers, title pages, page headers, posters, published documents, etc. Semi-bold should be used for headers and sparingly to highlight sections of text (bold is also available) these should be used confidently to create impact.

## Body text

For the bulk of the body text the 'regular' weight should be used (light is also available to use sparingly).

Where multiple words are used in headers, titles, subtitles etc, the use of a mix of corporate colours is encouraged.

Capitals should be used sparingly and headings should use Title Case wherever possible.

# Safer Communities

Main heading: Century Gothic bold

We've **reviewed** and agreed our purpose and aims to guide us for the next three years.

Body text: Century Gothic regular and bold

# Framework

Main heading: Arial bold

We've **reviewed** and agreed our purpose and aims to guide us for the next three years.

Body text: Arial regular and bold

# If Gibson is unavailable

**Century Gothic** is our support typeface which can be used for internal documents when Gibson is unavailable. This typeface is available in two weights, which are 'regular' (which should be used for the bulk of body text) and 'bold' (which can all be used to emphasise elements of body text).

However, **Arial** can be used when restrictions mean that Gibson and Century Gothic cannot. These include 'in-house' systems, on-screen applications and online text, or in using applications where Gibson and Century Gothic is not available as a typeface.

\* A sans-serif typeface is one that does not have the small projections finishing off a stroke of a letter

e.g.

**TIMES** has serifs

**CENTURY GOTHIC** has no serifs

## Section 05

# Other Graphics



# Associated graphics

The use of associated graphics is recommended for all publicly available corporate reports/documents. The use of this will reinforce and enhance the LFRS corporate identity.

**The arc graphics shown are available for use in Word documents, PowerPoint presentations, etc. and can be found on SharePoint:**



**Forms and Templates / Corporate Branding and Templates:**

- Communications - Logos and Graphics



## Children



## Buildings



## Hose



## Fire Engine - Front



# Toolkit icons

Toolkit icons are available to use to accompany and strengthen the copy across all media.

The icons may **ONLY** be used in these colours and the proportions of these should not be altered in any way. Only the use of these icons is allowed, please **DO NOT** create your own, if there is anything specific that is not covered in the toolkit please put in a request for this to be added.

The complete set of toolkit icons are available for use in Word documents, PowerPoint presentations, etc. and can be found on SharePoint:



**Forms and Templates / Corporate Branding and Templates:**

- Communications - Logos and Graphics

## House Fire



## Large Animal Rescue



## Stop Drop and Roll



## Resilience



# Other logos

It is often necessary to use other logos in conjunction with elements of the LFRS corporate identity. Some logos will be from organisations outside LFRS and some will be within. It is very important that rules governing the use/application of these are adhered to, especially concerning logos from organisations outside of LFRS.



These type of accreditation logos should be used only on official, public-facing, external documents to denote the organisation's achievements in receipt of recognition from external bodies. These should not be used on internal, informal documents (e.g. memos etc).



These sorts of internal logos should be used only as part of initiatives/projects in conjunction with LFRS corporate identity, and should not be used in isolation as an identity/sub-brand in their own right.



Forge Health has its own logo and visual identity (including colour palette) and should only be used on Forge Health documentation. It must always be accompanied by the LFRS logo and an official statement regarding Forge Health Ltd, which is a trading name.



The Crimestoppers logo should only be used on materials where we are working with Leicestershire Police and/or Crimestoppers Trust.

The Fire Fighters Charity logo should always be used on materials where we are working with or for the charity in an official capacity, and should be accompanied by the official Charity Registration Number: 1093387.



The Learning and Development department has its own logo and visual identity (including colour palette) for internal use only. It should never be used externally without being accompanied by the LFRS master logo. When used externally, the strapline "developing people who matter" should be omitted and the LFRS "safer people, safer places" logo should be used.

# Charts and infographics

Charts, tables and diagrams (flow charts, floorplans etc) should be designed to fit on an A4 portrait document.

Charts and tables should be used to display data and enhance the body text. Use diagrams and charts creatively, incorporating colour and innovative design for impact.





# Section 06

# Imagery





# Using images effectively

**The use of images in LFRS visual communications should be always be considered carefully.**

## **Types of imagery**

The use of Clip Art style graphics must be avoided in all visual communications. The inclusion of dynamic photographic images will create impact.

Colour images are preferable as they contrast better with the four core corporate colours. However, black and white images can be used to great effect when used in conjunction with colour shapes/text.

LFRS has access to external photographic services that can be commissioned to take the exact image required (at a cost), and we also have limited 'in-house' ability for informal photography and studio portraits.

An online facility to purchase professional 'royalty-free' images is also available ([istockphoto.com](https://www.istockphoto.com) / [shutterstock.com](https://www.shutterstock.com)).

Images must not be downloaded from the internet (unless clearly labelled as royalty free), as these will have copyright issues and will be low quality.

The Data Protection Act covers photography and, as such, photographs containing images of vehicles/people/property that can be identified.

Permission must be gained from a legal guardian prior to taking/using photographs of children, by completing a Publicity Release Form available from SharePoint.





## DO

Crop images for a better shot



## NEVER

Distort images



## DO

Use images with the yellow or red overlay



## NEVER

Manipulation images or add effects

## How to apply imagery

Avoid using any manipulation or 'effects' on imagery and avoid placing body text over the top. Graphic text/titles can be placed on top of images sparingly.

Some images are available with a red or yellow overlay which can be used sparingly for emphasis on cover pages or combined with regular images for balance.

Choose images carefully to enhance body text.

Images should be kept within simple square/rectangular shapes and the use of drop shadows, softened edges and frames should be avoided.

Images should never be distorted (squashed or stretched).

When transforming (enlarging or reducing) an image, the proportions must be maintained.

Remember that images can be cropped to give a more dynamic shot.

## Always

- Use high quality, up-to-date imagery
- Crop images for the best fit

## Never

- Use Clip Art type graphics
- Use images taken from the internet
- Distort images by squashing or stretching their proportions
- Manipulation or add effects



# Section 07

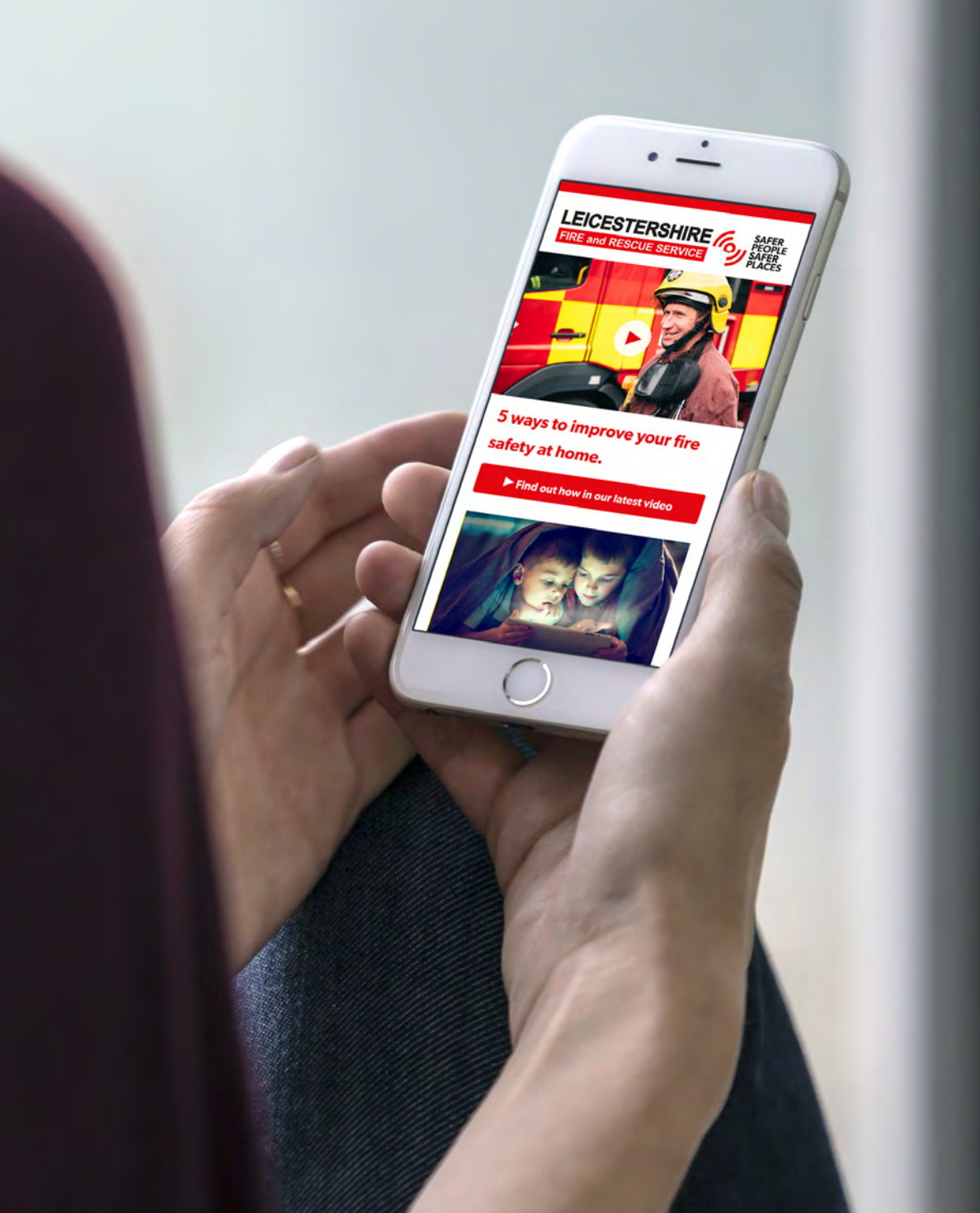
# Applications



# Various applications

The use of LFRS branding across all forms of external communication should be applied consistently. These include (but are not limited to):

- Advertising
- Service Matters (e-Magazine)
- Clothing
- Forms
- Large format items (banners)
- Noticeboards
- Posters
- Powerpoint presentations
- Publications (brochures/booklets/flyers)
- SharePoint (intranet)
- Signage
- Corporate stationery (letterheads, compliment slips, business cards)
- Vehicle livery
- Website
- Social media channels (Facebook, Twitter, Youtube, LinkedIn)
- Any other document to be viewed externally







# Preparation

Before starting work on any visual communication, decide whether the communication will be used internally, externally or both. All external visual communications **MUST** be submitted to Corporate Communications for consultation prior to publication. Corporate communications are also happy to provide advice on internal visual communications.

If requiring Corporate Communications involvement, you will need to fully complete and submit a Work Request Form to Corporate Communications. On receipt of a completed Work Request Form, the work will be allocated a date when work will begin. The normal 'lead-in' time (time before work begins) is approximately four weeks and this should be considered when planning work and deciding on deadlines. If in any doubt, please contact Corporate Communications to discuss deadlines and timescales for work.

All corporate documents will be coordinated/produced by Corporate Communications.

When supplying text, please send as an A4 Word document with no formatting, that has been spell/grammar checked and proof-read.

If images are required, please supply these separately to the text as .jpeg files. Images should not be embedded in Word documents.

**Logos, templates and other graphics/artwork are also available on our intranet, SharePoint, at:**



**Forms and Templates / Corporate Branding and Templates:**



# Your responsibility

Before supplying any text please ensure that it has been approved (if appropriate) and is in its **final** draft (spell/grammar checked and proof-read). Further amendments after formatting by Corporate Communications result in additional costs to the organisation.

The role of Corporate Communications is to design the final layout, incorporating your accurate, proof-read and finalised content. Although Corporate Communications do have their own measures of quality control (to ensure house style is adhered to and consistency maintained), it is not their role to create/amend content, process text or proof-read content.

A final proof of any artwork created for print will always be provided to the originator to sign off (approve) prior to printing (in-house/external).

**The responsibility for final approval of any artwork lies with the originator of the work/their department.**



# Website

Corporate Communications manage the external Leicestershire Fire and Rescue Service website: **leics-fire.gov.uk**

When visually referring to websites, we do not include a **www.** prefix

Our website should be referenced on all public-facing printed materials, vehicle livery and signage.

For consistency, images and colours on the website are applied under the same guidance outlined in this document.



# Social media

Corporate Communications manage centralised corporate social media accounts for Twitter, Facebook, LinkedIn and YouTube.

There are also numerous official station/department and individual's Twitter and Facebook accounts that form part of the social media family.

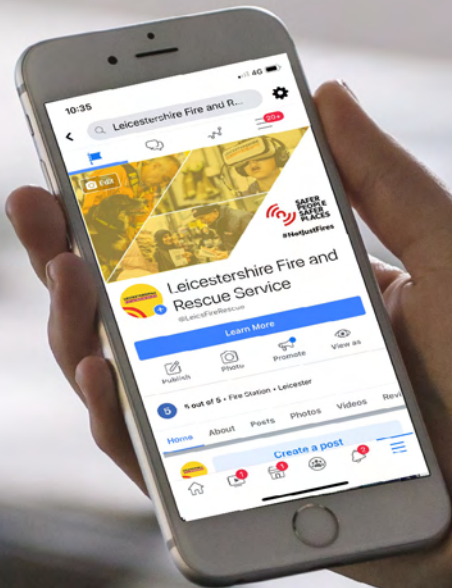
All accounts should to the following visual branding guidance:

Every official channel should display the master logo and the strapline graphic somewhere on its home page.

Icons (round for Twitter and square for Facebook) for your channel can be created by Corporate Comms on request. These will be yellow and include our logo.

Naming convention for channels should follow the family structure of @lfrs....

e.g. @lfrsoakham, @lfrsmelton etc.





# PowerPoint presentation

Corporate Communications has designed two templates for use in PowerPoint presentations.

The first template is a title page to be used as a front page and/or to introduce new sections in a presentation.

The second template is a supplementary for use on all other text/image pages within the presentation.

These templates are available to assist with the designing of corporate PowerPoint presentations and should **always** be used when producing presentations that will be shown outside of the organisation.



# Vehicle livery

**Consistency of vehicle livery across the organisation is an important part of maintaining our visual identity.**

The colour of a large proportion of our vehicle fleet is red, so it is important to ensure our logo is displayed correctly (see Section 2 - Corporate Logo).

All artwork for vehicle livery should be produced by Corporate Communications, and any artwork produced by an external organisation should be checked and approved by Corporate Communications prior to production. This is especially important with vehicle livery transfers to ensure that our logo is reproduced correctly and accurately and that the correct corporate typeface is used.





# Signage

Consistency of signage across the organisation (especially external signage) is an important part of maintaining our visual identity and any new signage across our estate should reflect the design example shown.

Artwork for any public facing signage should be produced by Corporate Communications, and any artwork produced by an external organisation should be checked and approved by Corporate Communications prior to production.

All external signage should use Gibson Semi-bold. No other typeface should be used.





# Advertising

All adverts in any publications must come through Corporate Communications to ensure that adverts are appropriate and that branding is applied consistently.

Adverts for publications normally require artwork to be prepared in a very specific way and Corporate Communications can ensure that all artwork is print-ready, to meet the publisher's requirements.

Budget (and finance budget code) will need to be identified to pay for any external advertising work prior to work commencing.





# Publications

The design of all corporate documents should be handled by Corporate Communications.

Content should be provided as a Word document with no formatting. Clear indication should be given where charts, diagrams, images etc. should be placed, and if images are required but not provided, please be explicit about the images required.

Please also specify whether the document will be required as an electronic PDF format or, if the document is to be printed, the quantity required.

Budget (and finance budget code) will need to be identified to pay for any external print work prior to work commencing.





# Posters

All posters to be seen externally (public etc.) **must** be produced by Corporate Communications. For regular events (e.g. Station Open Days, etc.), templates will be designed to ensure consistency across the Service.

Designing of your own posters is strongly discouraged, especially when incorporating the use of Clip Art and WordArt which do not portray the correct level of professionalism of the organisation.

Whether posters can be printed 'in house' will depend on the size, quantity and quality required. Large format (larger than A3), large quantities and/or high quality requirements will normally mean that posters will have to be printed externally and there will be cost implications for this work.

Budget (and finance budget code) will need to be identified to pay for any external print work prior to work commencing.

Corporate Communications can help design an innovative poster campaign for any initiative, so please contact us at your earliest convenience to ensure we can arrange any photoshoots etc.



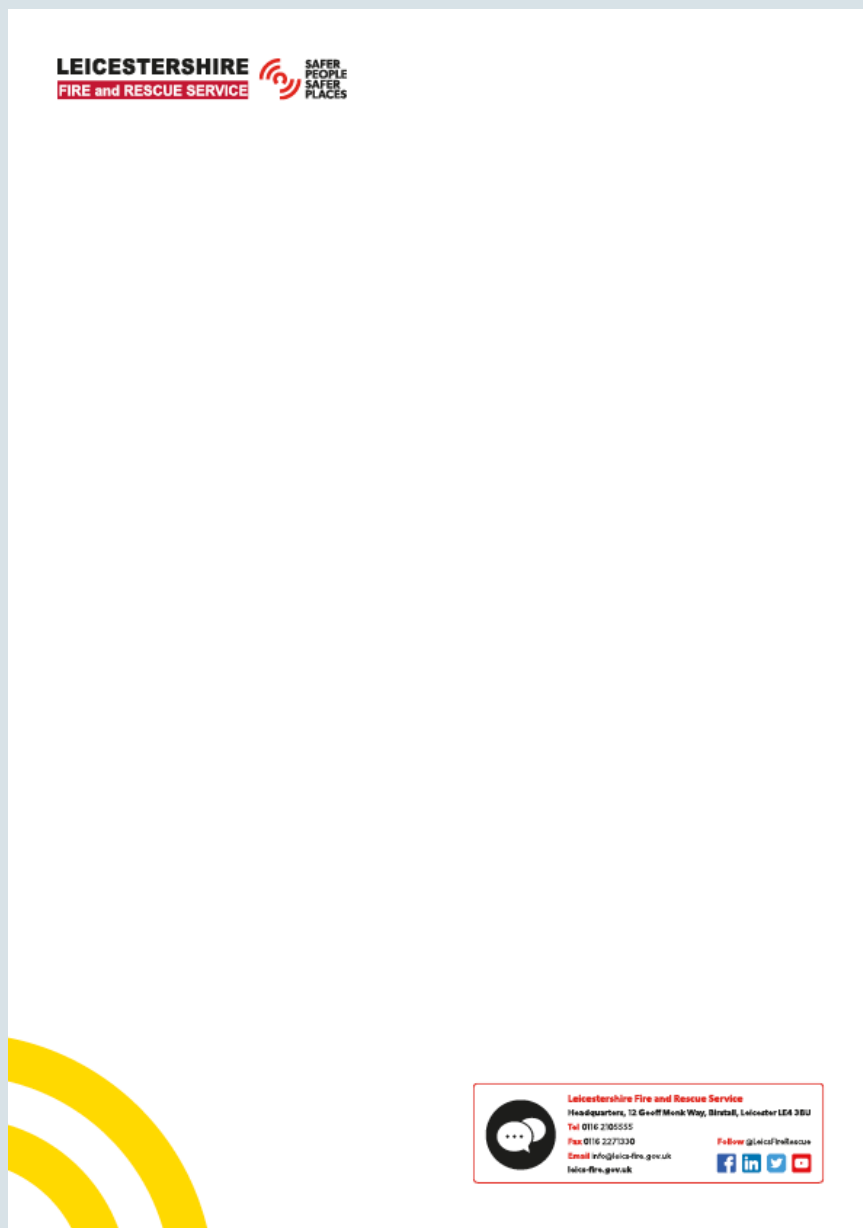


# Large format items

Large format printing (pull-up banners, graphic displays, building banners, larger than A1 size posters), is a specialist type of print work and will always be sourced externally. This should be done by Corporate Communications wherever possible.

Corporate Communications can design and source solutions to your specific requirements from our extensive list of experts in this field.

Budget (and finance budget code) will need to be identified to pay for any external print work prior to work commencing.



# Corporate stationery

Corporate stationery is maintained by Corporate Communications and printed externally by commercial printers. This includes letterheads, compliment slips, business cards and other corporate cards (condolence, etc.).

Business cards can be requested via Corporate Communications by supplying contact details (name, role, e-mail address, mobile no. and direct no. All cards have the Information Management telephone number and Service HQ postal address. Additional logos are not allowed on these business cards.

All official letters should be printed directly onto the A4 printed letterhead paper.

An electronic version of the letterhead is available but is only to be used as an electronic medium and should not be printed. These can be found on SharePoint:



## Forms and Templates / Corporate Branding and Templates:

- Communications - Corporate Stationary

## Image Consent Form

In order for us to comply with Data Protection legislation, we need your permission before we take photographs of you/record/film you.  
Please read, complete and sign this consent form.



Name:

Phone number:

Email address:

Event attended:

I understand that Leicestershire Fire and Rescue Service ("the Service") is taking photographs or videos (with audio) of me to help promote the Service.  
I permit the Service to use the photographic, video and audio content in the following ways:  
(Please tick the appropriate box(es) below to confirm your consent for the Service to use your images for the said purposes.)

- ☐ Circulation to local or national newspapers
- ☐ Reproduction in any printed publications produced by the Service
- ☐ Reproduction on the Service's internal or external websites
- ☐ Reproduction for use on social media sites (e.g. Twitter, Facebook, Youtube)
- ☐ Reproduction for use in our internal e-Magazine (i.e. Service Matters)
- ☐ Reproduction in the Service's marketing and recruitment campaigns
- ☐ ALL of the above

I understand that this form is valid for two years from the date of signing, and the Service, will not use these photographs or video (with audio) after this time in any new publications. However, I acknowledge and understand that once the photographs or videos are in the public domain, there may still be paper or other materials containing the photographs or videos in circulation after this time.

I also note that websites can be seen throughout the world and not just in the UK.

I understand that I am entitled to withdraw my consent at any time provided that I tell the Service in writing by sending an email to [corporate.communications@lfrs.org](mailto:corporate.communications@lfrs.org) or you can contact us using the details below:



**Leicestershire Fire and Rescue Service**  
Headquarters, 12 Geoff Monk Way, Birstall, Leicester LE4 3BU  
Tel 0116 2872241  
Fax 0116 2271330  
Email [info@lfrs.org](mailto:info@lfrs.org)

Follow @LeicsFireRescue



**LEICESTERSHIRE**  
FIRE and RESCUE SERVICE

# Forms

If designing forms for internal use only, it is good practice to consult Corporate Communications.

All forms designed for external use must be designed (or if already in existence, redesigned) by Corporate Communications.

All external forms must carry the LFRS logo, the strapline graphic and it is good practice to give each form its own reference (for future identification).



# Promotional merchandise

All designs for, and purchases of, promotional merchandise (giveaways) must be co-ordinated by Corporate Communications. This includes (but is not limited to): clothing, keyrings, pens, balloons etc.

Funding will need to be identified for these sorts of giveaways, but Corporate Communications will use their extensive list of contacts to obtain best value for money and quality.

Ensuring that individual requests for giveaways are submitted to Corporate Communications will enable liaison with Community Safety to also ensure the co-ordination of like needs across the organisation, which also guarantees best value is maximised.

Budget (and finance budget code) will need to be identified to pay for any external print work prior to work commencing.

Please allow a minimum of four weeks for giveaways to be produced.





**Leicestershire Fire and Rescue Service**

**Headquarters, 12 Geoff Monk Way, Birstall, Leicester LE4 3BU**

**Tel** 0116 2105555

**Fax** 0116 2271330

**Email** [info@leics-fire.gov.uk](mailto:info@leics-fire.gov.uk)

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