



**GREATER
MANCHESTER**
FIRE AND RESCUE SERVICE

Identity guide - July 2020

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Colour guidance

Colour is key to producing and engaging and memorable brand image. The GMFRS identity is made up of five colours that form a warm and professional palette.

The GMFRS suite of colours is comprised of three parts:



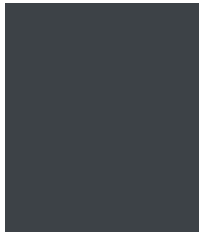
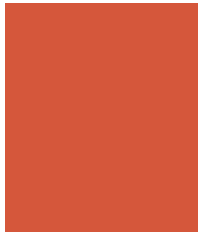
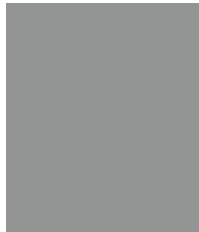
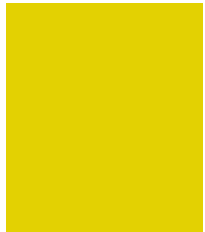
Primary palette

The primary palette includes Fire Red, Dark Slate Grey, Onyx, Medium Vermilion and Platinum. They should always be used at 100% and never as a tint unless communicating data through charts and graphs.

Tint palette

There are tint shades of the primary palette available to use as a secondary colour when communicating data visually. These can and should be utilised on complex graphs and charts that often sit within corporate reports.

Primary palette

					
Venetian Red C0 M89 Y88 K20 R202 G21 B23 HEX CA1517	Dark Slate Grey C81 M21 Y0 K62 R18 G75 B96 HEX 124B60	Onyx C14 M7 Y0 K72 R61 G66 B71 HEX 3D4247	Medium Vermilion C0 M59 Y72 K16 R213 G87 B59 HEX D5573B	Quick Silver C44 M33 Y34 K12 R213 G87 B59 HEX 939594	What Are You Waiting For Yellow C16 M10 Y96 K1 R227 G209 B2 HEX E3D102



Colour guidance

Gradient guide

Gradients are an effective tool to provide texture to backgrounds and shapes.

All of our gradients are created using the primary palette and tone palette.

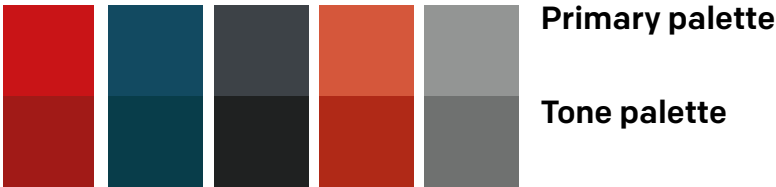
The tone palette is a slighter darker version of the primary palette. When transitioning from the primary palette to the shade palette it provides a very subtle gradient that can be used as a textured background or shape fill.

In some cases it is more effective than using flat colours.

If you are using a designer you can provide them with the exact colour codes for gradients.

Gradient palette

The gradient palette is comprised of a transition between the primary palette and tone palette



Gradient colour codes

Venetian Red C0 M89 Y88 K20 R202 G21 B23 HEX CA1517	Carnelian C24 M99 Y98 K21 R161 G26 B23 HEX a11a17
Dark Slate Gray C83 M53 Y42 K34 R44 G80 B96 HEX 2d5161	Gunmetal C34 M11 Y0 K75 R41 G56 B63 HEX 29383F
Onyx C14 M7 Y0 K72 R61 G66 B71 HEX 3D4247	Eerie Black C6 M0 Y0 K87 R31 G33 B33 HEX 1F2121
Medium Vermilion C11 M76 Y78 K2 R213 G87 B59 HEX d5573b	Chestnut C0 M58 Y72 K39 R155 G64 B43 HEX 9B402B
Quick Silver C44 M33 Y34 K12 R147 G149 B148 HEX 939594	Nickel C1 M0 Y0 K55 R111 G113 B112 HEX 6F7170

Fonts

It is important to use consistent font in all our communications to help reinforce our brand.

Two fonts make up our brand: Colfax and Arial.

Arial is a standard font that can be found on all machines and is to be used in general day-to-day communication.

Colfax is a specialist font that is to be used in any formal design work. It is the font used across the Greater Manchester brand family which includes GMFRS, GMCA and Doing Things Differently.

Colfax

Black

To be used in sentence case for headings

Medium

To be used for subheadings, intro paragraphs, quotes or highlighted text.

Also for use on social media graphics

Light

Can be used in upper case as a heading.

Also to be used for all body copy and dense text.

Arial

Regular

Bold

Arial is our secondary font and is to be used when Colfax is unavailable. Arial regular is to be used for all body copy, while Arial Bold is to be used for any headings and titles.

Arial is suitable to be used in programmes like Microsoft Word and PowerPoint.

Brigade crest

History

The Greater Manchester Fire and Rescue Service crest is the main identity of GMFRS.

It is made up of several historic elements including the eight pointed star in the background. The eight points represent the knightly virtues of tact, gallantry, dexterity, observation, perseverance, loyalty, explicitness and sympathy.

The crest within the eight pointed star is based on the Manchester coat of arms and features the motto 'EVER VIGILANT'.

A demi-lion is displayed holding aloft the banner of arms, supported by two lions rampant - each with a cord around its neck. One supporting a firefighters axe, and one scaling a ladder.

The ten turrets also feature within the crest to represent each borough of Greater Manchester: Bury, Bolton, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan.

The crest is complete with fire rising up from the ground, a river to represent water as the most effective element for battling flames, as well as Tudor roses growing from flames within a mound of earth.

Usage

The crest alone is used across the GMFRS fleet, as well as on flags and kit. The crest can be used in isolation on livery and the estate as it clearly displays 'Greater Manchester Fire and Rescue Service' and is a recognised and historic mark.



GMFRS logo

The GMFRS logo, as opposed to the crest, is comprised of two elements: the crest and typography.

The heavy Colfax type falls in line with the rest of the Greater Manchester family and is stylistically the same as the GMCA logo and the Greater Manchester Doing Things Differently logo.

There are two versions of the GMFRS logo - a long version and a stacked version.

The long version is the primary logo which has the crest and text clearly aligned.

The stacked logo is more compact and it's footprint is smaller and is to be used where the long format of the primary logo cannot be accommodated.

Usage

The GMFRS logo is the corporate identity for the service. It should be used across official communication including web, social media and written and print communication.

It is available in four formats:

- Full colour crest with black text
- Full colour crest with white text
- Full black

Long logo (primary)



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Stacked logo



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Logo proportions

The GMFRS logo in each of it's forms should always be resized proportionately. It shouldn't be stretched or shrunk.



Logo colour guidance



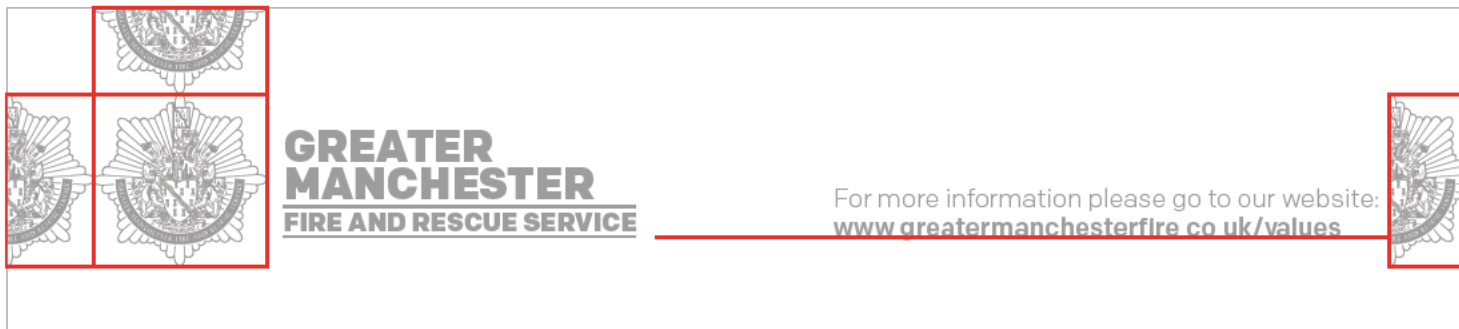
Logo colour guidance is the same for both the long and stacked logo.

Logo sizing

The GMFRS logo requires clear space around it to maximise its precedence. It applies regardless of the colourway or if the logo is reversed.

The space around the logo is defined as half of the crest from the edge of the page. The logo can be no smaller than the dimensions shown below.

These principles apply to each version of the logo.

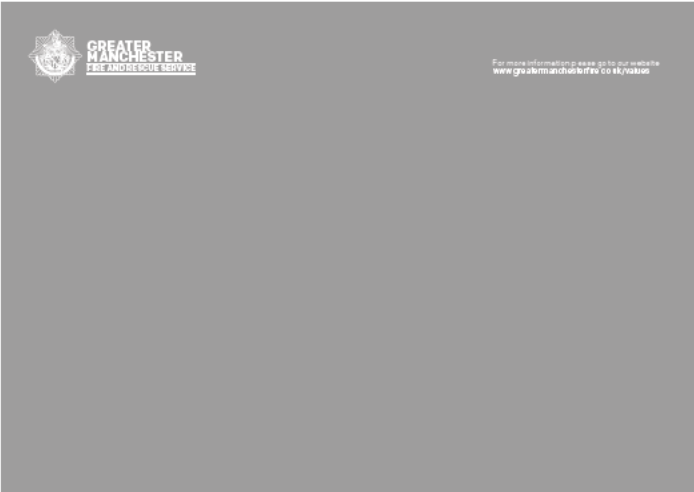
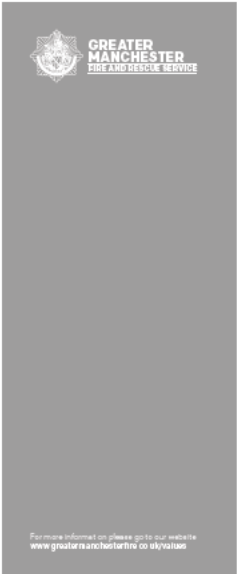


The logo shouldn't be smaller than 35mm wide.



Logo and text placement

Examples of
logo / text
placement



Logo over images



Photography guidance

GMFRS uses a mix of operational and people focussed imagery - images should only be used where correct and up to date PPE is being worn by colleagues. An effort should always be made to use a diverse range of images that represent the communities we protect.

Ops images



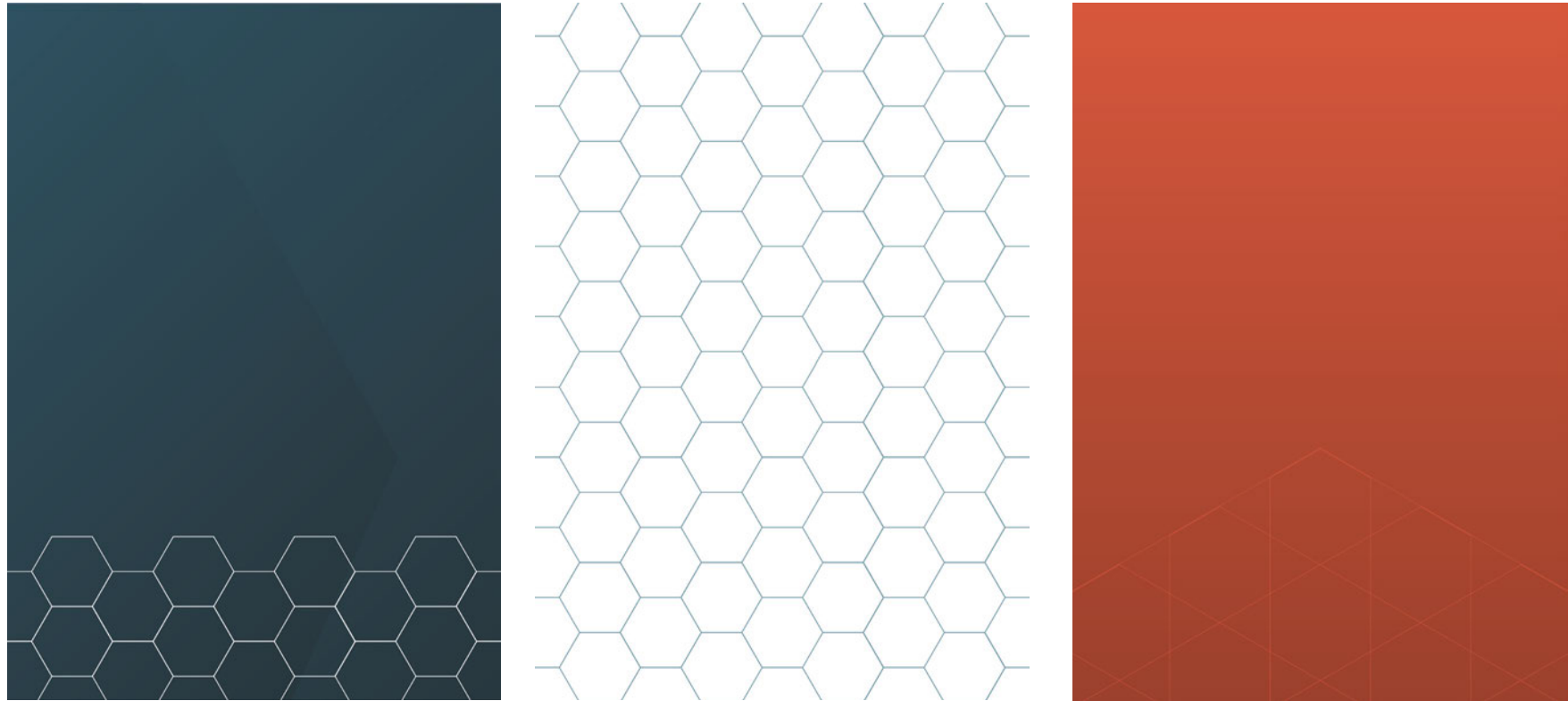
Photography guidance

A mix of operational and community focussed images should be used where possible to show the balance between the people we protect, and the work our firefighters do to ensure our communities are safe and protected.

Community images



Hexagon device



The hexagonal network can be applied to internal documents and assets as a design device, either as a subtle background texture or cutting in from a corner or edge of page. It features on soft signage, as well as posters, notices and door signs.

It is a device employed across both GMCA and GMFRS internal communications and is one of the links between the two brand identities which represents one workforce.