



Brand Identity Guidelines

Staffordshire Fire and
Rescue Service



www.staffordshirefire.gov.uk



Staffordshire
Fire and Rescue Service
preventing • protecting • responding

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Introduction

The identity of Staffordshire Fire and Rescue Service is represented in a number of different ways. These include our relationships with people in the communities that we serve, the stories that people read about the service in the media and word-of-mouth communication between members of our communities.

Another way in which the Service's identity is represented is through our visual communication style. The Brand Guidelines intends to help staff to ensure that our visual style remains consistent and acts as a reference for those who wish to clarify the correct application of the brand.

Finally, our communities associate our badge with values such as re-assurance, quality and trust. The Brand Guidelines will help ensure that we maintain this identity through our visual communications.



Our Priorities

Staffordshire Fire and Rescue Service is one of the best performing fire and rescue services in the country. We remain at the forefront of innovative thinking when it comes to ensuring a cost effective, fit for purpose service is delivered to our community. We always aim to raise our already high standards to make sure we are delivering our vision of making Staffordshire the safest place to be.

Education and Engagement - We will prioritise our efforts to educate ourselves, our partners and our communities. We will engage to build a safe, informed and inclusive Staffordshire.

Community Safety and Wellbeing - We will develop innovative prevention services to ensure we can deliver the right activities to the people who we prioritise within our communities. The Service will work with partners to enable us to deliver a range of services and improved outcomes which will ensure safety and wellbeing for the communities of Staffordshire.

Planning, Resilience and Response - We will use our resources efficiently and plan for the development of the services we deliver based on information and knowledge.



Using The Brand Identity Guidelines

This style guide should be used by anyone involved in the design and production of communication material on behalf of Staffordshire Fire and Rescue Service. They have been created to achieve consistency for both Staffordshire Fire and Rescue Service's corporate identity and the style of our marketing materials.

The intention of these guidelines is to provide a set of well-defined principles that will ensure a high quality and consistent look and feel for all communication activity and materials.

Help and support on the design and production of publicity and other materials is available from the Marketing and Communications department.

For more information visit Staffnet or contact the Marketing and Communications Department.



Materials reference guide



For use by Marketing and Communications staff

- **Marketing literature** - leaflets and flyers swoosh to go on the front page
- **Other marketing materials** - Pull-up banners, outdoor banners, marketing emails and external signage should include the swoosh
- **Corporate and Official documents** - Swoosh to go on the front page
- **Internal posters, flyers and signs** - Swoosh to be included
- **Service website** - logo to feature on every web page
- **Press Releases** - utilise the press release template
- **iNews** - to use correct logo
- **Burning Issues** - Use correct logo
- **Videos** - All videos produced for an external audience to utilise standardised animations set out in this document



For use by all staff members

- **Presentation slides** - Use front cover swoosh slide and continuation slides
- **Business cards** - the template should be utilised for all business cards
- **Promotional Items** - Any promotional items such as pens, key rings or other giveaways should utilise the correct logo. Members of staff should have any design approved by a member of staff in the Marketing and Communications Department
- **Letters** - (from a member of staff to a member of the public) There is a personal and a generic letterhead template to be used at staff members own discretion
- **Email Signature** - All staff to utilise standardised email signature template
- **Vehicle Livery** - all visuals for use on vehicles should be produced in consultation with marketing and Communications
- **Official documents** - Swoosh to be included in all official departmental documents and papers

All templates can be found on the Brand Identity Guidelines page of Staffnet



Identity



Our logo

The Staffordshire Fire and Rescue Service logo contains the following elements that must always be present;

- The Badge
- The Service name (Staffordshire Fire and Rescue Service)
- The Strapline (preventing, protecting, responding)

The logo is to be used in isolation on communications collateral where the full swoosh would not be conducive, for example:

- Staffs Fire website
- Official Staffs Fire social media channels
- Promotional items such as a mug, pen or pointy stick



Our logo

Clear space

A clear space has been calculated (shown right) to give the logo prominence and to keep it separate from type and other graphical elements. This is shown to be an area which is 10mm.

A measurement chart has been included as a guide.

Minimum size

To ensure the logo is recognisable and readable never use it at a size smaller than 45 mm width for print and 150 pixels width for screen.

Measurement chart

Please use the following sizes on printed communications. All sizes are applicable to both vertical and horizontal formats.

Paper size	Logo width (minimum)
------------	----------------------

DL99 X 210 mm	40 mm
A5 148 x 210 mm	45 mm
A4 210 x 297 mm	65 mm
A3 420 x 297mm	90 mm

Examples of the placement and positioning of the logo will be shown in the 'footer swoosh' section in these guidelines.



Logo colours

Our logo should always be used in its primary version within the swoosh (see below). The logos on the right are intended for use in circumstances where it is not practicable to reproduce the landmark in this version such as advertising or single colour merchandise.



PRIMARY VERSION LOGO USAGE



Staffordshire
Fire and Rescue Service
preventig • protecting • responding

FULL COLOUR ON WHITE VERSION



Staffordshire
Fire and Rescue Service
preventig • protecting • responding

BLACK AND WHITE VERSION



Staffordshire
Fire and Rescue Service
preventig • protecting • responding

FULL WHITE VERSION

Incorrect usage

It is essential that the SFRS identity is used correctly and consistently in all applications, ensuring that the impact and recognition will not become compromised. It is important that the identity is only ever reproduced using master artwork supplied, and that the instructions for its use are adhered to at all times.

Some obvious examples illustrating what not to do are shown here.



DO NOT apply the identity on any background image



DO NOT impose a panel or keyline around the identity



DO NOT rearrange the logo elements



DO NOT rotate the logo



DO NOT stretch the logo



DO NOT mix colours from the palette



DO NOT outline the logo



DO NOT add a drop shadow to the logo



DO NOT place the logo on a color without sufficient contrast



DO NOT change the proportions between the symbol and logotype



DO NOT use non-approved colours



DO NOT add extra wording

Typography



Mandatory typeface

Our mandatory typeface in our corporate documents is Gotham. We use it in various weights; Light, Book, Bold and Black. It must be used as a main typeface when producing corporate applications for Staffordshire Fire and Rescue Service, e.g. stationery, literature, exhibitions and publicity material. No other typeface is allowed on these items.

Gotham was designed in 2000 by Tobias Frere-Jones and is distributed by Hoefler & Co. It can be purchased directly from their website www.typography.com/fonts/gotham.

Gotham
Clear
Concise
Professional

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()•: “ , .

Mandatory typeface

A Gotham Black

To be used for a large headline.

B Gotham Bold

To be used as a sub-heading.

C Gotham Book

To be used for main body copy.

D Gotham Light

To be used at the designer's discretion. Possible usage could be a quote feature within a document.

Corporate Literature Typeface examples



Secondary typeface

In circumstances where the Gotham typeface is unavailable, eg typed letters, memos and presentations generated on a PC-based system, Calibri should be used in weights Bold and Regular. There is no italic version in the Calibri typeface so to use italics, highlight your copy within Word or PowerPoint and use 'Ctrl+i' as a shortcut or press 'i' in the menu bar.

Please use:

Calibri Bold

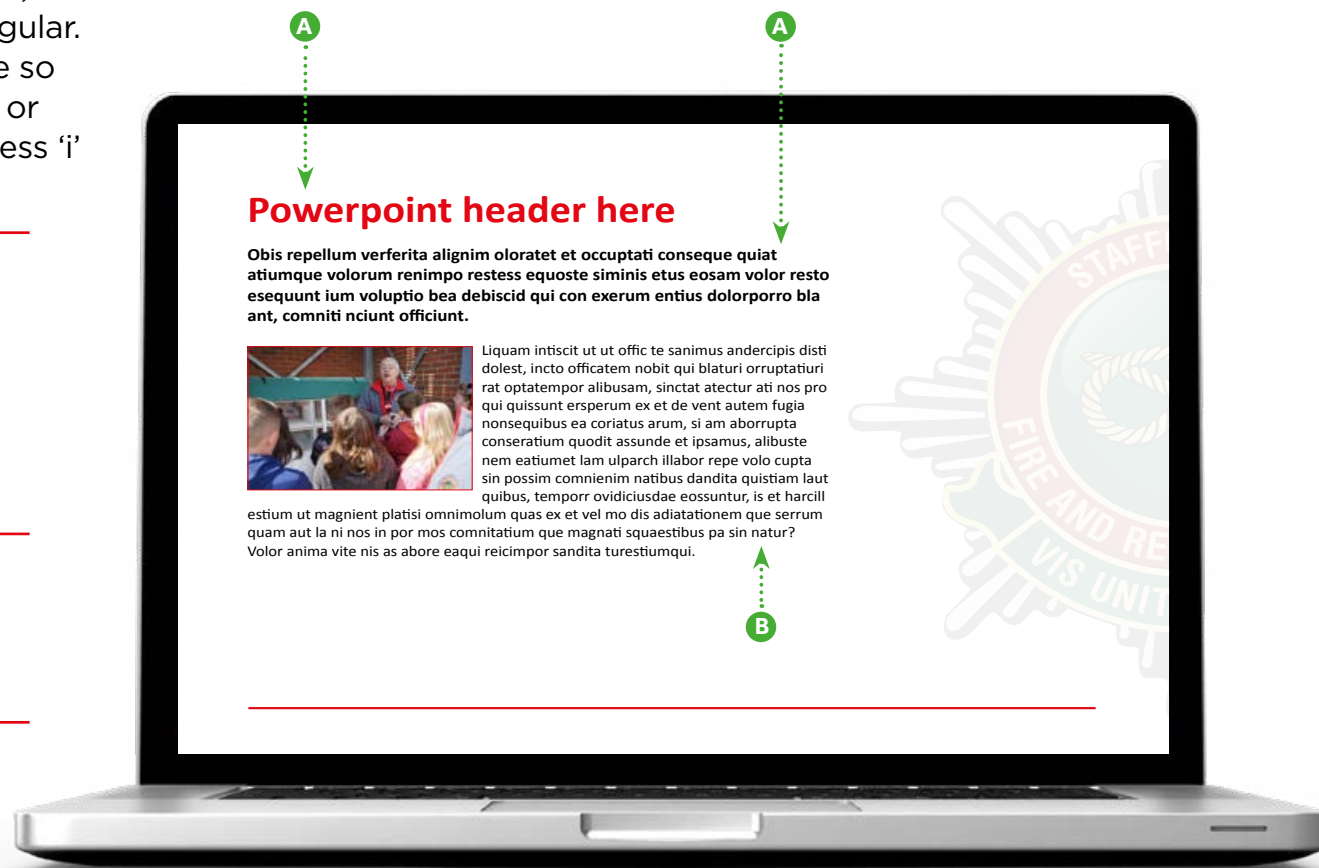
Calibri Regular

A Calibri Bold

To be used for a headline.

B Calibri Regular

To be used as main body copy.



Corporate document typesetting guides

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

When setting body copy this is always 100% black. The leading should be 25% larger than the type size. To calculate this, multiply the type size by .25 and add result to the typesize. All type should be set to minimum -20 tracking (designer has discretion)

Use the guide on the right as a starter for different sizes of copy within documents.

A4 Document

Cover Headline 40pt/44

Inside headline 20pt/24

Opening paragraph 15/18. Poribuscitia con prate maximpos adi suntorest, tent re comnis venime nati deliberaespit et volupti bea aceaquae volo tet lis.

Main body copy 11pt/13. Urentur, volecae pro temporrum quam nonsecta andenihic tem ex eost, omnia eatem faccul aborem seceprae dis molori tem inctatem si occum veliqui dolloped mo ipicimagnit exped estor sinvent ea es dolut latusdam nihillo ribeati doluptis rem fugia sita con re pr.

A5 Document

Cover Headline 30pt/35

Inside headline 14pt/17

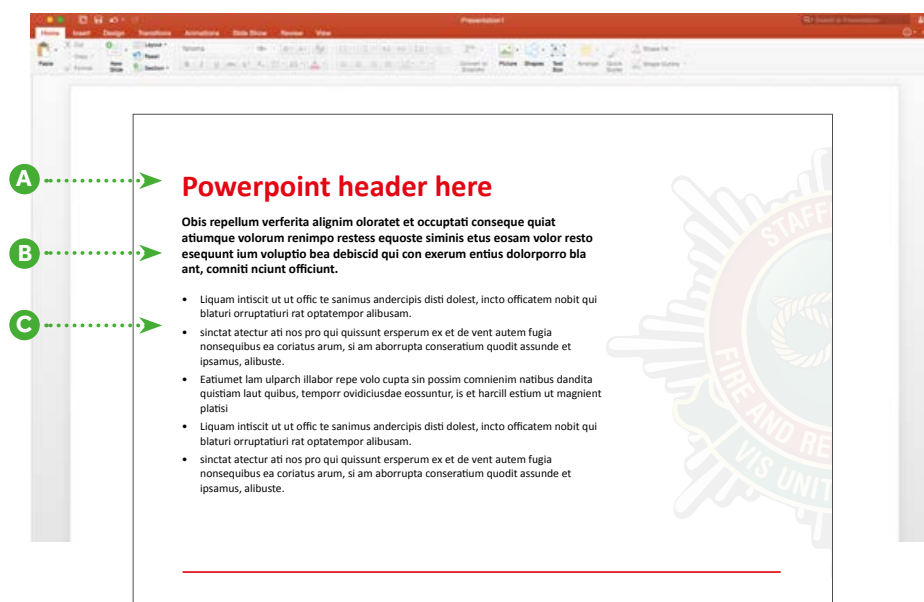
Opening paragraph 10/12. Poribuscitia con prate maximpos adi suntorest, tent re comnis venime nati deliberaespit et volupti bea aceaquae volo tet lis.

Main body copy 9pt/11. Urentur, volecae pro temporrum quam nonsecta andenihic tem ex eost, omnia eatem faccul aborem seceprae dis molori tem inctatem si occum veliqui dolloped mo ipicimagnit exped estor sinvent ea es dolut latusdam nihillo ribeati doluptis rem fugia sita con re pr.

Secondary font - typesetting guides

If using a Windows PC system and you are putting together a document in Word or PowerPoint, as a guide, set the type sizes and line spacing according to the examples below.

Powerpoint Slide

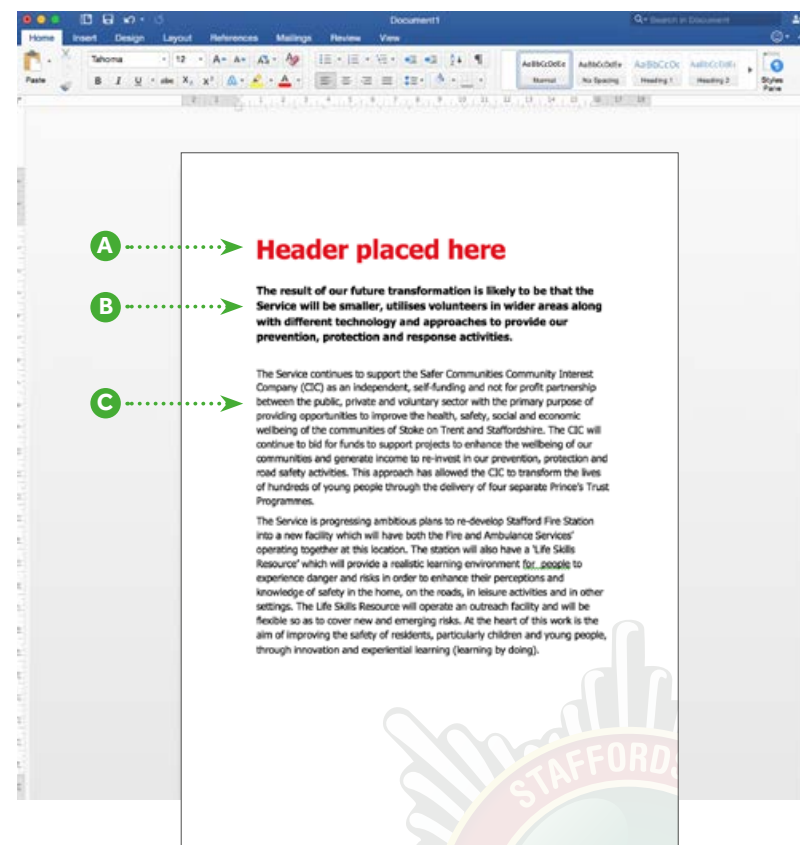


A Calibri Bold 40pt and 1.0 line spacing

B Calibri Bold 18pt and 1.15 line spacing

C Calibri Regular 14pt and 1.0 line spacing

Word Document



A Calibri Bold 28pt and 1.0 line spacing

B Calibri Bold 12pt and 1.15 line spacing

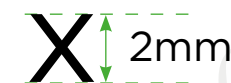
C Calibri Regular 12pt and 1.15 line spacing

Accessibility guidelines

These guidelines should be considered when producing any public facing printed and digital materials. By providing accessible format materials we are demonstrating a commitment to equality and inclusion and also increasing reach and customer base as well ensuring that as an organisation we are adhering to the Equality Act.

Typeface and text

- For clear print using Gotham, use a minimum type size of 12 point or an x height of 2mm
- For large print use a minimum type size of 16 point
- Use a legible typeface
- Avoid italics, underlining and large blocks of capital letters
- Use one typeface throughout
- Use adequate line spacing
- Keep text horizontal
- Avoid overlapping text and images
- Avoid busy images behind text
- Text alignment to the left is preferred to ensure maximum legibility
- Use one typeface throughout and don't use multiple different typeface colours



Layout

- Use a clear and consistent layout
- The best design is simple and uncluttered
- Where possible incorporate images that relate to the text to help communicate your message
- Keep line lengths to between 60 and 70 characters, roughly 12 to 18 words per line and keep paragraphs short
- Using tints in documents produced by a graphic designer can be helpful to break up a document
- Ensure that sections and chapters are clearly defined with headings
- Include a contents page

Accessibility Continued

Colours

People with a visual impairment may have difficulty distinguishing colours of similar contrast or similar tone. There are no set rules to ensure that anyone with colour vision deficiency will be able to distinguish the full range of colour in any publications, but following some simple guidelines can minimise the difficulties:

- Avoid combining red and green
- Avoid combining yellow and blue
- Avoid combining colours of similar tone such as dark blue and black
- Provide a good contrast between text and background



Alternative Formats Page

This page is to be placed at the beginning of all major corporate documents.



 DOCUMENT TITLE AND INFORMATION	DOCUMENT TITLE AND INFORMATION 
<p>If you would like this document in another language or format, or if you require the services of an interpreter please contact us.</p> <p>Polish Jeżeli chcieliby Państwo otrzymać ten dokument w innym języku lub w innym formacie albo jeżeli potrzebna jest pomoc tłumacza, to prosimy o kontakt z nami.</p> <p>French Si vous souhaitez obtenir ce document dans une autre langue ou sous un autre format ou si vous avez besoin des services d'un interprète, veuillez nous contacter.</p> <p>Urdu یہ دستاویز اگر آپ کو کسی دیگر زبان یا دیگر شکل میں درکار ہو، یا اگر آپ کو ترجمان کی خدمات چاہئیں تو براہ کرم ہم سے رابطہ کیجئے۔</p> <p>Bengali যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান অথবা যদি আপনার একজন ইন্টারপ্রেটারের প্রয়োজন হয়, তাহলে দয়া করে আমাদের সাথে যোগাযোগ করুন।</p> <p>Punjabi ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਹੋਰ ਢੰਗ ਵਿਚ ਚਾਹੀਦਾ ਹੈ, ਜਾਂ ਜੇ ਤੁਹਾਨੂੰ ਇੰਟਰਪਰੀਟਰ ਦੀ ਸੇਵਾ ਦੀ ਲੋੜ ਹੈ, ਤਾਂ ਤੁਸੀਂ ਸਾਨੂੰ ਆਪਣੇ ਸੰਪਰਕ ਕਰੋ।</p> <p>Arabic إذا أردت هذه الوثيقة بلغة أخرى أو بطريقة أخرى، أو إذا كنت بحاجة إلى خدمات مترجم، فترجو أن تقوم بالاتصال بنا.</p> <p>Chinese 本文件可以翻譯為另一語言版本，或製作成另一格式，如有此需要，或需要傳譯員的協助，請與我們聯絡。</p> <p>Farsi اگر این متن را به زبانی دیگر یا در فرمتی دیگر می‌خواهید و یا اگر احتیاج به سرویس مترجم دارید، لطفاً با ما تماس بگیرید.</p> <p> 0300 330 1000</p> <p>2</p>	<p>Ecesequi vellorApienet eat accat. Faccati tenis et pedis essusci enditibeat od que</p> <p>Bus et, sin re plitiat iisquam, ut prerum quatio. Pid quia aut que con et, et aliatem conet lam erferitatus estiati untisquo ommolup isquam ipit plicae pra verio mos apiet lat vit facim quideles non num num nullat alis sinte cupti ut pa dolorisquos rem conniae nihitat velendania se omnita sim es eum cuptaqui int.</p> <p>Ecesedit undam sinullum rem et rescid que ercidus, quunt dolore volla et, se ommolene nosa quam aut omnihiligent ariorum et alitat. Us. Gias nulpia dipiet ut que cum nonet quos vendae sin perum in parcita sint ium et exerberunt voloresto de sam ipicil ipsam quistrumet quunt inctotae. Doles doloreris dollorem aut volla, ati siti alist occabor rovitis erovidus ulenim porehenis ipisim latem ligni blantur? Ugiatest, sunt, consequi ianderat.</p> <p>Obisima ximpor sequi dollam dolo explaborum, nos rem. Met apit pro doluptas exped maio. Tem aborepe llatur a volupiciisit auta alibus dollant accatetus vellaut et aut</p> <p>quid enim et omnis porendella del eostibus ipsam inventibus modio. Onsequam fuga. Et eiciur aut re rem hitate core venderita viducilis dolendae liquaer oremqua spicidae rehenihic forestes doluptatum quae reritiosa sinim idis eati ommolul parum delitate rate nam aliquiam, sitiandamet aut ad quaspeliqia nimpore hendiasus magnatem fugitaq uaria porro modi acia quia doluptatist, sum aut asinti aut utent eos maxime vellant labor aut la ium que volupidunt.</p> <p>Lestibie aribium is porerib erferum, volum et provit eaquian ditiorendit, quati sum eatem quaturenes dolorem odtis aliquatit</p> <div data-bbox="1424 970 1711 1283">  </div> <div data-bbox="1733 1007 2002 1267"> <p>"Do, num consi te, que occhuc teripte muspionduci publis spimilinum prorum inam tem inistorae iam nihilis publiu comnem sendem quidintilis. As aper acem orum Romniam publiciam."</p> </div> <p>3</p>

Graphic elements



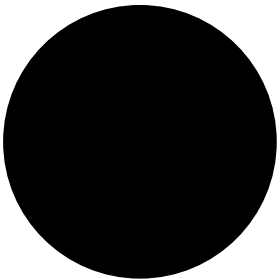
Colour palette

Staffordshire Fire and Rescue Service has its own primary colour palette.

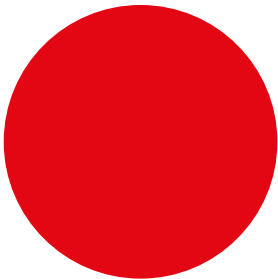
The primary palette consists of the Service’s identifying colour Red, plus black, deep red, orange and yellow.

The chart below shows colour matches for the palettes for print as Pantone and 4-colour process references, and for screen-based applications as RGB.

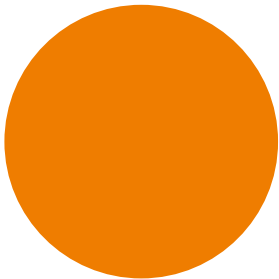
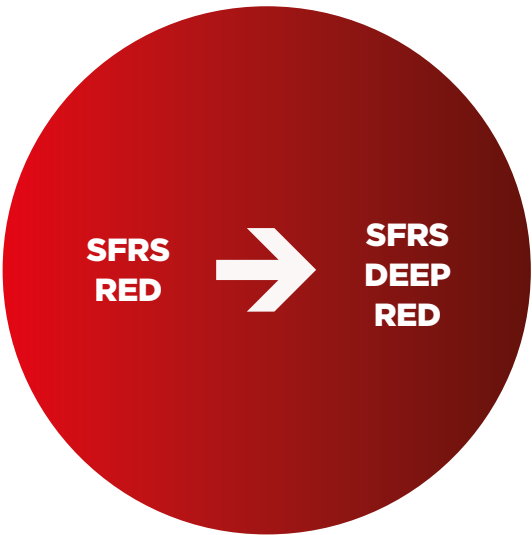
The gradient of SFRS red and SFRS deep red can be used as a design feature at the designer’s discretion.



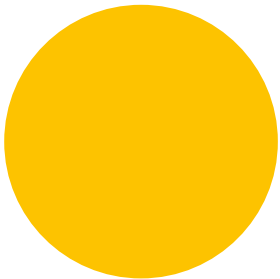
SFRS BLACK
Pantone Black
C 0 M 0 Y 0 K 100
R 35 G 31 B 32



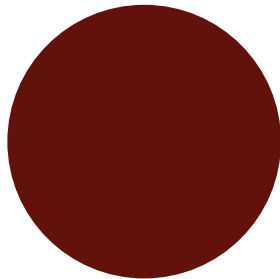
SFRS RED
Pantone 485C
C 0 M 100 Y 100 K 0
R 227 G 6 B 19



SFRS ORANGE
Pantone 158C
C 0 M 60 Y 100 K 0
R 239 G 125 B 0



SFRS YELLOW
Pantone 249C
C 0 M 25 Y 100 K 0
R 253 G 195 B 0



SFRS DEEP RED
N/A
C 28 M 100 Y 92 K 34
R 99 G 17 B 11

Photography

Our photography should reflect the Service's approach that prevention is better than cure and the preventative work should be prominent in our materials. Our first class response service should also be represented in materials and a balance between prevent, protect and response should always be considered.

- Correct use of personal protective equipment should be shown in all photography
- The correct navy blue operational uniform should be used in all materials used externally and internally. Pictures depicting the old uniform should not be used
- Clip art should not be used in any materials
- Permission from the owner of the image should be used in all materials where a photograph sourced from the internet has been used
- Written permission is to be obtained by the parent or guardian of any photograph depicting a child for external materials
- Use high resolution large images and ensure the photo is not grainy or pixelated.

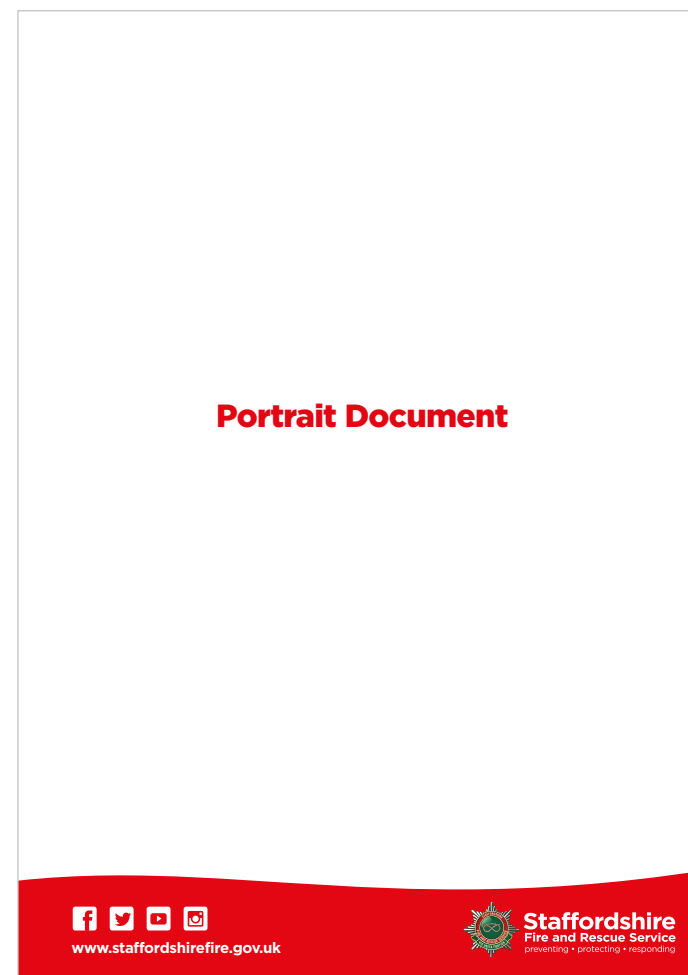
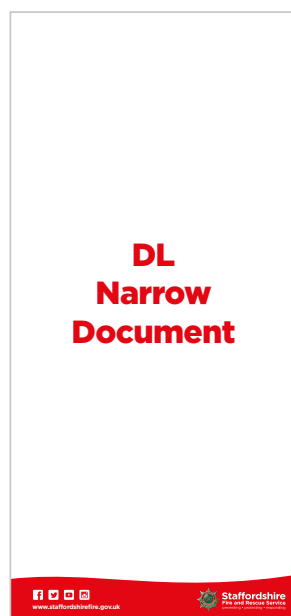


Our swoosh

The swoosh is used as a unifying factor across all publicity, internal and corporate materials that the Service produces.

The swoosh only needs to appear on one page in any document and will normally appear on the front page or front cover of a document.

The swoosh incorporates the Logo on the right and a Digital Channels Section on the left.



DIGITAL CHANNELS
SECTION

LOGO

Campaign materials

Our campaign materials are normally designed with a particular audience and objective in mind. We therefore want these guidelines to be flexible enough to support the creativity required to reach our different audience groups.

Where appropriate the 'swoosh' should be used on the front cover of materials. If the design style does not facilitate this, the swoosh can be moved to the rear page.

The swoosh only needs to appear on one page in any document.



Inclusion of Partner Logos

The Service logo can be used in conjunction with other logos (partners, funding agencies etc).

Logos other than the Service logo would not normally be placed on the front cover of a document in the logo block. It is more appropriate to place them on the inside cover or rear cover of the document.

On single sided materials e.g. posters, it is acceptable to place one Partner Logo within the swoosh – positioned to the left of the page. If more than two partner logos are required this should be discussed with Marketing and Communications to ensure an appropriate design style is used.

BE A PART OF OUR TEAM

Are you aged 16-25 and looking for a challenge that will develop your skills and potential?

We are recruiting for our FREE 12 week Prince's Trust Team Programme

What's in it for you?

- Practical skills that help you in a job and in life
- A better chance of moving into employment, education or training
- Nationally recognised qualifications
- The chance to make a difference in your community
- A real sense of achievement

What's involved?

During the 12-week programme you will meet new people and learn lots of new skills. You will also have the opportunity to take part in;

- An action packed residential week
- Team challenges
- Community projects
-and much more

Want to learn more about this exciting opportunity?

Visit - www.staffordshirefire.gov.uk
Email - Princes.Trust@staffordshirefire.gov.uk
Call - James Hettihewa Young on 01785 898532

 **Team programme**

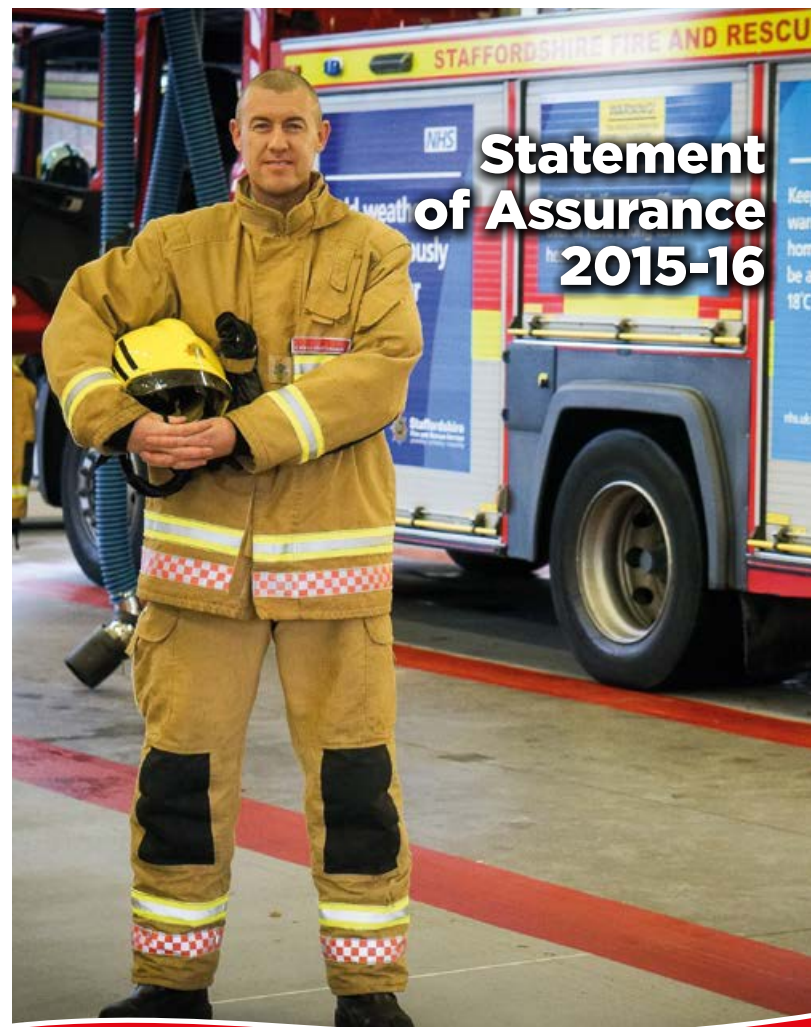
 **Staffordshire Fire and Rescue Service**
preventing • protecting • responding

PARTNER LOGO

LOGO

Staffordshire Commissioner Logo

Certain strategic documents such as the Statement of Accounts and Statement of Assurance utilise the Staffordshire Commissioner logo in line with the example on this page.



www.staffordshirefire.gov.uk



STAFFORDSHIRE COMMISSIONER
Police | Fire and Rescue | Crime

Design examples

The next few pages show examples of literature using the new Staffordshire Fire and Rescue Service brand style. Please adhere to these guidelines as closely as possible so that we can create a consistent suite of materials.



Stationery

Business Card

- Name:** Gotham Bold 11pt →
- Title:** Gotham book 8.5pt →
- Keyline:** .5pt SFRS Red →
- Contact details:** Gotham book/bold 8.5/12 →



Staffordshire
Fire and Rescue Service
preventing • protecting • responding

Matthew Parsons
Fire Officer

t. 01785 898 745
m. 07895 878 588
e. matthew.parsons@staffordshirefire.gov.uk

← SFRS badge at 10% opacity

- Strapline:** Gotham Light 17pt/20 →
- Keyline:** .5pt white →
- Address:** Gotham book/bold 8.5/12 →
- Web address:** Gotham Bold →



Staffordshire
Fire and Rescue Service
preventing • protecting • responding

Matthew Parsons
Fire Officer

t. 01785 898 745
m. 07895 878 588
e. matthew.parsons@staffordshirefire.gov.uk

Stationery

Letterhead Generic

Main copy: Calibri Regular 12pt →

16th January 2017

Be Smart Design Limited
West End Studio
The Old Church
Watling Street
Gailley
Staffordshire
ST19 5PR

Dear Marcus

Errum cus atis dellaut ut quos aces at rem deliqui ducimeni reprae dolupti doluptat apiet ullalessi tecto que id molorest quiaturerion essent.

Itasperitio imin nem nis ad et pora quia qui aborempero dolupta nonserspe exceped itioemporum simus, te expereh enistiusandi conest es everita periatque dolor sunt, conetur, nonse volorro tem faccupas dolupistibus mil eaquiss imaginia quam ea quis perion nihitunte pro cus, sitiuntiae re verspel iundus porum suntum lis ra.

Luptasi nitatis moluptam quiatur si alignis in nones pari odio vel int, nulparum quat undem sa volorep tatibus accus ea dercius dandia verovidit, quibus moluptas ame dit odistiis dunt voloreiur, tenda dolessi ncillatur aut is siti te culparcia voluptae. Explibusdame vereium abo. Nequas ex et de solorem ratemporesto mi, ne aliquamenia nemoditassit plaut il ium faceperum aliquidit, vero eum dolore verferr ovitatis site doluptatur magnatis moluptate et lit, audita consequia audae quatectur reces dellum intur, nimporpos sim aceperibus deligendus.

Upta pere veles ma dolorei ctionsenis mollaut voluptate qui que ra consedi tesequatqui qui iliqui cus, tecepel laceptio. Ut lam es minci blatur?

Yours faithfully

Name here
Position/Title

www.staffordshirefire.gov.uk

Staffordshire Fire and Rescue Service
preventing • protecting • responding

← SFRS full logo

← Address & contact details:
Gotham Book/bold 9pt

← SFRS badge tinted 10% transparency

← Swoosh

Stationery

Letterhead Personal

Ref details: Calibri
bold/Regular 12/1.15 line spacing →

Main copy: Calibri
regular 12/1.15 line spacing →



← SFRS full logo

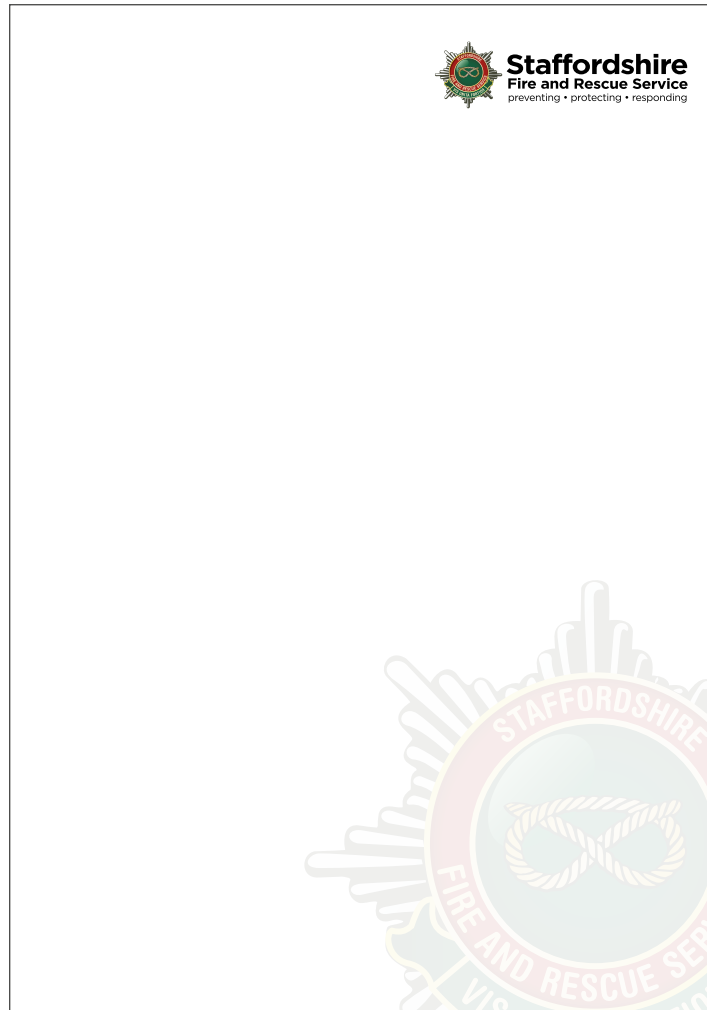
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Stationery

Letterhead 2nd Page



← SFRS logo

← SFRS badge tinted 10% transparency

Stationery

News Release Front Page

Title: Gotham
red lowercase
49pt SFRS red →

Main copy: Calibri
regular 12/1.15 line spacing →

News Release

Staffordshire Fire and Rescue Service
preventing • protecting • responding

Media Office
Staffordshire Fire & Rescue Service HQ
Pirehill, Stone, Staffordshire ST15 0BS
t. 01785 898578 or 01785 898581
e. press.enquiries@staffordshirefire.gov.uk
www.staffordshirefire.gov.uk

FOR IMMEDIATE RELEASE

December 13 2016

SERVICE SUPPORTS HEALTH CAMPAIGN TO TACKLE WINTER DEATHS

Fire appliances across Staffordshire have been emblazoned with eye-catching livery in support of a joint campaign with Public Health England (PHE).

Staffordshire is one of just three fire and rescue services chosen to take part in the 'Stay Well This Winter' initiative. Greater Manchester and Gloucester are also promoting the seasonal safety messages.

Ten whole-time appliances across the county have been adorned with the three-part livery featuring the following information:

Cold weather can be seriously bad for your health;
Especially if you are 65 or over or have a long-term health condition;
Keep yourself warm - your home should be at least 18 degrees

The initiative builds upon the 'Safe and Well' visits that the Service launched in partnership with PHE in 2015. The in-depth checks not only aim to reduce the risk of a fire breaking out but also help to tackle health and social problems, reducing the pressure on accident and emergency departments.

Firefighters and Community Safety Officers (CSOs) identify risks that can cause slips, trips and falls as well as people who are experiencing loneliness and isolation, all of which can contribute to medical problems such as broken hips and depression.
As part of the Safe and Well visits, firefighters and CSOs will now be handing out booklets on behalf of PHE.

The pamphlets include advice on how to stay well during the colder months as well as encouraging people to take five simple steps to look after themselves and each other.

www.staffordshirefire.gov.uk

Staffordshire Fire and Rescue Service
preventing • protecting • responding

← SFRS full logo

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Gotham Book/bold 9pt

← SFRS badge tinted 10% transparency

← Swoosh

Stationery

News Release
2nd Page

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Gotham red
lowercase 22pt
SFRS red

Main copy: Calibri
regular 12/1.15 line spacing



News Release


These include having a flu jab, keeping homes at a temperature of at least 18 degrees, taking advantage of financial schemes and discounts to help pay for heating, visiting a pharmacist as soon as you start to feel unwell and looking out for other people who may need a bit of extra help over the winter months. They will also be providing a cardboard booklet featuring a temperature gauge so that people can monitor the level of heating in their homes.

Strategic Partnership and Engagement Officer James Russell said: "The fire and rescue service and the health and social care services have a great affinity with one another. Many situations that result in people requiring emergency medical care, including substance misuse and depression, are also contributory factors to fires breaking out. The Safe and Well visits have been hugely successful in helping to alleviate pressure on accident and emergency departments as well as reducing the number of fires by tackling issues at the earliest possible stage so that they do not escalate.


"The cost of 1,000 visits, at £13 per visit, is the equivalent price of three mid to high risk falls for the health and social care system. The result of this is a substantial cost saving for the NHS and a significant reduction in the number of people who are suffering unnecessarily. According to statistics provided by PHE, there are 30,000 avoidable deaths every winter which is a shocking reality and one that we are 100 per cent committed to playing our part in tackling. We are delighted to have been chosen for a second time to work in partnership with Public Health England and are hopeful that by displaying its safety messages, we can make a real impact on the health and wellbeing of our communities during the winter months."

ENDS





www.staffordshirefire.gov.uk



Staffordshire
Fire and Rescue Service
preventing • protecting • responding

SFRS Badge
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Swoosh

Stationery

Email Signature

Main copy: Calibri Regular 12pt →

Details & Tel No: Calibri Bold
& Regular 12pt →

Call to action detail: Calibri Bold
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Footer graphic →



Stationery

Email Marketing

Large header image →

Body copy: Calibri Bold
& Regular 12pt →

Swoosh →



Literature

Corporate Document - Cover

Full page image →

Swoosh footer →

Title: Gotham black 40pt/44 using optional drop shadow to lift off background



Title: Gotham black 40pt/44 no shadow



Literature

Corporate Document - Inside

Title header:
Gotham black
20pt/24

Intro paragraph:
Gotham bold
14pt/18

Main body copy: Gotham
book 12pt/14 2 columns

Quote: Gotham
light 15pt/18

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DOCUMENT TITLE AND INFORMATION

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DOCUMENT TITLE AND INFORMATION



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3

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Presentation

Powerpoint Presentation - Front Slide

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Keyline: white 1pt →

Sub title: Calibri regular 12pt →

Powerpoint Presentation - Front Slide



Presentation

Powerpoint Presentation - Inside Slide

Header: →
Calibri
bold 40pt

Intro paragraph: Calibri →
bold 18pt and 1.15 line spacing

Bullets/main copy: Calibri Regular →
14pt and 1.0 line spacing

Powerpoint header here

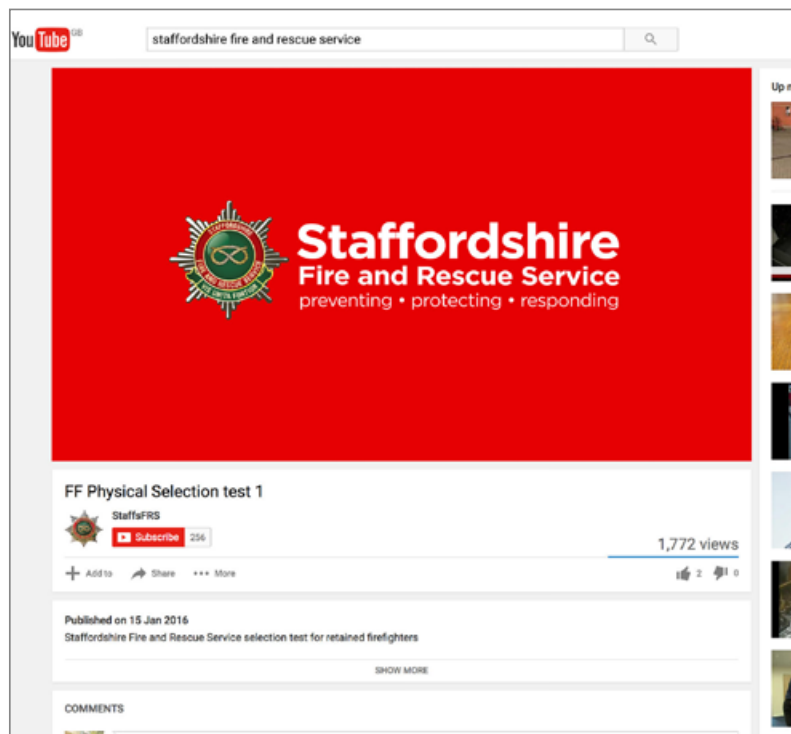
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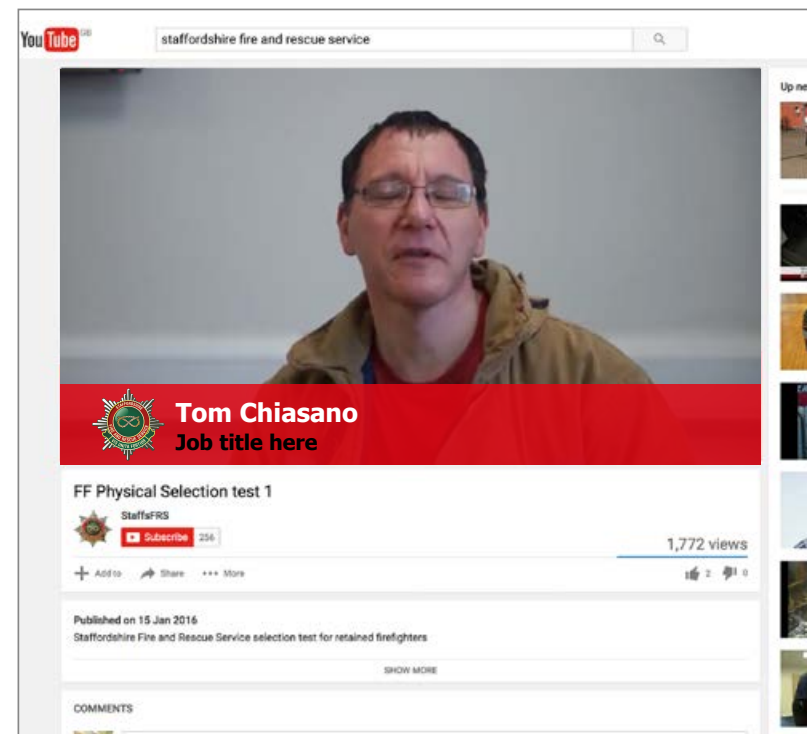
Videos

**Intro Screen Before
Fade Into Video**



The logo should be faded in at the start of every video

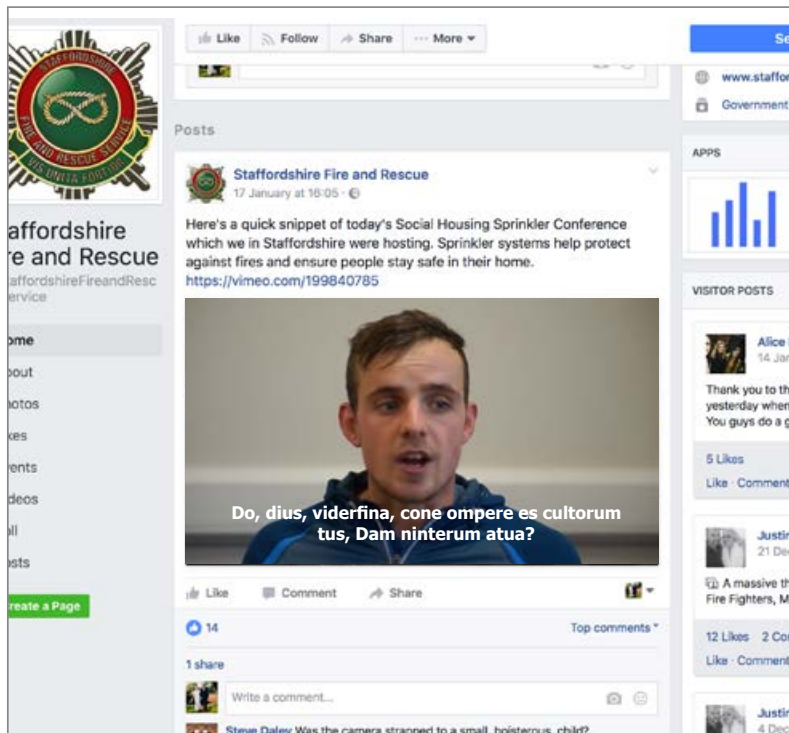
**Name/Position
Fade Up**



Speakers within videos should be introduced by their name and job title or role alongside the Staffordshire Fire and Rescue

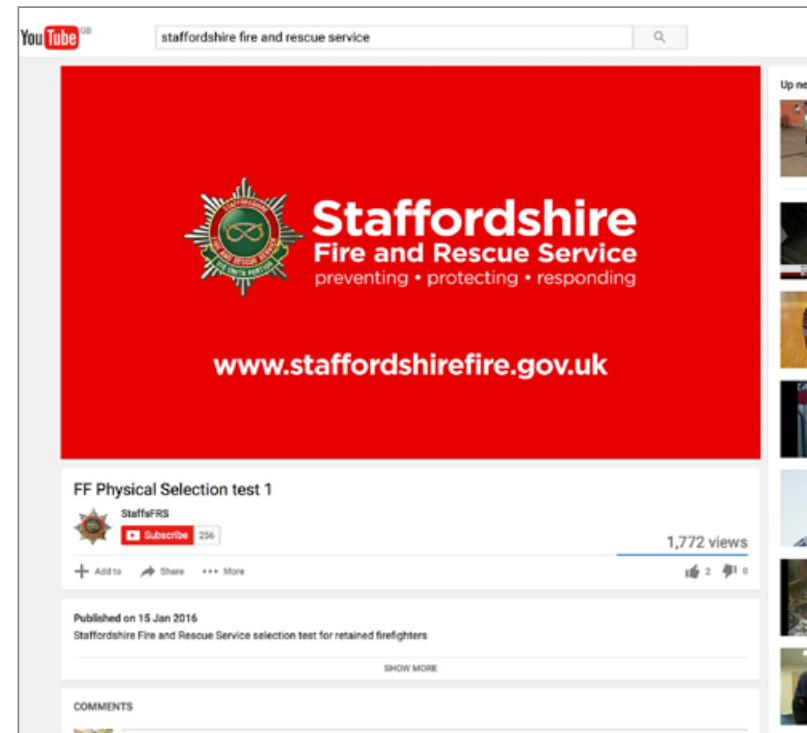
Videos

Subtitled Text to Appear on Social Media



Subtitled text must be displaying with a transparent dark background to ensure that the text stands out

Outro Screen Before End



The logo and web address should be faded out at the end of every video

Written style guide



Written style guide

The following style-guide is a point of reference when writing press releases, internal communications and external documents.

The most important thing to remember is that the work produced by the Marketing and Communications Team will be seen by a wide audience through the media and social media, as well as by members of staff, partners and stakeholders.

If in doubt, always check. It may take a little longer but it is well worth doing to get it right.

Be consistent. You may need to refer back to the start of the document but it is vital that the style used is the same throughout or it will appear disjointed and slap-dash.

Titles

Use capital letters when writing a person's title for example:

Chief Fire Officer Becci Bryant

Group Manager Brian Moss

Prevent Manager Carmel Warren

Always write a person's title before their name so readers understand their relevance to an article/quote/document. This gives what is being said a sense of authority.

If you are referring to a title, for example Community Safety Officer, write it out in full, using capital letters at the start of each word, and put CSO in brackets at the end of the title for example Community Safety Officer (CSO).



Written style guide

When referring to the position after that, just use CSO. This is also relevant to documents such as the Corporate Safety Plan (CSP).

Refer to Staffordshire Fire and Rescue Service as:

Staffordshire Fire and Rescue Service, the Service or the fire and rescue service

Refer to Stoke-on-Trent and Staffordshire Fire and Rescue Authority as:

Stoke-on-Trent and Staffordshire Fire and Rescue Authority, the Authority or the fire and rescue authority

Refer to partners as:

Stoke-on-Trent City Council or the city council

Staffordshire County Council or the county council

Newcastle Borough Council or the borough council

Cannock Chase District Council or the district council

Staffordshire Police or the police

Areas:

Stoke-on-Trent must be hyphenated

Refer to it as the city (lower case)

Staffordshire can be referred to as the county (lower case)



Written style guide

Projects should be referred to in the following manner:

The 'Safe and Well' visits aim to...

After the initial reference do not use the punctuation marks but continue to use capital letters

Numbers:

Spell out one to nine. From 10 upwards use the figures.

The only exception to this is when the number comes at the start of a sentence for example:

Twelve homes suffered smoke damage as a result of the blaze...

Hyphenate fractions for example:

The number of incidents has decreased by two-thirds

Spell out per cent – do not use %

Ages:

Hyphenate ages for example:

A 19-year-old casualty was treated for burns by paramedics at the scene



Written style guide

Times and dates:

Use am and pm when writing the time for example:

The incident occurred at 6.30am

Write the day, date and month in the following way and do not use 'th' or 'nd' as a suffix. For example:

On Tuesday 13 December crews attended an incident in which a car was in collision with a tree

Organisation and Station Titles

Staffordshire Fire and Rescue Service is a single organisation and should be referred to in the singular not the plural. For example:

The Service has visited 400 homes...

Word documents will highlight such a sentence as a mistake as the name is linked with an 'and'. Ignore this – the singular is the correct way to refer to the Service.

Stations can be referred to in the following way:

Stone Community Fire Station is the base for a number of local groups

The community fire station in Stone is the base for a number of local groups



Written style guide

Remember, not all of our stations are community fire stations – check on the website to ensure they are being referred to in the correct manner

Bullet Points:

When writing a bullet point only use full stops if two sentences form the bullet point for example:

Eating, drinking and smoking whilst driving reduces your reaction time

Set your satnav or your sound system before you drive. If you need to adjust them, pull over in a safe place.

If you are using bullet points, use them in a consistent manner to ensure the same format throughout – don't chop and change styles.

Jargon

Always write the full title out when you are initially referring to it. Acronyms can then be used. For example:

The project is being funded through a Private Finance Initiative (PFI). The Government launched PFIs in order to improve public sector facilities.

However, acronyms should not be used to refer to firefighting equipment for example:

Firefighters used breathing apparatus NOT firefighters used BA

Refer to fire engines rather than fire appliances or pumps unless it is a specialist appliance for example the prime-mover.

When writing about a road traffic collision refer to the incident in the following manner:

One saloon vehicle was in collision with a lorry.

This avoids attributing blame but also does not imply that it was an accident when fault may be attributed at a later date.

On the following page there is a useful jargon alternatives list.

Jargon alternatives List

Jargon	Replacement
Deliberate	On Purpose
Maintain	Keep up to date
Discarded	Thrown away/put out
Improper	Not right
Obstructed	Blocked
Secondary Fire	Small fire
Alertness	Aware
Intoxicated	Drunk/drank too much alcohol
Medication	Medicine
Appropriate	Right/correct
Derelict	Run down/Not used
Extricated	Cut free/Removed
Collision	Crash
Extinguish	Put out
Contribute	Add to
Dispose	Bin/throw away
Deceased	Pass away/Died
Comprehensive	In depth/complete
Unattended	Left alone



Help



Help

For more information on the brand guidelines please contact the Marketing and Communications Team.