Tyne and Wear Fire and Rescue Service

BRAND IDENTITY GUIDELINES

INTRODUCTION

In a world where we are surrounded by brands and identities, it is important that our own conveys who we are and what we stand for as an organisation. In order to communicate effectively with our audiences, both visually and verbally, a clear and understandable identity is key not only as our external 'face' perceived by the public and stakeholders, but also internally in promoting and embedding our values with a consistent approach across everything we do.

These guidelines outline the thinking and identity that underpins Tyne and Wear Fire and Rescue Service, reinforcing our aim of 'Creating the Safest Community'.

Why is identity important?

An identity is much more than simply a logo. Colours, shapes, photography, and how we communicate verbally or in writing - tone of voice - all combine to form a unique persona which establish and bring our communications to life.

We want our identity to be professional, accessible and consistent. That is why ownership of our brand sits with the Communications and Corporate Affairs Department and any creative work should be submitted to the team in the first instance.

How do we communicate on our different channels?

These Brand Guidelines primarily focus on our image but, as we've said, a big part of our identity is our tone of voice, which is why we have created a separate 'TWFRS Communication Channels and Style Guide' that outlines our different platforms for communicating with both internal and external stakeholders.

It also offers guidance as to how we speak on those various channels to have the greatest impact in reaching our target audiences.

OUR LOGO

Our logo is central to our identity, and should be used consistently to ensure the organisation is represented professionally and effectively, and should not be altered in any way.

The Service Crest is synonymous with the Service and conveys a feel of authority that can instil confidence in our communities.

The 3 versions shown are to be used for mainstream use on a white background, with alternative versions available for bespoke requirements upon request from the Communications and Corporate Affairs Department i.e. mono outline or reversed.

If the logo is to be used on a different coloured background, then you should contact the Communications and Corporate Affairs Department to ensure the appropriate version is provided.

1 **Landscape** - the preferred logo in all use cases where possible.

Tyne and Wear Fire and Rescue Service

2 **Portrait** - alternative version for when space or layout restricts the use of the Landscape version.

Tyne and Wear Fire and Rescue Service

3 **Standalone** - certain cases allow for the badge to be used on a standalone basis without text.

TONE OF VOICE

The words and language we use influence the effectiveness and success of our communications, with the tone in which we say something being just as important as what it is we are saying.

That is why we have produced a separate document to these brand guidelines entitled 'TWFRS Communication Channels and Style Guide'. This document outlines each of our internal and external communication platforms and our tone of voice on each of those platforms.

As each platform has a different target audience, our tone of voice may change to ensure we can deliver the most effective message. However, the principles of our communication will remain the same across all channels, and within work produced by staff outside of the Communications and Corporate Affairs Department.

Our tone of voice should be clear, concise, light, but professional.
We will utilise humour and informal language where appropriate,
but we will always show respect for the communities we serve.

Effective communication can be achieved by:

• using short, simple words
• keeping sentences to less than 40 words
• using contractions (you're, here's, can't where appropriate)
• writing in the first person, using direct address where possible.

We want people to engage with what we have to say. Our manner, principles and values
should be reflected in our writing.

OUR CORPORATE DOCUMENTS

As a Metropolitan Fire and Rescue Service, we have a number of corporate documents that present to key stakeholders how we will deliver our vision of 'Creating the Safest Community'.
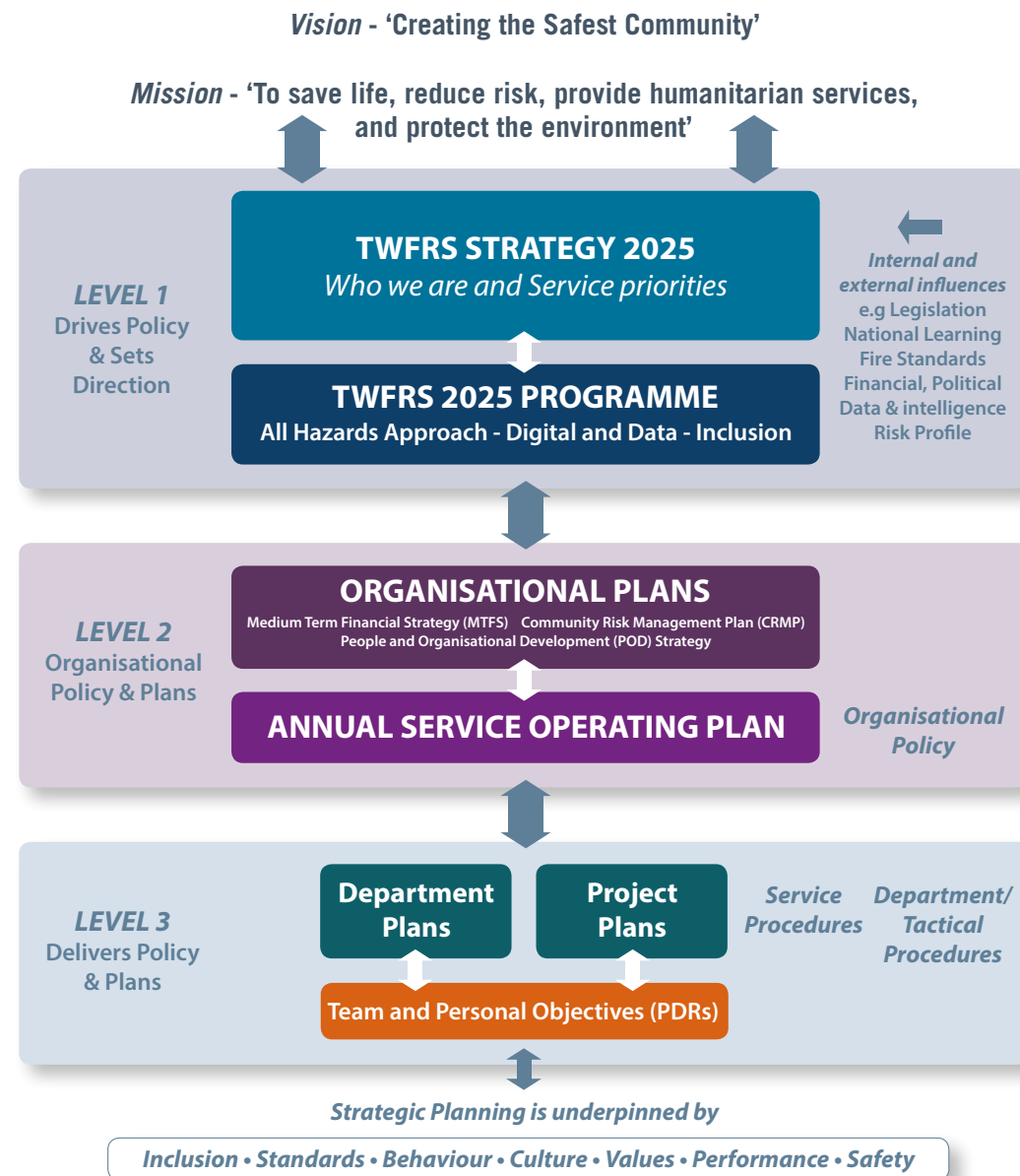
Our Strategic Planning Framework clearly presents how our various plans and strategies support the TWFRS Strategy 2025. As you can see from this graphic, they are divided into three key sections: Level One, Level Two and Level Three plans.

For Level One and Level Two plans, we will design bespoke documents so that these can be presented to the stakeholders in a professional manner. All other plans and reports will be presented with our template report cover and using our branded Word documents.

The following tips and will help towards producing consistent and effective documents and presentations:

- using Arial 12pt font size wherever possible
- avoiding excessive use of italics and block capitals for legibility
- aiming to keep text aligned left for large blocks of copy.

Our logo and brand should not be used to create bespoke documents by anyone other than the Communications and Corporate Affairs Department.

Vision - 'Creating the Safest Community'

Mission - 'To save life, reduce risk, provide humanitarian services, and protect the environment'

LEVEL 1
Drives Policy & Sets Direction

TWFRS STRATEGY 2025
Who we are and Service priorities

Internal and external influences
e.g Legislation
National Learning
Fire Standards
Financial, Political
Data & intelligence
Risk Profile

TWFRS 2025 PROGRAMME
All Hazards Approach - Digital and Data - Inclusion

LEVEL 2
Organisational Policy & Plans

ORGANISATIONAL PLANS
Medium Term Financial Strategy (MTFS)   Community Risk Management Plan (CRMP)
People and Organisational Development (POD) Strategy

ANNUAL SERVICE OPERATING PLAN

Organisational Policy

LEVEL 3
Delivers Policy & Plans

Department Plans

Project Plans

Service Procedures   *Department/ Tactical Procedures*

Team and Personal Objectives (PDRs)

Strategic Planning is underpinned by

Inclusion • Standards • Behaviour • Culture • Values • Performance • Safety

RESOURCES AND TEMPLATES

Along with our logos and current Accessibility Guidelines, various templates can be found on the intranet pages of the Communications and Corporate Affairs Department.

It is important that every staff member uses the most up-to-date versions of each template so we can ensure a consistent and professional approach across the entire organisation.

Templates available include:

- Report covers
- Branded PowerPoint presentations
- Branded Word documents
- Branded Letterheads
- Branded business cards

For further information or advice on the use of our TWFRS identity, please contact:

corporate.communications@twfire.gov.uk
or telephone **0191 444 1724**.
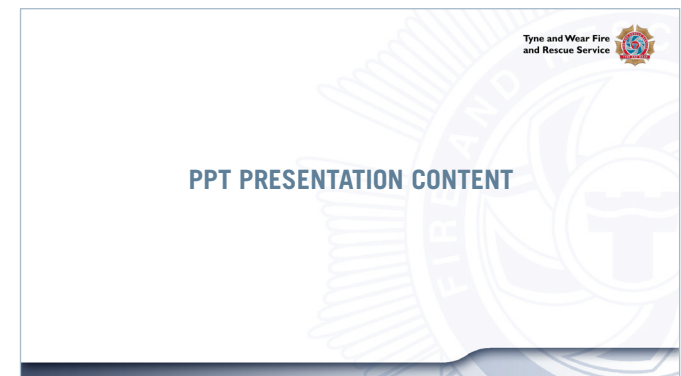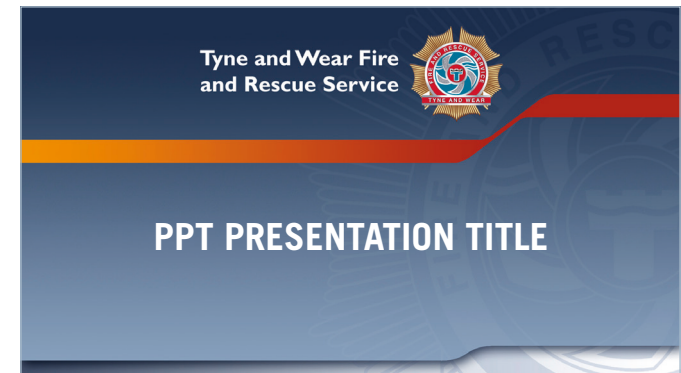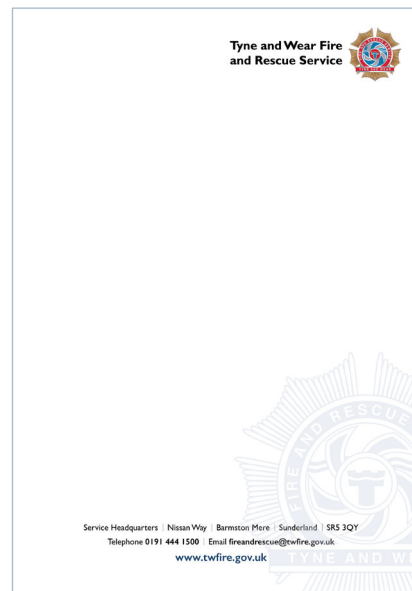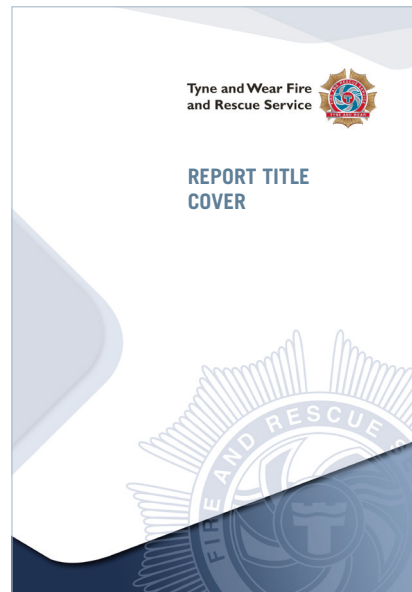
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