



# Fact sheet

## Identity: getting to the heart of who we are

The new identity of Fire and Emergency New Zealand is something people feel passionately about. We've heard from more people about this subject than just about anything else.

Fire and Emergency New Zealand will be a new organisation. Its identity needs to reflect the amalgamation of the whole of New Zealand's fire services sector, each with their own histories and values.

It also needs to be instantly recognisable to the public.

### Four stages to a new identity

We have a four stage plan for developing the identity;

December – Research

Jan-Feb 2017 – Engage

March 2017 – Design

April 2017 – Test/Approval by the Board

### Getting to the heart of who we are

The team spent December 2016 to February 2017 researching current fire services' best practice branding here and overseas, and holding workshops and interviews with over 160 people in groups to determine the values important to them.

These groups met in Auckland, Rotorua, Wellington, Christchurch and Dunedin in January and February and included people from unions and agencies, career, volunteer, urban and rural personnel and support staff.

We talked to as broad a range of people as possible from across the regions and also invited people to have their say through the Ignite magazine summer edition.

This gave us a solid foundation for briefing the design agency, Cato Brand Partners, on the broad parameters for the new identity.

### Sharing research findings

Many people have shared similar thoughts about the values that they think are important:

***“Service to the community, protecting, trusted and responsive”.***

March 2017

Research with the public shows that New Zealanders are very complimentary about urban and rural fire services. Many Kiwis see fire services personnel as heroes in the community who go beyond the call of duty to save others' lives.

### ***“Quiet warriors”***

***“The thing that makes them unique is that they wear many different hats and have to deal with so many unique situations, this sets them apart...”***

## **The importance of colour**

Red is seen as a strong base colour for the new identity by both our people and the public. It suggests fire, emergency, speed and responsiveness.

## **Design work started in March**

The design phase started in March. An Identity Evaluation Panel has been formed to review the designs produced before they go out for further testing. Members of the 12-person evaluation panel include people from the NZPFU, UFBA, FRCAs, NZFS Corporate Communications team, rural, urban, volunteer and career personnel.

Three early designs will be presented to the evaluation panel in late March for a sense check and further refinement. They'll then be workshopped with groups of our people and again with the public.

The Board is responsible for making a final decision on Fire and Emergency New Zealand's identity and it's expected the new identity will be shared with our people in May.

At all stages we are involving key stakeholders to inform, guide and evaluate the process.

## **Questions and answers**

### **Why are we changing?**

We're amalgamating 40 urban and rural fire services into one organisation Fire and Emergency NZ - by 1 July 2017. It's important we recognise all these organisations and their heritage, while creating a single identity for our shared future.

### **What is a brand? What is an identity? Is it the same as a logo?**

A brand or brand strategy wraps up what an organisation wishes to convey or stand for to its users and the people and organisations that it interacts with.

The identity is the physical look and feel of how the brand is expressed and logos and crests can be part of it.

### **What will we see on Day One?**

The new identity will come out in stages. Uniforms, badges, and fire trucks will stay the same on Day One.

The new website with the new identity will be launched to the public on 1 July. You will be able to access re-branded everyday electronic materials such as letterhead, email signature blocks and a PowerPoint template.

The look of our advertising and fleet will change over time to reflect the new identity. Stations will also be updated as and when it is appropriate over time.

## **Will there be a big marketing campaign for the new identity?**

No. The most important message for the public is to continue to use 111.

## **Contact information**

FENZ Transition Project, [www.fenzproject.co.nz](http://www.fenzproject.co.nz), [myvoice@fenzproject.co.nz](mailto:myvoice@fenzproject.co.nz) or Facebook @fenztransition