

Getting to the heart of who we are – Fire and Emergency’s new identity

Over 160 urban and rural personnel were involved in creating the new branding for Fire and Emergency New Zealand over a five-month period. Around 39 workshops were held with personnel to determine the brief for designing the logo, and later, to choose the best of three draft designs.

Along with research from the public, the input of our people guided the elements used in the new logo. Important symbols from history were kept to sit alongside strong signs of the new start for fire services.



The new logo for Fire and Emergency New Zealand

Our new logo combines the historic gold SERVIMUS star, protected by the silver fern, in a chequered Battenberg pattern. The Battenberg stripe is used for emergency services around the globe and we have used red and yellow to show the unification of urban and rural. Similarly, traditional tools of the trade – an urban axe and the rural Pulaski tool – are crossed in the middle of the star.

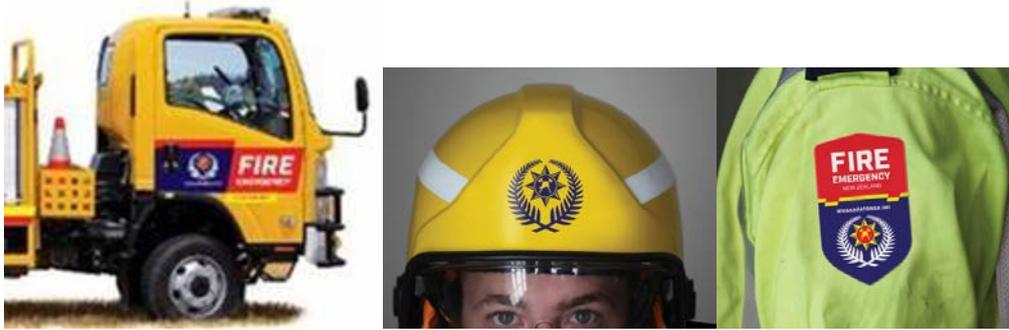
The eight points of the SERVIMUS star represent the traditional values of Service, Efficiency, Resourcefulness, Valour, Integrity, Mobility, Unity and Strength.

Fire Emergency is at the top of our logo so we can quickly be identified. The phrase ‘Whakaratonga iwi’ is clearly shown, translating as ‘Serving our people’.

Fire and Emergency New Zealand’s new logo talks to who we are, and who we want to be.

It is under this banner all fire services personnel – urban, rural, career and volunteer - can unite with pride.

More pictures overleaf.



Mockups of how the new identity will look. Concept only – may change slightly in final designs.

More information on the new logo will be available in the 28 April Board Update and in Day One Preparation workshops, held by local leaders in May and June 2017.