



FIRE
EMERGENCY
NEW ZEALAND

WHAKARATONGA IWI



**FIRE AND EMERGENCY NEW ZEALAND
INTERIM LOGO GUIDELINES**

VERSION 1.0 | MAY 2015



The Fire and Emergency New Zealand identity is built around our own dynamic and responsive battenburg pattern.

Our logo symbolises the unification of rural and urban in a new organisation while retaining the traditions of the past.

The Battenburg segment

The anatomy of our logo is housed inside our own dynamic Battenburg pattern. The red and yellow 'Battenburg' is internationally recognised as symbolising fire, as well as the coming together of urban (red) and rural (yellow) fire services.

The modular battenburg composition of the logo ensures a clear hierarchy for all the logo elements.

The Crest

The crest is housed inside the dark blue segment and is made up of the silver fern encasing the gold SERVIMUS star. Inside the star is the helmet as well as a pulaski tool crossed to reflect our tradition.

The crest is under pinned by 'Whakaratonga Iwi' which means 'serving our people'.

The Wordmark

Our name is staggered across the red and yellow of the battenburg pattern to ensure 'fire emergency' has maximum visibility.

Our logo

Battenburg segment



Crest

Wordmark

Our horizontal logo has been carefully considered so that the wordmark and crest work together to gain maximum recognition. Our logo has three colour variations for flexibility across multiple applications.

CMYK colour logo

When producing collateral through digital printing, the CMYK colour logo is the preferred version. This version should be used whenever possible for all environmental signage and digitally printed corporate collateral.

Pantone (PMS) colour logo

When producing collateral through offset printing the pantone logo is the preferred version. This will ensure optimum colour quality and logo definition. When printing environment signage or fleet graphics please use the Pantone colours as a guide to achieve consistency across the brand.

Black and white

The black and white logos may only be used where reproduction methods restrict the use of the full colour logo, i.e. where colours or backgrounds clash or wherever the full colour logo is difficult to read.

Logo variations

Primary logo

Hero colour palette CMYK + PMS



Secondary logos

Black and white colour palette



Reversed black and white colour palette



Clear space surrounding our logo should be kept free from typography, photography, illustration and all other graphics.

A minimum isolation area of the 'cap-height' and must surround the logo in any application. The 'cap-height' is equal to the height of the 'F' in the Fire Emergency wordmark.

Minimum size

There may be some circumstances when the logo needs to be produced at smaller sizes. The minimum size for reproduction in print and on screen is illustrated below.

Clear space and minimum size

Minimum clear space



Minimum size



25mm
Minimum size for print



25mm
Minimum size for print

Our logo should always be pinned to the left hand margin across all brand touchpoints. The clear space surrounding the logo on the exposed edges should always be maintained.

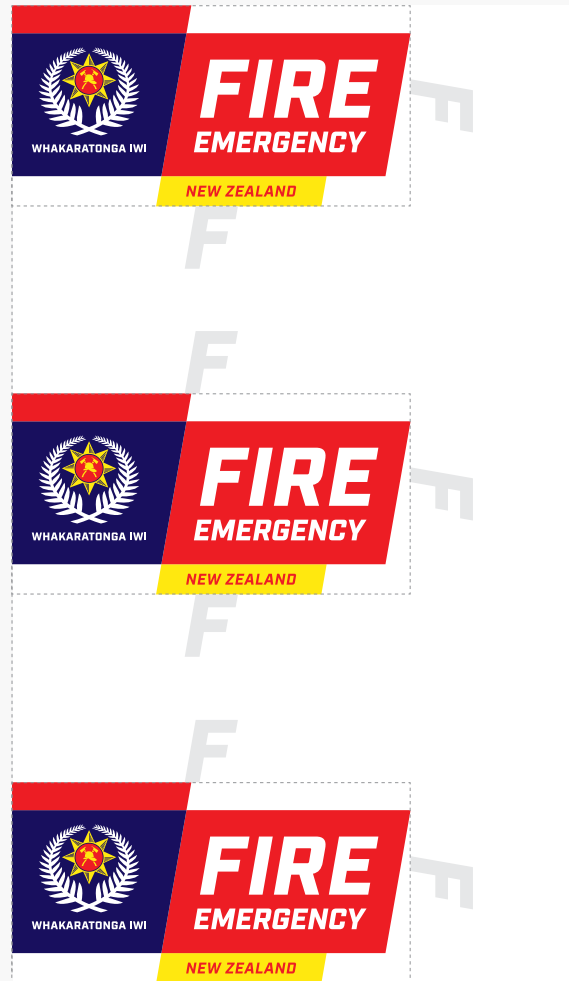
Offset printing

When using the logo in offset printing, the logo should be positioned flush with the left hand margin.

Inhouse printing

When using the logo for inhouse printing the logo can be positioned away from the edge of the page, while adhering to the clearspace rules.

Positioning our logo



Offset printing



Inhouse printing

Achieving an accurate colour match across printed and online material can be difficult, as colours may change when printed and vary from screen to screen. To achieve the best consistency it is important to use the swatches shown.

Primary colour palette

The primary colour palette consists of a dark blue, vibrant red and a bright yellow. The vibrant red is an obvious link to fire and the urban fire fleet and the dark blue provides the foundation of authority and heritage. The bright yellow acknowledges the rural fire service while extending into our distinctive red and yellow battenburg pattern.

Our CMYK colours provide a fresh and vibrant palette. When producing collateral through digital printing, the CMYK breakdown is the preferred option.

When printing environment signage or fleet graphics please use the Pantone colours as a guide to achieve consistency across the brand.

Where screen production is concerned, RGB and Hex colours have been selected that match (as closely as possible) their Pantone parents. However, colour reproduction may vary from screen to screen.

Our colours

Primary colour palette



Dark Blue

CMYK: 100, 100, 0, 45
Pantone Coated: 2755C
Hex: #180f5e
RGB: 24, 15, 94

Vibrant Red

CMYK: 0, 100, 100, 0
Pantone Coated: 485C
Hex: #ed1c24
RGB: 237, 28, 36

Bright Yellow

CMYK: 2, 3, 96, 0
Pantone Coated: 3955C
Hex: #ffe80e
RGB: 255,232,14

Presenting the Fire and Emergency logo in a consistent way is vital to maintaining the brand. Please follow these simple best practice guidelines to ensure brand integrity.

Incorrect use of our logo



Approved use of full colour logo on a white background



Approved use of full colour logo on textured background with suitable contrast



Approved use of full colour logo on textured background with suitable contrast



Approved use of full colour logo on textured background with suitable contrast



Do not place our logo on textured backgrounds or photos that lack clarity and contrast



Do not place our full colour logo on backgrounds with a similar colour as the logo



Do not place our full colour logo on backgrounds with a similar colour as the logo



Do not place our reverse logo on a light/white coloured background



Do not place our black and white logo on a dark coloured background



Do not stretch our logo



Do not squash our logo



Do not rotate our logo



Do not crop our logo



Do not rearrange our logo



Do not alter our colour combinations of logo

The following set of external and inhouse fonts are the only typefaces permitted for use within the Fire and Emergency New Zealand identity. These fonts help to make the identity strong, professional and consistent.

Display typeface

Our display typeface is Industry bold and light. This typeface is used for key headings and to emphasise key messages. It reflects the dynamic and responsive nature of our identity. Industry can be used across all printed, signage, stationery and merchandising.

Primary external typeface

Our primary external and web typeface is Roboto Condensed. It comes in light, regular and bold. It has been carefully chosen to be modern, approachable and easy to read. Roboto Condensed is a free google font.

TBC. For electronic media and word processing (when Roboto can not be used) the secondary typeface to be used is Arial Narrow.

Our typefaces

Display typeface
Industry

Aa

Industry Light

Roboto Light italic

Roboto Bold

Roboto Bold italic

Primary external and web typeface
Roboto Condensed

Aa

Roboto
Condensed
Light

Roboto
Condensed
Regular

**Roboto
Condensed
Bold**

Internal typeface (TBC)
Arial Narrow

Aa

Arial Narrow Regular

Arial Narrow Bold

The type styles we use say a lot about the tone of our brand. Using two contrasting typefaces allows flexibility across fleet, signage and corporate communication.

Our typography

SERVING OUR PEOPLE

Our mountains rise from the land, stretch to the sky, and reflect in our waters.

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WHAKARATONGA IWI

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