WMFS

West Midlands Fire Service

Visual identity and branding guidelines



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OUR BRANDING GUIDELINES

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ABOUT THESE GUIDELINES

Welcome to the WMFS Corporate Identity Guidelines. Here you will find the WMFS identity - how we look, speak, and want our audiences to feel when they see our brand, appliances, staff and buildings.

A note on the language. You will find the language here is quite instructional - it's direct and to the point. This is standard for Corporate Identity Guidelines, because we share this with printers, external designers, creative suppliers and other communications professionals to give them complete clarity on how to use our assets.

The language can feel like a lecture - but it is written with giving you the right answer first time in mind, and to ensure everyone using these uses our assets correctly. We trust that you will read these guidelines knowing our communications team is supportive and helpful and want to help you present yourself and WMFS in the best way.

We encourage our staff and partners to familiarise themselves with these guidelines and inquorate them into their daily work. By doing so, we can collectively reinforce our brand's identity and create a lasting impression in the minds of our audiences.



ABOUT THESE GUIDELINES

From the quality of the services we deliver, to the appearance of our vehicles and buildings. From how we interact with members of our communities, to our online presence. Our brand is wide-reaching.

Our brand and our reputation are much greater than a logo or crest. But these important design elements - together with the words, imagery and colours we use to illustrate and explain our work - are powerful. They represent all that we do, and everything we strive to achieve, in making the three million people of the West Midlands safer, stronger and healthier.

If our brand is to stay strong, trusted and distinctive, our communications must be designed and written in a consistent way. This will help our communities to identify and remember us, and to relate to us and the services we deliver for them. We also want our staff to be proud of, to embrace and be advocates for our brand.



We are:

Confident, innovative, yet understated - so our visual identity has a bold, contemporary look, with little fuss.

Professional, yet friendly - so our words need to reflect this.

One team, here for everyone - so our visual identity and written content must be inclusive, easy to understand and accessible.

These guidelines have been created by our Corporate Communications team. They will help to ensure that our visual and written identity is used appropriately and consistently.

Ultimately, they will help our audiences identify and remember us, encourage them to use our services, and act when we need them to.



ABOUT WMFS

We're the second largest fire and rescue service in England, covering an area of 902 square kilometres which include areas with the highest risk in England outside of London.

Our job is to keep the 2.9 million people of the West Midlands safe. We exist to protect lives, property and the environment from fire and other emergencies.

We operate 38 fire stations and have some 1,380 uniformed staff (including our fire control team) and around 400 in support services.They all work to make the West Midlands safer, stronger and healthier.

But there's a lot more to West Midlands Fire Service than putting out fires. From the risk-based locations of our stations and how we're governed, to Our Strategy and Community Risk Management Plan - everything is connected.



Community Risk Management Plan and Our Strategy:

From house fires and road traffic collisions, through to flooding and terrorism - all fire and rescue services have a duty to plan their work.

Our Community Risk Management Plan (CRMP) takes account of risks our communities might face, as well as their views and needs. Our three-year rolling strategy are then created from the outcomes and identified risks from the CRMP.

How:

As well as our vital 999 response services, we work hard to prevent fires happening in the first place. None of our community risk reduction activities would be possible without the expert teams who work in the background.

They support all of our people. And we all strive to deliver excellent, value-for-money services to our communities.



Our Promises

We want to be, and be known as, an outstanding and trusted emergency service across the West Midlands and beyond.

Our Promises are the behaviours you commit to demonstrating when you become part of the WMFS family. You will note these promises are underpinned by leadership. Leadership isn't just the role of those more senior within the organisation or with manager in their job title. It is the responsibility of all of us to be leaders to those around us - championing and demonstrating Our Promises in everything that we do.



Do The Right Thing. Always



Stretch the Possible



One Team



Trust and Be Trusted



Enjoy Work

OUR COMMITMENT

We are 'making the West Midlands safer, stronger and healthier'

Our prevention activities ('safer') range from our work with children and young people in schools and colleges, through to making Safe and Well visits to people's homes.

Our protection role focuses on protecting life and property - making businesses, workplaces and the economy 'stronger'. This includes inspecting high-risk and tall buildings, to keep safe and reassure the people who live and work there.

Health can have a big influence on someone's safety. That's why we support the most vulnerable to live healthier lives - to reduce their risk of having an emergency.

Our focus on our people, their professionalism and their pride in their work are all key to achieving our vision.



TONE OF VOICE

Our words and imagery reflect us as an organisation - and those who make it what it is. They reflect who and what we want to be, give our communities confidence in what we do and inspire us to live up to our high expectations, which will directly benefit those we serve.

The key to our tone as West Midlands Fire Service is: what do we want people to associate with us when they see our content?

To convey our aspirations of safer, stronger and healthier, as well as people, professionalism and pride, we should be seen as:





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West Midlands Fire Service

House style



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HOUSE STYLE

Our written communications - for example, emails, letters, Mesh items, social media posts - should be clear, concise and easy to understand.

There are some simple rules we should all follow, so we're consistent.

We've listed a few below. They make up what we call our 'house style'.

Organisational names

We work for West Midlands Fire Service, **not** the West Midlands Fire Service.

Although we are a fire and rescue service, our name is **not** West Midlands Fire and Rescue Service.

The first time the name appears in text, we write it in full. If we plan to repeat it, we write: West Midlands Fire Service (WMFS). We then just use WMFS whenever we want to repeat the name.

The name of our fire authority is West Midlands Fire and Rescue Authority, shortened to WMFRA. Its Chair (**not** Chairman - u m k a l) is Councillor Cathryn Bayton. The position of Vice-Chair has a hyphen.

John works at Sheldon Community Fire Station (this is its proper name) or Sheldon fire station. We have 38 fire stations (not 38 Fire Stations).

Our Vision

Our vision is 'Making the West Midlands safer, stronger and healthier'.

Not 'Keeping the West Midlands', or 'Making West Midlands'.

We write the word 'and', and don't use an ampersand (&).

Dates

We write
Monday 1 May 2023
1 May 2023
Monday (1 May)

We **don't** write
Mon 1st May
Mon 1st of May
Mon May 1st

Times

We use the 24-hour clock for clarity in operational and formal communications.

We use the 12-hour clock in public-facing communications, such as invitations to events or media statements.

We attended a road traffic collision at 9.05am on Monday 22 May.

No space between the time and am, and **no** full stops in am.

A full stop between the hours and minutes, **not** a colon. The event will start at 1pm.

Not 1.00pm or 01.00pm

The fundraising marathon started at midnight, or 12am.
There was a break for lunch at midday or 12noon.

Numbers

In a sentence, we use words for the numbers 1-10:

They are a family of four. They have 27 cats.

Most cars are designed to carry five people. Buses can easily carry 40 or 50.

We **don't** start a sentence with a digit:

Twenty-two members of staff were presented with awards.
Or: Awards were presented to 22 members of staff.

Abbreviations and acronyms

We use a lot of them. However, we shouldn't take it for granted that the reader will know what they mean - whether or not they work for WMFS.

Most members of the public use 'appliance' to describe something like a fridge or dishwasher. What we call an appliance or a PRL, they call a fire engine.

Breathing apparatus, **not** BA or B.A.
A 4x4 brigade response vehicle, **not** BRV.

We **don't** write this:

Our FFs were mobilised on a PRL, used PPV, then checked the premise using a TIC. The incident was not PR.

We do write this:
Firefighters responded on a fire engine. They used ventilation equipment to clear smoke from the building, and a thermal imaging camera to check for hotspots. No-one was inside.

Capital letters

We work for West Midlands Fire Service. We are proud to work for the service.

Protection Team is capitalised because it is the name of a team.

But prevention, protection and response are not capitalised when they are used as adjectives, to describe the services we deliver.

Our response services are outstanding.

We have an excellent Fire Safety team.
Our firefighters deliver fire safety sessions in schools.

Let's congratulate Firefighter Jane Smith.
Jane has been a firefighter for 15 years.
She is **not** a fire fighter or a fire-fighter.

Chief Fire Officer John Smith spoke at a conference. The room was full of chief fire officers.

Chief Fire Officer is shortened to CFO
Deputy Chief Fire Officer, DCFO
Assistant Chief Fire Officer, ACFO
Area Manager, A/Mgr
Group Manager, G/Mgr
Station Manager, S/Mgr
Watch Manager, W/Mgr
Crew Manager, C/Mgr
Firefighter, FF
Trainee Firefighter, TFF

Bullet points

Introduce a list of bullet points with a full colon:

- don't start each line with a capital letter (unless it's a name, for example)
- Fred has set out this list correctly
- no full stops at the end of bullet points
- apart from the last one.

Our fire stations are staffed (not manned) 24/7.

We **never** refer to our firefighters as 'firemen' or 'firewomen'.

We write 'people with disabilities' or 'disabled people'. We **don't** write 'the disabled'.

We write 'people who are visually impaired' or 'visually impaired people'. We **don't** write 'the blind'.

We write 'deaf people', not 'the deaf'.

People aged 25 or under can be described as young people.

People aged 65 or over are 'older people', **not** 'the elderly'.

There are a range of words we often see members of staff capitalise when writing. The following is a non-exhaustive list of words that, unless at the start of a sentence or as part of an actual person/service name, should **never** be capitalised.

- fire service
- service
- community
- prevention, protection and response
- three-year rolling plan
- support services
- project
- safer, stronger and healthier.

Accessibility

Some of us might take for granted that we can see and read with ease.

However, many people have difficulties with font type and size, colours and contrast.

These are just some examples of why it's important we ensure that our communications are as accessible as possible, and meet accessibility guidelines.

If you are planning to design a poster, leaflet or brochure, for example, or other material for people to read or look at, please contact Corporate Communications for advice before you start your project.

WMFS

West Midlands Fire Service

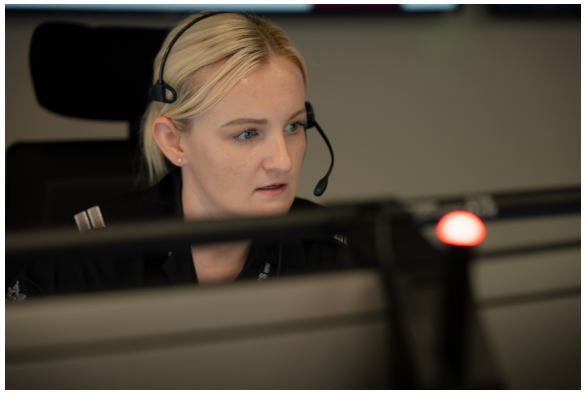
Photography and videography

© West Midlands Fire Service 2023



PHOTOGRAPHY AND VIDEOGRAPHY

West Midlands Fire Service is embracing a refreshing new approach to its photo and video style. With a strong emphasis on realism and honesty, captivating images will showcase the service and its dedicated staff in an authentic light. The goal is to evoke emotions and provide a glimpse into the human side of the fire service. By capturing moments that resonate with viewers, West Midlands Fire Service aims to create a deeper connection with, and appreciation for, its vital work.













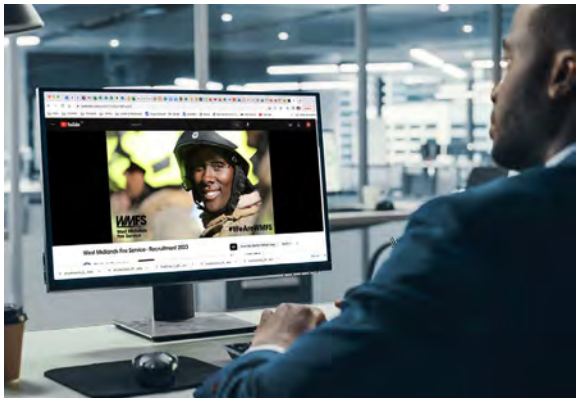
Our goal is to utilise this fresh approach to effectively communicate important fire safety messages and foster a stronger connection with our community. In promotional campaigns, we leverage the power of captivating visuals to grab attention and inspire action. Our photos and videos now feature dynamic compositions, vibrant colors, and diverse representations of our firefighters and community members.

By showcasing real-life scenarios and highlighting the bravery and dedication of our team, we aim to evoke emotions and encourage the public to take proactive steps towards fire prevention.









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West Midlands Fire Service

Logotypes

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LOGOTYPES

We last updated the West Midlands Fire Service logotype in 2003.

A lot has changed since then, not least the widespread use of digital communication channels and social media. Our new logotype is bold and contemporary. It creates a strong first impression, with little fuss. We'll be rolling it out gradually, on a replacement basis, over several months.

It will first appear across our communications channels, including our staff intranet, our website and on social media. Over time, you'll see it on our uniforms, our vehicles and our buildings.

Distinct from our logotype, we also have the West Midlands Fire Service crest. It incorporates the words 'Forward in Unity', and is held in high regard by our serving and retired staff.

As a result, we are rightly protective of our crest's use. Permission for its use/reproduction in any format should be obtained from our Corporate Communications team.



WMFS
West Midlands
Fire Service



WMFS West Midlands Fire Service



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Fire Service

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Fire Service

WMFS West Midlands Fire Service

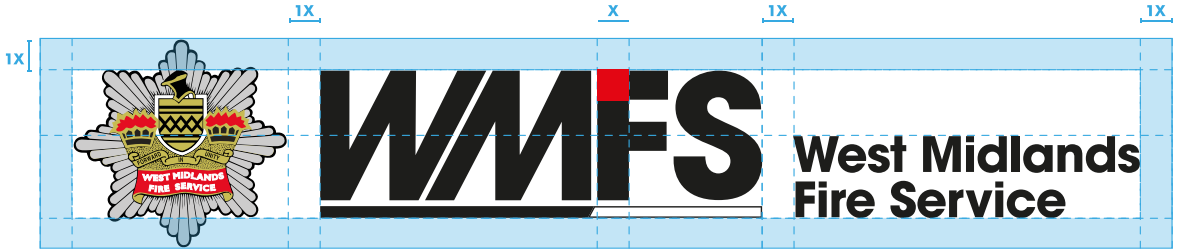
Usage

To protect the clarity and visual integrity of the logotype, an exclusion area (marked in blue) has been created to prevent and other design elements (text, imagery or icons, etc.) encroaching on this space. This exclusion area is not visible nor printed but more of a guide when applying the logotype to applications.

Specifications

This area is defined by placing a measurement around the perimeter of the logotype. This measurement, marked as 'x', is based on the width of the stem of the letter 'F'.



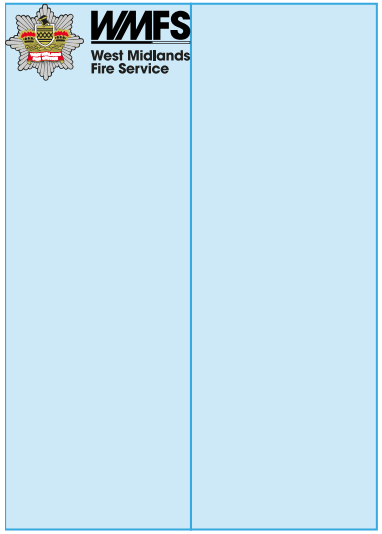




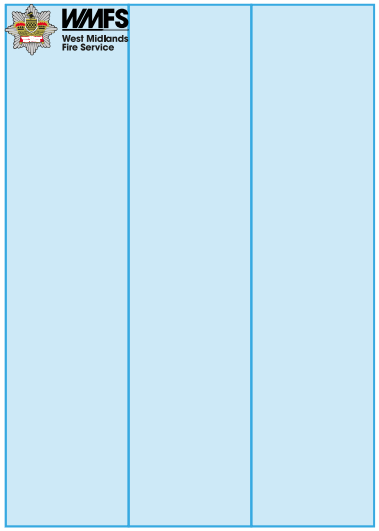
Scale

To allow the master logotype to be flexible across a wide range of applications, the logotype can be used at a variety of sizes.

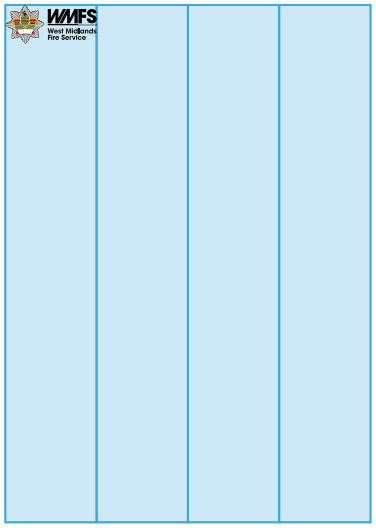
To ensure the logotype is not scaled randomly, a simple guide has been created, based on a series of incremental widths in relation to the size of a page. The following examples show both portrait and landscape.



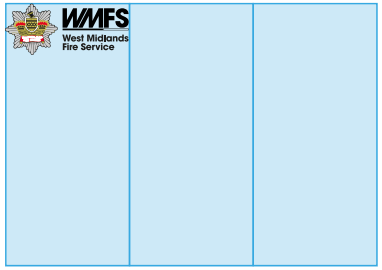
1/2 width



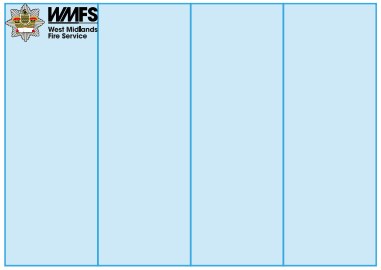
1/3 width



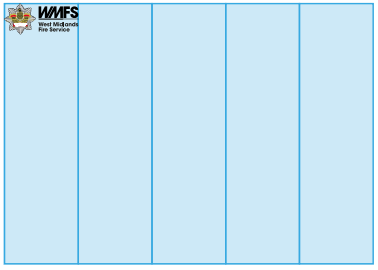
1/4 width



1/3 width



1/4 width



1/5 width

Position

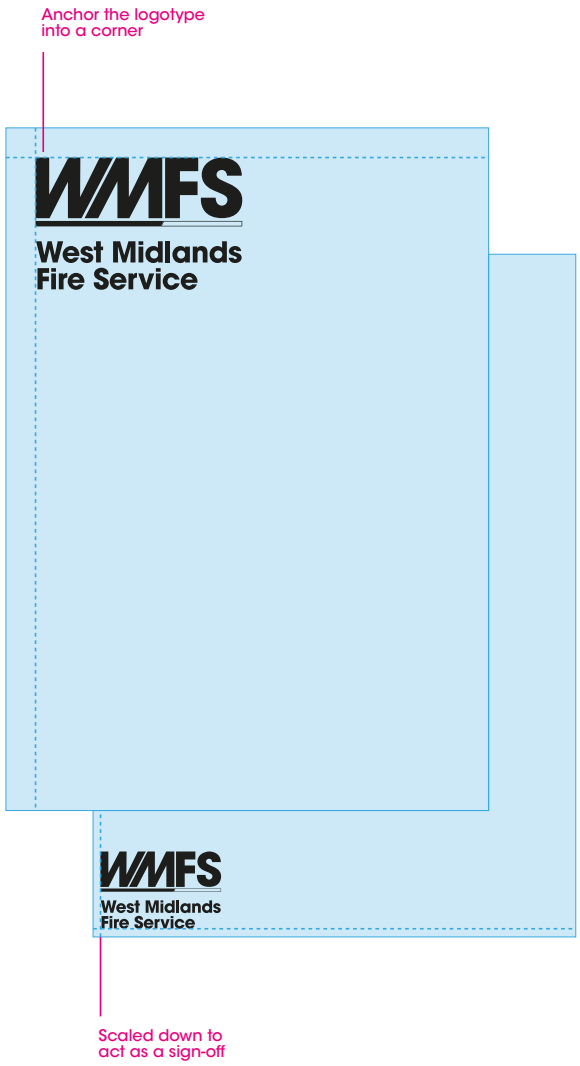
Once the size of the logotype has been determined, it is important that this is positioned prominently on the layout.

Usage

Leading with logotype at the top of the layout allows it to be presented or introduced, eg on stationery or the website. Placing a smaller logo at the bottom acts as a sign off, which is more suitable for flyers or leaflets, etc.

Specification

Using the same 'x' measurements (as specified on page 10), the logotype is positioned into a corner. The West Midlands Fire Service logotypes can be anchored into any corner, depending on the surrounding text or imagery.





Logotype do nots

The logotypes provided must not be altered in any way, or used other than as specified in this document.



Change the orientation of the logotypes in any way



Distort the logotypes horizontally



Distort the logotypes vertically



Place the colour crest logotype over photography



Alter the arangement of the elements of logotypes in anyway



Make the logoytpes one colour other than logotypes supplied



Place colour logotypes over clashing colours or colours that render elements illegible



Add stroke or coloured stroke to the logotypes



Alter the colour of any of the elements of the logotype



Use incorrect resolution and low quaility images of the logotype



Alter the typographic elements of the logotypes

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Colour



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Primary colour pallet

The following colours have been specified for both print and screen applications, eg printed safety messages, website and social media, etc.

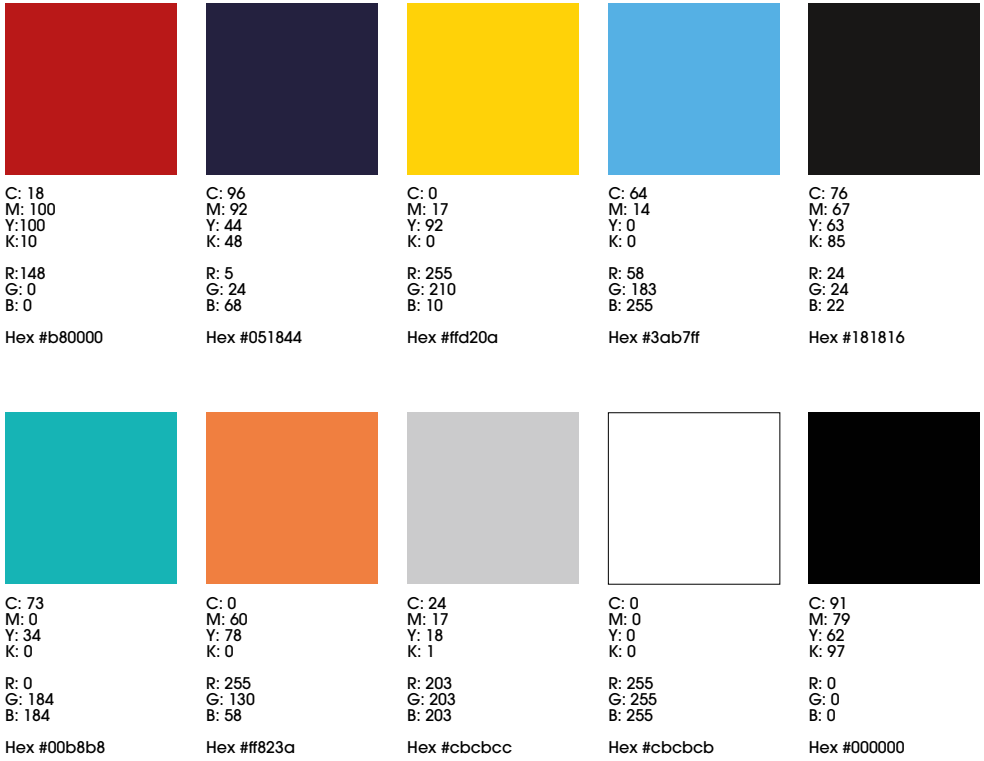
While our colour palette has been designed with accessibility in mind, there are key considerations when it comes to using our colours with text over them, or where the colours are key to conveying information, such as in:

- pie, bar charts or similar

- on digital reports or layouts (such as PowerBI dashboards)

- in infographics

- in other designed documents, like PDF leaflets or brochures.



Crest colours



C: 0
M: 100
Y:91
K:0

R:228
G: 5
B: 32

Hex #e40520

C: 74
M: 64
Y: 63
K: 81

R: 30
G: 30
B: 28

Hex #1e1e1c

C: 0
M: 0
Y: 0
K: 27

R: 204
G: 204
B: 204

Hex #cccccc

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Hex #ffffff

C: 27
M: 18
Y: 71
K: 3

R: 197
G: 197
B: 97

Hex #c5bb61

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Typography



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Primary font

The primary typefaces for West Midlands Fire Service is ITC Avant Garde Gothic. Clean and contemporary in appearance, it is available in three weights for versatility.

ITC Avant Garde Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#£%&*•()<>{}(),.;:'/\|!?

ITC Avant Garde Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#£%&*•()<>{}[],.;:'/\|!?

ITC Avant Garde Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#£%&*•()<>{}[],.;:'/\|!?

Secondary Font

The secondary typeface for West Midlands Fire Service is Aptos. This font is reserved for web and digital applications where ITC Avant Garde Gothic is unavailable.

Aptos Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#£%&*•()<>{}[],.;:’/\|!?

Aptos Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#£%&*•()<>{}[],.;:’/\|!?

Aptos Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#£%&*•()<>{}[],.;:’/\|!?

Usage

The weights of ITC Avant Garde Gothic specified are used for a clear expression of content. They are ideal for headings, sub headings and body copy. Only three are used - Bold, Demi and Book.

ITC AVANT GARDE GOTHIC BOLD IS USED AS A HEADLINE OR HEADING TEXT UPPER CASE.

ITC Avant Garde Gothic Demi for sub headings or the highlighting of important information within the body copy.

ITC Avant Garde Gothic Book is used as the main body copy. in situations where information needs to be highlighted **ITC Avant Garde Gothic Demi** can be used.

The quick brown fox jumps over the lazy dog

Sa nonestibusam ni utas re la dis ut la que dellaut hitatemped et laut libusda ndiatus veleseque non et aut re, sum dolessedic totatisto officatus.

Ehent. Orestet que laborro vende labo. Ero mo ium abor sin eosania ernatem quiam sed exeruptas doloremos accaeperum aliberum, sa dusti ut harum ea am venihil int, simus autemporibea nis ipsum exceped maio officatur accullupiet lic temporendit veremporio venda dere que sunt, quam, simet ant reptae niet aut eatibus di odit eumque eveniant fugiant, susam, sit, unt od que il maio. Henture rspisi nat ut offictiur, nobitat iumet, nonsequid

Ehent. Orestet que laborro vende labo. Ero mo ium abor sin eosania ernatem quiam sed exeruptas doloremos accaeperum aliberum, sa dusti ut harum ea am venihil int, simus autemporibea nis ipsum exceped maio officatur accullupiet lic temporendit veremporio venda dere que sunt, quam, simet ant reptae niet aut eatibus di odit eumque eveniant fugiant, susam, sit, unt od que il maio. Henture rspisi nat ut offictiur, nobitat iumet, nonsequid

The weights of Aptos specified are used for a clear expression of content. They are ideal for headings, sub headings and body copy. Only three are used - Black, Bold and Regular.

APTOS BLACK IS USED AS A HEADLINE OR HEADING TEXT UPPER CASE.

Aptos Bold for sub headings or the highlighting of important information within the body copy.

Aptos regular is used as the main body copy. in situations where information needs to be highlighted **Aptos Black** can be used.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Sa nonestibusam ni utas re la dis ut la que dellaut hitatemped et laut libusda ndiatus veleseque non et aut re, sum dolessedic totatisto officatus.

Ehent. Orestet que laborro vende labo. Ero mo ium abor sin eosania ernatem quiam sed exeruptas doloremos accaeperum aliberum, sa dusti ut harum ea am venihil int, simus autemporibea nis ipsum exceped maio officatur accullupiet lic temporendit veremporio venda dere que sunt, quam, simet ant reptae niet aut eatibus di odit eumque eveniant fugiant, susam, sit, unt od que il maio. Henture rspisi nat ut offictiur, nobitat iumet, nonsequid

Ehent. Orestet que laborro vende labo. Ero mo ium abor sin eosania ernatem quiam sed exeruptas doloremos accaeperum aliberum, sa dusti ut harum ea am venihil int, simus autemporibea nis ipsum exceped maio officatur accullupiet lic temporendit veremporio venda dere que sunt, quam, simet ant reptae niet aut eatibus di odit eumque eveniant fugiant, susam, sit, unt od que il maio. Henture rspisi nat ut offictiur, nobitat iumet, nonsequid

Type setting

For body text - text that is not a heading - the minimum font size should be:

12 points (pts) or 16 pixels (px)

For headings, the minimum size should be:
18pts or 24px

For other smaller text, such as figures or captions to imagery, the lowest text size that should ever be used is 10.5 pts or 14px.

These guidelines apply to all digital assets, including pages on a website, intranet or SharePoint site, as well as documents created in Word, Excel or PowerPoint.

For accessibility, there are considerations around text on coloured backgrounds, or coloured text on white or black backgrounds.

Body text:

Aptos body text should be a minimum of 12pt

ITC Avante Garde body text should be a minimum of 12pt

Headings:

Aptos headings should be a minimum of 18pt

ITC Avante Garde headings should be a minimum of 18pt

Figures (minimum size is 10.5pt):

123456789 !@£$%^&*()

WMFS

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Graphic devices



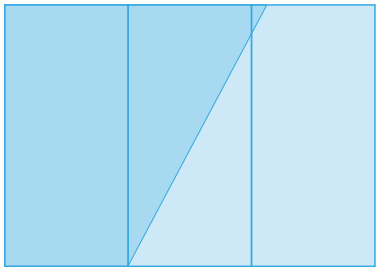
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The 'Slash'

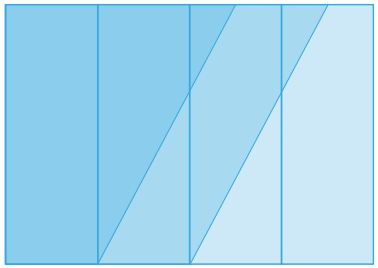
The angle of the second diagonal of the 'W' of the West Midlands Fire Service logotype can be used as a graphic device to bolster the service's branding and visual identity. The slash can be used alongside the scaling of the logotype guide on page 12 but is not essential to a layout.



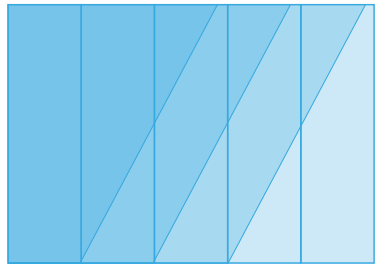
West Midlands
Fire Service



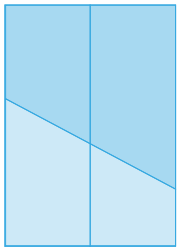
1/3 width



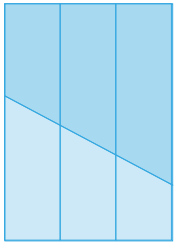
1/4 width



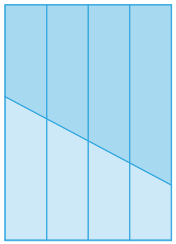
1/5 width



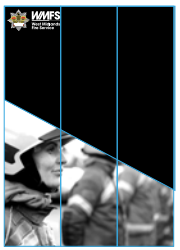
1/2 width



1/3 width



1/4 width





Icons

Icons form part of the West Midlands Fire Service visual identity. Functional icons should be used for links eg Twitter/X, Facebook, Instagram, Linkedin. Where possible, functional icons should be used with our social media handle @WestMidsFire.

The crest or primary logotype are used as visual shorthand for West Midlands Fire Service, eg favicons on URL address bars or avatars/profile images on social media.





WMFS

West Midlands Fire Service

Supporting elements

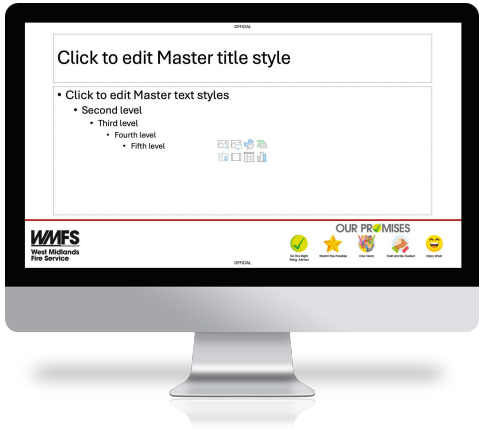


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SUPPORTING ELEMENTS

Corporate Communications have created a number of design templates for staff use. These include station open day posters and social media graphics that stations will be able to fill in with a few specific details and share with their communities, our current corporate e-mail signature and a variety of backgrounds for Teams. All templates can be found here:

https://wmfs.sharepoint.com/sites/Strategy/SitePages/Creative-and-Video-Editing.aspx



Powerpoint template



Teams background





Letterhead and business card



Email signature



WMFS

West Midlands Fire Service

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If you require further support or have any questions regarding the West Midlands Fire Service visual identity and its application, please contact the following:

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