

Corporate Identity Guidelines



HAMPSHIRE
**FIRE AND
RESCUE**
SERVICE

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Foreword

These corporate identity guidelines have been established to ensure that when we visually present Hampshire Fire and Rescue Service we are consistent and gain maximum impact.

It is important that every member of the Service understands and uses these guidelines so that our corporate image and identity is clear, consistent and effective, whatever the setting, activity or media we are using.

By maintaining a consistent and professional corporate identity we ensure we are understood and that others see us as professional. This is important because as the identity of the Service becomes more easily recognisable, so our important safety messages are more easily received and understood.

Ensuring we achieve the highest standards means that we maintain and enhance our reputation for delivering a high quality service to all sections of our community. This not only provides the public with reassurance but also plays its part in reducing risk.

Each and every activity we undertake sends a message out about our identity. Therefore we must all make sure we take proper care to follow these guidelines.

If you have any questions regarding the Hampshire Fire and Rescue Service corporate identity guidelines the Marketing and Communications department are there to help.

A handwritten signature in black ink that reads "John Bonney". The signature is written in a cursive style with a period at the end.

John Bonney
Chief Officer – Hampshire Fire and Rescue Service

Introduction - by the members of the corporate identity project board

The development of the corporate identity for Hampshire Fire and Rescue Service is a project that has been undertaken by the Marketing and Communications Department, in conjunction with a project board, which is made up of members who are representative of all areas across the Service. There has also been consultation with other key groups of people throughout the organisation.

As members of the project board we represent all areas across the Service and have played a key role in the development of the identity over the past 18 months.

We have acted as a guiding and decision making mechanism for the development of the identity and all decisions have been consulted on and agreed by the board.

The corporate identity creates a modern and professional look, which is consistent right across the Service (from headed paper to fire appliances) and reflects the broad range of services and skills that Hampshire Fire and Rescue Service has to offer. It is not just about the visual identity, but a means of appropriate communication.

A great deal of research and investigation has been undertaken to ensure the identity is professional, relevant and effective and builds upon the already well recognised elements associated with the Service, including the badge and the colour red.

The Service core values create part of the foundation of the corporate identity, in the form of qualities which the corporate identity is built upon. The qualities can be seen on page seven of these guidelines.

The majority of the work involved in developing the corporate identity has been done in-house, utilising and building upon skills that exist within the Service.

More importantly, completing the project in-house has allowed a wide range of people from within the organisation to be involved and influence the final result.

The identity has been applied to vehicles, stationery, website, signage and ID cards to ensure it works and is practical, as well as to ensure it is something that will last well into the future. Toolkits and templates will be made available so communications materials can be easily produced in line with the identity guidelines.

We would like to thank everyone who has been involved in the project as it has progressed - your input has been invaluable.

Why has this project taken place?

The Service already had a strong identity, but the lack of consistency appeared unprofessional and did not mirror the excellence and professionalism of the workforce. It also meant that activity and communication from the Service was not instantly recognisable and therefore important safety messages could be lost or ignored.

Every member of the Service has a responsibility to ensure the corporate identity is:

Understood;

recognised and relevant both inside and outside of the Service.

Unique;

distinct from other organisations.

Unified;

consistent wherever or whoever represents the Service.

These guidelines will help ensure we all achieve this.

Corporate identity project board

The corporate identity project board was created at the outset of the project to act as a sounding board for the development of the corporate identity, as well as to make decisions and provide guidance. The board meets every six to eight weeks.

The founding members of the project board are:

Dave Curry (Chair)

Laura Small

Charlotte Woodward

Mark Jones

Clare Murphy

Lucy Pitts

David Broomfield

Dave Molyneaux

Sailesh Parmar

Kathy Bowden-Ellis

Trudie Smith

Dave Smith

Jo Gray

Paul Francis

Bob Wythe

Steve Hamm

Nigel Mottashed

Ian Gray

Corporate identity qualities

The qualities of the corporate identity build upon the Service core values. These qualities form the foundation of the identity and are as follows:

Safety

Creating safer communities by working with all groups to reduce risk. This is a top priority for Hampshire Fire and Rescue Service and overarching umbrella for everything the Service does.

Trust

We are trusted by and answerable to those we serve.

Non-discriminatory

We treat everyone fairly and with respect, providing appropriate and varying solutions to reduce risk.

Ability

We learn from our experiences to build a highly professional Service with specific technical expertise to fulfil our aims and objectives.

Strength

We have built a strong workforce through co-operative and inclusive working and are appropriately resourced to provide a best value service.

Improvement

We are an open-minded organisation that learns from our experiences through consultation with others.

Informed

We have a genuine desire to understand and meet the needs of our communities and will work with all groups to reduce risk.

Innovative

We will build on our traditional foundation and seek innovative solutions to ensure we are a forward-thinking and modern fire and rescue service striving for excellence in all we do.

1. Corporate identity style guidelines

Logo

The Hampshire Fire and Rescue Service logo is a specially drawn and crafted badge.

It should only be reproduced from master artwork and should not be redrawn or altered in any way.

The logo should be placed in an appropriate position on the page and in-line with the guidance set out in this document.

A Hampshire Fire and Rescue Authority version of the logo is also available.



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Landscape

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

The Hampshire Fire and Rescue Service logo can also appear in portrait, with the wording below the badge.



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Portrait

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Logo colour

The logo is divided into two colours. The red is a Pantone colour, PMS 485. The other colour is black and tints of black at 45% and 22%. See colour palette page 17.

No other colours or tints are acceptable when using the logo.

When appearing on a white, red or black background the corporate colours should be used as shown opposite.



White background



Red background



Black background

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Logo - exclusion zone

The logo is surrounded by an exclusion zone into which no other graphic elements (such as words or pictures) should intrude. This ensures the logo is reproduced to optimum effect and appears in its own clear space.

The exclusion zone is illustrated in the example opposite.



x = width of E in SERVICE

Minimum size

To ensure prominence and legibility when using the logo at small sizes, the minimum size the logo can be used at is 20mm as illustrated opposite.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Logo - incorrect use

Incorrect use of the Hampshire Fire and Rescue Service logo will have a negative impact on the corporate identity. It is essential that the logo is not used in the formats illustrated on these pages.

The logo must be produced in the agreed corporate colours only. See colour palette page 17.



The logo should not be produced in tints of the agreed corporate colours. See colour palette page 17.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

The logo must be scaled evenly. It should never appear squashed or stretched.



The logo should only be placed against a solid background so it appears clearly.



The logo should never be framed in a box of any kind when it is against another solid colour.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Logo - mono

This version of the logo is to be used when printing in black only.

No other tints are acceptable.



Logo – white reversed

If the Hampshire Fire and Rescue Service logo has to appear white out of black and it is not possible to use an additional colour, the version shown here should be used.

No other tints are acceptable.



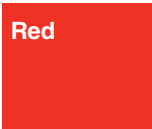
These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Corporate colours

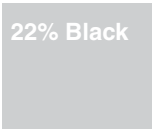
Hampshire Fire and Rescue Service has its own distinctive palette of corporate colours.

These colours act as identifiers and make the Service instantly recognisable to its audiences.

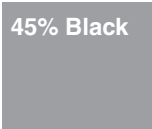
No other colours are acceptable unless specifically agreed for use by the Marketing and Communications department.



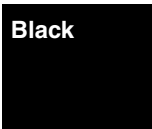
Pantone No: 485c
CMYK: C=0, M=96, Y=100, K=0
RGB: R=213, G=43, B=30
Hexadecimal Code: = #D52B1E



CMYK: C=0, M=0, Y=0, K=22
RGB: R=205, G=207, B=208
Hexadecimal Code: = #CDCFD0



CMYK: C=0, M=0, Y=0, K=45
RGB: R=157, G=159, B=162
Hexadecimal Code: = #9D9FA2



CMYK: C=0, M=0, Y=0, K=100
RGB: R=0, G=0, B=0
Hexadecimal Code: = #000000



CMYK: C=0, M=0, Y=0, K=0
RGB: R=255, G=255, B=255
Hexadecimal Code: = #FFFFFF

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Corporate typeface

The Hampshire Fire and Rescue Service corporate typeface has been selected to express the qualities of the corporate identity. When used consistently it creates a powerful and instantly recognisable typographic style.

The corporate typeface is Helvetica. This is a sans-serif font which is considered easier to read for people with some impairments.

Condensed and Narrow variations should be avoided where reasonably possible.

Please contact the Information Services Helpdesk at Headquarters for guidance on how to set your default font.

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Corporate typeface – alternative

All internal communications that do not have access to the Helvetica typeface should use the Arial typeface. This is the only acceptable alternative typeface as this font is the closest matched to Helvetica and therefore helps create visual consistency.

Using a consistent typeface internally as well as externally will help to develop a strong and consistent corporate identity.

Condensed and Narrow variations should be avoided where reasonably possible.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Imagery

All images or photographs used in Service communication materials or literature should reflect and strengthen the Service core values and the corporate identity qualities.

Members of both the Service and the communities we serve should be able to relate to the images and photographs used.

No images or photographs should be used which could damage the professional reputation of the Service or weaken the corporate identity.

Please contact the Digital Imaging Technician in the Marketing and Communications department for advice about taking or using photographs.

Text should never appear over an image or photograph as this can make it difficult to read.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Strapline

The corporate strapline for Hampshire Fire and Rescue Service reflects the very broad range of activity carried out by the Service and reinforces the notion that every time we touch a life we make it safer.

The strapline should always appear in sentence case.

Suitability of purpose

The strapline should be used on corporate materials and literature when appropriate.

A judgement should be made as to whether it is suitable to use the strapline on specific documents. This judgement should relate to the intended use, content and sensitivities of the document. For example, it would not be suitable to use the strapline with an image of a serious road traffic collision.

We make life safer

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

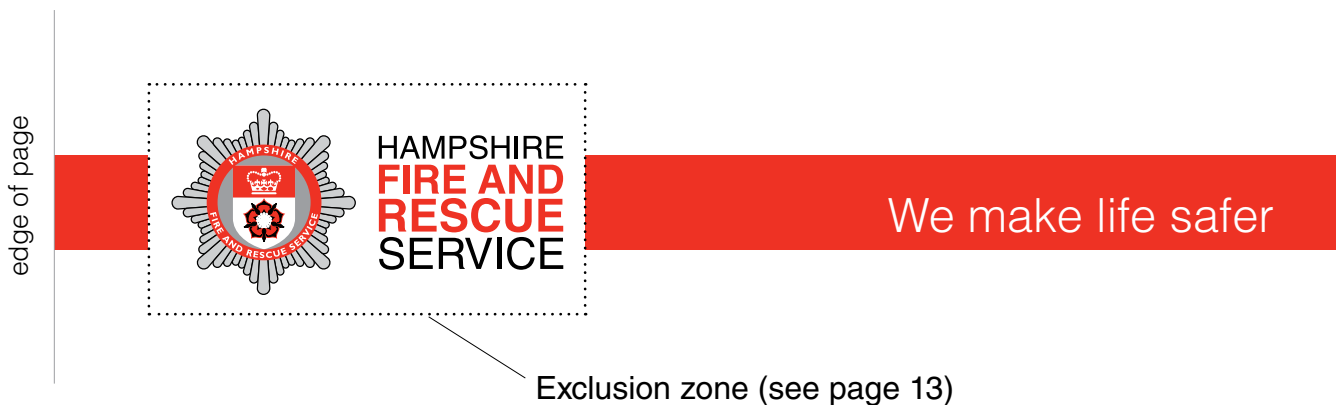
Logo – appearing with the strapline

When using the logo with the corporate strapline a bar should be used to join the two elements together as illustrated below.

The bar should only be used with the official Service strapline.

No other wording should be used in replacement of the strapline. If the strapline is not being used then the bar should not appear.

The exclusion zone around the logo must be observed.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

The height and length of the bar should always remain proportional to the size of logo and to the nature of the document being produced. These proportions are illustrated below.

The bar should always run right off the left hand edge of the document.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Logo – appearing with the strapline continued

When the strapline appears within the bar the Helvetica Light typeface must be used. The height of the W in the strapline must be equal to the height of the word SERVICE in the logo.

The strapline should be aligned with the word RESCUE within the logotype.

The space between the end of the strapline and the end of the red bar should be equal to Z as illustrated below.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Application of logo and strapline

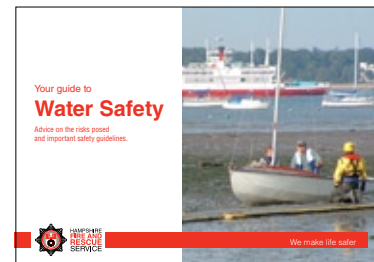
Portrait documents

The example opposite illustrates how the logo and strapline can be applied to portrait documents.



Landscape documents

The example opposite illustrates how the logo and strapline can be applied to landscape documents.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Tone of voice

The tone of voice for Hampshire Fire and Rescue Service communication should be clear, concise, easy to understand, authoritative but warm and approachable.

Plain English should be used and where possible simple words should be used instead of complicated or technical words. Sentence construction should be kept short and grammar should be used correctly to improve readability.

Clear

Concise

Easy to understand

Authoritative but warm

Approachable

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Written communication

Text size

A minimum of 12pt should be used for all written text. If this is not considered possible for a specific document please contact the Marketing and Communications department.

Minimum print size

Large Print

When producing large print a minimum of 16pt text should be used.

Large print text

Numbering

When writing numbers, one to nine should be written as words. When writing numbers from 10 upwards digits, not words, should be used.

one, two, three....eight, nine

10, 11, 12.....101, 102, 103

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Written communication continued

Acronyms and abbreviations

Assumptions should not be made that the reader understands abbreviations of words or acronyms (a word formed from the initials or other parts of several words). When writing a word for the first time it should be written in full followed by the abbreviation or acronym written in brackets. It is then acceptable to use the acronym or abbreviation throughout the rest of the document.

- ✗ BA
- ✓ breathing apparatus
- ✗ cont.
- ✓ continued

Block capitals

Using upper case block capitals should be avoided as this is difficult to read for people with some impairments.

It can also appear as if the word is being shouted at the reader.

- ✗ SHOUTING

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Text justification

Text should be left justified in all written communication.

✗ Avoid using fully justified text as it produces confusing gaps between words

Sentence case

Sentence case should be used for headings as well as body copy. This is when the first letter of a title or sentence is capitalised, with all other words being lower case, unless they require capitalisation for a specific reason, eg a proper noun.

✓ Improving our emergency cover in Havant

Italics

The use of italics should be avoided in all written communication as italic typography can be difficult to read for people with some impairments. Underlining or bold is a suitable alternative to draw attention to a specific word or phrase.

✗ *Italics*

✓ **bold**

✓ underlined

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Written communication continued

When writing for the first time Hampshire Fire and Rescue Service should be written in full. Further references can be made using 'HFRS' or 'the Service'. Capitalisation should be used as demonstrated.

Firefighter

This should be written as one word.

Hampshire Fire and Rescue Service

(The word 'and' should always be written in full, '&' should not be used)

firefighter

Fire fighting

This should be written as two words.

fire fighting

Job titles

When referring to a group of employees capitalisation is not required.

A group of firefighters visited...

A number of group managers attended...

When referring to a specific individual their job title should be capitalised.

Firefighter Jones

Group Manager Bloggs

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Fire stations

When referring to a specific fire station capitalisation should be used. When referring to fire stations in general capitalisation is not required.

Background and contrast

Text should never appear over an image or photograph as this can make it difficult to read.

The contrast between the colour of text and the colour of the background it appears on should always be as great as possible to ensure it is easy to read.

Basingstoke Fire Station is positioned in the...

There are a number of fire stations in the area...



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Alternative formats

Hampshire Fire and Rescue Service is committed to communicating with all members of the communities it serves. We will endeavor to provide information in written documents in other languages and formats on request.

The paragraph below should feature on all corporate literature. It should appear in large print (16pt) and be positioned in a prominent and consistent place.

To request this information in an alternative format or language please call 023 8062 6812 or email marketing.communications@hantsfire.gov.uk

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Printing

When printing materials externally care should be taken to ensure best value. This can be achieved through avoiding the need for re-prints by ensuring adequate numbers are printed in the first print run of a document.

Care should also be taken to avoid printing too many copies of a document, as this is a waste of money as well as damaging to the environment.

Attention should be paid to the quality of the paper stock used for external printing to ensure that not only is best value achieved but the professionalism of the Service is maintained.

Where possible recycled or part-recycled paper stock should be used.

When printing internally, unless colour is necessary for a specific reason, all printing should be done in black and white using the black and white version of the logo. Internal printing should also be double-sided.

The Service is committed to reducing its impact on the environment and this is an objective set in the Fire and Rescue Service Plan 2008 - 2011. Before printing a document consider whether it is absolutely necessary or whether an alternative could be used such as email.

For guidance on external printing please contact the Marketing and Communications department.

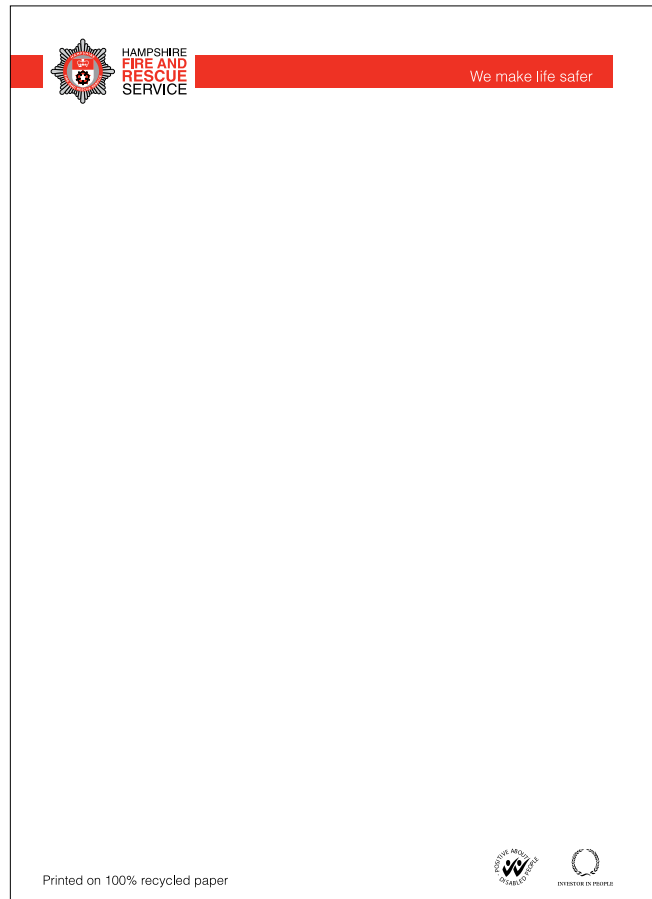
These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

2. Corporate identity application

Letterhead

Example shown at 40%
of actual A4 size.

For Hampshire Fire and Rescue
Service staff, templates for
writing letters are available in
the corporate templates folder
on the network.



These guidelines must be applied at all times. For advice please call 023 8062 6812
(759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Compliment slip

Example shown at 75%
of actual size.

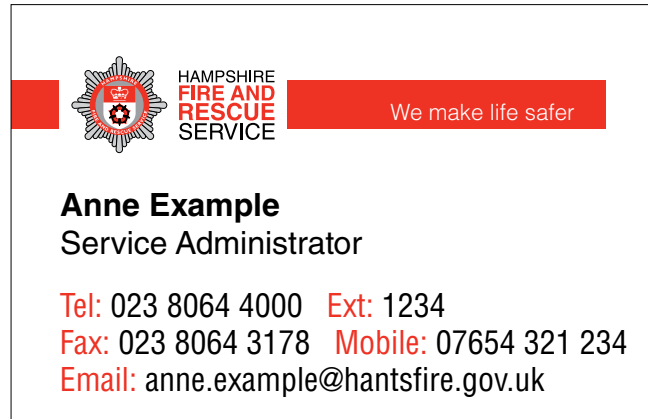


These guidelines must be applied at all times. For advice please call 023 8062 6812
(759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Business card

Example shown at 100%
actual size.

Only official Hampshire Fire and
Rescue Service business cards
are permitted for use.



Front



Back

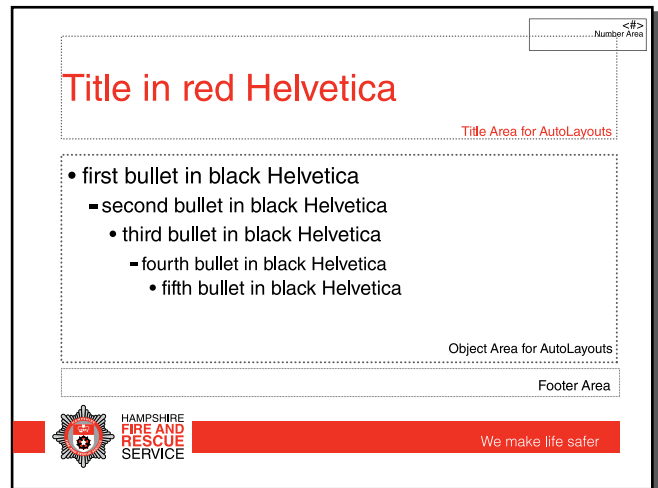
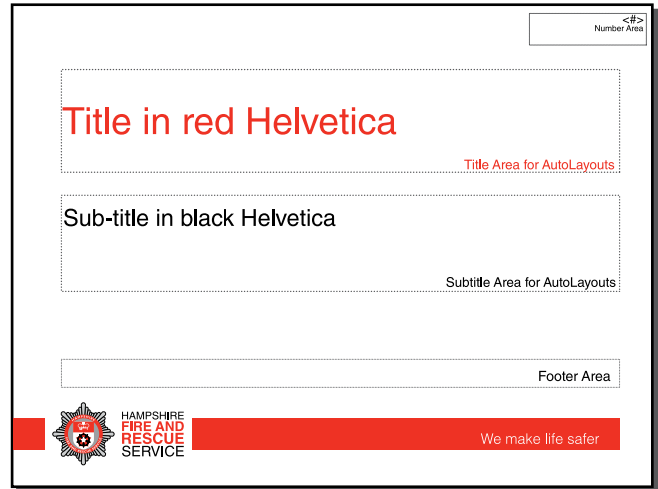
These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

PowerPoint template

All colours in the PowerPoint template are set in RGB. See colour palette page 17.

The template master has been set to reflect the corporate identity guidelines and should not be altered in any way. Text size is pre-set for ease of use and to assist staff in adhering to the guidelines. Text should not be re-sized or re-formatted and should never appear smaller than 20pt.

If the Helvetica typeface is not available please use the alternative corporate typeface Arial. See page 19.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Email signature

Email signatures should appear in black 12pt Arial and be left justified. The example signature opposite should be used for all Hampshire Fire and Rescue Service email signatures.

Alternatives and additions should not be used (such as your own hand-written signature, animations, messages or images).

It is not necessary to include the address on internal emails.

Please contact the Information Services Helpdesk at Headquarters for guidance on setting up your email signature.

Anne Example

Service Administrator

Tel: 023 8064 4000 Ext: 1111

Mobile: 07654 321 234

Fax: 023 8064 3178

Email: anne.example@hantsfire.gov.uk

Web: www.hantsfire.gov.uk

Hampshire Fire and Rescue Service
Headquarters
Leigh Road
Eastleigh
Hampshire
SO50 9SJ

Please consider the environment before printing this email.

Please visit www.hantsfire.gov.uk/disclaimer to read our email policy.

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Marketing materials

Examples of the corporate identity applied to a range of marketing and communication materials.



£195
Two 2 day courses

3 - 4 June 2008

Animal Rescue Conference 2008

Hampshire Fire and Rescue Service is hosting its first Animal Rescue Conference in response to an ongoing demand from other services for guidance in resourcing their own animal rescue teams.

A valuable forum for the benefit of all animal welfare specialists, this two-day conference promises a range of informative speakers and lively debate on the animal rescue issues of the day.

Topics under discussion will include both animal and human characteristics at rescue incidents, the Incident Command System, chemical restraints, and developments in dedicated animal rescue equipment.



Conference speakers include:

- Professor Josh Slater**
Royal Veterinary College
European Specialist in Equine Medicine
- Professor Tomas and Major Rebecca Gimenez**
Leading authorities on animal rescues in the USA, with notable experience of disaster rescue
- Mike Standen**
RSPCA
Animal Collections Officer
- Jim Green**
Hampshire Fire and Rescue Service
Animal Rescue Specialist
- Anton Phillips**
Hampshire Fire and Rescue Service
Animal Rescue Specialist

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HAMPSHIRE FIRE AND RESCUE SERVICE We make life safer

Have your say

Your Fire Service is changing... and we want to hear what you think. Now is your chance to have your say on how it works. Our draft plans are in Hampshire libraries or can be accessed on our website www.hantsfire.gov.uk. Let us know what you think. Telephone: 023 8062 6800 or e-mail us at performance.review@hantsfire.gov.uk

Go on make a difference

Your guide to

Water Safety

Advice on the risks posed and important safety guidelines.



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The Fire and Rescue Service Plan 2008 - 2011

Hampshire Fire and Rescue Authority's plan, which outlines how it intends to make life safer in Hampshire



HAMPSHIRE FIRE AND RESCUE SERVICE We make life safer

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Vehicles

When applying the logo to vehicles the badge should always be positioned towards the front of the vehicle.

Where possible the website address should be promoted on ancillary vehicles in an appropriate position.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Signage

When producing signage for display at Hampshire Fire and Rescue Service premises these guidelines should be followed accurately.

All signage artwork should be signed off by the Marketing and Communications department prior to production.

When producing signage artwork in the design shown on this page the logo should be placed in the white area with equal space above and below. The lower 55% of the sign should be the corporate red. See colour palette page 17.



These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Clothing

The corporate identity should be applied to clothing in accordance with the guidelines set out within this document.

If you are developing or producing clothing please contact the Marketing and Communications department for advice on how to apply these guidelines.

Uniform is being considered separately, by a different decision making group, as part of the Integrated Clothing Project.

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Website and e-communications

The website address should be promoted through all appropriate communications channels, for an example please refer to the back of this document. Care must be taken to ensure all website links are valid.

The corporate identity should be applied to all e-communication tools, including the corporate website and intranet, in-line with these guidelines and in plain English.

Readers tend to scan the content on the web rather than read word-for-word. Therefore consider the following when writing for the website:

- **Use clear and simple language** - avoid slang or jargon
- **Use shorter words where possible** - avoid complex sentence structures
- **Use active ahead of passive words** - 'We won the award' is shorter and easier to understand than, 'The award was won by us'
- **Limit each paragraph to one idea**
- **Front-load content** - put the conclusion first, followed by the what, how, where, when and why
- **Use descriptive sub-headings** - so site visitors can easily see what each section of the page is about
- **Use descriptive link text** - 'read our email policy' rather than 'click here to read our email policy'
- **Use lists** - they are easier to scan, less intimidating and usually more succinct

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk

Working in partnership

When using the identity in partnership with other organisations, the guidelines regarding the logo, including the minimum size, exclusion zone and acceptable colours must be adhered to.

The guidelines regarding written communication and tone of voice should be applied to all written communication.

The strapline should appear with the logo as described in these guidelines providing it is suitable in relation to the nature and content of what it is being applied to.

When working in equal partnership with another organisation the logo and corporate identity should be given at least equal importance and space as the partner's logo and corporate identity.

Where possible when working in partnership the Hampshire Fire and Rescue Service corporate identity should be applied in full and in line with these guidelines. If this is not possible, a completely different identity should be used, and not the identity of the partner organisation. However, the Hampshire Fire and Rescue Service logo should still be correctly applied.

If you are working in a partnership and would like some advice on applying our corporate identity please contact the Marketing and Communications department.

These guidelines must be applied at all times. For advice please call 023 8062 6812 (759 3500 for internal calls) or email marketing.communications@hantsfire.gov.uk



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FIRE AND
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