

Corporate Identity

Quick Reference Guide

The information in this quick reference guide provides you with the key points to ensure the Hampshire Fire and Rescue Service identity is correctly and consistently applied.

Further and more detailed information is available in the Corporate Identity Guidelines. If you have any questions about the corporate identity or how to apply it please contact the Marketing and Communications department.



Logo

The logo can be appear in portrait or landscape. It should not be altered in any way and the colours should not be changed. The correct space should be left clear around the logo to make sure it appears clearly. A black and white version of the logo is also available.

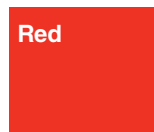
We make life safer

Strapline

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 a document, taking into consideration the purpose 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. See the Corporate Identity Guidelines for guidance on how to apply the strapline with the logo.

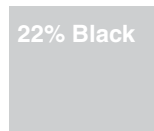
Corporate colours

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.



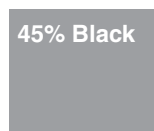
Red

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



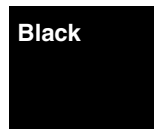
22% Black

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



45% Black

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



Black

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



White

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

Corporate typeface and written communication

The following guidelines have been established as a result of an equality impact assessment, which is available on request.

The corporate typeface is Helvetica. The only acceptable alternative typeface is Arial and this should only be used if Helvetica is not available.

- A minimum of 12pt should be used for all written text.
- When producing large print a minimum of 16pt text should be used.
- When writing numbers, one to nine should be written as words. When writing numbers from 10 upwards digits, not words, should be used.
- Use of upper case block capitals should be avoided as these can be difficult to read for people with some impairments. It can also appear as if the word is being shouted at the reader.
- Text should be left justified at all times, including titles and headings.
- The use of italics should be avoided at all times. Underlining or bold can be used as an alternative to draw attention to particular words or phrases.
- 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.

Printing

For advice on using an external provider for printing professional documents please contact the Marketing and Communications department. Documents printed internally should be black and white and double sided, unless otherwise required for a specific reason.

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

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.

Firefighter - This should always be written as one word.

Fire fighting - This should always be written as two separate words.

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

A group of firefighters/group managers visited...

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

Firefighter/Group Manager Blogs

Fire stations - When referring to a specific fire station capitalisation should be used.

Basingstoke Fire Station

When referring to fire stations in general capitalisation is not required.

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