



SCOTTISH

FIRE AND RESCUE SERVICE

Working together for a safer Scotland

BRAND GUIDELINES

One Service, One Voice





1. INTRODUCTION

The Scottish Fire and Rescue Service (SFRS) brand reflects a professional and trusted emergency service.

A consistently delivered brand ensures that we are better understood as an organisation and we present an instantly recognisable and professional face to our communities, stakeholders and staff, regardless of geographical location or the channels we use.

Our brand is therefore one of our most valued assets and these guidelines have been produced to ensure that the use of our brand is applied consistently across the Service, reflecting the professionalism of our service and the pride we take in delivering it.

It is therefore important that these guidelines are read thoroughly, understood and adhered to by anyone producing documentation or communication materials.

BRAND ELEMENTS

The SFRS brand is not only our crest, our name and our mission, it consists of series or integrated parts which work together to strengthen our communication. In this section we explain the different elements and how they fit together to ensure our communications are delivered consistently.

Our Logo

Crest

Our crest is the centrepiece of our logo and is based on the Maltese Cross of the Knights of St John – a symbol of protection and honour since the middle ages.

The points of the star not only represent the eight antecedent services coming together as one, but also the eight tenant of knightly virtue: dexterity, explicitness, gallantry, loyalty, perseverance, observation, sympathy and tact – qualities which still guide our Service today.

Our crest should be used on all our external facing communications. The crest on its own should be used for high impact visual effect, such as on our external buildings and our online and digital channels.

Full version

The full version of our logo incorporates the crest, our name and a strapline - our mission gives our full identity and portrays our mission. The full logo should be used on key public facing documentation to present a full and professional image of the Service. It will also be used on fleet vehicles and appliances, and SFRS signage.



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BRAND ELEMENTS

Values

It is important that our values are portrayed both within and outside the Service and should be used on our key documents in text format.

Safety. Teamwork. Respect. Innovation.

BRAND ELEMENTS

SFRS – Approved colour and mono versions

Alongside our crest, there are three approved versions of our full colour logo. One for use on white or light colour backgrounds and the other two for use on a red or black background.

There will be occasions when due to production restraints, or budgets, we cannot use the full colour version of our logo.

We have one approved mono version of the crest and logo. These should only be used where the background is white or a very light colour to ensure all of the graphics are clearly visible.

The full colour logo
(white background)



The logo
(red background)



The logo
(black background)



Mono logo

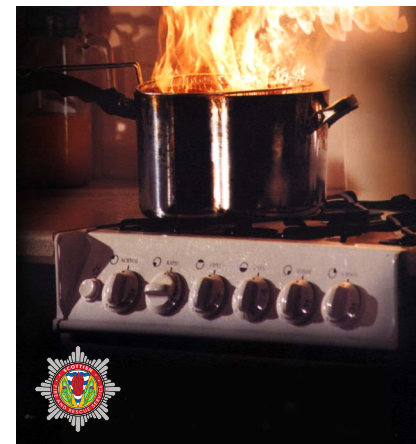


BRAND ELEMENTS

Using the logo on colour and image backgrounds

When using the SFRS crest or logo on a coloured background or a photographic image, it should be positioned to create the maximum contrast to increase the legibility of the logo.

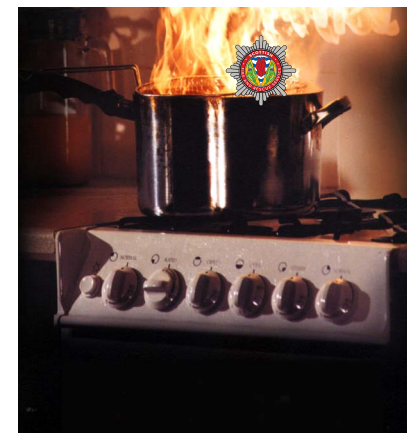
Good examples



Bad examples



Logo lost against background colour



Logo lost against background image



Logo lost against background colour

BRAND ELEMENTS

Logo exclusion zones and minimum size

We need to leave space around our logo so it stands out. To ensure our logo remains clear and has maximum impact nothing should appear inside the exclusion zone.

The minimum space that should be given around the logo is the width and height of the letter “S” in SCOTTISH as shown opposite.

In order to maintain legibility, the logo should not be reproduced below the minimum width of 45mm. Our crest should not be produced below the minimum size of 18mm x 18mm.

Please seek guidance from the Graphics team if you have to use the logo at a smaller size, for example on promotional materials.



BRAND ELEMENTS

Crest and logo dos and don'ts

- Contact the Graphics team for guidance and advice on use and size of crest and logo.
- Only use the official SFRS crest and logo – do not try to redraw it.
- Don't alter the SFRS logo in any way.
- Don't embed the logo in a line of text.
- Don't use the crest or logo more than once on a single sheet, unless on a graphic display

Logo stretched:



Logo squashed:



Logo in correct proportion:



Crest stretched:



Crest squashed:



Crest in correct proportion:





BRAND ELEMENTS

Our typefaces

All SFRS communications should use one of our two SFRS typefaces – Gibson or Arial.

The primary font for documents or presentations created using Word or PowerPoint will be Arial.

The font size should not go below 10pt where at all possible. Arial Bold will be used for headings, sub-headings and to highlight key words; and Arial Regular should be used for body copy.

The Gibson family will be used for material produced by the Graphics team. Gibson Bold will be used for headings and sub-headings; Gibson Semi Bold to highlight key words; and Gibson Light for all general body copy.

Gibson

Gibson Light
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson SemiBold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial

Arial Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BRAND ELEMENTS

Images

A picture paints a thousand words and a key aspect of our communications will be visually based. We want images to deliver our key messages quickly and succinctly. The images we use must convey what we do - the different roles we undertake to make our communities safer.

Photography

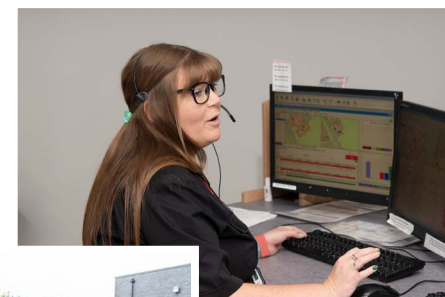
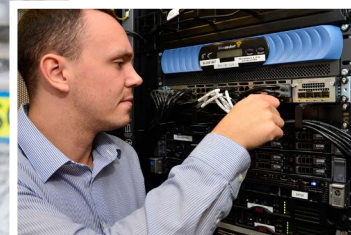
Images should feature our training, prevention, charity and community based work as well as our incident response.

Within our Service we have excellent subjects across all Directorates. We will use our employees rather than models or stock photography.

Images should be of our staff in action. They should be close-cropped and be as realistic and natural as possible – and not appear as staged.

Operational staff should be wearing appropriate PPE in the correct manner and all photographs of our operational staff must be approved by Response and Resilience before use.

Examples of the type of approved images for some of our publications are shown opposite.





BRAND ELEMENTS

Our colour palette

The approved SFRS brand colours are SFRS Red, Black and Gray. The SFRS Gray can be used as a background colour for the logo on signage.

Each colour has detailed references for reproduction in print. Pantone colours and CMYK values for full colour printing and RGB values for on-screen use.

It is vital that the correct colour references are matched accurately when creating communication materials.

SFRS Red



CMYK value: C22 M99 Y89 K15
RGB value: R172 G32 B45

SFRS Black



Black
CMYK value: C60 M40 Y40 K100
RGB value: R0 G0 B0

SFRS Gray



Cool Gray 4
CMYK value: C27 M21 Y22 K0
RGB value: R188 G188 B188

SFRS Gradient



Bottom right corner
Pantone 1807
CMYK value: C30 M97 Y81 K35
RGB value: R129 G28 B41

Graduating to
Top right corner
Pantone 187
CMYK value: C0 M100 Y79 K20
RGB value: R196 G18 B48



OUR COMMUNICATION MATERIALS AND STYLES

Email Signatures

The SFRS email footer has been designed to ensure that email communications throughout the Service have a structured, consistent sign-off with clear contact details incorporating the SFRS identity.

The logos and values are available to download from

SFRS iHub Brand Guidelines

- Calibri font at size 11pt, Bold, Grey colour (R89 G89 B89): Name
- Calibri font at size 11pt, Regular, Grey colour (R89 G89 B89): Job Title / Department / "Scottish Fire and Rescue Service" / Phone / Email
- Calibri font at size 11pt, Regular, SFRS Red colour (R172 G32 B45): SFRS Weblink link. Hyperlink to (<https://www.firescotland.gov.uk>).
- Add "SFRS email logo" jpeg – available on iHub; if needing to rescale the logo match the width with the "Scottish Fire and Rescue Service" line.

Pride Email Banner

Throughout the months of February and June, we want to show our support for the LGBTQ+ community by adding an Email Banner under the SFRS logo. An example can be seen to the right.

* There are other examples people use under their Email Signature such as the SFRS Values, mental wellbeing awareness, etc. We plan to advise how to place these properly in a future update of the Brand Guidelines.

Your Name (pronouns if desired)

Job Title

Department

Scottish Fire and Rescue Service

Phone: xxxxx xxxxxx

Email: your.name@firescotland.gov.uk

[SFRS Website](https://www.firescotland.gov.uk)



Email: your.name@firescotland.gov.uk

[SFRS Website](https://www.firescotland.gov.uk)



SFRS stands in solidarity
with our LGBTQ+ colleagues
and communities.

OUR COMMUNICATION MATERIALS AND STYLES

Social Media Profiles

Crest Profile dos and don'ts

- Contact the Graphics team for guidance and advice on use and size of crest and logo.
- Only use the official SFRS crest and logo – do not try to redraw it.
- Don't alter the SFRS logo in any way.
- Make sure that crest is not cropped by edges or zoomed into within profile space.
- Same rules apply when the Pride logo is changed on social media account profiles

Facebook

Profile cropped with just crest



Profile zoomed into crest



Crest doesn't touch edges



X (formerly Twitter)

Profile cropped with just crest



Profile zoomed into crest



Crest doesn't touch edges



Pride Logo



OUR COMMUNICATION MATERIALS AND STYLES

Advertising

We use press, broadcast and online advertising to promote our Service, reinforce our values and our commitment to protect the people of Scotland.

Our advertising should have our people and our role in protecting our communities at its heart.

It should be image driven and where possible feature our own staff - we should avoid using stock images or models. The images should be natural and realistic showing our staff in their working environment rather than appearing staged.

The images should reflect our key target audiences and the subject matter we wish to highlight.

Our staff should be wearing appropriate work attire, uniform and personal protective equipment (PPE) as appropriate.

The images should portray our staff as comfortable, confident and professional as shown in the examples opposite.



A recruitment poster for the Scottish Fire and Rescue Service. The top half features a firefighter in full PPE, including a helmet and breathing apparatus, holding a hose. The background is a blurred fire station. The bottom half is a red banner with white and yellow text. It includes a QR code, a list of recruitment criteria, and contact information.

We are recruiting
ON CALL FIREFIGHTERS
across Scotland

- ✓ Do you have a passion for keeping your community safe and for making a difference by sharing life-saving advice?
- ✓ Do you want to work as part of a close team, learn new transferable skills and broaden your horizons?
- ✓ Are you over 18?
- ✓ Are you physically fit?
- ✓ Do you have good unaided vision?
- ✓ Do you want to earn a monthly wage?
- ✓ Do you want to provide an important emergency service for your local community?
- ✓ Are you able to respond to your local community fire station within 5 minutes?

If you can answer YES to all of these questions, we want to hear from you. The Scottish Fire and Rescue Service seeks to attract talented candidates from across Scotland's diverse communities.

For info on how to apply, visit: firescotland.gov.uk/careers/on-call **#YouAreSFRS**

CAREERS
WE ARE SFRS
YOU ARE SFRS



A training poster for the Scottish Fire and Rescue Service. The top half features a collage of images showing firefighters in various training scenarios, including a firefighter in full PPE, a firefighter in a control room, and a firefighter in a training exercise. The bottom half is a dark blue banner with white and yellow text. It includes the Scottish Fire and Rescue Service logo, a title, a list of training updates, and contact information.

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Training for Operational Competence is CHANGING!

From 4th April 2022, The Training Function will be introducing the following:

- ✓ A new National Training Schedule
- ✓ Quarterly Training workloads
- ✓ Training issued using a risk based approach
- ✓ Changes to how we deliver our Core Skill Modules
- ✓ New Maintenance Modules for competent Firefighters
- ✓ New video content to demonstrate best practice and assist with the delivery of training

More information can be found on iHub:
ihub.firescotland.gov.uk/training-for-operational-competence

If you require additional support, please contact the Learning and E-Development team.
Tel: 0141 648 4545 (CISCO 4545) or email: sfrs.learninganddevelopment@firescotland.gov.uk

OUR COMMUNICATION MATERIALS AND STYLES

Roller banners

We have multiple uses for roller banners – at meetings, conferences, seminars and reception areas.

Our banners are image driven with minimal text and focus on our people and the role they undertake in serving and protecting our communities. Images should reflect our key messaging and the subject matter we wish to highlight.

Our people and our crest will be central in the design which utilises the graduated SFRS Red from the SFRS colour palette for a high visual impact.

Banners will be designed by the SFRS Graphics Team.





firescotland.gov.uk