FIRE AWARE

www.fireaware.org

Brand Guidelines

Introduction

The Moral Identity of
Fire Safety

Fire Aware is a new membership organisation which seeks to become the nationally recognised collective identity of good practice in fire safety. Displaying the Fire Aware logo provides a symbol of trust and integrity to all those who have a duty of care to the end users of the buildings they create, manage or let, and gives peace of mind to those who inhabit or utilise those buildings who will recognise in the logo that they have been designed, constructed and managed by companies that are aware of their fire safety obligations.

Our Vision

The Vision Statement sets out what the pinnacle of success looks like if Fire Aware were to have achieved absolutely everything it is driven to do. This is the blue-sky thought or dream of what society would look like, and what it ought to be, if Fire Aware were to become a national standard.

"That every person in the UK will know and recognise the Fire Aware safety marque and that it will be a soft regulation standard for every corporate entity owning, designing, constructing, or renting a private or public building that has an underlying fire strategy.

Wherever the marque is visibly present it will convey peace of mind to the observer that the company displaying the symbol has committed to obeying the rules of fire safety, and will not confuse manipulate or replace their duty of care to the safety of the end user with alternative corporate drivers.

This will be made possible by opening up membership to every business or organisation within the sectors of development, design, construction, management and letting of property, requiring them to commit to a set of specific sector related conditions, which highlight their moral obligation to protect their customers.

The benevolent and altruistic principles of Fire Aware will see membership fees reinvested in all areas of fire safety that need financial support."

Our Mission

The Mission Statement sets out the organisation's philosophy and approach for achieving its Vision. It describes, in concise terms, the fundamental strategy for achieving its goals and the core principles that will underpin that journey.

"To be the image of what good looks like in the delivery and implementation of fire safety across the UK.

To be not-for-profit, ethical in our decisions and to always put morality and the needs of the public first.

To re-engage the morality in understanding the rules and regulations that underpin good fire safety standards, and to reintroduce throughout the sectors the importance of their correct use, throughout the fire safety eco system, reducing risk and saving lives."

Vision

Mission

CHARTER DESIGNER

In signing this Charter, we commit that the followin and actions will be upheld during the course of ou

- We will ensure that fire safety is acknowledged as bo moral necessity for all building designs we produce through to completion, in all sectors and building

- We will ensure that all designed and selected m interior and exterior of our buildings will be sel safety technical attributes and appropriatene financial or value engineered proposal, and obligation to acknowledge that they are c Building Regulations, British Standards, a safety compliance codes.

- We agree that it is our moral obligatio building designs will inherently reco and its impact on the end users.

- We agree that fire safety is a assi all our building designs, at all st process, and it is our moral obl

- We acknowledge that it is o design fire safety measures projects, including but no safety within the constru occupation by the end

- We will strive to conti delivery of successfu

Our Values

Every brand has a set of founding principles, or values, that define its brand. It is helpful to remind ourselves, at this point, of what "the brand" is. The common misconception is that "the brand" means the logo. Whilst this is partially correct, the logo is known as the "brand identity"; it is only one part of the overall brand itself.

Your brand is, as this section will show, much more and it underpins every single decision you make as a business. It is your entire philosophy or the how and why of what it is you do that sets you apart. Your brand is something that you should embody every day in all your decision making and the values should guide the substance and style of how you communicate, present and deliver what you do. So, with this in mind, what are Fire Aware's brand values?

- **We will reawaken the awareness of the importance of fire safety in as many members as we can**.

- **Our members fund us but we exist to serve the public.**

- **Morality, integrity and a passion to help are our guiding principles.**

- **We will be motivated by progress not profit.**

- **The standards of our members will be continually improved.**

- **The Fire Aware marque is not just a badge, it is a symbol of confidence, trust and peace-of-mind.**

- **As we grow, we will leverage our influence and utilise our financial strength to accelerate change.**

- **We will be benevolent and help those adversely affected where we can.**

Values

Tone of Voice

The brand's voice is the underlying style of all communication whether written, visual or verbalised. The previous sections on the brand are purposely put before this section as they establish the 'DNA' of our style. This is the personification of how seeing, reading or hearing communications from Fire Aware should feel to the receiver.

Given how serious and important this initiative is, and what one would expect from such an organisation, the following criteria should be applied in most cases.

- **Collaborative and Supportive**
- **Friendly and Accessible**
- **Clear, Concise and down to earth**
- **Frank, Honest and Believable**
- **Powerful and Memorable**
- **Emotive and Compassionate**

Voice

The Logo

The logo is comprised of two parts:
The logomark and the logotype.

The logo mark takes the 'F' and 'A' of 'Fire Aware' to create the house icon.

FIRE AWARE

TheLogo

Mono Logo

Logo With Strapline

The logo can be presented in variations of colour appropriate to the background that it coincides with for optimised visibility. It can also be presented in monochrome to accommodate other visual and print production needs, such as faxing, photocopying or supplying the logo for special print processes and mediums.

Logo Usage

Minimum space around logo consists of 50% of the x-height, which is the full height of the logo initials.
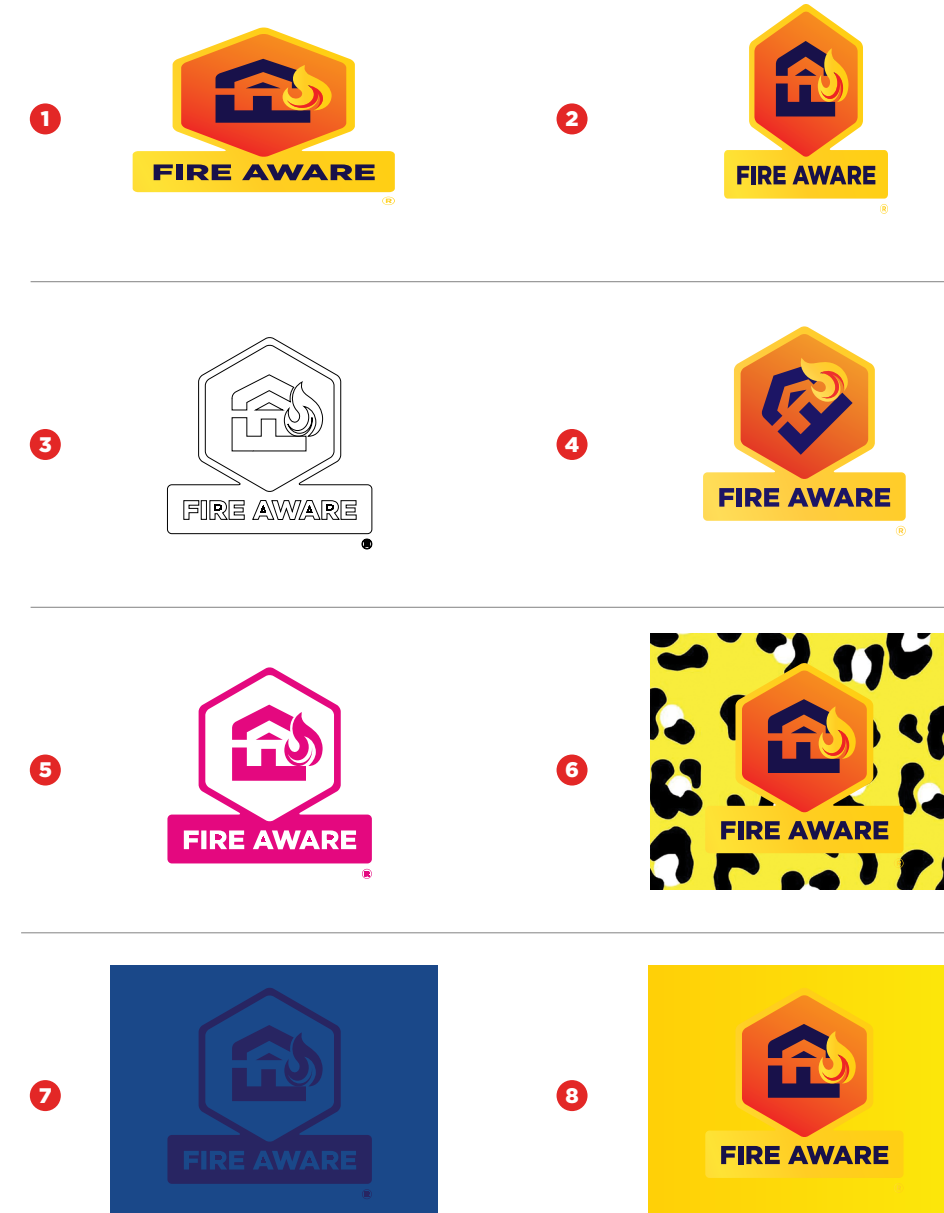
50% x

50% x

50% x

x

50% x

FIRE AWARE

Logo Misuse

We cannot cover every possible permutation of how the logo should not be used, but here are some of the most common ways in which it happens.

There should be a zero-tolerance approach to any form of misuse as it will cheapen perceptions of the brand.

1 Never stretch it.

2 Never squash it.

3 Never apply special treatments/embellishments.

4 Never change, reorder or remove individual components.

5 Never change the colours or use a mono variant in any colour other than black, white or brand colours.

6 Never place a logo variant on a background that interferes with the colours or renders it unclear.

7 Never use mono versions on similar toned backgrounds that impair visibility.

8 Never use colour versions that impair visibility when a mono version is more appropriate.

Logo Usage

Colours

The colours for Fire Aware are largely dominated by warm tones flanked by contrasting dark Indigo. These colours may be used in all publications, including all stationery systems and forms of communication. Tinted variations of these colours can also provide visual flexibility. A colour gradient is used within the logo and can be used throughout all forms of visual communication.
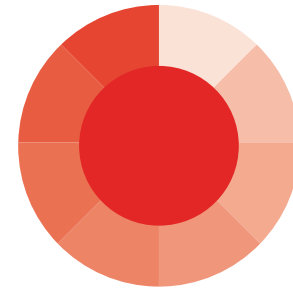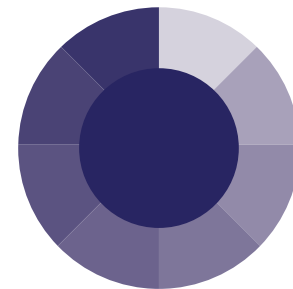
WARM RED

SPOT: Pantone 485
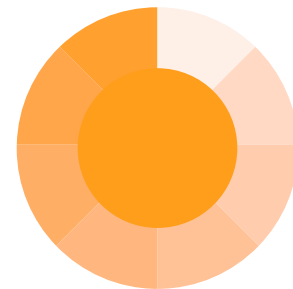**C:** 0 **M:** 95 **Y:** 100 **K:** 0
R: 218 **G:** 41 **B:** 28
HEX: #DA291C
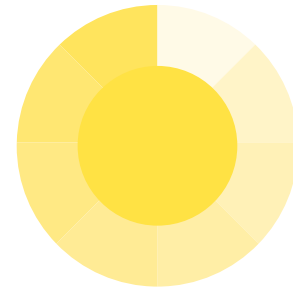
GOLD

SPOT: Pantone 122
C: 0 **M:** 9 **Y:** 80 **K:** 0
R: 254 **G:** 209 **B:** 65
HEX: #FED141

INDIGO

SPOT: Pantone 273
C: 98 **M:** 97 **Y:** 0 **K:** 37
R: 36 **G:** 18 **B:** 95
HEX: #24125F

ORANGE

SPOT: Pantone 1375
C: 0 **M:** 40 **Y:** 97 **K:** 0
R: 255 **G:** 158 **B:** 27
HEX: #FF9E1B

Colour Gradient

FIRE AWARE

WARM RED

SPOT: Pantone 485
C: 0 **M:** 95 **Y:** 100 **K:** 0
R: 218 **G:** 41 **B:** 28
HEX: #DA291C

GOLD

SPOT: Pantone 122
C: 0 **M:** 9 **Y:** 80 **K:** 0
R: 254 **G:** 209 **B:** 65
HEX: #FED141

Colours

Typefaces

Brand Font: Gotham Black is used for the Fire Aware logo and strapline. The Gotham font family is the primary font for all communication design, both print and digital.

Secondary Font: The Montserrat font family is a free Google font available and acceptable to use as an alternative should Gotham not be available for purchase.

System Font: Arial is a flexible, web safe, default system font that is available universally and installed by default on most platforms. Because of its universal availability and flexibility, it is recommended that this font be used when creating publications in areas where font display may be limited -- for example, through email and office communications.

Brand Font

Gotham Black
Gotham Bold
Gotham Medium
Gotham Book
Gotham Light

AaBbCcDdEe
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£$%^&*()

Alternative Font

Montserrat Black
Montserrat Bold
Montserrat Regular
Montserrat Light

AaBbCcDdEe
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£$%^&*()

System Font

Arial Black
Arial Bold
Arial Regular

AaBbCcDdEe
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£$%^&*()

Typefaces