BRAND IDENTITY

Updated Dec 2022

TROY

FIRE

DEPT

MICHIGAN

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INTRODUCTION

The Importance of Brand Identity

Digital and printed media is an important part of any organization's success. In order to ensure professional, consistent marketing collateral and graphics, a brand identity book is created to define a certain "look". This allows the target audience to recognize that a certain piece comes from a certain company.

Branding includes the use of logos, colors, taglines and typefaces. Through consistent use of these four elements, the Troy Fire Department will be able to establish a strong identifiable platform to clearly communicate the messages we want to share with our community.

When and Where should Brand Identity be used?

It should be very clearly noted that this doesn't mean every single graphic or markeing piece needs to look exactly the same. Each should be unique and tell a message in its own way, but it should also be clear that it belongs to us. For example, what if we re-created our business card with just text on it (name, number, email, etc...), but didn't include our logo. Would it have the same affect? After all, it has all of our information on it. It's not really a big deal, is it? Truthfully, it absolutely is. The logo helps people associate the brand as Troy Fire.

Example of marketing collateral that should be governed by our branding should include, but not limited to:

- Apparel & Uniforms
- Annual Reports
- Banners
- Brochures
- Business cards
- Department Information
- Letterheads

- Mailings
- Magazines
- Merchandise
- Posters
- Signs
- Social Media
- Websites

LEGAL REQUIREMENTS

Legal Notice

All material in this document belongs to Troy Fire. This material includes but is not limited to printed and/or electronic text and images. All registration privileges and other rights implied or explicit are reserved.

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COLORS

COLORS

The colors below are shown in Pantone, CMYK and RGB. Each of which are relevant to Troy Fire marketing. Use of these colors should never hinder the legibility and clearness of text, photos and logos. It should also be noted that printing on coated or uncoated stock may create slight changes. The best course of action is to discuss exactly what you want with the chosen vendor.
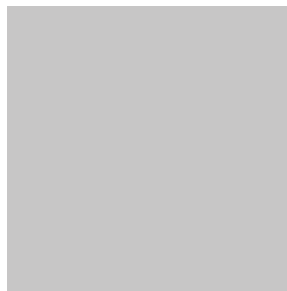
TROY FIRE GOLD

SEE GRADIENT VALUES

TROY FIRE FLAT GOLD

PANTONE	P 12-4 C
CMYK	24 / 28 / 73 / 0
RGB	185 / 159 / 81
HEX #	B99F51

TROY FIRE GRAY

PANTONE	P 179-3C
CMYK	22 / 17 / 17 / 0
RGB	187 / 187 / 187
HEX #	BBBBBB

TROY FIRE RED

PANTONE	P 49-16 C
CMYK	25/ 100 / 100 / 24
RGB	134 / 0/ 0
HEX #	860000

COLORS

C: 9%   R: 229
M: 5%   G: 221
Y: 49% B: 136
K: 0%

\#   E5DD88

C: 9%   R: 229
M: 5%   G: 221
Y: 49% B: 136
K: 0%

\#   E5DD88

C: 9%   R: 229
M: 5%   G: 221
Y: 49% B: 136
K: 0%

\#   E5DD88

C: 9%   R: 229
M: 5%   G: 221
Y: 49% B: 136
K: 0%

\#   E5DD88

TYPOGRAPHY

TYPOGRAPHY

Feel
Strong, bold, clean, straightforward

Uses
All circumstances

Avenir black / Heavy
Heading, subheading, background

Avenir Roman
Avenir is the approved all circumstances font.

Avenir
ABCDEFGHIJKLMNOPQRST
UVWXYZ
0123456789

Avenir Black / Heavy
Avenir is a perfect heading font for various advertising purposes.
It's bold nature draws attention and gives the target audience a visual starting point.

**Avenir
ABCDEFGHIJKLMNOPQRST
UVWXYZ
0123456789**

LOGOS

PRIMARY LOGO

Official logo & badge

Troy Fire Dept official logo to use on all approved circumstances. This includes advertisements, business cards, envelopes, or any other pieces that are intended for our target audience. Gradient and flat backing option for your printing digression.

VISUAL IDENTITY

- **Valid Patch**
- **Valid Badge**

Valid Patch

The use of the patch alone is restricted and can only be used with the authorization of the Fire Chief. Patches shall be embroidered in color only; authorized/approved vendor(s) will be provided with the patch specifications.

Valid Badge

The use of the badge is restricted and can only be used with the authorization of the Fire Chief. The valid badge varies by departmental rank and shall be embroidered in color only; authorized/approved vendor(s) will be provided with the valid badge specifications.

FIREFIGHTER	STATION LIEUTENANT	STATION CAPTAIN	STATION ASSISTANT CHIEF

STAFF LIEUTENANT	DEPUTY CHIEF	CHIEF

VISUAL IDENTITY

General Guidelines

To ensure the maximum effectiveness and quality for the logo, the general guidelines should be followed.

Quality
The logo should come directly from a vector-based file (eps, ai) to ensure the highest quality.

Size
Due to legibility, the logo should never be any smaller then a width of 2 inches. Anything smaller impacts the logo's legibility.

Color
If intended for printing, the CMYK or Pantone version should be used. If intended for web, the RBG version should be used.

Placement
This logo should be used in a stand-alone context. Below, you'll see the logo with "clear space", which is to keep other graphic elements from intruding on the effectiveness

For more specific questions or if you need a high quality version of the logo, please contact the Administrative Office at FireDepartment@troymi.gov

VISUAL IDENTITY

General Guidelines

Full Color Primary Logos

The full color Troy Fire Dept logo is to be used when full color is needed.

1. Primary logo with gradient backing

2. Primary logo with flat backing

Grayscale Primary Logos

The grayscale Troy Fire Dept logo is to be used when full color is not needed.
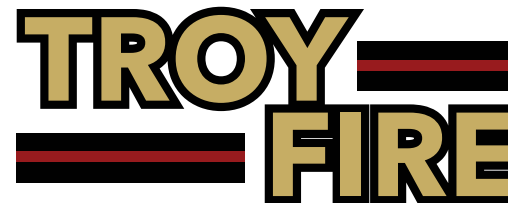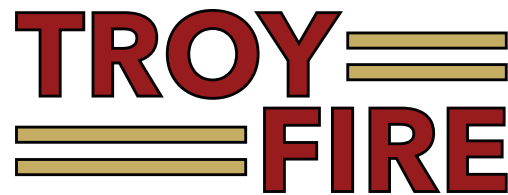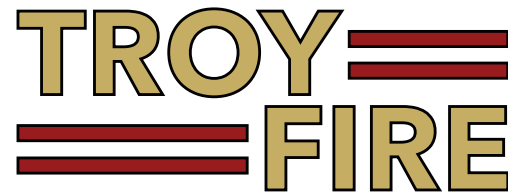

*black background not part of logo

ALTERNATE LOGO

The Alternative Troy Fire Dept logo is to be used in specific circumstances in which the primary logo doesn't work and for apparel.

APPROVED LAYOUTS

BUSINESS CARDS FRONT

- **Staff card details**
- **Station Assistant Chief card details**

General Business Card Details

- Only formal/given first and last name as well as suffix are to be used. ANY exceptions must be approved by the Fire Chief.

- Only 1 authorized and recognized credentialing title (i.e. EFO, CFEI, PEM, etc…) shall be approved.

Staff Business Card Front

FIRE DEPARTMENT
PETER HULLINGER
CHIEF

500 West Big Beaver Rd.
Troy, MI 48084-5254
Main: 248-524-3419

Desk: 248-524-3417
Peter.Hullinger@troymi.gov
www.troymi.gov/fire

2 Inches

3.5 Inches

Station Assistant Chief Business Card Front

FIRE DEPARTMENT
NAME HERE
STATION ASSISTANT CHIEF

500 West Big Beaver Rd.
Troy, MI 48084-5254

Main: 248-524-3419
Email@troymi.gov

2 Inches

3.5 Inches

BUSINESS CARDS FRONT

Generic card details

General Business Card Details

- Only formal/given first and last name as well as suffix are to be used. ANY exceptions must be approved by the Fire Chief.

- Only 1 authorized and recognized credentialing title (i.e. EFO, CFEI, PEM, etc…) shall be approved.
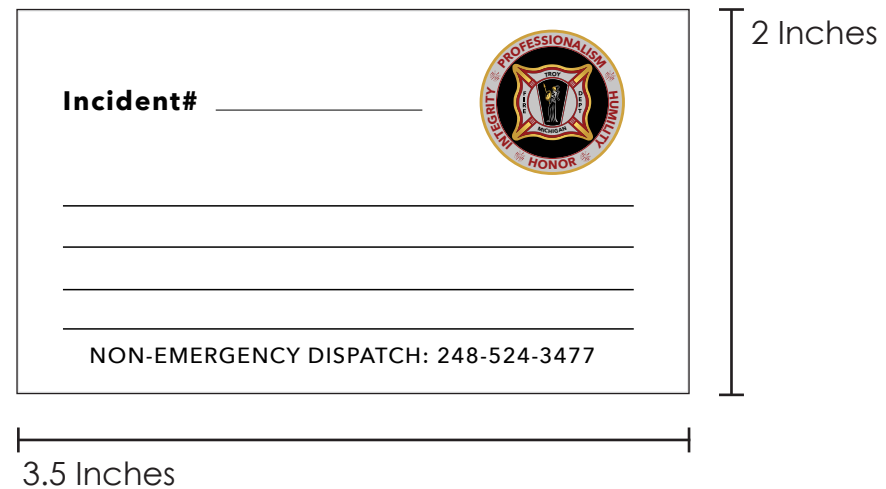
Generic Business Card Front

2 Inches

FIRE DEPARTMENT
NAME
TITLE

500 West Big Beaver Rd.
Troy, MI 48084-5254

Main: 248-524-3419
Email@troymi.gov

3.5 Inches

BUSINESS CARDS BACK

- **Executive card details**

- **Standard card details**

General Business Card Details Back

Executive Staff Business Card Back

NON-EMERGENCY DISPATCH: 248-524-3477

2 Inches

3.5 Inches

Standard Business Card Back

Incident# _____

_____

_____

_____

NON-EMERGENCY DISPATCH: 248-524-3477

2 Inches

3.5 Inches

LETTERHEAD

Letterhead Details
Letterhead embedded as Microsoft word document.

500 West Big Beaver Rd.
Troy, MI 48084-5254
www.troymi.gov/fire

TROY FIRE DEPARTMENT
P: 248.524.3419
F: 248.689.7520

EMAIL SIGNATURE

Email Signature Details

Email signature is an editable Microsoft word document.

- Only formal/given first and last name as well as suffix are to be used. ANY exceptions must be approved by the Fire Chief.

- Only 1 authorized and recognized credentialing title (i.e. EFO, CFEI, PEM, etc…) shall be approved.

PETER HULLINGER
FIRE CHIEF

📞 248-524-3419

✉ Peter.Hullinger@troymi.gov

🌐 www.troymi.gov/fire

SPECIALIZED

HONOR GUARD

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Full Color Honor Guard
The full color Honor Guard logo is to be used when full color is needed.

Grayscale Primary Logos
The grayscale Honor Guard logo is to be used when full color is not needed.

*black background not part of logo

RETIREE

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Full Color Retiree
The full color Retiree logo is to be used when full color is needed.

Grayscale Primary Logos
The grayscale Retiree logo is to be used when full color is not needed.

*black background not part of logo

THIN RED LINE

Thin Red Line

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Color Values:

See page 7 & 8 for color guidance.

AUTISM AWARENESS

Autism Awareness

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Color Values:

Hex: #2596be
RGB: 45, 116, 180, 1
CMYK: 75, 36, 0, 29

Hex: #EA2727
RGB: 234, 39, 39, 1
CMYK: 0, 83, 83, 8

Hex: #FCEE18
RGB: 252, 238, 24, 1
CMYK: 0, 6, 90, 1

Hex: #8CC040
RGB: 140, 192, 64, 1
CMYK: 27, 0, 67, 25

Hex: #C7C6C6
RGB: 199, 198, 198, 1
CMYK: 0, 1, 1, 22

BREST CANCER AWARENESS

Brest Cancer Awareness

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Color Values:

Hex: #F280A7
RGB: 242, 128, 167, 1
CMYK: 0, 47, 31, 5

Hex: #C7C6C6
RGB: 199, 198, 198, 1
CMYK: 0, 1, 1, 22

September 11th

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Color Values:

Hex: #981B1E
RGB: 152, 27, 30, 1
CMYK: 0, 82, 80, 40

Hex: #EE253D
RGB: 238, 37, 61, 1
CMYK: 0, 84, 74, 7

Hex: #232A63
RGB: 35, 42, 99, 1
CMYK: 65, 58, 0, 61

Hex: #C7C6C6
RGB: 199, 198, 198, 1
CMYK: 0, 1, 1, 22

SUICIDE AWARENESS

Suicide Awareness

This logo can be used for graphics as well as promotional merchandise. Any other usage must be approved by the Fire Chief.

Color Values:

Hex: #981B1E
RGB: 227, 195, 45, 1
CMYK: 0, 14, 80, 11

Hex: #C7C6C6
RGB: 199, 198, 198, 1
CMYK: 0, 1, 1, 22

GENERIC SPECIALIZED LOGO

Generic Specialized Logo

The use of this badge is designed for additional specialized occasions. The use of the badge is restricted and can only be used with the authorization of the Fire Chief or his designee.

Color Values:

See page 7 & 8 for color guidance.

CHALLENGE COIN

CHALLENGE COIN

Full Color Challenge Coin

The full color TroyFireDept challenge coin is to be used when full color is needed.

Gray Challenge Coin

The grey TroyFireDept challenge coin is to be used when full color is not needed.

Black and White Challenge Coin

The black and white TroyFireDept challenge coin is to be used when full color is not needed.

*Black backing not part of design

DEPARTMENT APPAREL

DEPARTMENT APPAREL

Uniform Apparrel

Authorization of Use

All non-uniform apparel that is making use of any reference to Troy Fire or elements of the Department's brand, **in inference or actuality**, shall follow the specifications listed in this guide and _MUST_ be approved by the Fire Chief or his designee. Department logos cannot be altered; please ensure that any logos selected are being used within their respective restrictions.

Patches

The updated (gray, red and gold) patch shall be worn on all uniforms. The former patch (blue and yellow) is no longer in use and cannot be worn after the date determined by the Fire Chief.

Embroidered Emblem and Badge

The embroidered emblem shall be used on all Department Polos. It can also be used on other Uniform Apparel, such as jackets, with approval. No other embroidery design should be used on uniform apparel without approval from the Fire Chief. Authorized vendors will be provided with the logo.

Specilized Patch Apparel

Any specilized specific apparel useage must be approved by the Fire Chief. All specilized patches have been created to replace older versions. Please see approved list of specilized patches and follow the stated brand guidelines.

Non-Uniform Apparel

All non-uniform apparel that is making use of elements of the Department's brand, must follow the specifications listed in this guide. As stated previously, department logos cannot be altered. Please ensure that any logos selected are being used within their respective restrictions.

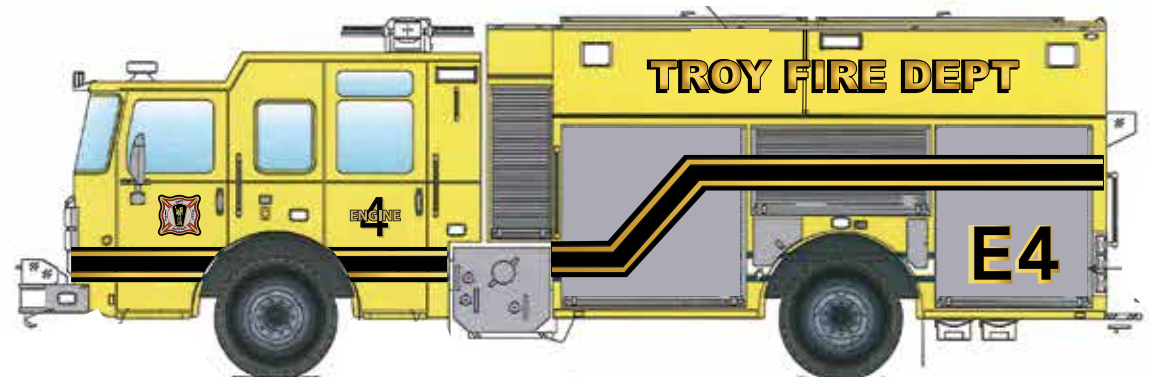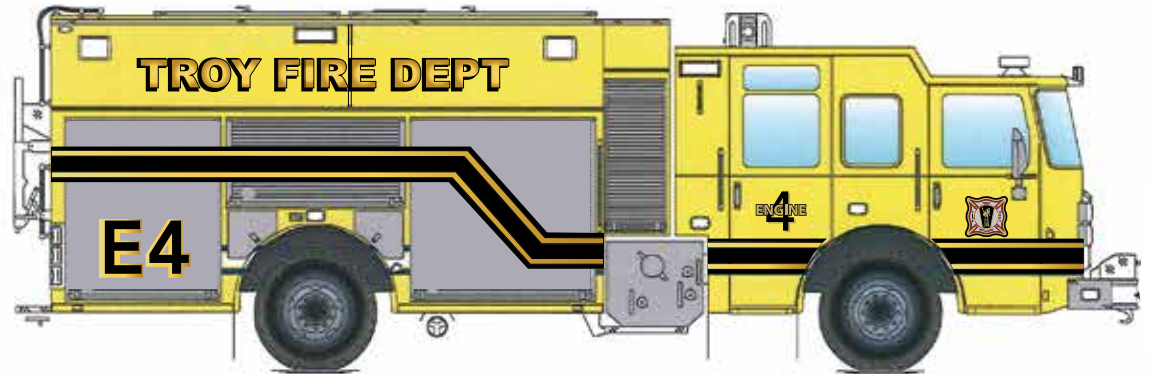# DEPARTMENT VEHICLES

LADDER

Ladder

All graphics permanently, or temporarily, installed or modified on Fire Department apparatus or issued vehicles shall be approved by the Fire Chief prior to installation or modification.
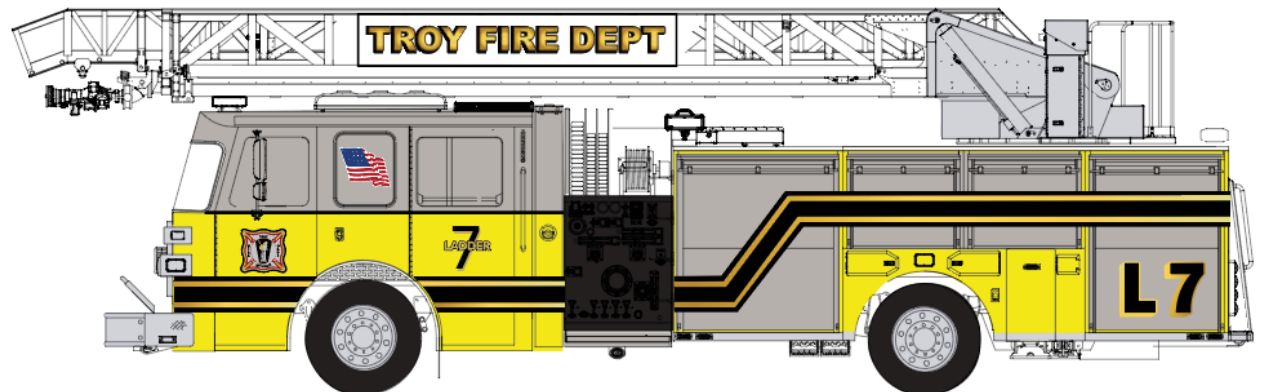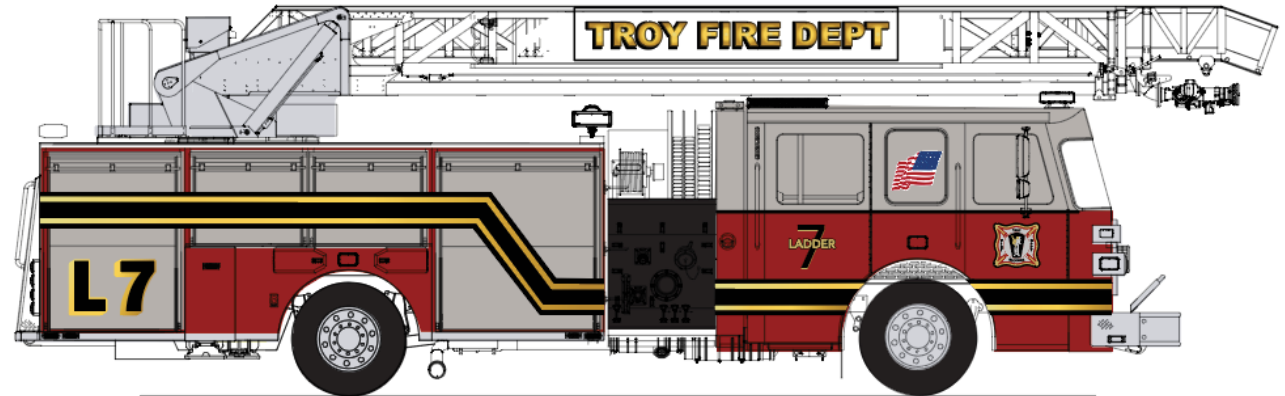
ENGINE

ENGINE

All graphics permanently, or temporarily, installed or modified on Fire Department apparatus or issued vehicles shall be approved by the Fire Chief prior to installation or modification.

AIR TENDER

ENGINE

All graphics permanently, or temporarily, installed or modified on Fire Department apparatus or issued vehicles shall be approved by the Fire Chief prior to installation or modification.