



# Visual Identity

SURREY FIRE SERVICES

**The purpose of this document is to provide a comprehensive design system that enhances Surrey Fire Services' image to both internal and external audiences.**

**With this system we are able to visually define, strengthen and deliver improved and consistent communication.**

**The importance of the Fire Services' brand and its components is in how it creates a memorable and lasting relationship with citizens and stakeholders through consistent visuals and its connection to the City of Surrey.**

## Brand Alignment and Consistency

How we communicate is as important as what we communicate. Only through steady and consistent application of the logo, its colours, typography, and supporting layout are we able to strengthening the Surrey Fire Services' brand identity.

This manual outlines the graphic standards that must be followed in order to achieve a unified and consistent visual identity program. Maintaining quality control and design consistency is critical to ensuring a strong brand and positive image for the Surrey Fire Services.



## Brand Values

**Surrey Fire Services and City of Surrey have consistent core values that build and maintain public trust:**

- **Community:** We commit to fulfilling our responsibility and to deepening our involvement in the community we serve.
- **Innovation:** We are committed to the advancement of the Surrey Fire Services and the City of Surrey's services and programs through inquiry, evaluation, problem solving and constant improvement.
- **Integrity:** We commit to honest, trustworthy, and ethical behaviour. As members of the Surrey Fire Services, we strive for honesty and fairness in our dealings with our customers and each other. We are honorable to our profession and we inspire each other to maintain trustworthiness, openness and sincerity.
- **Service:** We put others before ourselves, doing our duty courageously, honorably, and respectfully. Through education and innovation, we provide the highest levels of emergency services.
- **Teamwork:** Teamwork is the cornerstone of the fire service. We are committed to constantly working together and supporting each other toward a common goal of excellence in achieving our mission.

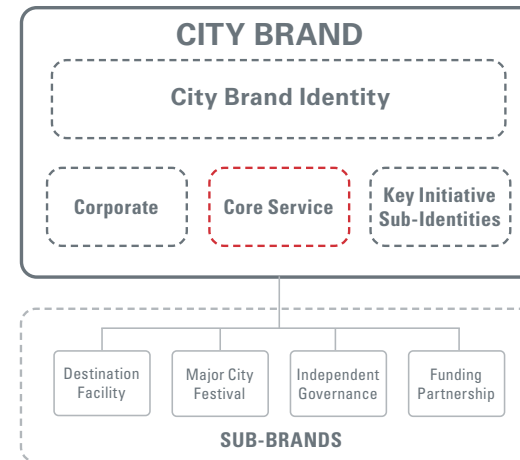
## Brand Framework and Design Relationships

In order to understand the connection the Fire Services brand has to the City of Surrey (City) brand we need to gain knowledge of where it lies within the brand architecture.

A brand is much more than a logo. Each element of a brand, whether it be colour, typography or photography helps build the overall story of the brand visually and tonally.

The Fire Services visual identity manual is guided by the City Brand (\*parent brand), which translates to Fire Services sharing key design elements and principles from the City Brand, but also remaining distinct.

The result is a bold, engaging and consistent look that reflects the distinct values of Surrey Fire Services to connect with individuals and communities across Canada and the world. Therefore it is subtly visually connected and aligned to the overarching brand value of the city it serves.



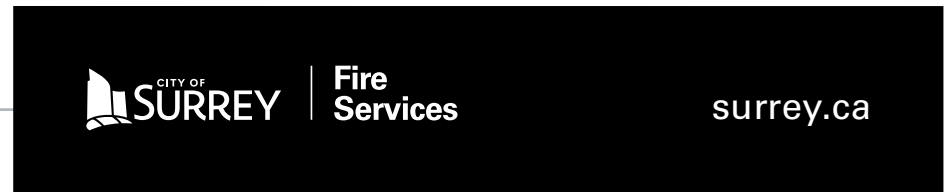
City-wide services that the government provides to citizens in return for paying taxes.

Considerations include:

- Extensive marketing and communications
- Wide reach or targeted audiences
- Revenue generation

**VOICE:**

City of Surrey > Surrey Fire Services



\* A parent brand is the type of brand architecture used as a framework to build and manage multiple identities and sub-identities currently used by the City of Surrey.

**PRIMARY LOGO MONIKER****BLACK**

The black version is supplied for use in black-only or reduced colour applications.

**REVERSE**

When using the logo on a coloured background (including black), the reverse logo should be used.

**PMS 431 & 429**

The grey logo options can be used on backgrounds where they are clear and legible.

**Logo Variations**

The Surrey Fire Services moniker consists of the City of Surrey logo locked up with the Fire Services wordmark.

There are four basic variations of the moniker.

These include:

- 1-colour solid version of the logo in black. This is the most commonly used logo format as it is the default standard for internal City staff usage.
- 1-colour “knocked-out” version in white (shown here surrounded by solid black)
- Solid, 1-colour versions of the logo are either Pantone 431 or 429 greys.

**NOTE:**

Remember that logos are “locked up,” and elements should not be moved, removed, or added to suit the purposes of one particular design application.

**MINIMUM SIZE**

The logo may not be smaller than 1.25 cm high, from top to bottom of the City of Surrey logo.

**Minimum Size**

The minimum size the logo should appear is 1.25 cm high.

The logo should never be smaller than the minimum size, ensuring the integrity of the logo at smaller scale.

**Clear Space**

A minimum amount of clear space helps to isolate the logo from competing graphic elements such as other logos, copy, photography or background elements.

The clear space is defined by using the height of the “Y” as a measure.

Typically, it’s always better to give a logo more space to breathe, rather than make bigger to fill space.

**CLEAR SPACE**

Use the “Y” from the logo to determine the clear space.

## FLEET DECAL

### Fleet Decal

The fleet decal is displayed on all Surrey Fire Services vehicles.



## Shoulder Flash

The Surrey Fire Services flash is displayed on the uniform shoulder. The yellow flash is for the Fire Chief rank and the blue is for the Fire Fighter rank. The icons on the flash communicate that the department serves Surrey first, and then British Columbia and all of Canada.



SHOULDER FLASH  
FIRE CHIEF



SHOULDER FLASH  
FIRE FIGHTER

**PRIMARY COLOURS****PMS 1797C**

C 13 M 94 Y 83 K 3

R 207 G 51 B 57

#cf3339

or

**On Black Backgrounds:**

(adjusted for accessibility)

C 0 M 100 Y 100 K 0

#ed1c24

**PMS 431C**

C 11 M 1 Y 0 K 64

R 106 G 115 B 123

#6a737b

**PMS 429C**

C 3 M 0 Y 0 K 32

R 176 G 182 B 187

#b0b6bb

**BLACK** (\* or RICH BLACK: 50 40 40 100)

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

#000000

**Colours**

The tone of a colour sets the tone of a brand.

There is a palette of primary and secondary colours shown here that are based in the City of Surrey brand palette.

The colour palette uses black plus four Pantone colours, with supporting CMYK, RGB and HEX values included. All artwork related to Surrey Fire Services must only use the specified colours.

**SECONDARY COLOUR**

To be used minimally. Eg. Graphs in a report.

**PMS 382C**

C 29 M 0 Y 100 K 0

R 193 G 215 B 47

#c2d82e

# HEADLINES ARE PROXIMA NOVA

HEADLINE / CAPS / PROXIMA NOVA / BLACK / SIZE AND TRACKING ARE RELATIVE TO THE APPLICATION

## SUBHEADS ARE PROXIMA NOVA

SUBHEAD / CAPS / PROXIMA NOVA / BOLD / SIZE IS RELATIVE TO THE APPLICATION

### Subheads Are Proxima Nova

SUBHEAD / TITLE CASE / PROXIMA NOVA / BOLD / SIZE IS RELATIVE TO THE APPLICATION

OR

# Headlines are Proxima Nova

HEADLINE / TITLE CASE / PROXIMA NOVA / BOLD / SIZE IS RELATIVE TO THE APPLICATION

## SUBHEADS ARE PROXIMA NOVA

SUBHEAD / CAPS / PROXIMA NOVA / BLACK / SIZE IS RELATIVE TO THE APPLICATION

Body copy is Univers Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / UNIVERS LT Std / 45 LIGHT / SIZE IS RELATIVE TO THE APPLICATION

## Typography

The Surrey Fire Services visual identity utilizes Proxima Nova and Univers LT Std for the specific elements outlined here.



PHOTOGRAPHY STYLE

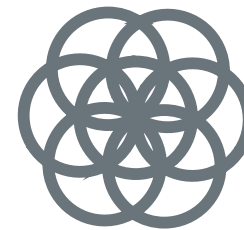


**EFFECT:**  
100% PMS 1797C  
with "Multiply" applied

## Illustration Style

The style of illustration used on Surrey Fire Services touchpoints should be simple and clear. PMS 431 and 429 greys can be used with red PMS 1797 accents. On black or dark backgrounds white can also be used.

### ILLUSTRATION STYLE



Digital sign boards are an example of where the Surrey Fire Services moniker would not be included due to visibility and design space to maximize legibility and readability.

**DIGITAL BOARDS**

**MESSAGE**

Clear message highly legible for passing cards

**TYPOGRAPHY**

A mix of upper and lower case can be used as shown.

**LOGO**

Use the COS logo on digital boards. The logo sits on the left.



**URL**

Highlight with colour as shown.

**COLOUR & ACCESSIBILITY**

Use #D4494E on black for web accessibility

**POSTERS**



**BACKGROUND SHAPE**  
runs this direction on posters

**HEADLINE**  
Clear message  
highly legible

# RESILIENCE IS YOUR ARMOR

How an individual will recover from a negative stressor is based on their physical and mental state beforehand.

**PRACTICES AND SKILLS TO SUPPORT RESILIENCY**



**NUTRITION & EXERCISE**  
Healthy eating and physical fitness



**POSITIVE EMOTIONS**  
Love-Humor-Joy



**POSITIVE THOUGHTS**  
Optimism-Gratitude



**POSITIVE INTERACTIONS**  
Create and maintain connections with others



**MIND BODY CONNECTION**  
Tactical breathing 4-4-4 in hold out



**SPIRITUALITY**  
Meaning, Purpose, Peace

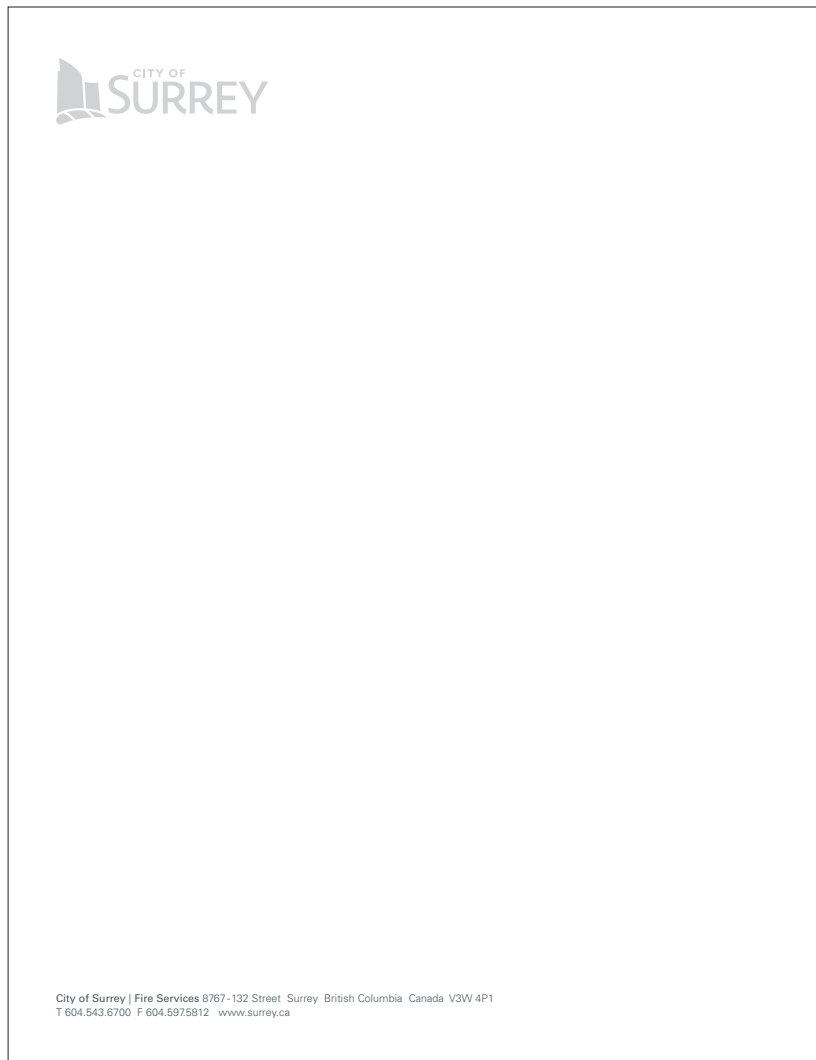
**FOOTER**  
Use the rectangular version and includes the Moniker as shown



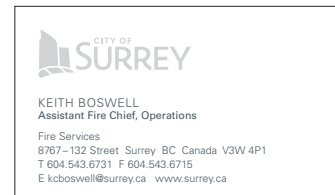
## Stationery

Surrey Fire Services stationery follows the City of Surrey brand. A silver foil stamp is used for the City of Surrey logo and “the future lives here” tagline.

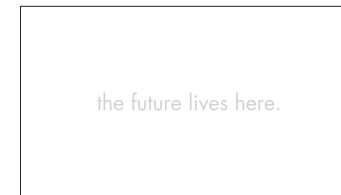
### LETTERHEAD



### BUSINESS CARDS



FRONT



BACK

### ENVELOPES

