

APRIL 2023



Proud Employers of
Fire and Emergency Volunteers

Logo Guidelines



**PROUD
EMPLOYER**
FIRE AND EMERGENCY
VOLUNTEERS

HE RŌPŪ KŌTAHI TĀTOU

[newzealand.govt.nz](https://www.newzealand.govt.nz)

Our employers of volunteers are part of the crew

HE RŌPŪ KŌTAHI TĀTOU

Fire and Emergency want to help New Zealanders understand the vital contribution made by businesses who employ our volunteers and release them to respond to emergencies.

Currently, most New Zealanders don't understand how reliant New Zealand is on Fire and Emergency volunteers, let alone the impact this reliance has on local businesses. We want to change that. So we're starting a new tradition with a new mark that will help people to recognise businesses who employ Fire and Emergency volunteers as part of our crew.

This 'Proud Employers of Volunteers' mark represents the collaboration between our volunteers, their employers and Fire and Emergency. This is a long-term commitment from Fire and Emergency New Zealand and part of a wider initiative to encourage New Zealanders to show their support to businesses who employ Fire and Emergency volunteers.

As an employer of volunteers, you'll have the option to display this mark in the format that best works for you, e.g, your shop or vehicle window, email signature, website, clothing etc.

The following guidelines are here to help how you choose to display it.



Proud employer logos 04

Stack logo	06
Circle logo	07
Horizontal	08
Co-brand arrangement	09

Logo applications 10

Window/ vehicle decal	11
Work wear	13
Website and email signature	15

Technical specification 16

Colour swatches	17
Usage	18
What if you no longer employ volunteers	19
Sharing of material/ permissions	19



For questions and artwork files please don't hesitate to contact us at employers@fireandemergency.nz

Proud Employer logo

The logos

These marks are important to us all. They symbolises the critical role employers (including self-employed volunteers) play in enabling emergency first response in communities across New Zealand and are available in three formats for use across different applications for your business. Additionally, we have a decal available for use on glass and vehicles.



Stack logo



Circle logo



Horizontal logo
[limited application]

Artwork files are available online at employers@fireandemergency.nz

Stack logo

The stack is our primary logo and is our go-to if you are unsure of which mark to use.

Full colour logo

Wherever possible we would like our mark to be used in **full colour**. There are CMYK, SPOT and RGB colour mark files available. Use the CMYK version for all printing work. The SPOT version is defined in Pantone colours, which is most appropriate for signage, fleet graphics and embroidery. The RGB files are for all digital use.

One colour logo

We ask that our black and reversed (white) logos be used where reproduction methods restrict the use of our full colour mark, i.e. where colours or backgrounds clash making the full colour mark difficult to read.

Clear space

Clear space surrounding our mark should be kept free from typography, photographic details, illustration and any other graphics.

An isolation area the width of the flame tip is suggested as the minimum surround our mark in any application.



Full colour



One colour



One colour reversed (white)



**PROUD
EMPLOYER**
FIRE AND EMERGENCY
VOLUNTEERS
HE RŌPŪ KŌTAHI TĀTOU

25mm

Minimum size print



**PROUD
EMPLOYER**
FIRE AND EMERGENCY
VOLUNTEERS
HE RŌPŪ KŌTAHI TĀTOU

70px

Minimum size digital

Circle logo

Suitable for less formal and small-space applications where the legibility of the stack logo may be compromised.

Full colour logo

Wherever possible we would like our mark to be used in **full colour**. There are CMYK, SPOT and RGB colour mark files available. Use the CMYK version for all printing work. The SPOT version is defined in Pantone colours, which is most appropriate for signage, fleet graphics and embroidery. The RGB files are for all digital use.

One colour logo

We ask that our black and reversed (white) logos be used where reproduction methods restrict the use of our full colour mark, i.e. where colours or backgrounds clash making the full colour mark difficult to read.

Clear space

Clear space surrounding our mark should be kept free from typography, photographic details, illustration and any other graphics.

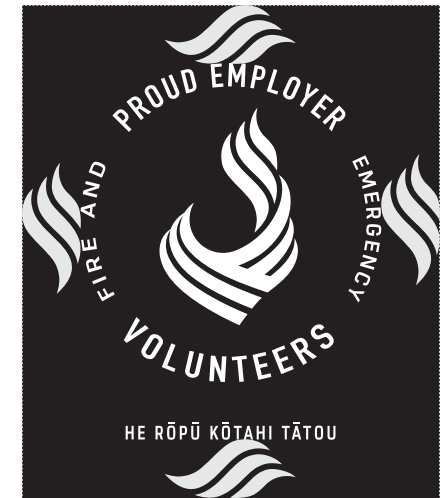
An isolation area the width of the flame tip is suggested as the minimum surround our mark in any application.



Full colour



One colour



One colour reversed (white)



Minimum size print



Minimum size digital

Horizontal logo — limited application

Most suited for co-brand applications and limited height formats.



Full colour

Full colour logo

Wherever possible we would like our mark to be used in **full colour**. There are CMYK, SPOT and RGB colour mark files available. Use the CMYK version for all printing work. The SPOT version is defined in Pantone colours, which is most appropriate for signage, fleet graphics and embroidery. The RGB files are for all digital use.

One colour logo

We ask that our black and reversed (white) logos be used where reproduction methods restrict the use of our full colour mark, i.e. where colours or backgrounds clash making the full colour mark difficult to read.

Clear space

Clear space surrounding our mark should be kept free from typography, photographic details, illustration and any other graphics.

An isolation area the width of the flame tip is suggested as the minimum surround our mark in any application.



One colour



One colour reversed (white)



Minimum size print



Minimum size digital

Co-brand arrangement — circle and horizontal logos

You can use our horizontal and circle logos alongside your company logo or other organisations you may support. Here is a guide to visualise how they could be spaced for clarity.

Using our mark together with your company logo

We have used an imaginary logo to demonstrate how the Proud Employer logos can be used with your business logo.

Orientation. Either horizontal or vertical alignment works well with our horizontal and circle logos. It's even height and width allow for legibility at smaller sizes.

Balance. Depending on your logo size and format, please aim for an arrangement that optically aligns the size of the logos.

Colour. Please use our full colour mark where possible.

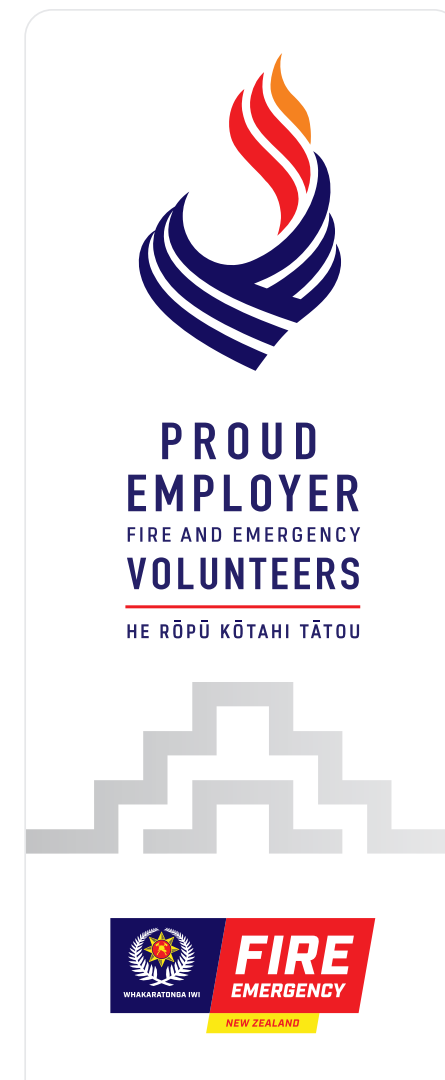


Proud Employer logo applications

Window/ vehicle decal

Incorporating the Fire and Emergency Core Logo and Poutama graphic, a decal is available for display on windows and vehicles.

Only official FENZ-produced decals may be used.
Request decals at employers@fireandemergency.nz



Window & vehicle sticker 78 x 200mm

Decal in use — vehicle livery



Request decals at employers@fireandemergency.nz

When positioning the sticker on a vehicle, consider the available contrast to best allow the poutama to be visible. On a white vehicle for example, consider positioning on a window

Work wear

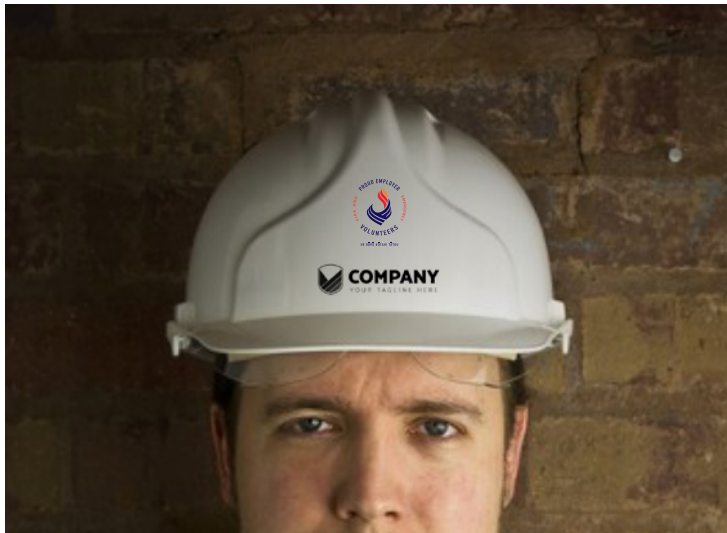


Use SPOT/PMS (Pantone) files for embroidery or screen printing to garments.

Talk to your uniform supplier about running tests before you commit to print or embroidery.

Feel free to share this guide with your suppliers so they understand how our mark works with collateral.

Work wear

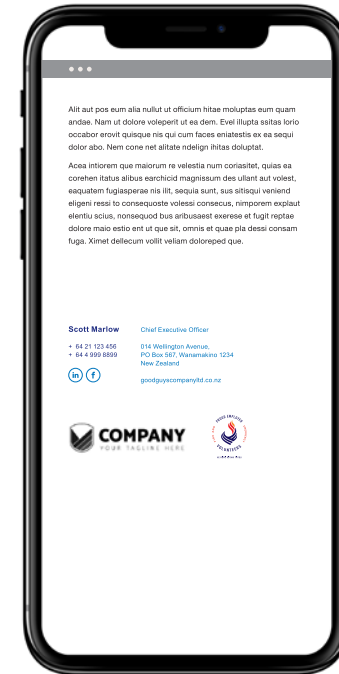
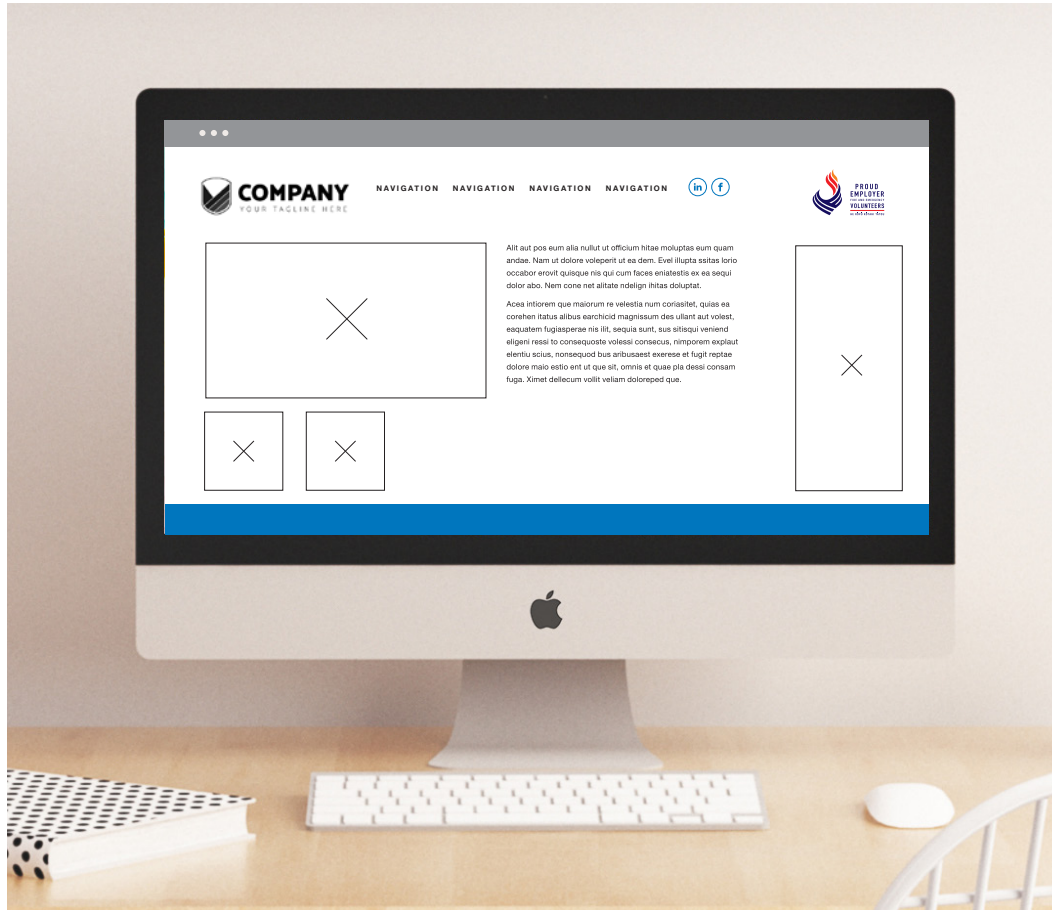


Use SPOT/PMS (Pantone) files for embroidery or screen printing to garments.

Talk to your uniform supplier about running tests before you commit to print or embroidery.

Feel free to share this guide with your suppliers so they understand how our mark works with collateral.

Web page and email signature



Use **RGB** files for all digital applications

Your designer or web build supplier will be able to help if you are having trouble applying our mark

Technical spec

Colour reproduction

Our colours are drawn from the Fire and Emergency New Zealand brand guidelines.

We are using dark blue and red from the primary palette and orange from the secondary colour palette.

Please do not adjust the mark colours from what is specified.

Printing / embroidery and digital colours

<p>Dark Blue CMYK: 100,100,0,45 Pantone 2755 C Hex: #180f5e RGB: 24, 15, 94</p>	<p>Red CMYK: 0,100,100,0 Pantone 485 C Hex: #ed1c24 RGB: 237, 28, 36</p>	<p>Orange CMYK: 0,60,100,0 Pantone 151 C Hex: #ff8200 RGB: 255, 130, 0</p>
--	---	---

Vinyl graphics

3M/Avery cast digital media and laminates.

Printed using a eco-solvent ink printing process

<p>Dark Blue Pantone 2766C 3M Indigo Controlrac 180mC-27 Scotchcal 7725-27 Scotchcal 7125-27</p>	<p>Red CMYK: 0,100,100,0 Pantone 485 C 3M Scotchcal Graphic Film Series 50</p>	<p>Orange CMYK: 0,60,100,0 Pantone 151 C</p>
---	--	---

Recommended use

We have some simple recommendations for your use of our Employers of Volunteers mark. This guide will give you confidence with presenting our mark in its best light to ensure you gain maximum value from its use.



Recommended use of full colour logo on a white background



Recommended use of one colour mark on image background with suitable low contrast



Recommended use of one colour mark on textured background with suitable low contrast



Recommended use of one colour mark on dark background with suitable low contrast



Recommended use of one colour mark on white background (when colour is not possible).



Recommended use of full colour mark on image background with suitably high contrast.



Recommended use of full colour mark on textured background with suitably high contrast.



Recommended use of full colour mark on light background with suitably high contrast.



Please do not crop the mark



Please do not stretch the mark



Please do not rotate the mark



Please do not place full colour mark on dark background



Please do not rearrange the mark



Please do not squash the mark



Please do not change the colours



Please do not place one colour mark on light background

What if I no longer employ volunteers?

Our 'Employers of Volunteers' logos are respected symbols for Fire and Emergency and our employers of volunteers. The marks recognise the vital role of businesses who employ our volunteers and release them to respond to emergencies. If your circumstances change and you no longer employ a volunteer we kindly request that you remove all physical and digital copies of our mark from your business profile.

Can I share these materials with other Employers of Volunteers?

We kindly ask that you don't directly share these materials with other Employers. To ensure that the Employers of our Volunteers get the maximum benefit of our Employer support programme we would love to be able to connect with them directly.

Artwork files are available from
employers@fireandemergency.nz

Ngā mihi