



Kent Fire &
Rescue Service

Using our corporate identity correctly and consistently is important. Every time we use our logo, we send a message about the quality of our services, about the value we place on the organisation and ourselves.

I want people to see us as a professional organisation and, whether a leaflet will be seen by our own staff or reproduced thousands of times for the public, it should be clearly branded and immediately obvious that it was produced by Kent Fire & Rescue Service.

This manual has been designed to inform and help you implement our corporate identity. Please help me by paying careful attention to its contents.

A handwritten signature in black ink, appearing to read 'Peter Coombs', written in a cursive style.

Peter Coombs QFSM MIFireE
Chief Executive & Chief Fire Officer

These guidelines have been designed to introduce and help you apply the Kent Fire & Rescue Service (KFRS) brand and corporate identity.

Whether you are a member of staff or a supplier, you must follow these rules.

Logotypes, documents and other artwork can be obtained by contacting the Media & Communication Team:

Suzi J Christie

Head of Media & Communication

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Section 01

Basic elements

The basic elements of Kent Fire & Rescue Service's (KFRS) corporate identity are:

[The KFRS logotype \(section 02\)](#)

[The KFRS badge \(section 03\)](#)

[The corporate colours](#)

[The corporate typeface](#)

The KFRS identity is made up of a combination of these elements which are used in a variety of applications.

These guidelines will explain how to use the elements so that the style and brand are used in the correct way.

Every application must maintain the 'spirit' of the identity and be well designed.



There are three main corporate colours which should be reproduced as accurately as possible in whichever medium they are used.

PMS: Pantone Matching System

CMYK: 4-colour process = Cyan, Magenta, Yellow, Black

HTML: web safe hexadecimal value

RGB: Digital Red, Green, Blue values

KFRS Black



to match PMS Black

CMYK

C	0.0
M	0.0
Y	0.0
K	100.0

HTML 000000

RGB

R	0
G	0
B	0

R	0 %
G	0 %
B	0 %

KFRS Red



to match PMS 485

CMYK

C	0.0
M	100.0
Y	100.0
K	0.0

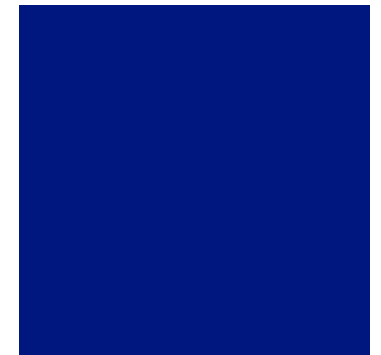
HTML CC0000

RGB

R	204
G	0
B	0

R	80 %
G	0 %
B	0 %

KFRS Blue



to match PMS 2738

CMYK

C	100.0
M	79.0
Y	0.0
K	0.0

HTML 000066

RGB

R	0
G	0
B	102

R	0 %
G	0 %
B	40 %

The KFRS brand typeface families are Helvetica Neue and Arial.

For ease, five weights have been selected for use throughout the organisation (see below). However, if you have access, you can use any weight within these families. The one you use will depend on the needs and emphasis of your particular communication material.

You can use Helvetica Neue and Arial for headings and body text, but DO NOT mix the two typefaces – use one or the other.

No other typeface(s) should be used alongside or independently of Helvetica Neue or Arial.

Arial Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!;:/?,.@•%&*()£\’<+>’©

Arial Regular italic
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&()£\’<+>’©*

Arial Bold
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&*()£\’<+>’©

Arial Bold italic
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&*()£\’<+>’©

Arial Black
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&*()£\’<+>’©

Helvetica Neue 55 Roman

abcdefghijklmnopqrstu
 vwxyz
 ABCDEFGHIJKLMNOPQR
 STUVWXYZ
 1234567890!;:/?,.@•%&*()£\’<+>’©

Helvetica Neue 55 Roman italic

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&()£\’<+>’©*

Helvetica Neue 75 Bold

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&*()£\’<+>’©

Helvetica Neue 75 Bold italic

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&*()£\’<+>’©

Helvetica Neue 95 Black

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!;:/?,.@•%&*()£\’<+>’©

All Kent & Medway Fire & Rescue Authority material, should be accompanied by the strapline which explains that KFRS is run by Kent & Medway Fire & Rescue Authority (KMFRA).

The correct wording is: **Kent & Medway Fire & Rescue Authority provides services through Kent Fire & Rescue Service.**

It should be set in Helvetica Neue or Arial in UPPER & lower case. Reproduce in the corporate red if possible, if not use black or white out of a background.

This wording is only appropriate for certain documents. Please check with the Media & Communication Team for clarification.

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**Kent & Medway Fire &
Rescue Authority provides
services through Kent Fire
& Rescue Service**

It is important that the Authority communicates to the whole community, including those with disabilities or who do not speak English as their first language.

Where appropriate, consideration should be given to translating documents or offering help through our Community Liaison Officer.

Avoid the use of jargon and acronyms, especially in communication aimed at the general public.

It is important to take the target audience into account and, where appropriate, make material available in large print or audio media.

On most KFRS documents such as memos, reports and letters the font size is 11pt with 16pt leading. As a general rule however the font size should be no smaller than 9pt, but for large-print material a minimum of 14pt is recommended. When typesetting use at least a 2pt linefeed (space between lines) ie. 9pt type size to be set on a minimum linefeed of 11pt. Type should range left or range right – *do not set centred*.

Consider the information being communicated and set type size and weight for clarity and legibility.

Images should be chosen carefully. Those on KFRS's website should be considered, but usage will depend on the message being put across. The Media & Communication Team will assist with this to ensure political sensitivity is taken into account.

The website address and contact telephone number should be included on all marketing material.

For those with visual impairment the following advice is taken from *The Informability Manual* by Wendy Gregory.

Type size A minimum size of 14pt is recommended for people with a visual impairment.

Type weight Use a medium or bold weight.

Type style Avoid italics and excessive use of capital letters as these letter-forms affect the outline shape of words and are therefore more difficult to read.

Reversing out Only reverse type out of a background colour if the face is clear, bold enough and large enough not to break up or fill in with ink. Ensure a good contrast between white lettering and the background colour.

Letter spacing Ensure adequate even spacing between letters, they should never appear to touch.

Word spacing Keep word spacing even. Don't condense or stretch lines of type to fit a particular measure.

Line length Allow 50-65 characters, inclusive of spaces, per line.

Justification Range left type with ragged right hand margin.

Hyphenation Don't split words at the end of lines

Layout Keep layout clean and logical. Provide contents lists and plenty of clear headings. Break text into shortish paragraphs with adequate space between and around them.

Columns Allow adequate space between columns, use rules to separate them, don't use designs with uneven column widths.

Pictorial material Use bold images. Do not run type over or around illustrations/photos etc.

Form design Allow large spaces for people to write into. Text and related boxes for writing or putting a tick in should be clearly associated with each other.

For more advice or help please contact:

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Section 02

KFRS logotype

For artwork, please go to: www.kent.fire-uk.org



The KFRS logotype is unique and is one of the most important visual elements of the identity.

The logotype comprises the badge and the words Kent Fire & Rescue Service. They should be used in conjunction (locked-up) with each other and in the approved colourways.

The badge should not normally be used on its own. When it is necessary to do so, follow the guidelines in Section 03. If in any doubt about its use, seek advice.

The various logotype versions are laid out and explained in this section. They can be obtained in a variety of file formats including: EPS, JPEG, TIFF and WMF files. Please study this section before using the logotype.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

For more advice or help please contact:

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E jackie.hughes@kent.fire-uk.org

Kent Fire Rescue S

For artwork, please go to: www.kent.fire-uk.org

The large version of the logotype has been created for larger format applications such as signage and vehicle livery. It may be used in other ways, but the process in which it is reproduced must be considered.

It should NOT be used for small format applications, such as leaflets, stationery etc. See section 02.09 for minimum size specifications.

The large version logotype is constructed using the large version badge, see Section 03.02 for details.

It has been created in a number of colour-ways, which are explained in more detail within this section.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

For more advice or help please contact:

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Kent Fire & Rescue Service

For artwork, please go to: www.kent.fire-uk.org

The small version of the logotype has been created for small format applications such as stationery and printed marketing material.

It should NOT be used for large-format applications, such as signage, vehicle livery etc. See section 02.09 for minimum size specifications.

The small version logotype is constructed using the small version badge, see section 03.03 for details.

It has been created in a number of colour-ways, which are explained in more detail within this section.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

For more advice or help please contact:

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Kent Fire & Rescue Service

For artwork, please go to: www.kent.fire-uk.org

For documents with high-quality print reproduction or electronic and audio-visual work it is best to render the logotype in its two corporate colours – red and black. *Always* try to get a good colour match.

Refer to section 01.02 for colour specifications.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Large version



Small version



Kent Fire & Rescue Service

Kent Fire & Rescue Service

For artwork, please go to: www.kent.fire-uk.org

The logotype can appear on a colour or photographic background. It should only appear on an approved corporate colour or image that will 'hold' the detail. Make sure the correct version of the logotype is used. When on a colour/photograph the KFRS lettering can be black or reversed white-out, depending on the quality and contrast of the background.

Always try to get a good colour match. Refer to section 01.02 for colour specifications.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Large version



Kent Fire &
Rescue Service

Small version



Kent Fire &
Rescue Service

For artwork, please go to: www.kent.fire-uk.org

It may not always be possible to print or render the logotype in colour. If the quality of execution is high, the greyscale version of the logotype should be used.

The correct version of the logotype should be used and reproduced in the greyscale. Do not render in any other colour.

If printed, the screen ruling must be fine. Do not use for low resolution print work such as press ads. See section 02.07 for black & white version.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Large version



Kent Fire & Rescue Service

Small version



Kent Fire & Rescue Service

For artwork, please go to: www.kent.fire-uk.org

When reproduction is of a lower standard the black & white version of the logotype is to be used.

Examples include: press ads, in-house documents output on laser printers, photocopies etc.

The black & white version should also be used when the KFRS logotype is required to appear very small.
See section 02.09 size reproduction.

The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Large version



Small version



Kent Fire & Rescue Service

Kent Fire & Rescue Service

For artwork, please go to: www.kent.fire-uk.org

An exclusion zone (the minimum unobstructed area around the KFRS logotype) has been developed to make sure that the logotype is sufficiently prominent.

Do not allow type, rules or any other graphic device into this area. An acceptable colour may run through the entire background as specified in *section 02.05*.

Example shows minimum area (as shown by thick keyline) on large version logotype. The same principle works for the small version.



For artwork, please go to: www.kent.fire-uk.org

For clarity and reproduction quality, do not use any logotype smaller than the ones shown. Use the correct version of the logotype depending on the size requirement and reproduction quality.

When reproduced very small, use the logotype version without the strapline. In these circumstances, the logotype should appear in the black & white version only. No other colour should be used.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

Large version



Kent Fire & Rescue Service

The large version logotype should be used if size requirement is 48mm badge depth or above. The small version should be used if that requirement is 47mm or below.

Small version colour (business card size)



Kent Fire & Rescue Service



Small version

Kent Fire & Rescue Service

Small version black & white



Kent Fire & Rescue Service

Section 03

KFRS badge

For artwork, please go to: www.kent.fire-uk.org



There is a great deal of history attached to Kent Fire & Rescue Service's badge and it should be used with pride and respect.

The white horse is reputed to be the symbol of the ancient Saxon kingdom of Kent and 'Invicta' means 'unconquered' or 'untamed'.

The various versions are laid out and explained in this section. They can be obtained in a variety of file formats including: EPS, JPEG, TIFF and WMF files. Please study this section before using the badge.

Two different versions of the badge exist: the large version and the small version – each to be used in specific circumstances. This section will explain when and where to use each version.

There will be very few circumstances when the badge is used in isolation, without the logotype and strapline. Permission must be sought from the Head of Media & Communication if you are considering using the badge on its own.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.

For more advice or help please contact:

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For artwork, please go to: www.kent.fire-uk.org

The large version of the badge has been created to facilitate larger format applications such as signage and vehicle livery. It may be used in other ways, but the reproduction process must be considered.

It should NOT be used for small format applications, such as leaflets, stationery etc. See section 03.09 for minimum size specifications.



The large version differs from the small version in a couple of ways:

- the 'star' contains highlights,
- linework is thinner and more subtle.

It has been created in a number of colour-ways, which are explained in more detail within this section.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.

For more advice or help please contact:

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For artwork, please go to: www.kent.fire-uk.org

Small version badge reproduced here appears larger than it should, in order to show detail and form only. For size specifications see section 03.09.



The small version of the badge has been created to facilitate use on items such as stationery and printed marketing materials.

It has been created to account for the production processes in which it will be reproduced.

It should NOT be used for large format applications, such as signage, vehicle livery etc. See section 03.09 for minimum size specifications.

The small version differs from the large version in a couple of ways:

- the 'star' does not contain highlights,
- linework is bolder.

It has been created in a number of colour-ways, which are explained in more detail within this section.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.

For more advice or help please contact:

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For artwork, please go to: www.kent.fire-uk.org

For documents with high-quality print reproduction, electronic and audio-visual it is best to render the badge in its two corporate colours – red and black. *Always* try to get a good colour match.

Refer to section 01.02 for colour specifications.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.



Large version



Small version

For artwork, please go to: www.kent.fire-uk.org

The badge can appear on a colour or photographic background. It should only appear on an approved corporate colour or image that will 'hold' the detail. *Always* try to get a good colour match.

Refer to section 01.02 for colour specifications.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.



Large version



Small version

For artwork, please go to: www.kent.fire-uk.org

For general use with high-quality print production, but with a limitation in the use of colour, the badge can be reproduced in one colour – KFRS black – the shield colour is made up of 35% black.

If printed, the screen ruling must be fine. Do not use for low resolution print work such as press ads. See section 03.07 for black & white version.

The correct version of the badge should be used and reproduced in the greyscale. Do not render in any other colour.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.



Large version



Small version

For artwork, please go to: www.kent.fire-uk.org

When reproduction is of a lower standard, the black & white version of the badge is to be used. Examples include: press ads, in-house documents output on laser printers, photocopies etc.

Note that the shield has no colour background. The badge is made up of line work only.

The black & white version should also be used when the KFRS badge is required to appear very small. See section 03.09 size reproduction.

The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.

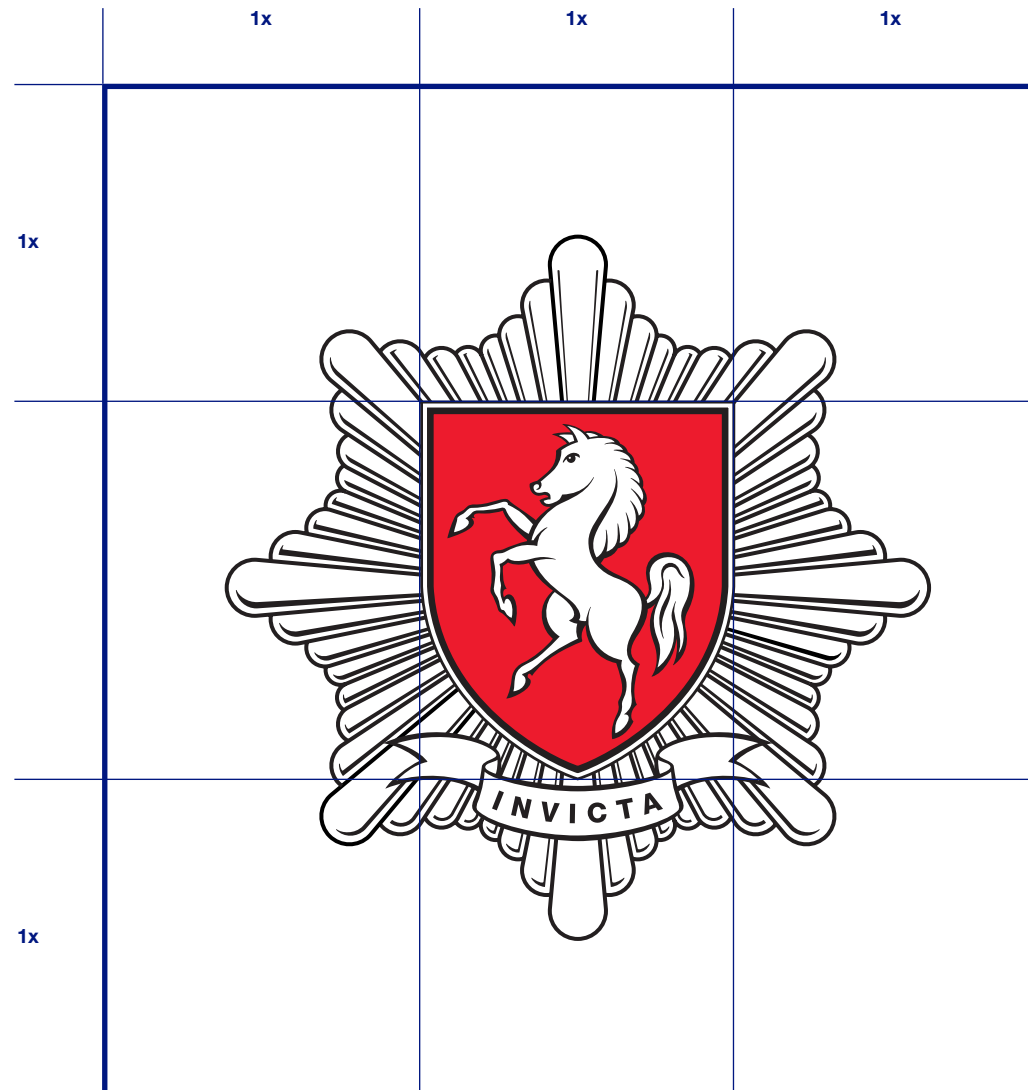


Large version



Small version

For artwork, please go to: www.kent.fire-uk.org



An exclusion zone (the minimum unobstructed area around the badge) has been developed to make sure that it remains sufficiently prominent.

Do not allow type, rules or any other graphic device into this area. An acceptable colour may run through the entire background as specified in *section 03.05*.

Example shows minimum area (as shown by thick keyline) on large version logotype. The same principle works for the small version.

For artwork, please go to: www.kent.fire-uk.org

For clarity and reproduction quality do not use any badge smaller than the ones shown. Use the correct version of the badge depending on the size requirement and reproduction quality.

Do not try to alter any aspect of the badge and do not try to recreate it. Use only the badge which has been supplied and approved.

Large version



48mm

Small version – colour/grey



16mm

Small version – black & white



12mm

The large version badge should be used if the size requirement is 48mm or above. The small version should be used if the requirement is 47mm or below.

Section 04

Stationery

For artwork, please go to: www.kent.fire-uk.org

Kent Fire & Rescue Service's official correspondence is highly visible and it is important that every member of staff follows and applies the guidelines.

Stationery templates have been created. Please contact the Media & Communication Team to obtain the correct file.

Do not try to alter any aspect of the stationery set and do not try to recreate it. Use only the templates which have been supplied and approved.

Paper stock should be of good quality and contain no watermark. Business card stock and other material should be chosen to match paper stock.

For more advice or help please contact:

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Contact



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Maidstone, Kent ME15 6XB

T 01622 692
F 01622 692

For artwork, please go to: www.kent.fire-uk.org

Use the correct version from the templates supplied on the KFRS intranet.

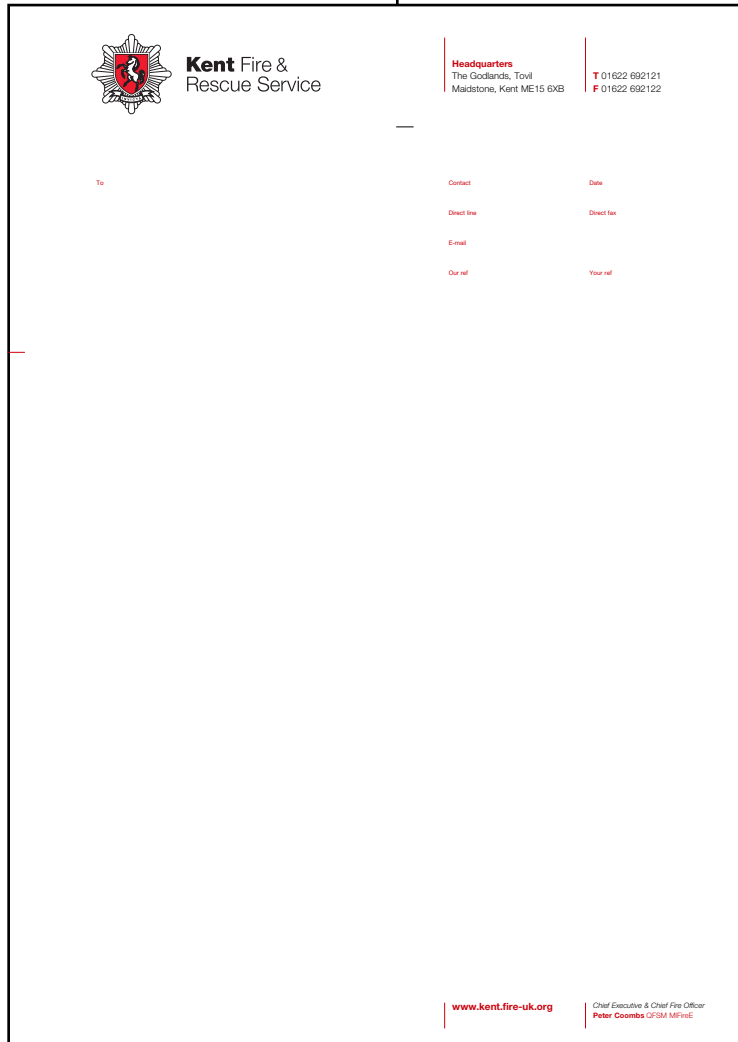
Do not try to alter any aspect of the letterhead and do not try to recreate it. Use only the template(s) which have been supplied and approved.

Paper stock should be of good quality and contain no watermark.

For more advice or help please contact:

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 E suzi.christie@kent.fire-uk.org

Jackie Hughes
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 T 01622 698218
 E jackie.hughes@kent.fire-uk.org



For artwork, please go to: www.kent.fire-uk.org

Other stationery such as the fax cover sheet and memo have been created as templates.

Use the correct version from the templates supplied on the KFRS intranet.


The correct corporate typeface must be used. Do not substitute for any other. See section 01.03 corporate typeface.

Do not try to alter any aspect of the fax sheet and do not try to recreate it. Use only the template(s) which have been supplied and approved.

For more advice or help please contact:

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Kent Fire & Rescue Service

Fax

To	From
Job title	Direct dial
At	Direct fax
Fax no	Direct email
Pages to follow	Date

This transmission is privileged and, if received in error, should not be divulged or transmitted to a third party. It should be destroyed immediately and the sender notified by telephone, email or fax.

Headquarters The Godlands, Tovil Maidstone, Kent ME15 6XB F 01622 698310 (24 hours) T 01622 692121	Chief Executive & Chief Fire Officer Peter Coombs QFSM MIFireE www.kent.fire-uk.org
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Kent Fire & Rescue Service

Memo

To	From
Ref	Ext
Copied to	Date

For artwork, please go to: www.kent.fire-uk.org

Compliment slips are printed in two colours – red and black. See *section 01.02 colour*.

The logotype, address details and other components are exactly the same as the letterhead.

A template has been created. Please contact the Media & Communication Team to obtain the correct file.

Do not try to alter any aspect of the compliment slip and do not try to recreate it. Use only those which have been supplied and approved.

For more advice or help please contact:

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F 01622 692122

www.kent.fire-uk.org

For artwork, please go to: www.kent.fire-uk.org

Business cards are printed in two colours – red and black, both sides. See section 01.02 colour.

A template has been created. Please contact the Media & Communication Team to obtain the correct file.

Do not try to alter any aspect of the business card and do not try to recreate it. Use only those which have been supplied and approved.

For more advice or help please contact:

Suzi J Christie
Head of Media & Communication
T 01622 698241
E suzi.christie@kent.fire-uk.org

Jackie Hughes
Media Technical Adviser
T 01622 698218
E jackie.hughes@kent.fire-uk.org



Section 05

Publications

For artwork, please go to: www.kent.fire-uk.org

The very nature of printed marketing and information material means that it has a very high public profile.

It is most important that the design of such materials is consistent and the use of the logotype, colour, typefaces and images must follow the guidance laid out in this manual.

The important elements in the production of publications are the position and size of the logotype, and the strip of black or red used at the bottom of the covers. By using these set elements we can create a consistent and instantly recognisable brand, while still leaving space for creativity.

Strong blocks of the corporate colours can be used throughout materials to reinforce the brand through colour.

Short vertical lines – similar to those used on the stationery - can be a useful device for placing information and should be used if appropriate.

In general, text should be justified to the left because it is easier to read. For corporate typefaces see *page 01.03*. Avoid using block capital letters because they are difficult to read – there are other ways to emphasise important text.

Contact details must appear on every publication. Sometimes it will be appropriate to put the telephone number or website on the front and at other times full contact details will be given on the back (or, if possible, do both).

The next few pages show specific guidance for different types of promotional and information materials.

For more advice or help please contact:

Suzi J Christie

Head of Media & Communication

T 01622 698241

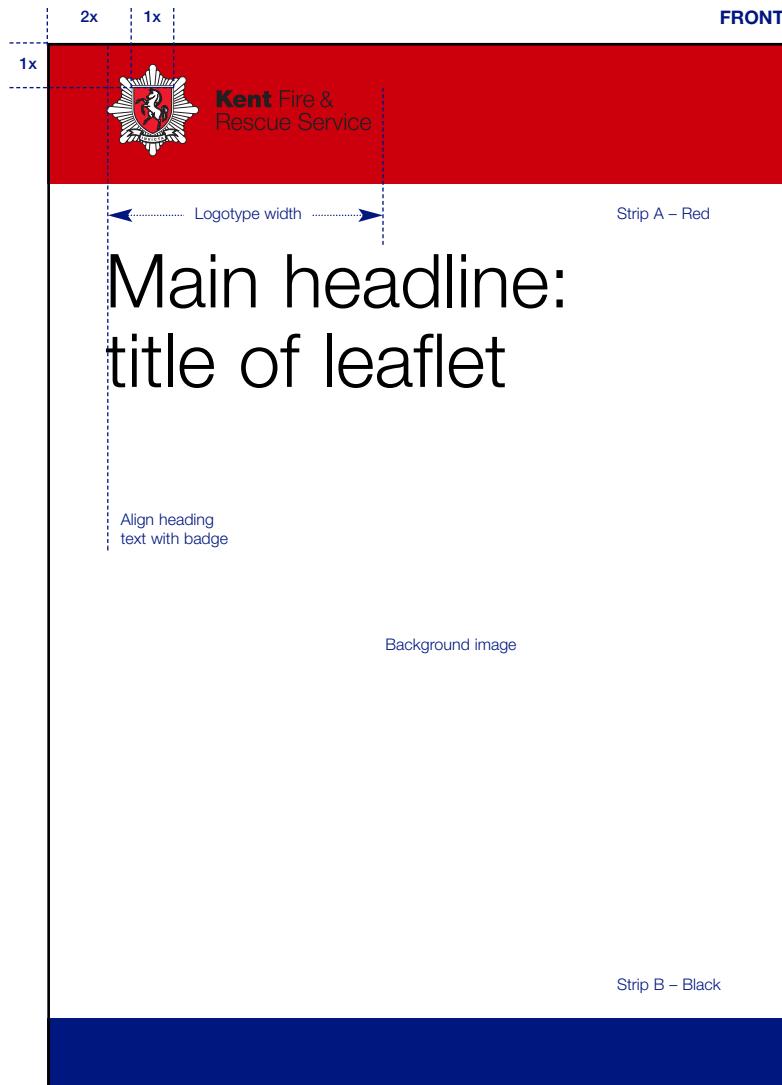
E suzi.christie@kent.fire-uk.org

Jackie Hughes

Media Technical Adviser

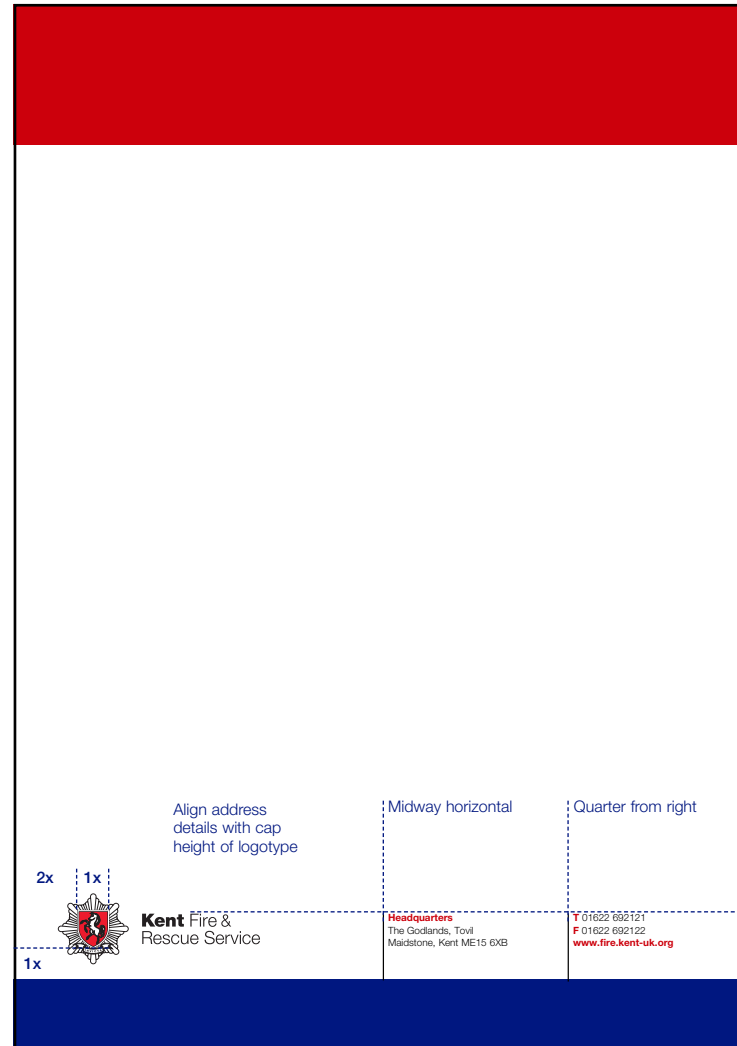
T 01622 698218

E jackie.hughes@kent.fire-uk.org



FRONT

BACK



The logo must be positioned in the top, left hand corner of the front cover. This means that when the leaflet or brochure is put in a leaflet dispenser or laid out on a table, the branding will be seen.

You should familiarise yourself with *Section 01 – Basic Elements*, which specifies colours, typeface etc.

Use the correct version of the logotype (in most cases the small version). Make sure the correct colour version is used and the minimum space is maintained. (sections 02.04 – 02.07) .

For more advice or help please contact:

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 E suzi.christie@kent.fire-uk.org

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 E jackie.hughes@kent.fire-uk.org

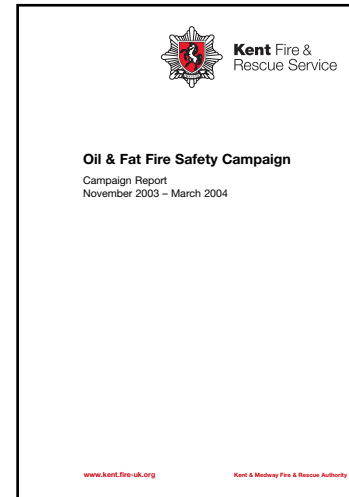
Typical measurements

A4
 Strip A: 40mm deep
 Strip B: 20mm deep
 Front cover logotype width: 75mm
 Back cover logotype width: 57mm

A5
 Strip A: 32mm deep
 Strip B: 16mm deep
 Front cover logotype width (smallest version out of background, see *Section 02.09*): 63mm
 Back cover logotype width (smallest colour version, see *Section 02.09*): 50.5mm



Left and above:
external printed covers,
2 colour and 3-colour



Above: internal laser printed
cover from template

If you are producing these documents externally, follow the guidance for A4 publications.

The logo must be positioned in the top, the badge being centred on the cover width.

Templates are available. It is not possible for blocks of colour or images to bleed off using office printers, so these have been designed with this in mind.

A template is available on the intranet for the internal cover.

You should familiarise yourself with *Section 01 – Basic Elements*, which specifies colours, typeface etc.

Use the correct version of the logotype (in most cases the small version). Make sure the correct colour version is used and the minimum space is maintained. (*sections 02.04 – 02.07*).

For more advice or help please contact:

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Typical measurements

A4
Strip A: **70mm deep**
Strip B: **70mm deep**
Front cover logotype width: **105mm**

TV's Green Watch digs in

TV's Green Watch has been back on the air for a second year, and this time it's been back on the air for a second year, and this time it's been back on the air for a second year...

Coming up roses!

Charity dare

Win a Blaze Bear

Marjorie's moment

INSTANT DATA: Maidstone Firefighter Dave Peris jets the new mobile data on-board computer through its paces

Insight

Kent Fire Brigade Bulletin

Issue 3 November 2002

Difficult times

IT IS A CHALLENGING job being the Chief at the moment and it would be easy to forget what my role is. I am appointed to advise the Fire Authority and manage the Brigade for them to ensure the public receives a good service. Not stated, but implicit in my view is to care about the Service, the public and about each of you.

Our whole-hearted efforts to spread continuity fire safety messages, work in partnership with other agencies and our home fire safety check programme gives us real hope of preventing deaths and injuries during the strike period. Your work in the last two years, in particular, will help to ensure that the public will remain relatively safe with the lower level of operational response that currently exists.

As we approach Christmas, I am sensitive that it won't be the comfortable time that it usually is, unless the dispute is quickly resolved. In reflecting back to 1997, I clearly recall that while there was deep concern, there was a bonding and friendship which I had never seen before, despite the fact that friendship underpins our Service normally. I already see signs of this again and hope it will carry each of you and your families through, should the dispute become protracted.

I expect to visit many stations in the coming days, so I can pass on my thoughts personally, but at this time I would like to wish you all the best Christmas possible and hope we can jointly look forward to a better New Year.

With my best wishes,

Peter Coombs
Chief Fire Officer

Mobile data hits the road

RUSHING for a 'route card' or pausing for a print out could soon be a thing of the past when a new, state-of-the-art computer system has been fitted into every fire appliance.

Following successful trials of 'mobile data' computers at Maidstone, Medway and Canterbury, plans have been approved to expand the hi-tech equipment to another seven stations.

INSTANT DATA: Maidstone Firefighter Dave Peris jets the new mobile data on-board computer through its paces

Story continued on page 2

Inside this issue

Charity dare

See page 4

Win a Blaze Bear

See page 14

Marjorie's moment

See page 16

Newsletters and magazines need to include a relatively large amount of text with a number of different elements. The covers and pages will work a little differently from other promotional brochures and leaflets.

Newsletters are generally distributed in a targeted manner and not left in dispensers in the same way as other leaflets. Therefore the masthead becomes most important and the logo will normally be placed at the bottom of the front cover.

You should familiarise yourself with *Section 01 – Basic Elements*, which specifies colours, typeface etc.

Use the correct version of the logotype (in most cases the small version). Make sure the correct colour version is used and the minimum space is maintained. (sections 02.04 – 02.07) .

For more advice or help please contact:

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Typical measurements

A3

Bottom strip: **60mm deep**
Logotype width: **107mm**

A4

Bottom strip: **40mm deep**
Logotype width: **75mm**

Posters tend not to be obscured in the same way as leaflets and it is often necessary to make the headline the most prominent feature. Therefore the logotype should be placed at the bottom along with the contact details, in the same coloured strip used on the brochures.

You should familiarise yourself with *Section 01 – Basic Elements*, which specifies colours, typeface etc.

Use the correct version of the logotype (in most cases the small version). Make sure the correct colour version is used and the minimum space is maintained. (*sections 02.04 – 02.07*).

For more advice or help please contact:

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Kent Fire & Rescue Service

District Office Administrator

Thanet Fire Safety Office, Margate Road, Broadstairs
£7,587 - £12,764 – 18.5 hours per week

A part-time District Office Administrator is required to work in our Thanet Fire Safety Office. You should have strong administrative skills with experience in using database and IT packages, combined with proven word processing skills of at least 45wpm. The system currently being used is Windows Version 7.0.

It is essential that you are enthusiastic, flexible and have the ability to work on your own initiative within this small, friendly team.

To receive an application form and job description, please write to the Personnel Section, Kent Fire & Rescue Service Headquarters, Straw Mill Hill, Maidstone, Kent ME15 6XB. Alternatively, you may wish to send an email: personnel@kent.fire-uk.org. Please quote reference number P/72. Closing date: 8 August 2004.

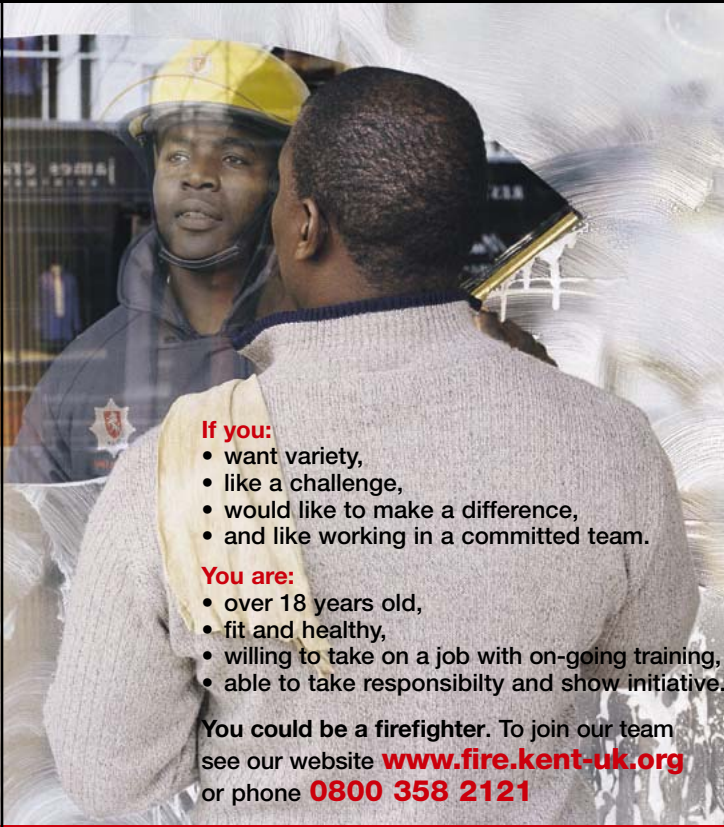
In promoting equal opportunities we welcome applications from all sections of the community.


www.kent.fire-uk.org

Kent & Medway Fire & Rescue Authority provides services through Kent Fire & Rescue Service

Basic principles as laid out in this section apply to advertisements, as examples shown here.

Join our team





Kent Fire & Rescue Service

Kent & Medway Fire & Rescue Authority actively encourages men and women from all backgrounds to consider a career as a firefighter, or as part of our team of professional support staff.

It is vital that key pieces of information can be picked out quickly from general recruitment advertising and the layout has been designed to achieve this, with the limited space in mind. It is not possible to specify sizes for every size of advertisement, but the proportions should roughly follow those shown.

Promotional advertising needs much more freedom and may be following the look of other promotional materials produced for the campaign. You should follow the principles set out for other materials and either place the logo at the top with a black or red strip at the bottom (similar to the recruitment advertisement) or place the heading at the top and the logo within the strip at the bottom.

You should familiarise yourself with *Section 01 – Basic Elements*, which specifies colours, typeface etc.

Use the correct version of the logotype (in most cases the small version). Make sure the correct colour version is used and the minimum space is maintained. (*sections 02.04 – 02.07*).

For more advice or help please contact:

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E jackie.hughes@kent.fire-uk.org

Section 06

Presentations

For artwork, please go to: www.kent.fire-uk.org

Presentations are highly visible and should therefore reinforce all brand values.

The correct corporate typeface must be used throughout. Do not use any other. See *section 01.03 corporate typeface*.

Do not try to alter any aspect or template used in the production of presentations. Use only the assets which have been supplied and approved.

For more advice or help please contact:

Suzi J Christie

Head of Media & Communication

T 01622 698241

E suzi.christie@kent.fire-uk.org

Jackie Hughes

Media Technical Adviser

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E jackie.hughes@kent.fire-uk.org



Kent Fire & Rescue Service

For artwork, please go to: www.kent.fire-uk.org



When creating a presentation it is important that the basic identity guidelines are adhered to.

Powerpoint template slides are available on the KFRS intranet.

The following points should be noted:

- Maintain minimum space for logotype. See section 03.08
- Use only the colours from the corporate colour palette. See section 01.02.
- The correct corporate typeface must be used throughout. Do not use any other. See section 01.03.

The headings on all slides should reflect the ones below. Photos should be used sparingly and as shown.

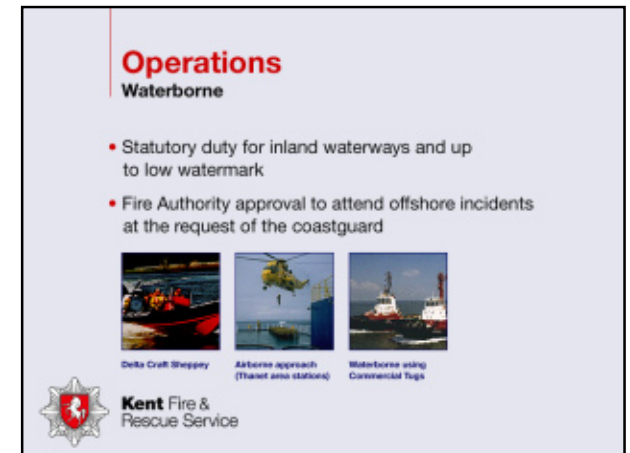
It is recommended that no more than seven lines of text are used on each slide. These should be used as a prompt only.

Do not try to alter any aspect or template used in the production of presentations. Use only the assets which have been supplied and approved.

For more advice or help please contact:

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 Head of Media & Communication
 T 01622 698241
 E suzi.christie@kent.fire-uk.org

Jackie Hughes
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 E jackie.hughes@kent.fire-uk.org



Section 07

Signage

For artwork, please go to: www.kent.fire-uk.org

All sites and premises should be clearly identifiable as Kent Fire & Rescue Service. This is achieved by the installation of different types of signs.

Signs are primarily functional, identifying and providing information. They fall into two main categories:

1. Building identification – this covers all signs that are applied to the exterior of the building which identify the property as Kent Fire & Rescue Service.
2. Information signing – these signs give information and/or directions around the building and property.

General principles that should be followed when creating signs are:

- Always use the large version logotype, *see section 03.02.*
- Only use corporate typeface(s), *see section 01.03.*
- Match corporate colours, *see section 01.02.*

Before commissioning any new signs it is recommended that a site survey is considered.

For more advice or help please contact:

Suzi J Christie

Head of Media & Communication

T 01622 698241

E suzi.christie@kent.fire-uk.org

Jackie Hughes

Media Technical Adviser

T 01622 698218

E jackie.hughes@kent.fire-uk.org

The following information appears on the main driveway sign:

- The large version logotype with strapline, see section 03.02.
- 'Headquarters' marking location,
- Website address,
- Kent & Medway Fire & Rescue Authority sign-off.

Use corporate typeface(s), see section 01.03. and match corporate colours, see section 01.02.

For more information please contact:

Suzi J Christie

Head of Media & Communication

T 01622 698241

E suzi.christie@kent.fire-uk.org

Jackie Hughes

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T 01622 698218

E jackie.hughes@kent.fire-uk.org



Kent Fire & Rescue Service

Headquarters

www.kent.fire-uk.org

Kent & Medway Fire & Rescue Authority



Kent Fire & Rescue Service

www.kent.fire-uk.org

Tunbridge Wells Fire Station
Kent & Medway Fire & Rescue Authority

Address signs should be clear and informative. Their aim is to identify the building.

The large version logotype must appear on a white background, see *section 03.02*.

Kent Fire & Rescue Service's website address should appear on all signage.

The bottom band should contain the KMFRA sign-off.

Use corporate typeface(s), see *section 01.03*. and match corporate colours, see *section 01.02*.

For more information please contact:

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Section 08

Vehicle livery



Vehicle livery is important in identifying the Service and also presents the perfect opportunity to communicate community fire safety messages.

Because of the wide range of vehicles, it is important that the livery is applied consistently and to a high standard.

All vehicles follow the same basic principals:

- All vehicles are red,
- Every vehicle uses the large version logotype with strapline in colour, on a colour background, see *section 03.05*,
- The website address should appear on all vehicles in corporate typeface, see *section 01.03*,
- If possible and appropriate, apply a community fire safety poster/message.

The following pages show examples on how the livery should be applied.

For more information please contact:

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T 01622 698241
E suzi.christie@kent.fire-uk.org

Jackie Hughes

Media Technical Adviser
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E jackie.hughes@kent.fire-uk.org



The appliance vehicle is one in which the general public most identifies.

It is therefore important that the brand and messages are communicated with care and authority.

Information should be clear and legible.

Appliance vehicles use the large version logotype with strapline in colour, on a colour background, see section 03.05,

The website address should appear on all vehicles in corporate typeface, see section 01.03,

If possible and appropriate, apply a community fire safety poster/message.

Examples of application can be seen in the accompanying photographs.

For more information please contact:

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Head of Media & Communication

T 01622 698241

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Jackie Hughes

Media Technical Adviser

T 01622 698218

E jackie.hughes@kent.fire-uk.org





Support vehicles are widely used and should be branded effectively in order to communicate that the vehicle belongs to Kent Fire & Rescue Service.

Support vehicles use the large version logotype with strapline in colour, on a colour background, see section 03.05,

The website address should appear on all vehicles in corporate typeface, see section 01.03,

Examples of application can be seen in the accompanying photographs.

For more information please contact:

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Jackie Hughes

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