



## POLICY

# Brand

## Introduction

<b>When to use</b>	<p>This policy sets out the rules that apply for using the Fire Service brand.</p> <p>Apply this policy when you want to get permission to display Fire Service branding on:</p> <ul style="list-style-type: none"><li>• brochures and other publications</li><li>• websites</li><li>• clothing/uniform</li><li>• fire stations</li><li>• fleet and other equipment</li><li>• any other promotional material.</li></ul>
<b>Purpose</b>	<p>The aim of this policy is to ensure that use of the Fire Service brand:</p> <ul style="list-style-type: none"><li>• is approved</li><li>• follows Fire Service brand guidelines.</li></ul>
<b>Who it applies to</b>	<p>This policy applies to:</p> <ul style="list-style-type: none"><li>• personnel seeking approval to use the Fire Service brand</li><li>• Communications Advisors</li><li>• External Communications Manager</li><li>• National Communications Manager</li></ul>
<b>Contents</b>	<p>This policy contains the following content:</p> <ul style="list-style-type: none"><li>• <a href="#">Brand use</a></li><li>• <a href="#">Logos, crests and graphics</a></li><li>• <a href="#">Definitions</a></li><li>• <a href="#">Related information</a></li></ul>

## Brand use

<b>What is the Fire Service brand?</b>	<p>The Fire Service brand is made up of everything we do and say, internally and externally. Our brand exists in various forms, the most visible being the Fire Service logo. Current branding includes:</p> <ul style="list-style-type: none"> <li>• New Zealand Fire Service crest</li> <li>• New Zealand Fire Service logo</li> <li>• New Zealand Fire Service Fire Rescue patch</li> <li>• New Zealand Fire Service Commission logo</li> <li>• National Rural Fire Authority crest</li> <li>• National Rural Fire Authority logo</li> <li>• New Zealand Urban Search and Rescue logo</li> <li>• other sub-brands and campaign graphics.</li> </ul>
<b>Application of the brand</b>	<p>The New Zealand Fire Service brand must be consistently applied on all promotional material.</p> <p>Approval must be sought to use the brand on any material.</p>

## Logos, crests and graphics

<b>Approval to use logo or crest</b>	<p>Written approval must be obtained from the National Communications Manager for all use or placement of Fire Service logos, crests and other trademarks. See procedure: <a href="#">Get approval to use Fire Service brand</a>.</p> <p>No unauthorised variation or reproduction of the brand is permitted without approval from the National Communications Manager.</p> <p>The National Communications Manager must evaluate requests to use branding against the criteria below to ensure the reputation and integrity of the Fire Service brand is not diminished or compromised.</p>								
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<b>Publications</b>	<p>All publications must:</p> <ul style="list-style-type: none"> <li>• feature the correct application of the Fire Service brand</li> <li>• include the date of publication and name of the publisher.</li> </ul> <p>An International Standard Book Number (ISBN) must be issued by <a href="#">Knowledge &amp; Insights</a>, and a copy of the completed publication must be sent to this team.</p>										
<b>Promotional items</b>	<p>Promotional items must use the correct application of the Fire Service logo in either the full-colour or one-colour version, where appropriate.</p>										
<b>Branded clothing (non-uniform)</b>	<p>We require a consistent look throughout New Zealand for branded shirts or any other items of apparel worn by personnel. This is to ensure appropriate use of brand colours, the logo, Region designation, and use of fire safety messages.</p> <p>No branded casual/informal apparel, e.g. sports clothing, can be ordered or worn without the approval of the National Communications Manager.</p>										
<b>Fire Rescue patch</b>	<p>The Fire Rescue patch can only be worn on Fire Service uniform. The patch must not be used on any casual clothing or corporate apparel. Non-uniformed personnel must not wear the Fire Rescue patch.</p>										
<b>Support vehicles (non-operational)</b>	<p>Promotional fire safety messages on vans and utility vehicles should incorporate the full-colour Fire Service logo.</p>										

## Definitions

<b>Corporate stationery</b>	All printed materials that represent the Fire Service in external correspondence, publication or promotion, e.g. letterhead, business cards, 'with compliments' slips and reports.
<b>New Zealand Fire Service crest</b>	The crest of the New Zealand Fire Service was granted by the Governor-General and New Zealand Herald of Arms Extraordinary. The crest is protected under the Flags, Emblems and Names Protection Act 1981 and may only be used at the discretion of the Fire Service. Unauthorised use of the crest in any form for any purpose is not permitted and is an offence.
<b>New Zealand Fire Service logo</b>	The symbol used by the New Zealand Fire Service as its emblem featuring the Fire Service crest with the descriptor 'New Zealand Fire Service' and 'Whakaratonga Iwi' (provider of a service to the people).
<b>Fire Rescue patch</b>	The Fire Rescue patch is a variation of the logo and is only for physical use on Fire Service uniform.

## Related information

<b>Topics</b>	Refer to this FireNet topic to help you apply and comply with this policy: <a href="#">Get approval to use Fire Service brand</a>
<b>Policies</b>	Related policies: <a href="#">Uniform and PPE</a>
<b>Standard</b>	The following standard applies to this policy: <a href="#">New Zealand Fire Service brand guidelines</a>
<b>Legislation</b>	We must comply with legislation, including the following: <ul style="list-style-type: none"> <li>• <a href="#">Flags, Emblems and Names Protection Act 1981</a></li> <li>• <a href="#">Trade Marks Act 2002</a></li> </ul>

**Document information**

<b>Owner</b>	Director, Office of the Chief Executive
<b>Last reviewed</b>	6 October 2015
<b>Review period</b>	Every second year

**Record of amendment**

<b>Date</b>	<b>Brief description of amendment</b>
October 2015	Under the Corporate Information Framework project, the POLCM4.4 NZFS logo (Fire Service badge) policy has been renamed and reformatted to make it easier for personnel to find and understand.

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