



Brand Guidelines

STYLE GUIDE

Introduction

About us

We're a membership organization for South Carolina firefighters and fire departments. We exist to act as the steward of the Firemen's Insurance and Inspection Fund and to serve as the leader in advocacy, benefits, education and safety for our membership.

Over 17,000 members of the state's fire service are part of us—paid and volunteer, officers and line personnel.

We are not a labor union.

We work for South Carolina firefighters and it is our goal to support and enrich their years of service.

SOUTH CAROLINA STATE FIREFIGHTERS' ASSOCIATION

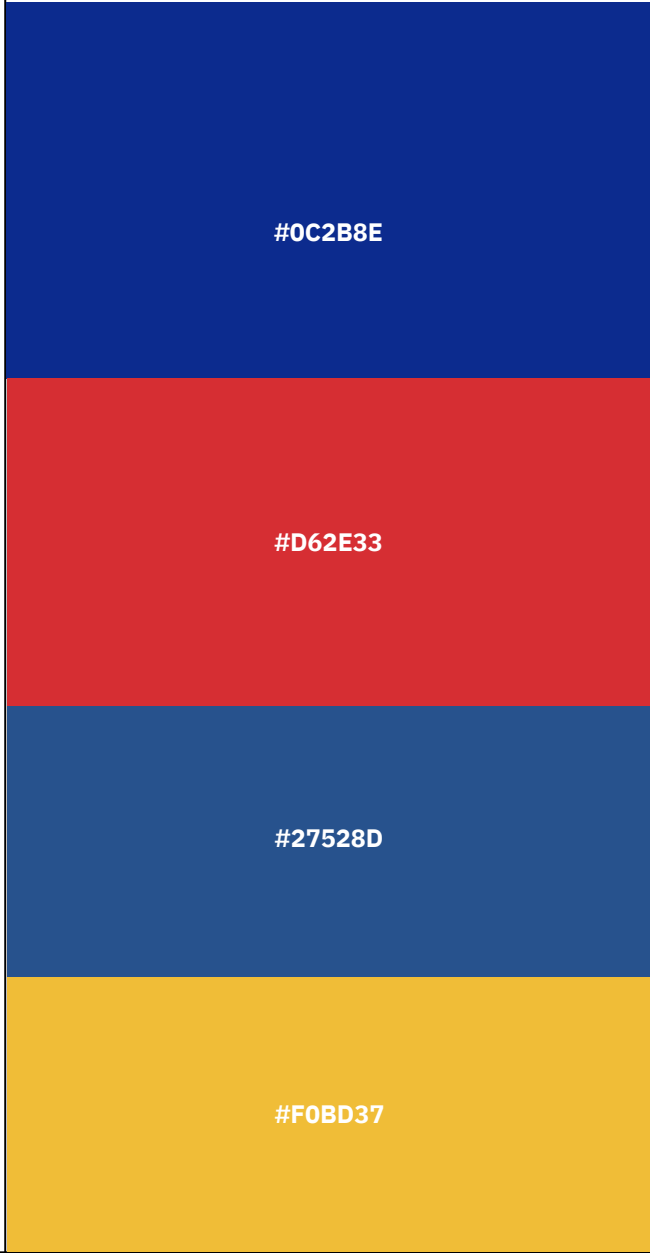


Color Palette

We use the colors of the Association logo as the primary colors for our print and digital materials. Standard black (#000000) and white (#FFFFFF) are also used in our visuals.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.



Dark Blue

Fire Engine Red

True Blue

Safety Yellow

Typography

Calibri is the default font for all Association communications. All versions of Calibri—light, regular, and bold, or any platform vernacular of the typefont— are acceptable.

Scheherazade New is primarily used in our online materials and digital-first content.

Primary

Aa

CALIBRI

ABCDFEGHIJKLM

abcdefghijklmopqrs

0123456789

Secondary

Aa

SCHEHERAZADE NEW

ABCDFEGHIJKLM

abcdefghijklmopqrs

0123456789

The Logo

Our trademarked logo communicates who we are and parts of our history. Found in the logo is the iconic Palmetto tree, a symbol found on our State Flag and source of pride for many South Carolinians. Additionally, the points of an ax and pike pole act as a frame for the logo. Each piece is visually critical.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible.

SIZING

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority



The Association logo and all sub logos are trademarked and cannot be used without explicit permission. Misuse of the logo(s) may result in legal action.

Sub brand logos

Section and other logos

Multiple sections, programs, and initiatives exist under the Association's brand umbrella. While housed by the Association, each has needed over time its own identity. A few examples are included on this page.

This is not an exhaustive list of sub-brand logos.



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References and abbreviations

South Carolina State Firefighters' Association is who we are.

We have multiple partners and work with several state agencies with names similar to ours, but we fill distinctly different roles.

We continue to strive to establish a solid and unmistakable brand identity. We are charged by the law with certain duties to our membership; when we or others communicate about who we are, we must be clear and concise.

Above all, it is most important to remember the note made at the beginning of this document: We are not a labor union, and should never be referred to as a union.



The Association

First references should always state our full name, South Carolina State Firefighters' Association. Second named references should be the Association; Firefighters' Association and SC Firefighters' Association are also acceptable.



SCSFA

As a membership organization, we partner with a multitude of organizations to include state agencies. South Carolina State Fire houses the South Carolina Fire Academy where fire service personnel are trained and educated. Despite the Academy not officially having "state" included in its name, it is often referred to as SCSFA.

We want to meet our membership where they are, and make every attempt to differentiate our brand.



Firemen's Association

The South Carolina State Firefighters' Association was once the South Carolina Firemen's Association. As times changed and society progressed, leadership found it necessary to refresh our official name. We want to avoid regressing to the 'firemen' verbiage as we represent a diverse membership.



State Fire

South Carolina State Fire is the fire focal-point in South Carolina. State Fire includes Office of State Fire Marshal, South Carolina Fire Academy, Emergency Response, Palmetto Incident Support Team, and Fire Safe SC.

We work hand-in-hand across many disciplines, but we are functionally different. While we often work together, maintaining a distinct identity helps both organizations.



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111 WESTPARK BLVD., COLUMBIA SC 29210

WWW.SCFIREFIGHTERS.ORG

INFO@SCFIREFIGHTERS.ORG

866-623-1803