

brand GUIDELINES





SIoux FALLS FIRE RESCUE BRAND STORY

Sioux Falls Fire Rescue has always been a progressive department, and has had always had one major goal: serving the community. Sioux Falls Fire Rescue provides a full range of Community Risk Reduction services, including public education, inspection, code enforcement, and fire investigation.

Mission Statement: Sioux Falls Fire Rescue is committed to protecting the people and property of our community from hazards and emergencies through education, risk reduction, and emergency response.

Vision Statement: Save lives, protect property.

Core Values: These values are a foundation for the Sioux Falls Fire Rescue organization. The values that guide personal and professional lives within the organization are respect, integrity, service and excellence.

Respect

- For yourself and the profession
- For all life
- For diversity

Integrity

- Do the right thing, always and everywhere
- Ethical, moral, and honest

Service

- Answer the needs of our community
- Commitment to our organization and community
- Embrace the job
- Professionalism

Excellence

- Safety
- Teamwork
- Proficiency
- Innovation

These stock photos are ideas for what we'd like future imagery to look like. They provide a visual map of how SFFR's core values should be communicated.



SAFETY

The condition of being safe from undergoing or causing hurt, injury, or loss.

SERVICE

The occupation or function of serving. Contribution to the welfare of others.

SECURITY

The quality or state of being secure: such as freedom from danger or freedom from fear or anxiety.

TRUST

Assured reliance on the character, ability, strength, or truth of someone or something.

PROACTIVE

Acting in anticipation of future problems, needs, or changes.

BELONGING

Possession—usually used in plural. A close relationship.

ELITE

A group of persons who by virtue of position or education exercise much power or influence. The best of a class.



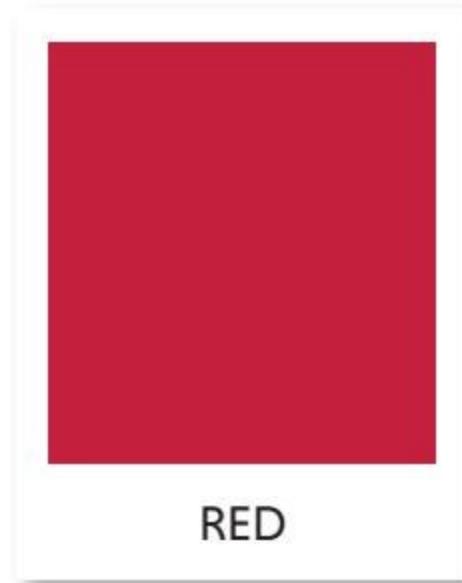
logo



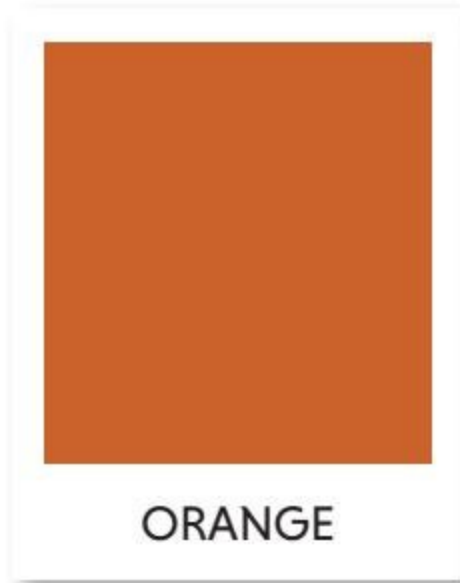


color

color BREAKDOWNS



Pantone 193 C
CMYK: 16 / 100 / 76 / 5
RGB: 197 / 32 / 63
HEX: #c5203f



Pantone 7583 C
CMYK: 16 / 73 / 97 / 4
RGB: 202 / 97 / 43
HEX: #ca612b



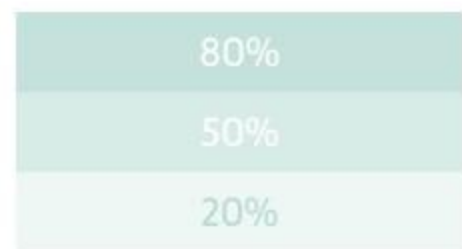
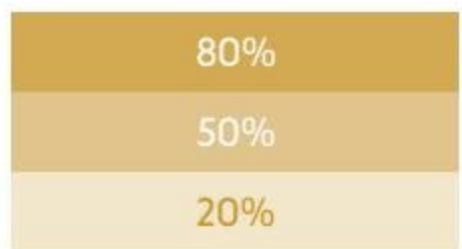
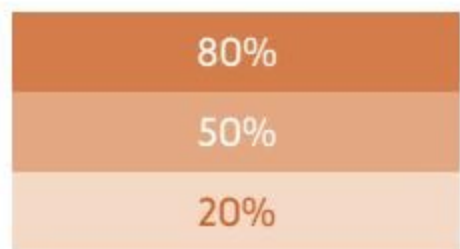
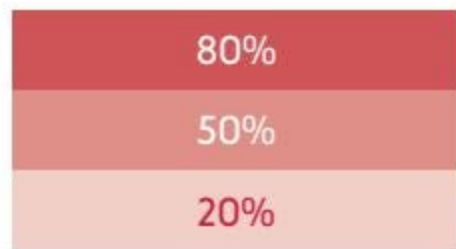
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CMYK: 21 / 40 / 100 / 2
RGB: 201 / 151 / 43
HEX: #c9972b



Pantone 7540 C
CMYK: 69 / 59 / 52 / 33
RGB: 75 / 79 / 85
HEX: #4b4f55



Pantone 566 C
CMYK: 28 / 2 / 18 / 0
RGB: 183 / 219 / 211
HEX: #b7dbd3



The color palette—for use in all print and digital materials. The following palette has been selected for use in all communications. Lighter shades of these colors are allowed.

A woman with blonde hair, wearing a dark firefighter jacket with reflective stripes, is shown from the chest up. She is holding a red firefighter helmet in front of her. The background is a blurred fire station interior. The word "typography" is written in a white, lowercase, sans-serif font across the center of the image. A light blue triangle is visible in the bottom-left corner.

typography

Niveau Grotesk

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

This text font should be used in all SFFR materials and communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

This font is available in six weights and each weight can be used in brand collateral.

Extra Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0**

Black

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0**

Factoria

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A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Light

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Demi

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Ultra

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



icons



Employment



Car Seat Checks



CPR Program



Pulsepoint



Emergency Management



Firehouse

SFFR Division Icons



Fire Prevention



Emergency Management



Operations



Administration



Special Operations/EMS



Professional Standards/Training

Graphics for Kids Materials and Coloring Sheets



SFFR Hashtag

#WEARE SFFR



print & social media

BEFORE

May 2020 | Issue 34



Message from the Chief



Chief Brad Goodroad

COVID-19—This last month has certainly been one of our most challenging, rewarding, memorable, difficult, exciting, depressing, and scary months of our careers. The roller coaster ride of emotions has been like no other time and I believe we have handled those extremely well. We have no doubt experienced these in our personal lives as well. We have tolerated enormous changes to our procedures and done so very well.

I want to thank every one of you for your contributions to both leading this change and for allowing yourselves to accept the changes and doing your best to understand and embrace them. The importance of flexibility has been extremely important as we need to adjust daily to this pandemic response. You have all done an incredible job of being flexible and patient with this response and should all be proud of that.

Station 12—Station 12 is a go! The bid award to Hoogendoorn Construction has been signed, they had a notice to proceed on April 20, with plans to begin construction on April 27. We had a virtual groundbreaking ceremony on April 24 with Mayor TenHaken, Bob Mundt from the Sioux Falls Development Foundation, City Councilor Rick Kiley, and I performing the groundbreaking ceremony and speaking to the importance and appreciation of this station and what it means for response time improvements to the east side of Sioux Falls.

Public Safety Training Center Update—We are expecting to have the Schematic Design with cost estimates completed by mid-May. We will evaluate the cost estimates and the financial impact from COVID-19 in the May–July time frame and I expect we will work toward a bond ordinance sometime in late summer–early fall. This is moved back some, which

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AFTER

MAY 2020 // ISSUE 34



SIOUX FALLS FIRE RESCUE MONTHLY NEWSLETTER

MESSAGE FROM THE CHIEF



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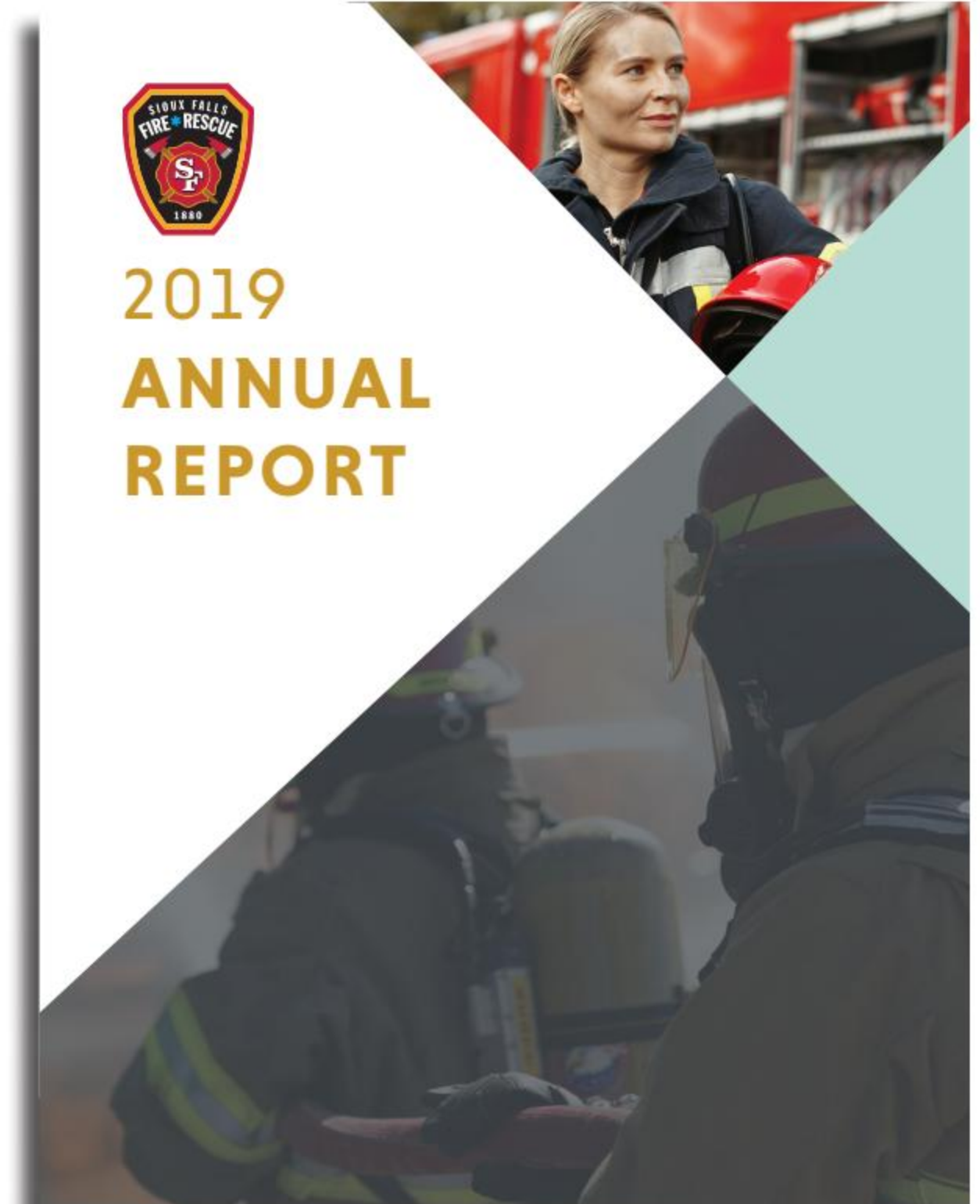
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PAGE 1 //

BEFORE



AFTER



BEFORE

AFTER

#WeAreSFFR

FIRE PREVENTION/COMMUNITY RISK REDUCTION



FIRE LOSS TRENDS DOWNWARD

The mission of the Fire Prevention Division is to save lives and protect property in the city of Sioux Falls through the strategies of fire code enforcement, public education, investigation, and engineering. The division's effectiveness is measured through trend analysis of the incidents and circumstances of fire causes and analysis of fire behavior resulting in dollar loss, injury, or fatalities within Sioux Falls.

During 2018, fire prevention made strides in reducing fire dollar loss and fatalities. Overall trends for fire loss continue to decline, and fire incidents have fallen over the last three years. SFFR conducted fire safety training for 11,992 gradeschool students, fire reviews for over 655 projects, and fire inspections on 7,500 occupancies.

Despite this workload, Fire Prevention Division continues to seek ways to develop collaborative relationships with other local charitable and other organizations to provide community risk-reduction efforts, leverage technology, streamline processes, and gain new efficiencies—all in an effort to provide outstanding fire and life-safety services to the community.

Code Enforcement

Enforcement of adopted fire code is the responsibility of all Firefighters. SFFR provides fire and life safety services to the community through comprehensive code enforcement activities, including operational licensing and recurring inspections. This year, 2018, is the second year the division used a fully electronic solution for all code enforcement processes. Every inspection with ongoing fire code violations initiated notice of violations letter to the building or business owner and all uncorrected violations ended with citations issued. All follow-up inspections that are requested also follow the same process. The electronic code enforcement capability is already causing a drop in violations across the city and greatly enhances life safety in all inspected buildings and businesses.

Public Education

SFFR provides a variety of fire safety and injury education programs.

- ▶ Working in conjunction with American Red Cross, Good Samaritan Society, Live Well,



Fire Marshal
Dean Lanier
EFO, BS

and other public safety organizations, our community-based risk reduction strategy continues to thrive. This public/private partnership effort also included blood pressure checks and emergency preparedness tips.

Fire Prevention

Smoke alarm numbers for 2018



Homes were visited.



Alarms installed.



Batteries installed.

#WEARESFFR

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Fire Marshal Dean
Lanier, EFO, BS

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FIRE PREVENTION Smoke alarm numbers for 2019



339
Homes were visited.



994
Alarms installed.



291
Batteries installed.

BEFORE

AFTER



EMERGENCY MANAGEMENT

PREPAREDNESS, TRAINING, RESPONSE



Emergency Manager
Regan Smith
SDCEM

The mission of Emergency Management is to lessen the loss of life and reduce injuries and property damage during natural and man-made incidents through mitigation, preparedness, response, and recovery.

Major Emergency Management Efforts for 2018

Preparedness

- ▶ Disaster Exercises
 - ▶ Heart Hospital Evacuation Full-Scale Exercise—January 30
 - ▶ Regional Healthcare Coalition Activation—March 15
 - ▶ Fire Operations Center/Chief Officers Tabletop Exercise—March 20
 - ▶ Empire Mall Active Shooter Tabletop Exercise—March 22
 - ▶ State Tornado Drill—April 25
 - ▶ Post Office Bio Detection System Exercise—June 12
 - ▶ Airport Tabletop Exercise—June 14
 - ▶ Dow Rummel Tabletop Exercise—July 9
 - ▶ Avera McKennan Active Shooter/Mass Casualty Exercise—September 20

Training

- ▶ ICS 300—April 16-17
- ▶ ICS 400—April 18-19
- ▶ FEMA Liaison Officer Course—January 23-24
- ▶ NWS Spotter/Weather Awareness Training—April 30
- ▶ SD Emergency Management Association Conference—September 10-13

- ▶ Outdoor Warning Sirens: Emergency Management maintains a system of 77 outdoor warning sirens to alert the public in the event of tornadoes threatening the community.

Major Incident Responses

- ▶ A-OX fire and evacuation
- ▶ Christmas Day aircraft incident



EMERGENCY MANAGEMENT



PREPAREDNESS, TRAINING, RESPONSE

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MAJOR EMERGENCY EFFORTS FOR 2019

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Emergency Manager
Regan Smith SDCEM

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MAJOR INCIDENT RESPONSES

- ▶ A-OX fire and evacuation
- ▶ Christmas Day aircraft incident





SMOKE DETECTOR PROGRAM



DID YOU KNOW?

Working smoke alarms save lives. However, people who are deaf or hard of hearing may not be able to depend on the traditional smoke alarms to alert them to a fire.

AVAILABLE PROGRAMS



Smoke alarms and alert devices are available for people who are deaf or hard of hearing.



Strobe lights flash when the smoke alarm sounds. The lights warn people of a possible fire.



When people who are deaf are asleep, a pillow or bed shaker can wake them so they can escape. The shaker is activated by the sound of a smoke alarm.

FIND OUT MORE AT OUR OPEN HOUSE!

SEPTEMBER 25, 2019
7 P.M. - FIRE STATION 3
2820 S. MINNESOTA AVE.



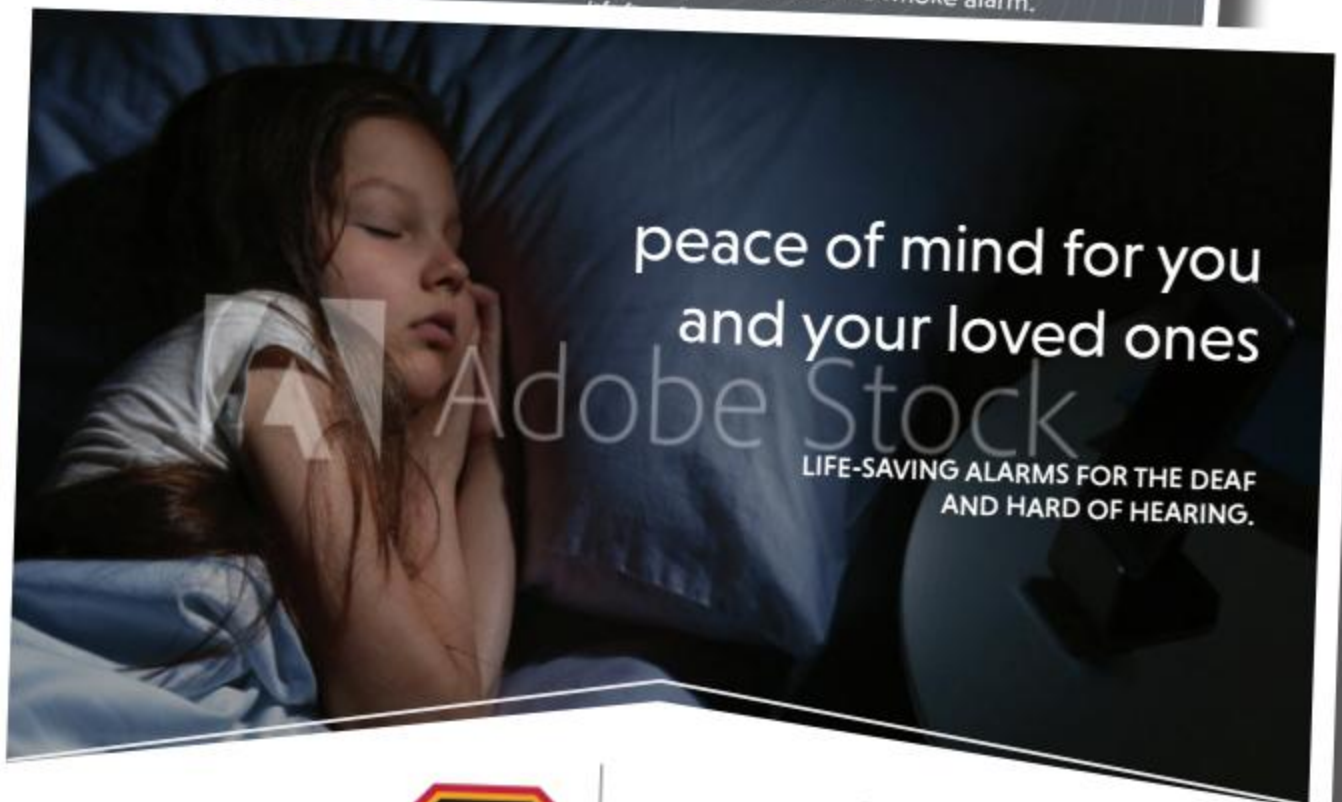
SMOKE DETECTOR PROGRAM

peace of mind for you and your loved ones

LIFE-SAVING ALARMS FOR THE DEAF AND HARD OF HEARING.



SMOKE DETECTOR PROGRAM



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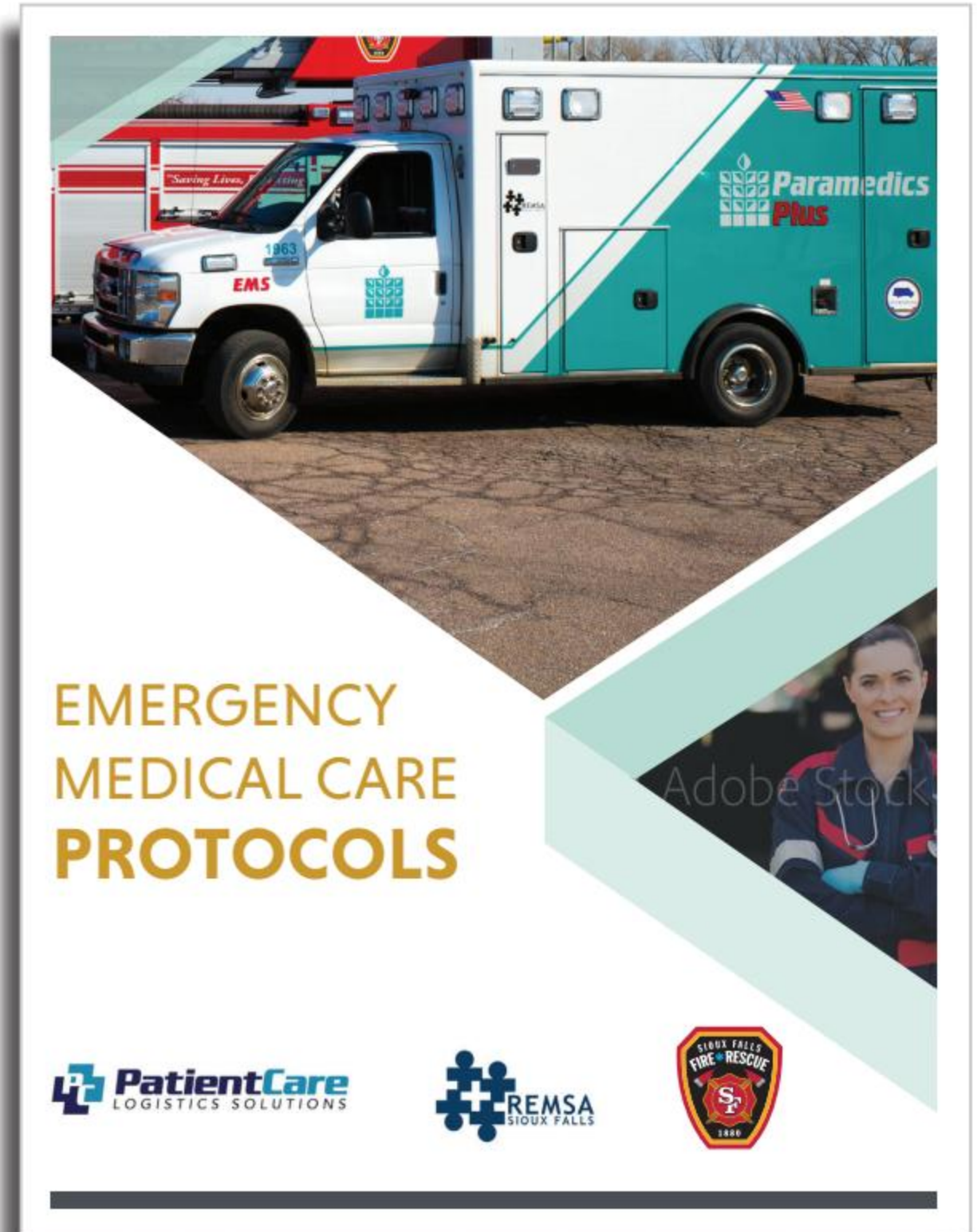


SMOKE DETECTOR PROGRAM

BEFORE

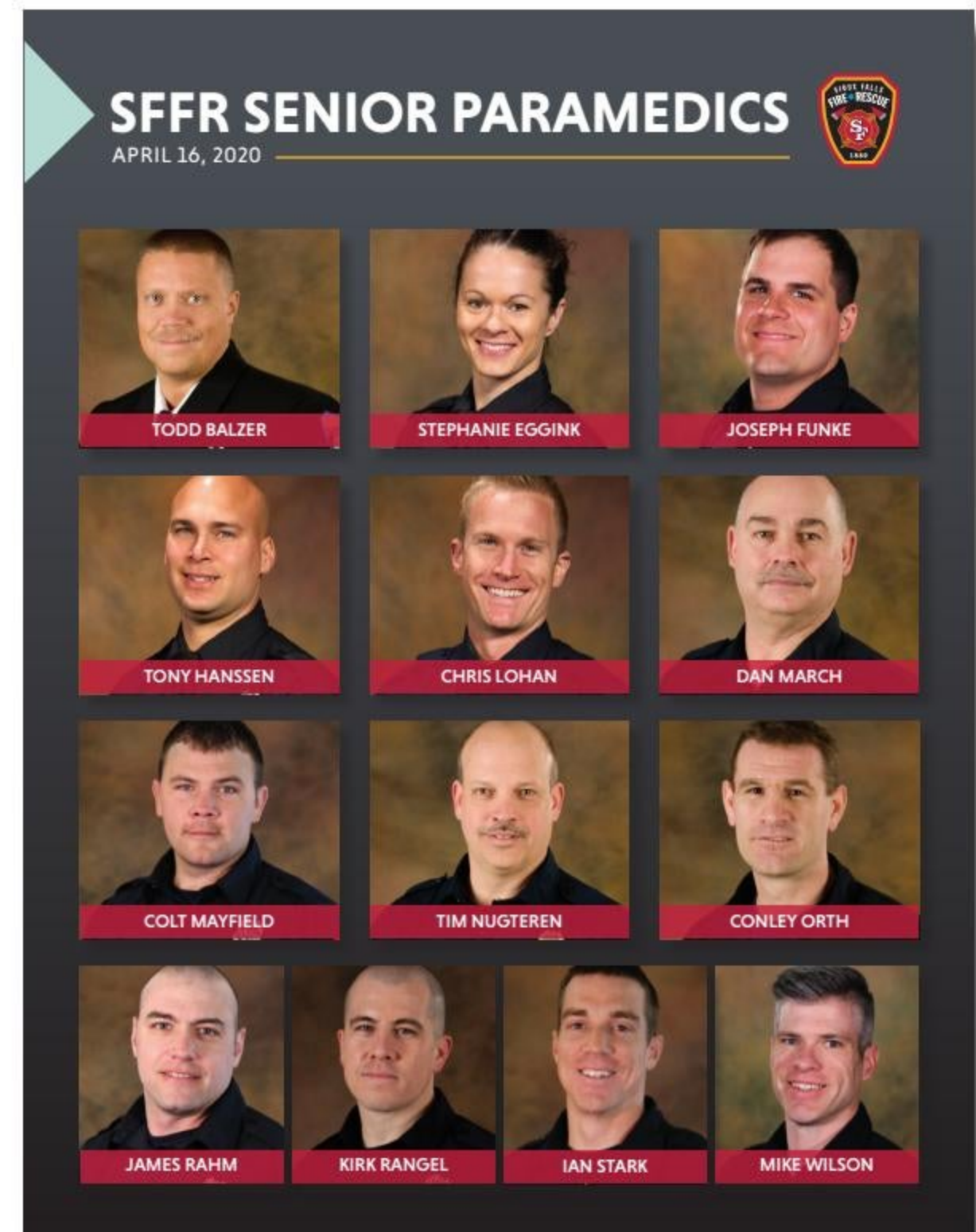
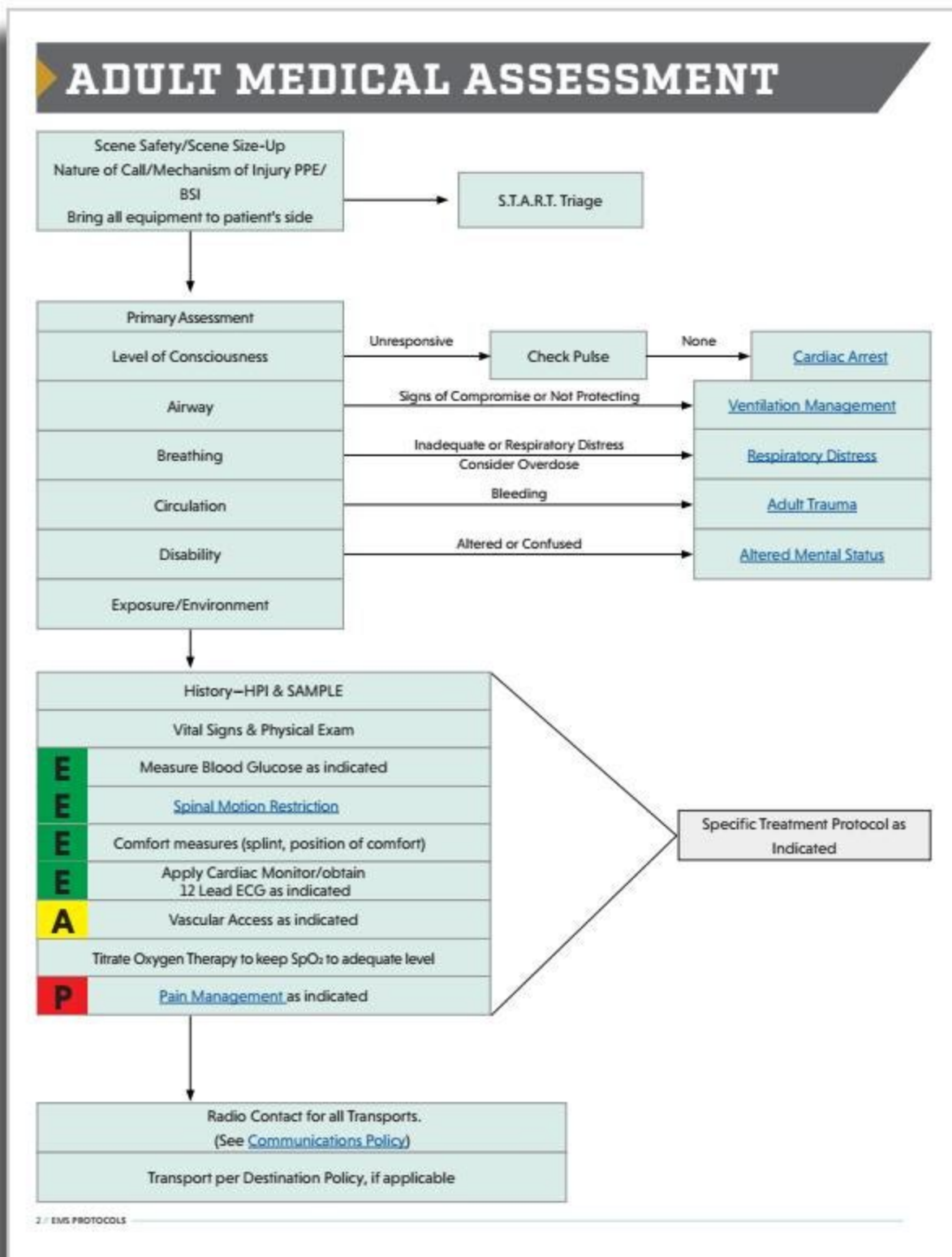


AFTER



AFTER: INSIDE PAGE OF EMS PROTOCOLS

SENIOR PARAMEDIC PAGE



Powerpoint Template



**SIoux FALLS
FIRE RESCUE**



Powerpoint Template

HERE IS A TITLE

Steve Fessler & Mike Gramlick



know the facts.

Sioux Falls Fire Rescue
@SiouxFallsFire

Home
About
Photos
Videos
Commenting Policy
Events
Posts
Community

Create a Page

#WEARESFRR

Like Follow Share ... Send Message

Photos

Fact: As of right now, the CDC has no data to suggest that COVID-19 is spread by mosquitos or ticks. The main way that COVID-19 is spread is from person to person.

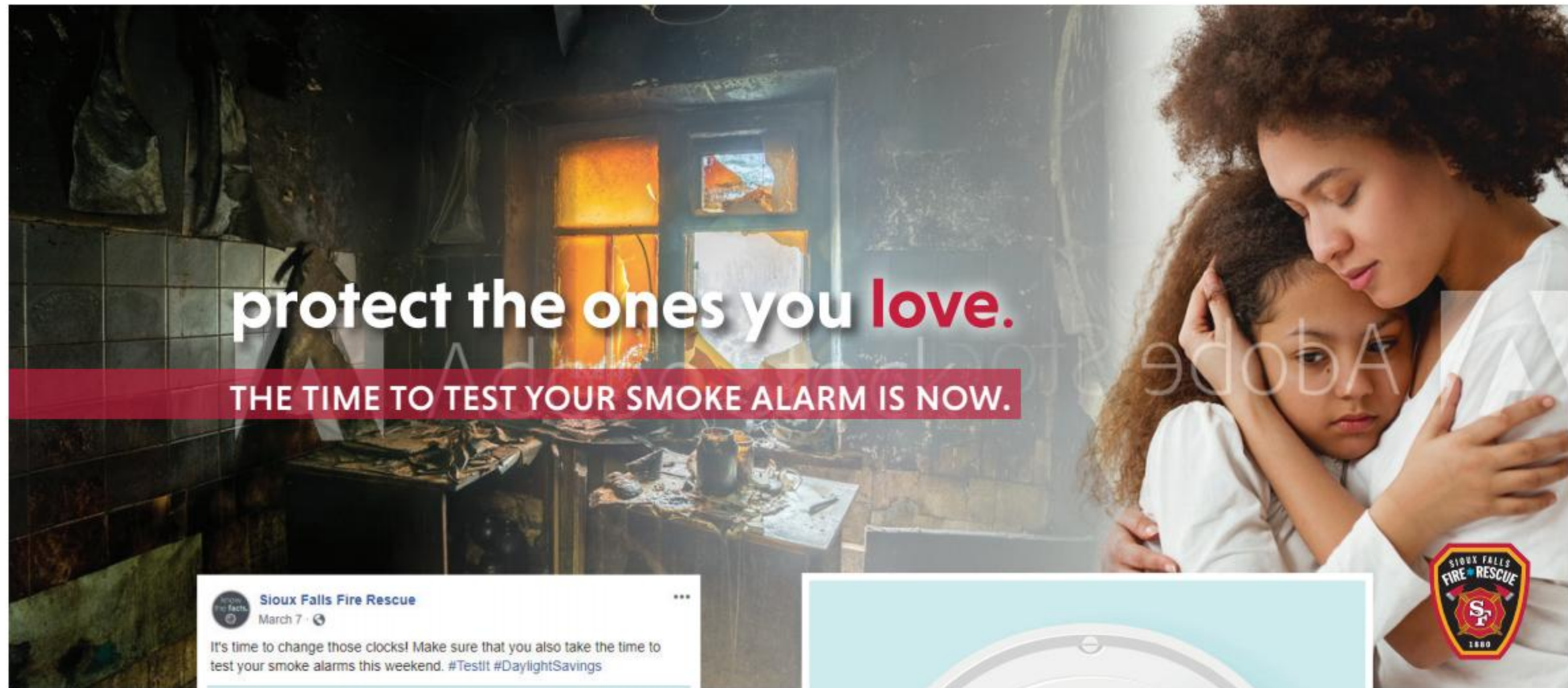
Exposing yourself to temperatures high to temperatures high in C degrees DOES NOT protect you from COVID-19.

Community See All

- Invite your friends to like this Page
- 8,522 people like this
- 9,316 people follow this
- James Schweitzer and 3 other friends like this or have checked in
- 176 check-ins

About See All

- (605) 367-8092
- Typically replies within a day Send Message
- siouxfalls.org/fire
- Government Organization - Public Service
- Price Range \$\$
- Hours Always Open



Sioux Falls Fire Rescue
March 7 · 🌐

It's time to change those clocks! Make sure that you also take the time to test your smoke alarms this weekend. #TestIt #DaylightSavings

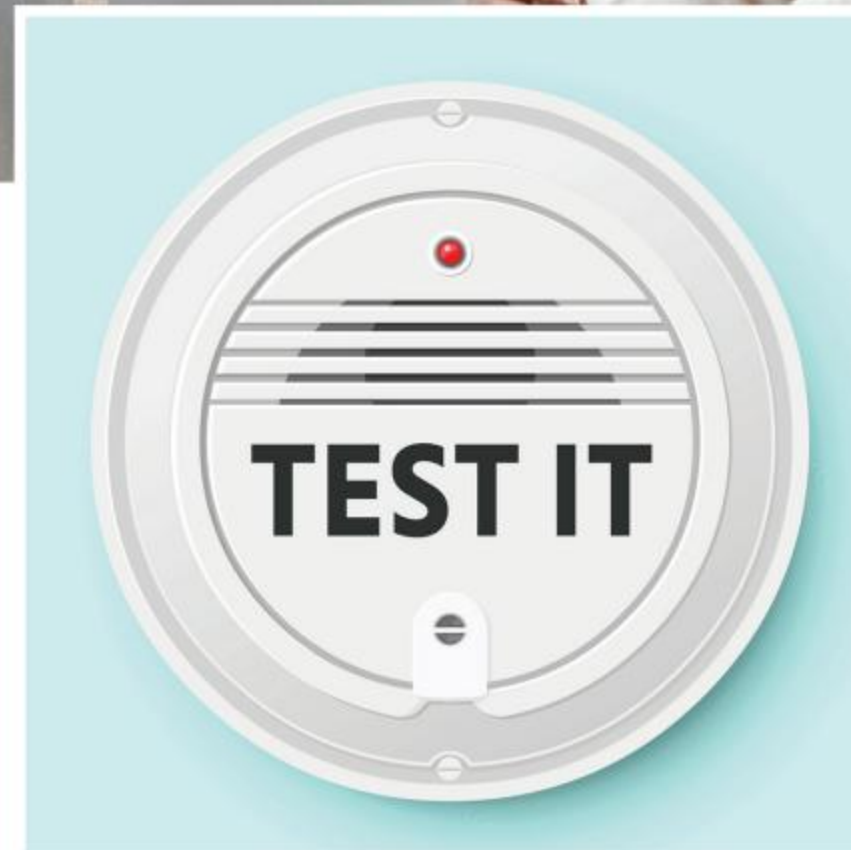
protect the ones you love.



change your CLOCKS, **change your BATTERIES**

21 1 Comment 7 Shares

Like Comment Share



A young boy with short dark hair is smiling broadly at the camera. He is wearing a light blue t-shirt with a white line-art graphic of a fire truck. He is holding a bright yellow fire helmet with a blue logo on the side. The background is a close-up of the front of a red fire truck, showing the grille and headlights. The entire image has a light blue overlay, and there is a dark orange triangle in the bottom-left corner.

kids materials

Kids Colors

					
RED	ORANGE	GOLD	GRAY	MINT	TEAL
Pantone 193 C CMYK: 16 / 100 / 76 / 5 RGB: 197 / 32 / 63 HEX: #c5203f	Pantone 7583 C CMYK: 16 / 73 / 97 / 4 RGB: 202 / 97 / 43 HEX: #ca612b	Pantone 117 C CMYK: 21 / 40 / 100 / 2 RGB: 201 / 151 / 43 HEX: #c9972b	Pantone 7540 C CMYK: 69 / 59 / 52 / 33 RGB: 75 / 79 / 85 HEX: #4b4f55	Pantone 566 C CMYK: 28 / 2 / 18 / 0 RGB: 183 / 219 / 211 HEX: #b7dbd3	Pantone 563 C CMYK: 60 / 6 / 36 / 0 RGB: 101 / 186 / 175 HEX: #65baaf

Kids Secondary Typeface

Verveine

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Patterns





Blaze the Safety Dog

Blaze's Mission is to educate children and their families on various safety practices. Sharing safety tips and tricks to prevent tragedies is of utmost importance to Blaze and Sioux Falls Fire Rescue, and their number one passion is doing all that they can to reduce child injuries and deaths due to preventable situations.

Blaze's Safety Topics

- Home
- Mental & Physical Well-being
- Sports and Play
- Car and Road Safety

Blaze's Favorite Sayings

- Safety is a choice you make
- The safe way is the BEST way



Blaze Sticker Options



Blaze in Action

Educational Materials

smoke alarm

SAFETY SHEET

Families:
Smoke alarms save lives. Make sure the smoke alarms in your home are working. Hang up this handy chart to remind you to test your smoke alarms every month.

MONTH	TESTED SMOKE ALARMS	SMOKE ALARMS WORKED
 january		
 february		
 march		
 april		
 may		
 june		
 july		
 august		
 september		
 october		
 november		
 december		




How To MAKE A home fire escape plan




- Draw a map of your home. Show all doors and windows.
- Visit each room. Find two ways out.
- All windows and doors should open easily. You should be able to use them to get outside.
- Make sure your home has smoke alarms. Push the test button to make sure each alarm is working.
- Pick a meeting place outside. It should be in front of your home. Everyone will meet at the meeting place.
- Make sure your house or building number can be seen from the street.
- Talk about your plan with everyone in your home.
- Learn the emergency phone number for your fire department.
- Practice your home fire drill!
- Make your home fire escape plan!



FIRST FLOOR

Blaze wants you to create a home safety plan!

Blaze wants you to create a home safety plan!



FR20_026