



# Fire Industry Association

Leading Excellence in Fire Since 1916

Branding, Presentation  
and Writing Guidelines



# CONTENTS

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The logo	4
Logo variations	5
Logo size	5
Other FIA Logos	6
Logo use guidelines	7
Colours	8
Font guidelines	9
The FIA Powerpoint presentation	10
Writing about the Fire Industry Association	11

# The logo

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The FIA Logo should be represented externally as shown. In the instance of an inappropriate background colour there is a version of the logo with white strap line text. No other logo colour is available to use.

The preferred version is with the strapline 'Leading Excellence in Fire Since 1916'.

It is permissible to use the version without this strapline if it will help legibility at a smaller size.

Preferred version.



**Fire Industry Association**

Leading Excellence in Fire Since 1916

For use at smaller sizes when legibility of the strapline is an issue.



**Fire Industry Association**

# Logo variations

The logo should ideally appear on a white background. The logo may be used on a coloured background but only when there is no alternative. In these cases, the logo can be used with a reversed white wording as shown. No other embellishment or outlining of the logo should be used.



## Web avatar logo

There is a square web avatar available for use on twitter and other social media sites. This can be used on a black or white background and has no strap line for ease of legibility at small scale.



## Logo size

The minimum size the logo can be reproduced is 20mm across. The logo must not appear smaller than this as legibility will be compromised. The minimum space area around the logo should be the size of the "F" in the FIA Logo as shown opposite. This will insure a consistent clearance area whatever the size.



# Other FIA Logos

## FIA CPD logo

The FIA CPD certified logo can only be used by an FIA member company who has submitted a presentation to us for assessment and has been certified. We have a record of which ones we have assessed and passed. They may use it for:

- Promoting the assessed presentation.
- On the presentation itself.
- On any certificates they issue for attendees of an FIA assessed and certified presentation.

This logo is also used on CPD certificates for all attendees of FIA CPDs.



## FIA F-Gas Logo

The FIA F-Gas certified logo can only be used by an FIA member company who employs certified technicians. Please make sure that your certification is valid and your company is listed on the register here.



## FIA Trained Logo

The FIA Trained Logo can be only used by FIA trained technicians. It can be used in the email signature, letters and as a vehicle sticker that the trained technician is driving. It doesn't endorse the company that the trained individual represents. Should the FIA trained technician leave the employment of their company whose vehicle bears the FIA Trained Logo sticker, that sticker must immediately be removed.



# Logo use guidelines

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The FIA Logo is the single most recognisable symbol of the Fire Industry Association. It is critical for the logo to be used appropriately to help maintain the integrity of our brand.

The official FIA Logo is a trademark of the Fire Industry Association and is protected by international copyright laws. This logo is reserved for official FIA use and the members use.

Downloading or copying the FIA Logo for corporate or personal use without the permission of FIA is a violation of these laws.

## **Who can use the FIA Logo?**

Only FIA members can use the FIA Logo. Events organisers and affiliated with FIA organisations can use FIA Logo for any other commercial purpose but only with the permission from FIA.

## **Where can members use the FIA Logo?**

FIA members are entitled to use the FIA Logo for promotional purposes. As an FIA member you will be eligible to display our Logo on your vehicles, website, corporate literature and service labels.

Products are not permitted to carry the Logos. Do not incorporate the FIA Logo in your own product names, service names, trademarks, logos, company names, or Internet domain names. The FIA Logo cannot be used in the context that could be considered a promotion or an endorsement of a product as the FIA does not provide Third Party Certification for products.

The use of the FIA Logo is not permitted on any other training & qualification certificated other than those issued by the FIA or in any fashion that may signify FIA accreditation or endorsement of any program, contract or service.

Our guidelines help to ensure that the FIA avoids even the appearance of endorsing a particular product.

## **How can I obtain the FIA Logo?**

Members can download the FIA Logo upon logging into the members section of our website. For all other enquiries related to the logo usage please email us at [fia-team@fia.uk.com](mailto:fia-team@fia.uk.com)

## **Final Notes**

The FIA should be informed as soon as possible of any apparently inappropriate use of the logo, symbol or name. The FIA reserves the right to refuse all requests for use of the logo or for endorsement. The final decision rests with the FIA Board.

# Colours

Shown here are the primary colour values of the FIA Logo in Pantone, CMYK and RGB colour formats. These colour values **MUST** be used at all times when representing the FIA.

On the right are the colour values for the secondary colour palette which can be used alongside the primary colours in FIA material. This colour should be used sparingly alongside the primary colours above.

## Primary palette

### Pantone® PMS



PMS 485



PMS 425

## Secondary palette



PMS 302

### CMYK



C= 0  
M= 100  
Y= 100  
K= 10



C= 0  
M= 0  
Y= 0  
K= 80



C= 100  
M= 72  
Y= 39  
K= 34

### RGB



R= 198  
G= 0  
B= 24



R= 76  
G= 77  
B= 78

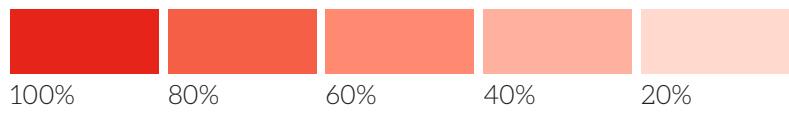


R= 5  
G= 47  
B= 73

Shown here are the tint colour values of the FIA Logo and the FIA secondary colour palette. These tints allow a variation in tone while still keeping the overall look and feel consistent with the FIA brand. No other colours must be used.

## Tint palette

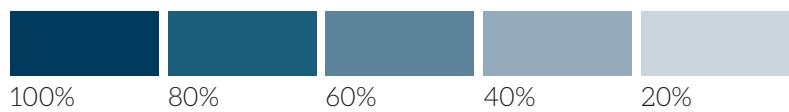
### PMS 485



### PMS 425



### PMS 302



# Font guidelines

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The font to be used for all FIA written material is Calibri. This should be used for all branding and correspondance text.

## Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@£\$%^&\*()\_+”<>?

## Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@£\$%^&\*()\_+”<>?

# The FIA PowerPoint presentation

There is an FIA PowerPoint template, which should be used for presentations.

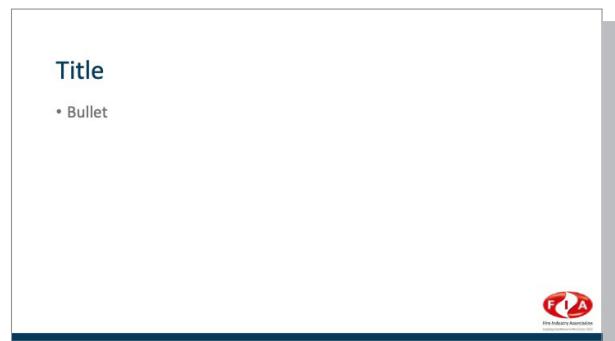
The font for slide headings should be set at 48pt and the body text at 24pt.

## Design and content guidelines

1. The title of the presentation, the name of the presenter and their job title should appear on the first slide.
2. Each slide should be headed with the main subject heading at that point of the presentation and include brief bullet-points.
3. The PowerPoint template is designed to make legibility a priority. This is particularly important for the benefit of visually-impaired members of the audience, who, under the Disability Discrimination Act, have a right to expect presentation materials to be as accessible as possible.
4. Please do not: Centre text; Change the colour of the background, or the text; create text that is smaller than 24pt in size.

## Tips for an effective presentation

- The less complex it is, the more attention the audience will pay to the words.
- Present a conclusion or summary screen at the end.
- Avoid animations, which can take away from the message, and can make it more difficult for people with sight problems to read.
- Images should be used to the right of the text, so that the text has the same left margin throughout the presentation.
- Avoid video clips because they can cause technical difficulties such as the presentation 'freezing'.



# Writing about the Fire Industry Association

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If you are writing a piece of text about the Association, or something in which it is mentioned, please bear the following points in mind:

- The first time you use the Association's name, write it in full and put the initials in brackets like this: the Fire Industry Association (FIA). The next time in the piece that you refer to the Association, use the shortened version: the FIA.
- Always put the word '**the**' before the organisation, such 'the Fire Industry Association' and '**the** FIA'.
- If it is appropriate, use the words 'we' and 'us' when writing about the Association. It provides a warmer tone and makes the organisation less impersonal. For example, rather than writing: 'The FIA is implementing new guidelines...' say, 'We are implementing new guidelines....' However, if the document is for an official audience, refer to the FIA or the Association.
- The Association is a single entity and for this reason you should use the singular when you are referring to it. For example, 'The FIA is launching a new scheme...' is correct. 'The FIA **are** launching a new scheme...' is wrong. In the same way, refer to the FIA as 'it', as in '**It** is the leading trade association for the fire industry'.
- Remember your audience. Who are you writing the piece for? How technical is their knowledge? Don't use technical terms if the words you are writing are going to be read by a lay audience. If you are writing for a readership within the industry, they will expect copy that is professional and which shows a high level of expertise. If you are writing for the public, they will expect copy that is informative and which provides them with easy-to-understand guidance.
- Don't use jargon, whoever you are writing for.
- Don't use acronyms (initials instead of spelt out names), unless you have mentioned the initials at least once alongside the full name or phrase previously.



**Fire Industry Association**  
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**For more information contact the Marketing Department on 020 3166 5002**

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