



BRAND STYLE GUIDE

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On Oct. 5, 2023, the Executive Board adopted this Brand Guide and motioned that all materials produced by the International or by partner agencies on behalf of the IAFF adhere to guidelines established by the Communications Division. Any questions, requests for exemptions, or special permissions should be directed to the Assistant to the General President for Communications.



INTRODUCTION

BRAND IDENTITY

Instant recognition through certain colors, images, and words.

Every day, members of the International Association of Fire Fighters fulfill a promise – honoring their oath to answer the call, protecting the safety and well-being of communities across the United States and Canada. Their dedication embodies courage and unity, exemplifying a shared purpose made visible day in and day out on every run.

The IAFF represents fire fighters, emergency medical workers, and rescue workers who protect over 85% of the population in two countries. And like those we represent, our brand is **strong, trusted, dedicated, and innovative.**



Our brand is a promise.

Our brand is also our organization's identity, the image we want to portray to the world. It is one of our most valuable assets. Our brand is more than our logo. Our brand communicates our organization's personality and shapes our audience's perceptions of who we are.

Our brand should project the expectations and promises we extend to our members and the communities they serve.

A successful brand program does not impose strict uniformity but establishes a recognizable look, feel, and voice for all materials. While the content and purpose of each piece may vary, they should unmistakably belong to the same organization, characterized by the consistent use of core elements. With every communication, the goal is to always present the IAFF in the best and most consistent way. That is the role of this Brand Guide.

A strong and compelling brand is essential. It is not a mental exercise or a marketing campaign. It is vital to the success of the IAFF, and its strength and clarity directly impact our ability to fulfill our organization's mission.

This guide is designed to help maintain our union's brand identity in all forms of communication, and provides pertinent specifications needed to maintain the integrity of the IAFF brand.

Our Brand Guide applies to a wide array of materials, including brochures, publications, periodicals, websites, and any other communication designed for internal or external audiences.

OUR MISSION

To organize all fire fighters and emergency medical or rescue workers.

To secure just compensation for their services and equitable settlement of their grievance.

To promote as safe and healthy a working environment for fire fighters as is possible through modern technology.

To promote the establishment of just and reasonable working conditions.

To place the members of the Association on a higher plane of skill and efficiency.

To promote harmonious relations between fire fighters and their employers.

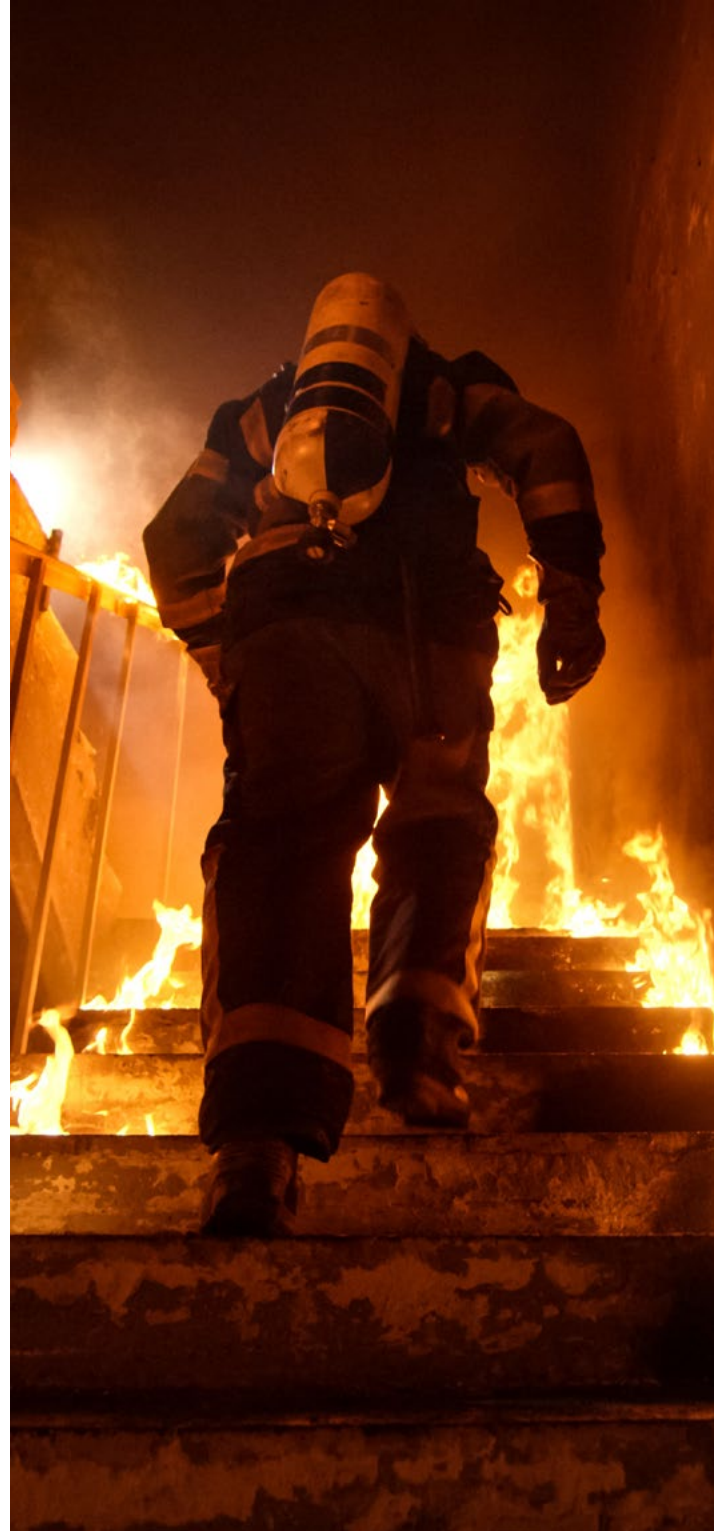
To encourage the formation of local unions, state, and provincial associations and joint councils.

To encourage the formation of sick and death benefit funds.

To promote the research and treatment of burns and other related health problems common to fire fighters.

To encourage the establishment of schools of instruction for imparting knowledge of modern and improved methods of firefighting and prevention.

To cultivate friendship and fellowship among its members.





LOGO

OUR LOGO

Our logo is not just an emblem. **It's our very identity as a profession.**

It features an outline of the Maltese cross, a symbol deeply rooted in the traditions of firefighting, and is emblazoned with the bold letters "IAFF."

Our logo ensures instant recognition, reinforces our identity as an international labor union, and communicates our members' unwavering commitment to protecting life and property.

The IAFF logo is more than an emblem. It's a badge of honor that represents the trust and respect earned as fire fighters, emergency medical workers, and rescue workers across the United States and Canada.

GENERAL GUIDELINES

An official IAFF logo should be used on all communications unless otherwise approved by the Division of Communications.

Read more on which mark should be used for your specific collateral in **Primary Logo on Color** and **Secondary Logo on Color** on page 12.



LOGO ORIENTATIONS

The following are the logo orientations that are to be utilized for the IAFF brand. Providing the flattened refresh of the classic mark as the new primary mark, the outlined stamp version serves as the secondary logo used as a graphical element in various applications. **(See 'Logo System' for more)**



Primary Mark



Secondary Mark
Outlined Stamp



Tertiary Logo Example
US & Canada Version

LOGO POLICY

The IAFF restricts the use of the IAFF logo as stated in the following policy:

The IAFF logo is the property of the IAFF. It is protected by a registered trademark. Only IAFF affiliates have permission to use the IAFF logo for “official” union purposes (business cards, letterhead, and clothing apparel produced for your respective local only) without prior approval from the IAFF Executive Board.

Approval by the IAFF is required for all persons, vendors, businesses, IAFF affiliates, and other entities seeking approval for the use of the logo. Applicants must complete a logo application, accompanied by samples of the product or products to bear the IAFF logo, along with a letter of support from an IAFF affiliate president. Products approved for a license to display the logo must be union made or, when union products are not available, must be made in the United States or Canada. Contact the IAFF at (202) 824-8630 for a logo application or visit IAFF.org/logo-policy. The right to use the IAFF logo is revocable, and can be terminated in the event of misuse or violation of the IAFF logo policy as determined by the IAFF, or any other breach of the guidelines below.

The IAFF recognizes that many affiliates have their own logo. The intention of this policy is not to require affiliates to replace their own local/state/provincial logo. The guidelines are intended to maintain a consistent and uniform appearance for the IAFF logo.

Users of the IAFF logo are therefore required to comply with these guidelines. Reproduction of the logo in other than the designated colors is permitted for certain applications, such as apparel or other merchandise.

LOGO CLEARANCE SPACE

Leave ample clear space around the main logo elements at all times to retain legibility and establish brand clarity. As a general rule, use the width of the uppercase-letter A within the logo to determine the correct amount of padding necessary.



LOGO MEASURING CLEAR SPACE

LOGO SIZING

Logo sizing varies depending on medium and platform. Here are the sizing structures for the IAFF logo when working in print or digital formats; and rules around social media graphic usage.

WEB & PRINT

To protect the legibility of the primary logo the recommended minimum size should not be less than 125 pixels height for web and 1.75 inches height for print.

SOCIAL

For social media graphic usage, the minimum logo size is 125 pixels. It should always be positioned to the bottom-right with a minimum padding of 36 pixels.



Web — 175 pixels
Print — 2.5 inches



Web — 150 pixels
Print — 2 inches



Web — 125 pixels
Print — 1.5 inches

LOGO USAGE – DO'S AND DON'TS

A set of rules are necessary for maintaining brand integrity. These are regarding unacceptable usage of the IAFF logo.



Do not distort the logo.



Do not tilt the logo.



Do not alter the colors.



Do not fully stroke style the logo (All strokes create inconsistency this way)



Do not flip the logo.



Do not combine the brand colors in the logo.



Do not shear the logo.



Do not remove or take away any original shapes from the logo.



Do not add any effects to the logo.

PRIMARY LOGO ON COLOR

The primary logo should be placed on top of colors from the brand palette.

The logo can be presented on white for lighter backgrounds. Darker colors from the palette are preferred when using a colored background such as the primary blue or navy.



PRIMARY LOGO MARK ON DIFFERENT COLOR BACKGROUNDS

SECONDARY LOGO ON COLOR

The secondary logo can also be placed on top of colors from the brand palette. Logo can be presented on white for lighter backgrounds. Darker colors from the palette are preferred when using a colored background such as the primary blue or navy.

When using the stamp logo as an overlapping element, it should be set to 50% opacity, as shown in the third example.



FLAT LOGO MARK ON DIFFERENT COLOR BACKGROUNDS

LIMITED-USE LOGOS

The IAFF logo must rarely be altered or used outside its primary or secondary form. This careful protection of the logo – a powerful symbol of the IAFF – prevents a dilution of the core brand.

The IAFF manages dozens of programs, initiatives, and events. Each is an opportunity to represent the core brand to a specific audience.

In limited instances, the following approved marks may be used in lieu of the primary IAFF logo:



LODD MARK



MOTORCYCLE CLUB MARK



ALUMNI MARK



FINANCIAL CORP MARK



FIREPAC MARK

DIVISION AND PROGRAM LOGOS

These lockups serve as an identifier for both the IAFF and the respective division or program, and should not be embellished or altered in any way. Each Division has a custom set of lockups. Additional items can be created by contacting the Division of Communications.



**INTERNATIONAL ASSOCIATION OF
FIRE FIGHTERS**

TITLE OF DIVISION

DIVISION MARK TEMPLATE

IAFF-sponsored programs and other departments receive a slightly altered logo treatment in accordance with our brand architecture.

Vertical marks for programs and departments should be used for graphic-related items, such as apparel. The horizontal marks should be used for stationery and identify the division on official communications.



**TITLE OF PROGRAM
OR DEPARTMENT**

PROGRAM/DEPARTMENT
VERTICAL MARK TEMPLATE



**TITLE OF PROGRAM
OR DEPARTMENT**

PROGRAM/DEPARTMENT
HORIZONTAL MARK TEMPLATE

INTERNAL CO-BRANDING

When more than one IAFF entity — departments, divisions, or initiatives — is involved in a partnership, use the primary IAFF logo and list all entities in alphabetical order on the right side. The logo and list of entities should be separated by a thin black line.

The center line separating the marks should be 1/36" (0p1) wide with a gap the width of the "A" in the IAFF logo. The font used should be ATF Railroad Gothic, or the system equivalent, Impact. Scale the font based on the number of partners, but the height of the list must not exceed the height of the IAFF logo.



See page 22 for information about accessing brand fonts. To ensure the use of co-branded materials is appropriate in a specific scenario, and for what's acceptable to be used, please contact the Division of Communications prior to publishing or printing.

EXTERNAL CO-BRANDING

Frequently, the IAFF will partner with external organizations whose missions connect and resonate with ours. In these scenarios, the IAFF logo should be presented on the left side, with a thin black line separating the two logos. In order for co-branding to work effectively, ensure both logos are sized similarly. Each logo must be equidistant from the center line.

Both the IAFF logo and partner logo must be primary marks, or full-color marks. In limited cases, both the IAFF and partner's one-color logos can be used in this format.

EXAMPLE: THE IAFF AND ACS ARE FREQUENT PARTNERS FOR INITIATIVES AND PROGRAMMING.



The center line should always be 1/36" (1/12 pica) wide, with each logo 2/3" (2 picas) from the line.

To ensure the use of co-branded materials is appropriate in a specific scenario, and for what's acceptable to be used, please contact the Division of Communications prior to publishing or printing.

PARTNER & THIRD-PARTY CO-BRANDING

When the IAFF is supporting an initiative and the external agency is responsible for the communication materials, please ensure the following:

- Division/Department names are not necessary when indicating sponsorship to external audiences. In most cases, they recognize all our areas as simply part of the International Association of Fire Fighters.
- Use the full-color, primary IAFF logo. If the logo must be used in a non-branded color, the IAFF secondary mark in white or black must be used.
- Use "International Association of Fire Fighters" not "IAFF" when the union is listed in plain text as a sponsor
- Even when the IAFF is not the main sponsor of an event or responsible for purchasing materials, partners should be encouraged to use union suppliers for marketing items.



COLOR

PRIMARY PALETTE

The primary color palette is made up of the colors affiliated with fire and EMS. Red, blue, gold, and black. Representing the firefighting tradition overall.



IAFF RED

PMS	P 48-C
CMYK	0 / 100 / 100 / 0
RGB	238 / 0 / 0
HEX	#EE0000



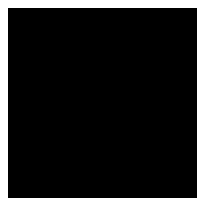
IAFF BLUE

PMS	P 100-16 C
CMYK	100 / 97 / 1 / 2
RGB	1 / 11 / 163
HEX	#010BA3



IAFF GOLD

PMS	P 14-7 C
CMYK	0 / 34 / 87 / 0
RGB	255 / 179 / 57
HEX	#FFB339



BLACK

PMS	—
CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	#000000

SECONDARY PALETTE

The secondary color palette features more muted tones. These colors may represent the programs, occasions, and holidays that the IAFF highlights. They can also be utilized subtly in graphic applications like social graphics and posters.



BURGUNDY

PMS	P 49-8 C
CMYK	17 / 100 / 94 / 7
RGB	193 / 20 / 42
HEX	#C1142A



NAVY

PMS	P 101-16 C
CMYK	92 / 87 / 49 / 66
RGB	12 / 12 / 45
HEX	#0C0C2D



DEEP LAVENDER

PMS	P 97-6 C
CMYK	74 / 77 / 12 / 1
RGB	95 / 82 / 146
HEX	#5F5292



RUSTIC GOLD

PMS	P 10-15 C
CMYK	12 / 27 / 90 / 0
RGB	227 / 183 / 59
HEX	#E3B73B



FOREST GREEN

PMS	P 123-16 C
CMYK	90 / 46 / 54 / 25
RGB	10 / 95 / 98
HEX	#0A5F62

TERTIARY PALETTE

The tertiary color palette features light to lightest shades of the more muted tones derived from the secondary palette. These set of colors and shades aid in the process helping create the additional official IAFF logos.



HOT MAUVE

PMS | P 68-8 C
CMYK | 9 / 99 / 22 / 0
RGB | 219 / 5 / 119
HEX | #DB1977



PINK

PMS | P 75-12 C
CMYK | 4 / 47 / 0 / 0
RGB | 233 / 157 / 196
HEX | #E99DC4



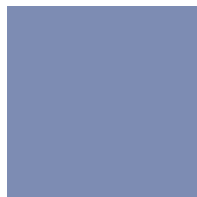
NAVAL GRAY

PMS | P 175-15 C
CMYK | 90 / 70 / 41 / 28
RGB | 39 / 69 / 96
HEX | #274560



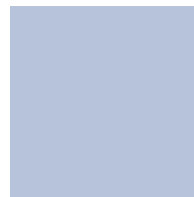
GRAY

PMS | P 174-8 C
CMYK | 61 / 45 / 37 / 7
RGB | 109 / 123 / 135
HEX | #6D7B87



SOFT LAVENDER

PMS | P 103-10 C
CMYK | 55 / 41 / 13 / 0
RGB | 125 / 140 / 178
HEX | #7D8CB2



LIGHT LAVENDER

PMS | 104-10 C
CMYK | 27 / 18 / 4 / 0
RGB | 183 / 194 / 219
HEX | #B7C2DB



BURNT GOLD

PMS | P 8-7 C
CMYK | 18 / 31 / 97 / 0
RGB | 211 / 169 / 50
HEX | #D3A932



LIGHT GOLD

PMS | P 17-3 C
CMYK | 2 / 13 / 43 / 0
RGB | 249 / 219 / 158
HEX | #F9DB9E



AQUATIC GREEN

PMS | P 126-14 C
CMYK | 82 / 32 / 45 / 6
RGB | 39 / 132 / 135
HEX | #278487

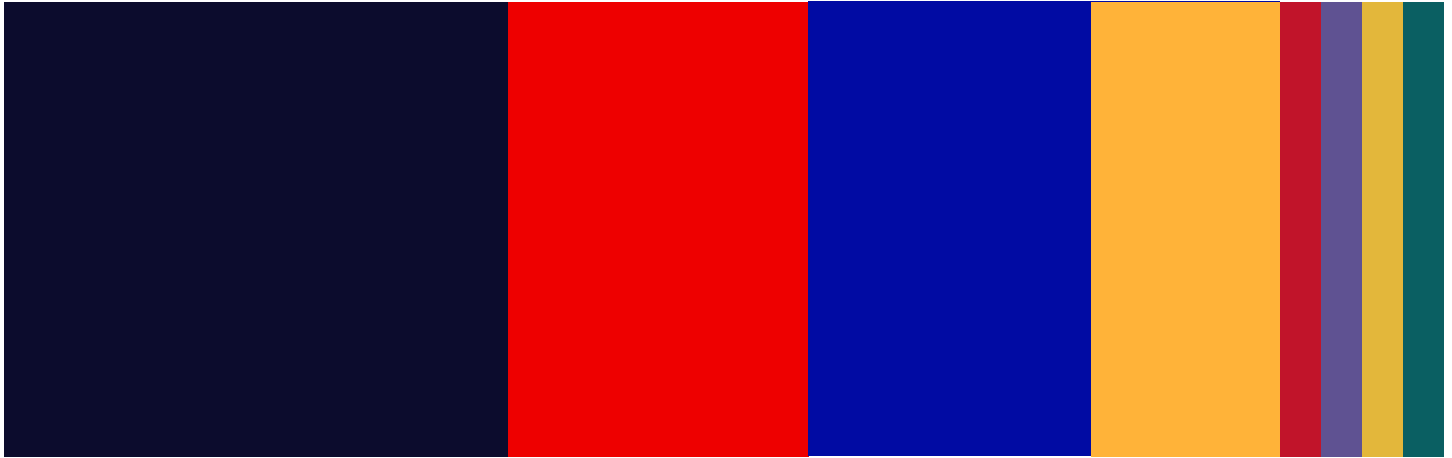


SAGE GREEN

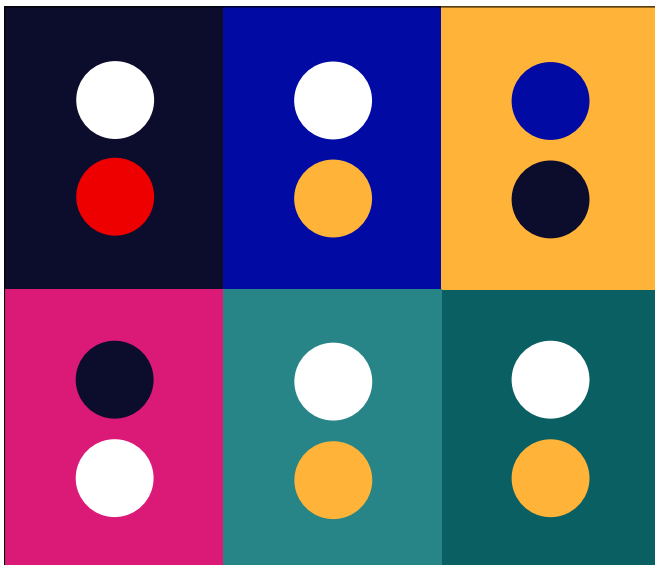
PMS | P 175-6 C
CMYK | 58 / 31 / 38 / 2
RGB | 116 / 149 / 150
HEX | #749596

COLOR RATIOS

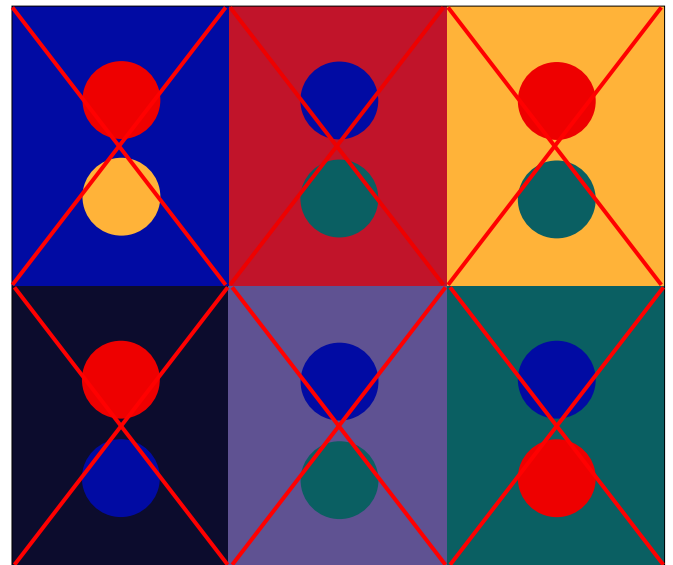
The ratio of color used in the overall identity should reflect that shown below. The primary palette should be leaned on most heavily, with the secondary palette adding additional support where necessary.



COLOR COMBINATIONS



USE THESE COLOR COMBINATIONS
EXAMPLE PAIRINGS



AVOID THESE COLOR COMBINATIONS
EXAMPLE PAIRINGS



TYPOGRAPHY

BRAND FONTS

The IAFF brand uses three primary fonts. ATF Railroad Gothic and Rustica are Adobe fonts and Crimson Text is a Google font. Leverage different weights and sizes of the primary font to create a clear hierarchy. See the following pages for guidance on how to create content and messaging that is clear, impactful, and on-brand.

FOR MAIN HEADLINES

ATF RAILROAD GOTHIC

<https://fonts.adobe.com/fonts/atf-railroad-gothic>

FOR SUB-HEADLINES

CRIMSON PRO

<https://fonts.google.com/specimen/Crimson+Pro>

FOR BODY COPY AND SUB-HEADS

Rustica

<https://fonts.adobe.com/fonts/rustica>

ATF Railroad Gothic and Rustica fonts are available via Adobe Creative Cloud or may be purchased from [MyFonts.com](https://www.myfonts.com). Crimson Pro is available through Google Fonts.

SYSTEM FONTS

When the primary or secondary fonts are not available, a fallback system font may be used instead. The font noted below is web-safe and can adapt to any browser on any device. This ensures that the intended font will always be displayed properly on a web page, even if the font isn't installed on the user's computer.

FOR MAIN HEADLINES

Impact

FOR SUB-HEADLINES

Georgia

FOR BODY COPY AND SUB-HEADS

Arial

TYPE HIERARCHY

1 ANSWERING THE CALL FOR MORE THAN 100 YEARS

2 **SUPPORT OUR MEMBERS
AND SERVE OUR COMMUNITY.**

3 To honor the legacy, tradition and our people, we strive to live up to the high standards. Not only day to day, fire by fire, but by looking forward and delivering a better quality of life for the future. From retirement and health care, to better wages, benefits and safer work conditions. We are brave for the community and we need to be centered in the members' futures.

With headquarters in Washington, D.C. and Ottawa, Ontario, the IAFF represents more than 338,000 full-time professional fire fighters and paramedics in more than 3,500 affiliates. IAFF members protect more than 85 percent of the population in communities throughout the United States and Canada.

1 **SMALL HEADER**
Crimson Text
SemiBold, All Caps
12 pt, Leading 12

2 **HEADLINE**
ATF Railroad Gothic
Medium, All Caps
52 pt, Leading 56, Tracking -20

3 **BODY COPY**
Rustica
Regular, Sentence Case
9 pt, Leading 12

TYPE ON COLOR

ABOUT US

SUPPORT OUR MEMBERS AND SERVE OUR COMMUNITY.

To honor the legacy, tradition and our people, we strive to live up to the high standards. Not only day to day, fire by fire, but by looking forward and delivering a better quality of life for the future. From retirement and health care, to better wages, benefits and safer work conditions.

ABOUT US

SUPPORT OUR MEMBERS AND SERVE OUR COMMUNITY.

To honor the legacy, tradition and our people, we strive to live up to the high standards. Not only day to day, fire by fire, but by looking forward and delivering a better quality of life for the future. From retirement and health care, to better wages, benefits and safer work conditions.

ABOUT US

SUPPORT OUR MEMBERS AND SERVE OUR COMMUNITY.

To honor the legacy, tradition and our people, we strive to live up to the high standards. Not only day to day, fire by fire, but by looking forward and delivering a better quality of life for the future. From retirement and health care, to better wages, benefits and safer work conditions.



COPY &

MESSAGING

As a labor union, we know the immense power that comes from a collective voice. It drives meaningful change.

That's why consistency in the IAFF's voice matters. It shapes every communication with every audience, no matter what we're talking about.

While our tone may adapt to different situations or audiences, one constant remains: our voice. It always echoes the IAFF's core values of strength, trust, dedication, and innovation.

COPY STYLE GUIDE

Your writing is often the first impression people have of you or the IAFF. When you write effectively and professionally – using proper grammar and spelling – you gain credibility and respect. Conversely, bad writing reflects negatively on you and our organization, leading to confusion.

Maintaining a consistent writing style is key to projecting a unified voice in our written communications. The union's official guide for non-academic communications is the Associated Press Stylebook. Because some issues are unique to the fire service and the IAFF, this guide serves as a tool for IAFF employees and leaders.

TALKING ABOUT OUR UNION

Formal name, first mention: The International Association of Fire Fighters

When writing – in print or online – you should first refer to the union by its formal name, the International Association of Fire Fighters. “The” is capitalized when the name stands alone but is lowercase when it is part of a sentence.

Subsequent mentions: IAFF

The acronym IAFF may be used in subsequent mentions. If the communication is highly formal, you may use “the International” instead. The “I” in International is capitalized in this usage.

PROOFREADING

- Checking for grammar and spelling errors is perhaps the single most important part of the writing process.
- Use spellcheck but do not rely on spellcheck. Spellcheck will only tell you if a word is spelled correctly, not if you've used the right word.
- Always have someone else proofread your work.
- Try changing the font and font size of your writing after you are done – it will make it easier for you to see any errors you might have missed as the author.

OTHER TIPS

- Keep it short — more words are not better. Stick to what's important and get to the point.
- Don't use big words. If you need to look it up, can't spell it or pronounce it, don't use it.

2-in/2-out: Spell out two when used at the beginning of a sentence. For example: Two-in/two-out is the industry standard...

barbecue (not Bar-B-Q)

capital (money, equipment, property)

capital (a city serving as a seat of government)

Capitol (the building): Capitalize U.S. Capitol and the Capitol when referring to the building in Washington, DC. Follow the same rule when referring to state capitols.

City Council: Capitalize when part of a proper name: the Boston City Council. Retain capitalization if the reference is to a specific council but the context does not require the city name

Congressional

- Lowercase unless part of a proper name: congressional oversight, Congressional Quarterly
- democrat, democratic, Democratic Party, republican, Republican Party
- Capitalize both the name of the party and the word party if used as part of the organization's proper name: the Republican Party
- Capitalize Democrat, Republican when referring to a specific party or its members. Lowercase when they refer to a political philosophy.

Data: Data is plural (the data are, the data were)

Cosponsor (one word)

Election Day: The first Tuesday after the first Monday in November

Federal: Use capital letter for corporate or governmental bodies that use the word as part of their formal names:

Federal Trade Commission: Lowercase when used as an adjective to distinguish from state, county, city, or town: federal assistance, federal grant, federal judge

Fill the Boot

Fire fighter (two words)

- Use as two words unless part of an official organization name or publication (i.e., California Professional Firefighters).
- Do not use initial caps unless using as a title before a name (i.e., Fire Fighter John Doe).



firefighting (one word)

first responder

- **Do not use first responder(s) when referring to IAFF members.** Use fire fighter(s), paramedic(s), emergency medical personnel. First responders refers to other groups of professions that respond to emergencies (e.g., police, doctors, nurses)

Firehouse (one word)

Fireground (one word)

fire marshal

FIRE OPS 101 (not Fire Ops 101)

General President:

- Use initial caps in all references to IAFF General President Edward Kelly
- If communicating to members only, use General President Edward Kelly (no IAFF)

401(k); 501(c)3

HazMat: Acceptable on second reference for hazardous materials

healthcare (one word)

IAFF

The IAFF; The International Association of Fire Fighters...

- Spell out first use, followed by the acronym in parentheses for external communications (The International Association of Fire Fighters (IAFF) is proud to ...)
- Use acronyms in headlines only.

inbox (no hyphen)

Internet

Jaws of Life™ (trademark name)

layoff (noun); lay off (verb)

Legislature

- Capitalize when preceded by the name of a state: the Kansas Legislature
- Lowercase when used generally: No legislature has approved the amendment

LOCAL

- IAFF locals are listed by city, state abbreviation, and local number (i.e., Fairfax County, VA Local 2068).
- Capitalize local as part of an official name; lower case in all other references.

millions/billions: Use figures with million or billion: \$100 million; \$50 million

more than: Use more than with numerals: Salaries went up more than \$20 a week; More than 1,000 people attended the meeting

North America: use “United States and Canada,” not North America

online/offline

over: Refers to spatial relationships: The plane flew over the city.

president: capitalize only as a formal title before one or more names: President Clinton; Presidents Clinton and Reagan

right to work: no hyphens, no capitalization — unless used in the name of legislation (i.e., National Right to Work Act, HR 744)

General Secretary-Treasurer: Use initial caps in all references to General Secretary-Treasurer Frank Líma

Social Security: Capitalize all references

staff; staffing (not man or manning)

states: see Abbreviations

taxpayer (one word)

T-shirt

Websites: Preserve the URL’s original uppercase/lowercase; some URLs are case sensitive. Do not include “http://” or “www.” in URLs. Ex: Visit us online at IAFF.org.

WMD: Acceptable on second reference for weapons of mass destruction.

Workers’ compensation

workweek (one word)

ABBREVIATIONS

General rule is no abbreviations, except in the following situations:

- Formal mailing address — use the two letter (all caps)
- Local state — use the two letter (all caps) abbreviation (Chicago, IL Local 2).
- Members of Congress — use the two letter (all caps) abbreviation: Senator Jim Webb (D-VA).
- State names:

- The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village, or military base.
- When there's a city or party affiliation, abbreviate: "Cambridge, Mass., is a hip place"; "D-Mass."
- The only time a state is abbreviated is when used in a dateline. Eight states are never abbreviated (Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah). Always spell United States on first reference. Use U.S. on second reference.
- Two-letter forms of state names are used only with zip codes: "Send mail to 79 JFK St., Cambridge, MA 02138."

The following are the AP state abbreviations:

Ala. (AL)	Ariz. (AZ)	Ark. (AR)	Calif. (CA)	Colo. (CO)
Conn. (CT)	Del. (DE)	Fla. (FL)	Ga. (GA)	Ill. (IL)
Ind. (IN)	Kan. (KS)	Ky. (KY)	La. (LA)	Md. (MD)
Mass. (MA)	Mich. (MI)	Minn. (MN)	Miss. (MS)	Mo. (MO)
Mont. (MT)	Neb. (NE)	Nev. (NV)	N.H. (NH)	N.J. (NJ)
N.M. (NM)	N.Y. (NY)	N.C. (NC)	N.D. (ND)	Okla. (OK)
Ore. (OR)	Pa. (PA)	R.I. (RI)	S.C. (SC)	S.D. (SD)
Tenn. (TN)	Vt. (VT)	Va. (VA)	Wash. (WA)	W. Va. (WV)
Wis. (WI)	Wyo. (WY)			

- Months:
 - Always capitalize months.
 - Spell out the month unless it is used with a date.
 - When used with a date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

ACRONYMS

Only use acronyms after first use is spelled out.

- The International Association of Fire Fighters (IAFF)
- Do not use periods between letters
- Spell out the first reference to any acronym used again in a document
- Do use periods when referring to country and in time references: U.S., a.m., p.m.

CAPITALIZATION

- Capitalize titles that precede an individual's name (i.e., Local 000 President John Doe reports that...)
- Do not capitalize titles that follow an individual's name or general references to titles (John Doe, president of Local 000; The president said that he would...)
- Use initial caps for all headlines
- Capitalize words with four letters or more in a headline
- Don't capitalize words because you think they're important

SEASONS

Do not capitalize seasons: spring, summer, fall, or winter

HOLIDAYS

Capitalize names of days, months, events, holidays and religious holidays:

- Monday
- June
- Fourth of July, New Year's Day and Easter

TIME

Use lowercase letters with numerals to designate time:

- Use lowercase a.m. and p.m., with periods.
- Always use figures, with a space between the time and the a.m. or p.m.: "By 6:30 a.m. she was long gone."
- If it's an exact hour, no ":00" is required.
- If a time range is entirely in the morning or evening, use a.m. or p.m. only once: "6:30-10 p.m."
- If it goes from the morning into the evening (or vice versa), you need both: "10 a.m.-2 p.m."

NUMBERS

General rule is to spell out one through nine, use numerals for 10 and higher:

- We operate five days a week.
- He manages 17 employees.

Use numerals in reference to measurements:

- The bag weighed 3 pounds.
- The wall is 2 inches thick.
- More than 4 percent of fire fighters...

Numbers vs. Amount:

- Do not use the word “amount” when referring to people. Use it as a measure of substance when things are not countable (e.g., sugar, smoke)
- Number is a countable measure (a number of people agreed)

Bill Numbers

- HR 165
- HB 1145
- SB 460

DATES

Place commas after both the day and year: The contract became effective June 5, 2008, and remained in effect through 2009.

ORDINALS

Do not use ordinals in dates.

- This responds to your Feb. 18 letter (not February 18th)
- Do not use superscript: 8th District Vice President Tom Miller (not 8th District)

DECADES AND CENTURIES

- Use cardinal numbers: The 1900s (not 1900's)
- 21st (no superscript) Century

FISCAL YEARS

List the entire year when referencing fiscal years: FY 2008

TELEPHONE NUMBERS

Put the area code directly before the phone number using parentheses:
(703) 555-1212

POSSESSIVES

A possessive form of a noun signifies that the noun owns something. Possessive forms call for a properly placed apostrophe. The placement is different for singular and plural nouns.

Singular possessive:

- The possessive form of a singular noun is an apostrophe followed by the letter s (Kramer's hair, car's engine)
- For words ending with s, z or x generally omit the s (Dr. Seuss' sense of humor)

Plural possessive:

- For plural nouns ending in s, add only an apostrophe (singers' voices, cousins' favorite uncle)

PUNCTUATION

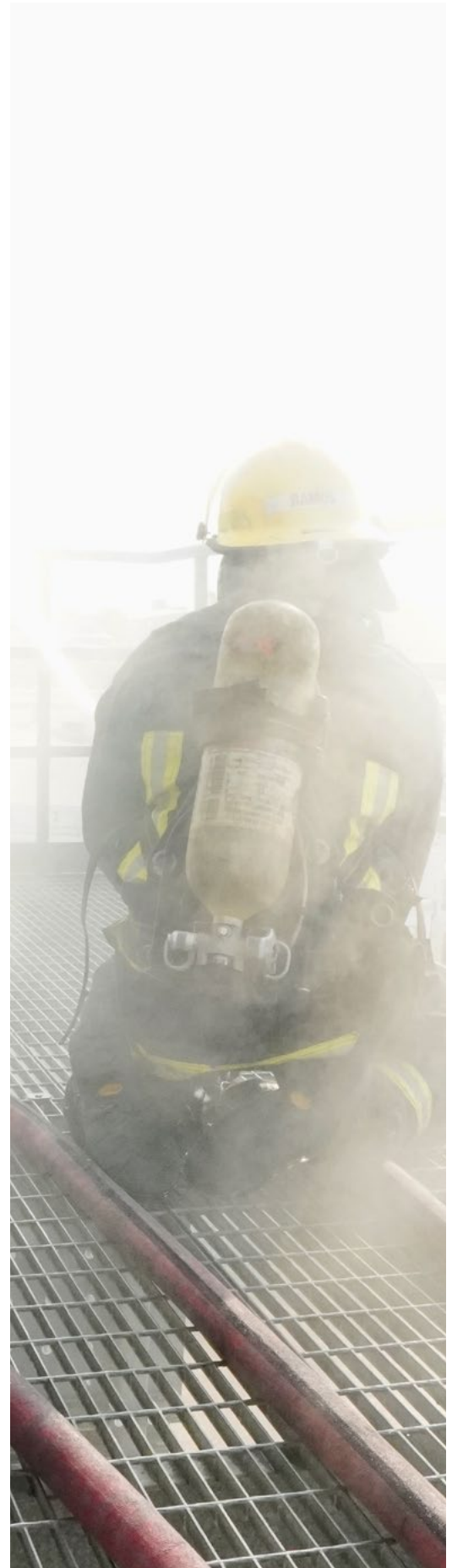
Ampersand (&): Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble. The ampersand is not used in place of "and." For example: Please bring me a pencil, eraser, and notebook.

Bullet Points: Standardize their format: Begin each consistently, with a capital or lowercase letter. If each bullet is a full sentence, use periods to conclude. If not, dispense with final punctuation, or use semicolons for all but the last point. Follow that by a period.

Comma: In a series of three or more items when the last item is preceded by "and," "or," or "nor" – place a comma after each item. The last comma in a series is referred to as the "Oxford" comma or a serial comma.

Hyphenation: Hyphenate adjectives when they precede a noun:

- line-of-duty death; died in the line of duty



- alternative-fuel vehicle; the vehicle uses alternative fuel
- dual-role fire fighter; the fire fighter serves in a dual role

Do not hyphenate:

- Onsite
- Bipartisan
- Online
- Ongoing
- Any word ending in “ly”: The fire fighters were highly qualified professionals.

Internet References

- email — No hyphen
- website — one word (lowercase)
- Use full web address without the http reference: iaff.org

Punctuation marks:

- Never use more than one exclamation point, regardless of how excited you might be when writing that sentence. Same applies to question marks.
- Also, exclamation points are not used that frequently in business and formal writing.
- Right: He won the race!
- Wrong: He won the race!!!

Quotation marks:

Quotation marks are used to quote speech, sentences or words — not to add emphasis. Quote marks are used when you are using someone else’s exact words or giving credit to someone for having said them. To add emphasis, use bold face, not quotation marks.

Use single quotation marks inside quotations when the person you’re quoting is quoting someone else (“I wasn’t sure what to think when he said, ‘That’s not my dog.’”).

- Wrong: Be patient and “roll with the punches.”
- Right: Be patient and roll with the punches.
- Commas and periods always go inside quotation marks.
- Semi-colons and colons always go outside the final mark.
- ALL other punctuation should go inside the quotation marks, even if it is not

part of the quotation itself.

Other: For professionally printed materials and website use, type only one space after a period that ends a sentence.

PUBLICATIONS/BROADCASTS

- Italicize magazine and newspaper names; boldface book titles
- Put song titles, videos and movies in quotes

ADDITIONAL STYLE TIPS

Active vs. Passive: Use active voice. Avoid passive voice.

- **Passive:** The march was led by Rosa across the National Mall to rally for a better immigration policy.
- **Active:** Rosa led a march across the National Mall to rally for better immigration policy.

ITS vs. IT'S: Its is the possessive. It's replaces it is.

It vs. They:

- **Wrong:** This is a great restaurant. They have the best bread.
Right: This is a great restaurant. It has the best bread.

Like vs. Such as: Such as is used to introduce examples. Like indicates only similarity and cannot be used for examples at all.

- **EX:** The chances of anxiety rise significantly for people in high-stress careers, such as fire fighters and paramedics.
- **EX:** Houston is like Chicago in terms of public safety concerns.

Avoid jargon and slang

- **Slang examples:** Kick the bucket, saved by the bell, at the end of the day, etc.
- **Jargon examples:** Bang for the buck, due diligence, fat cats, BTW, etc.

Write affirmatively: Use affirmative language rather than negative language, such as not or no, whenever possible. Do not use contractions (shouldn't).

- **Negative:** Management didn't listen to working people's ideas to make the workplace safer.
- **Positive:** Management ignored working people's ideas to make the workplace safer.

Technical terms: Ask yourself if you can use a simpler term without changing the meaning:

- Acute Myocardial Infarction = heart attack

Use precise and concise language

- Precise language:

~~Our candidate for City Council won.~~

The [fire fighter-endorsed] candidate for the [District 3] City Council seat, [Maria Witherspoon], won.

~~Please respond ASAP.~~

Please respond [by Friday, Dec. 2.]

~~The event drew a large crowd.~~

The [fire prevention] event drew a crowd [of more than 250 school-aged children.]

- **Concise Language:**

~~Our website has made available many of the things you can use for making a decision on the best education track for you.~~

Our website presents criteria for determining the best education track.

~~The teacher demonstrated some of the various ways and methods for cutting words from my letter that I had written for class.~~

The teacher demonstrated methods for cutting words from my essay.

~~Many have made the wise observation that when a stone is in motion rolling down a hill or incline that that moving stone is not as likely to be covered all over with the kind of thick green moss that grows on stationary unmoving things and becomes a nuisance and suggests that those things haven't moved in a long time and probably won't move any time soon.~~

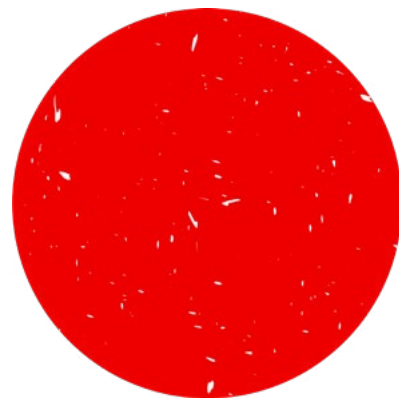
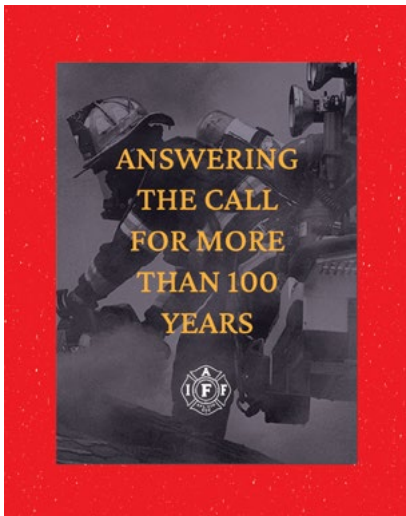
A rolling stone gathers no moss.



GRAPHIC ELEMENTS

TEXTURE

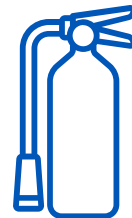
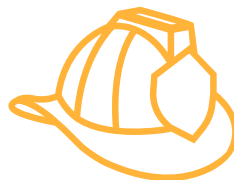
One element that can be utilized in graphical examples such as a poster, social graphic, or PowerPoint is this vector texture. Representative of the hard laboring, tough nature of the firefighting occupation.



COARSE TEXTURE TO BE ONLY APPLIED AS A BACKGROUND ELEMENT IN GRAPHICAL COMPOSITIONS.

ICON STYLE

The new icon style utilizes a simplistic outline style that ties back into the outlined 'stamp' version of the logo. Any color from the primary and secondary palettes can be applied to icons.



OTHER ELEMENTS

A thin line can be applied to the bottom of IAFF documents as way of bringing together the cohesive elements of the IAFF brand. The line measures 1/6" (1 pica) in height and is colored IAFF Red (#EE0000). Using this will help identify IAFF-related materials in a simple, bold manner.



PHOTOGRAPHY

PHOTOGRAPHY AT A GLANCE

Appropriate photography for the IAFF brand is heavily focused on in-action scenarios, portrait-style profiles for members, and photos centered around community and families. Black and white photography is acceptable when emphasizing in-action moments and to convey seriousness and bravery.





COLLATERAL EXAMPLES

STATIONERY

Letterhead includes the names of Executive Board members flushed to the left, leaving open space for a respectable amount of text. Business cards are also minimal in treatment with the IAFF logo in the right corner. Both of these can utilize original branded fonts.

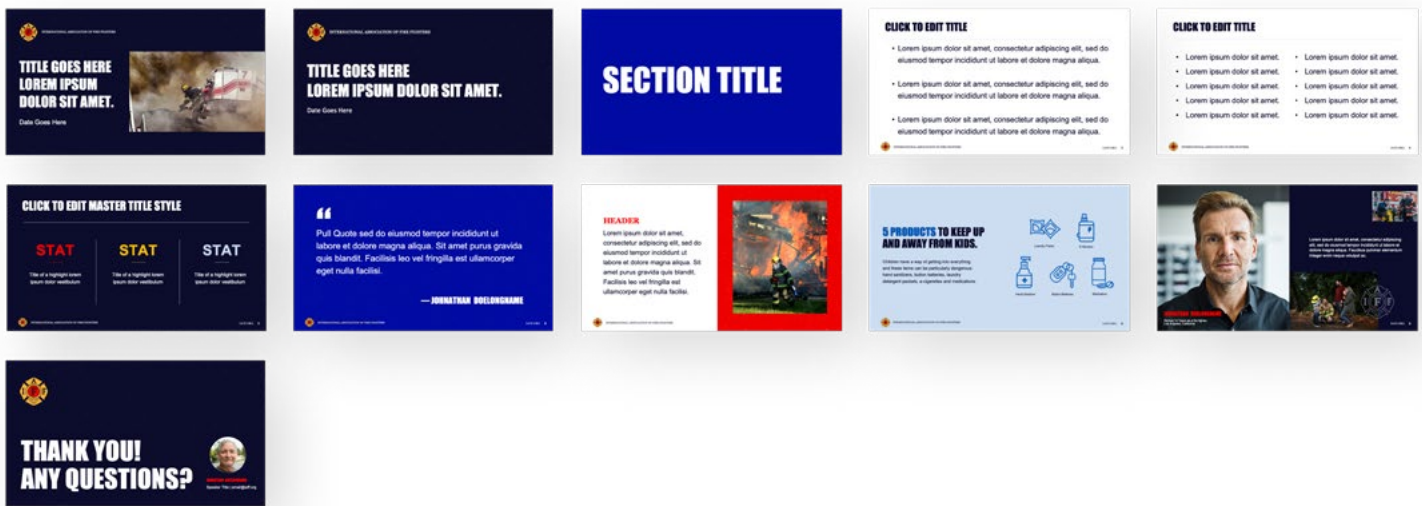
Featured in the examples below is the thin red line at the bottom, as mentioned in the “Graphic Elements” section.



POWERPOINT

Use the IAFF PowerPoint template to connect your work to the mission of our union. This basic template includes presentable slides supported by familiar brand elements. Since PowerPoint presentations are often shared among users who may not have our brand fonts, our PowerPoint templates are built using Impact, Georgia, and Arial, which are universal fonts found on most computers.

Need a customized option? Contact the Communications Division.



PRESENTATION GUIDELINES

- Keep it simple. Slides should have plenty of white (empty) space. The less clutter, the more powerful and resounding your message.
- Limit bullets and text. As best practice, consider no more than three bullet points per slide.
- Limit transitions to no more than two different types.
- Align text left or right. Avoid center-justified text, which is harder to read and follow.
- Use high-quality graphics.
 - Use high-quality, high-resolution photographs in your presentation (either your own or from the IAFF.)
 - Avoid using PowerPoint clipart. Use thinly weighted icons, which can be obtained from the Communications Division.
- Maintain brand identity. Use the system fonts and colors outlined in this manual.

ACCESSIBILITY TIPS

- Make sure text is not too small, especially if the presentation will be viewed on a projector.
- Do not use color as the only way to convey information.
- Transitions and animations should be simple.
- Complex or automatic transitions and animations can be distracting.
- Use clear and simple language.
- If you have embedded video, ensure the video is captioned.
- If you have embedded audio, include a transcript.

EMAIL HEADER & SIGNATURE

This is the primary email header that will display at the top of email containers. The email signature uses Impact and Arial as system font replacements and is void of any stylization beyond that. For the headers, there are two versions for usage; a version that utilizes the coarse texture, and one that does not.



EMAIL HEADER



EMAIL HEADER WITHOUT TEXTURE

JONATHAN DOE

Assistant to the General President
International Association of Fire Fighters
m: (123) 456-7890
iaff.org

EMAIL SIGNATURE

EMAIL SIGNATURES SHOULD BE CLEAR AND CONCISE. LOGOS AND IMAGES SHOULD NOT BE INCLUDED.

NAME: TAHOMA BOLD, 11PT

BODY: ARIAL REGULAR, 11PT

NOTE: ONLY UTILIZE **SYSTEM FONTS** FOR BROWSER PURPOSES.

ZOOM BACKGROUNDS

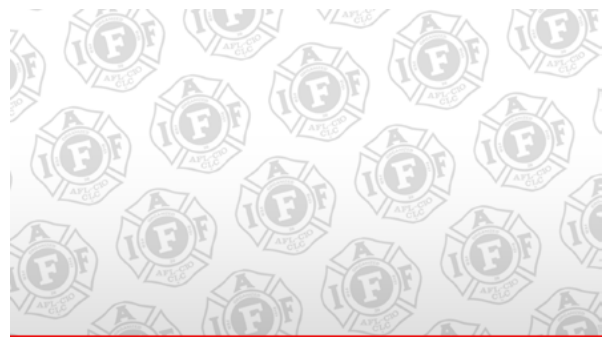
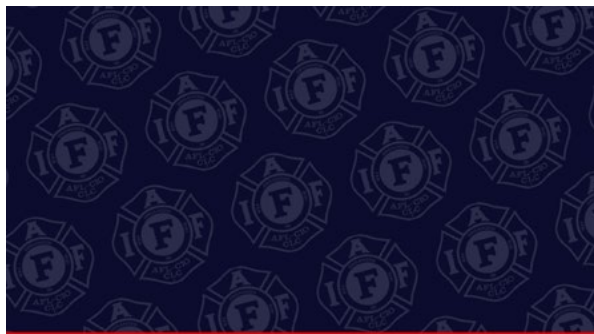
Imagery is a powerful way of communicating the IAFF brand. Virtual backgrounds for Zoom or Teams can be used to link your meeting to the IAFF.

For more on changing your Zoom background:

<https://support.zoom.us/hc/en-us/articles/210707503-Virtual-Background>.

For more on changing your Teams background:

<https://support.microsoft.com/en-us/office/change-your-background-in-microsoft-teams-meetings-f77a2381-443a-499d-825e-509a140f4780>





CREATED IN CONJUNCTION WITH TEAL MEDIA