

# Spokane Fire Department Branding Basics

## The Logo:

The Spokane Fire Department logo can be used independently and does not require combined use with the City of Spokane logo.



The full-color logo is the primary mark. On equipment, the gold gradations is often replaced with gold foil.



The gray-scale logo is used in one-color situations or when the badge must appear small (3/4-inch or less)

## The Fonts:

### Inter Regular, **Inter Bold**

Used for headlines and most body copy. Note: for legacy documents and online, other sans serif fonts are allowed, including Arial and Calibri.

### DAUPHIN

This serif font is used in ALL CAPS on the logo some other "formal" situations.

## The Colors:



#### **SFD Red**

RGB – 187, 20, 26

HEX – BA1319

CMYK – 0, 100, 100, 25



#### **SFD Dark Gray**

RGB – 65, 64, 66

HEX – 404041

CMYK – 0, 0, 0, 90