

# INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS



## Branding Your Local Union for Success

Mark Treglio  
Scott Treibitz

January 21, 2019

# Check In/Tweet The Day



**@iaffnewsdesk**

**@iafftreg**

**@tricompr**

**#ALTS19**

**#training**


**#education**



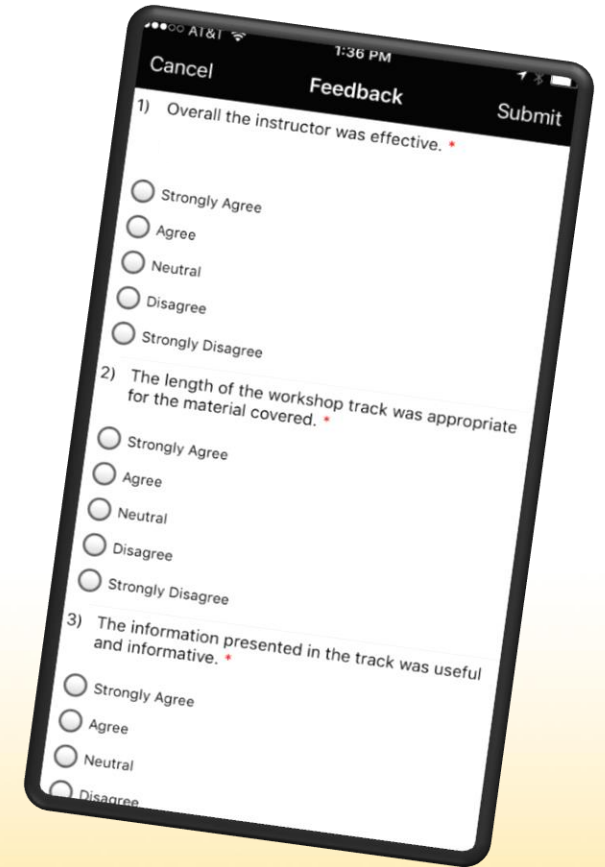
# Win an Apple Watch!

Submit your workshop and overall evaluations to be automatically entered in two drawings for a new Apple Watch!

Complete your evaluations using the IAFF Frontline App:

1. Open the Frontline App and click on the “” symbol in the top left corner by the logo
2. Select “sign in” and login with your iaff.org username
3. Click the “Events” icon and select ALTS
4. Select “Sessions” and click on the workshop you attended
5. Click “Session Evaluation”
6. Complete the evaluation
7. Click “Submit”

For the overall evaluation, follow steps 1, 2 and 3  
Then click “More”, then “Information” and  
“Overall Event Evaluation”.



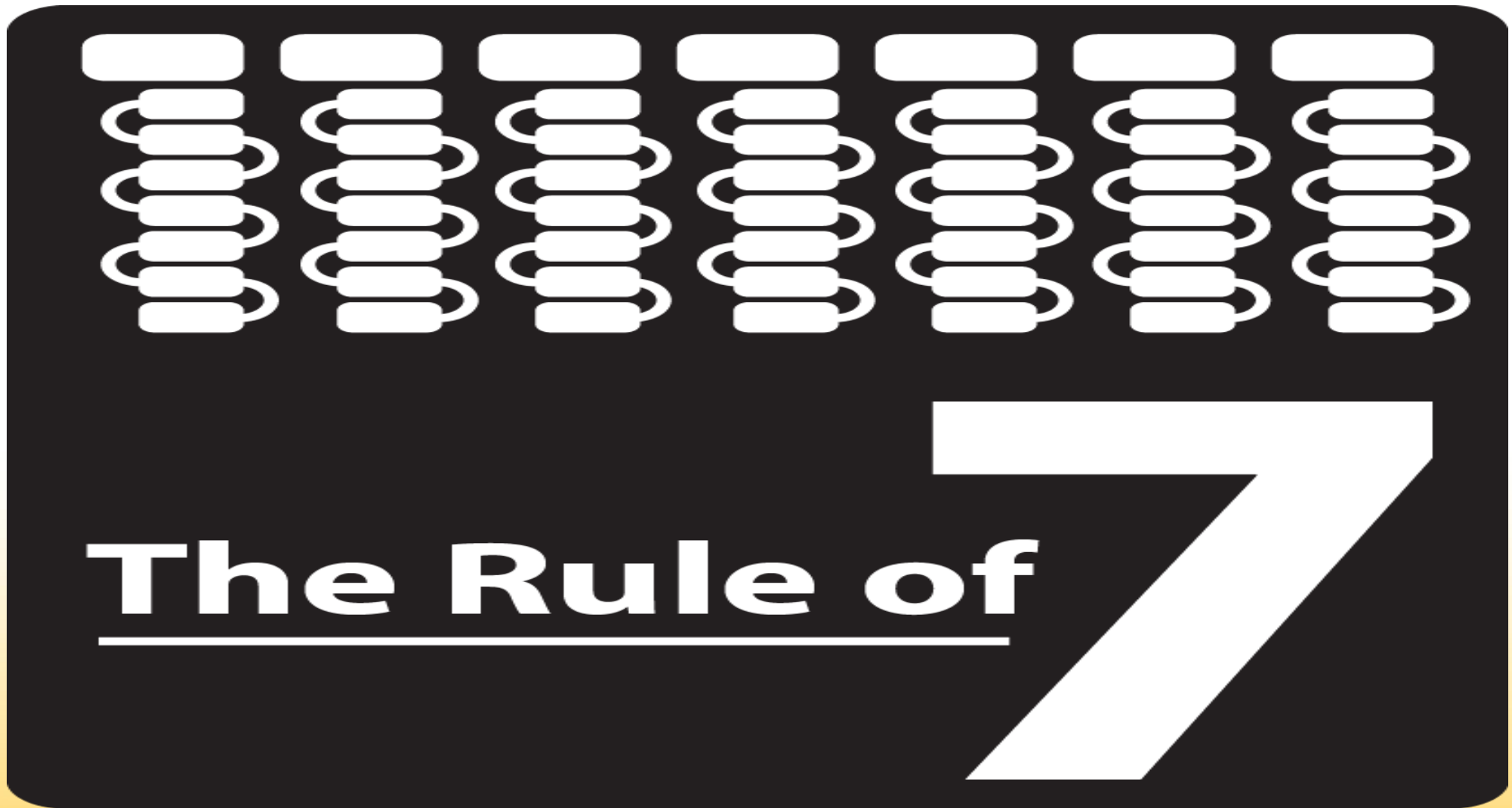
Winners will be announced  
February 8, 2019



# Meet and Greet

- **Introduce yourself**
- **Explain simply and succinctly the local you represent**
- **What makes your local special?**







**Branding is one of the most  
important elements of curating your  
local's public image**



# Branding – more than a buzzword



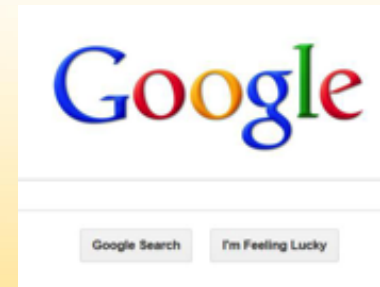


# The Brand History

- 950 -- A piece of wood that's burning
- 1385 -- A torch
- 1552 -- The mark made by burning
- 1665 -- A mark made on cattle
- 1827 -- A trade-mark made on a product
- 1854 -- A particular class of goods
- 1958 -- The impression of a product in the minds of consumers



- **1980+ Globalization, brand as company identity, brand loyalty: offers benefits of belonging**
- **2000+ Digital world, brand usefulness, sense of taking part: networks**



# Branding is rapidly changing



# Branding isn't one-size-fits-all



**“You are a brand whether you like it or not....you’re going to leave some impression in a person’s mind [and] it’s your choice whether you want to actively manage that impression or whether you want them to come to their own conclusions of what they think about you.”**

**Ingrid Srinath**

**Secretary General World Alliance for Citizen Participation**



**There is no such thing as an  
“unbranded” union, organization,  
company, product, approach, etc.**



# The Accidental Brand

**Inactive vs Reactive vs Proactive**



**“Your brand is what other people say about you when you’re not in the room.”**

**Jeff Bezos**





**How is your local perceived  
with your members?**



# How is you local perceived with the community?



# How is your local perceived with elected officials?



# With the Media, others?



**Community  
Elected Officials  
Members  
Media  
Others?**

**Who are we to our audiences?**

**Why are we important?**



# Focus of the Day

**What should your brand be?**

**How do you get there?**



**Local unions need a set of tools to  
effectively manage their brand to  
deliver real impact**



**Many locals have very positive brand perceptions across a small group of stakeholders who know them well....**





**.....the challenge is to communicate  
more broadly and expand that group of  
stakeholders appropriately**



**Many union leaders have been cautious/skeptical about branding and brand management**



**People are looking to find meaning. If unions want to succeed in this new era of marketing, they'll need to emphasize defining and promoting their brand.**



# **“Strategic” Marketing “Strategic” Communications**



# Strategic Marketing/Communications

- A range of activities that enables you to communicate effectively with your targeted audience
- A structured plan to build awareness of the union's programs
- A means of demonstrating your real value to stakeholders
- A way to consistently bring positive attention to the union and enhance its image



# Goals of Strategic Communications

**Adopting a consistent communications approach will help to:**

- Enhance your reputation through name recognition
- Build membership and engagement
- Strengthen existing relations with community organizations and elected officials
- Connect with donors for charity events
- Raise attendance at events and awareness of issues
- Generate momentum and support for the union and your programs





# The Process



# Conduct a SWOT analysis

**Strengths, Weaknesses, Opportunities, and Threats**





# Getting Started

**Plan  
Mission  
Goals  
Objectives**



# Branding Framework

## Integrity

- Aligning brand with mission and values, and aligning identity and image

## Democracy

- Engaging stakeholders in articulating and communicating the brand; building brand ambassadors
- Providing guidance rather than strict controls

## Affinity

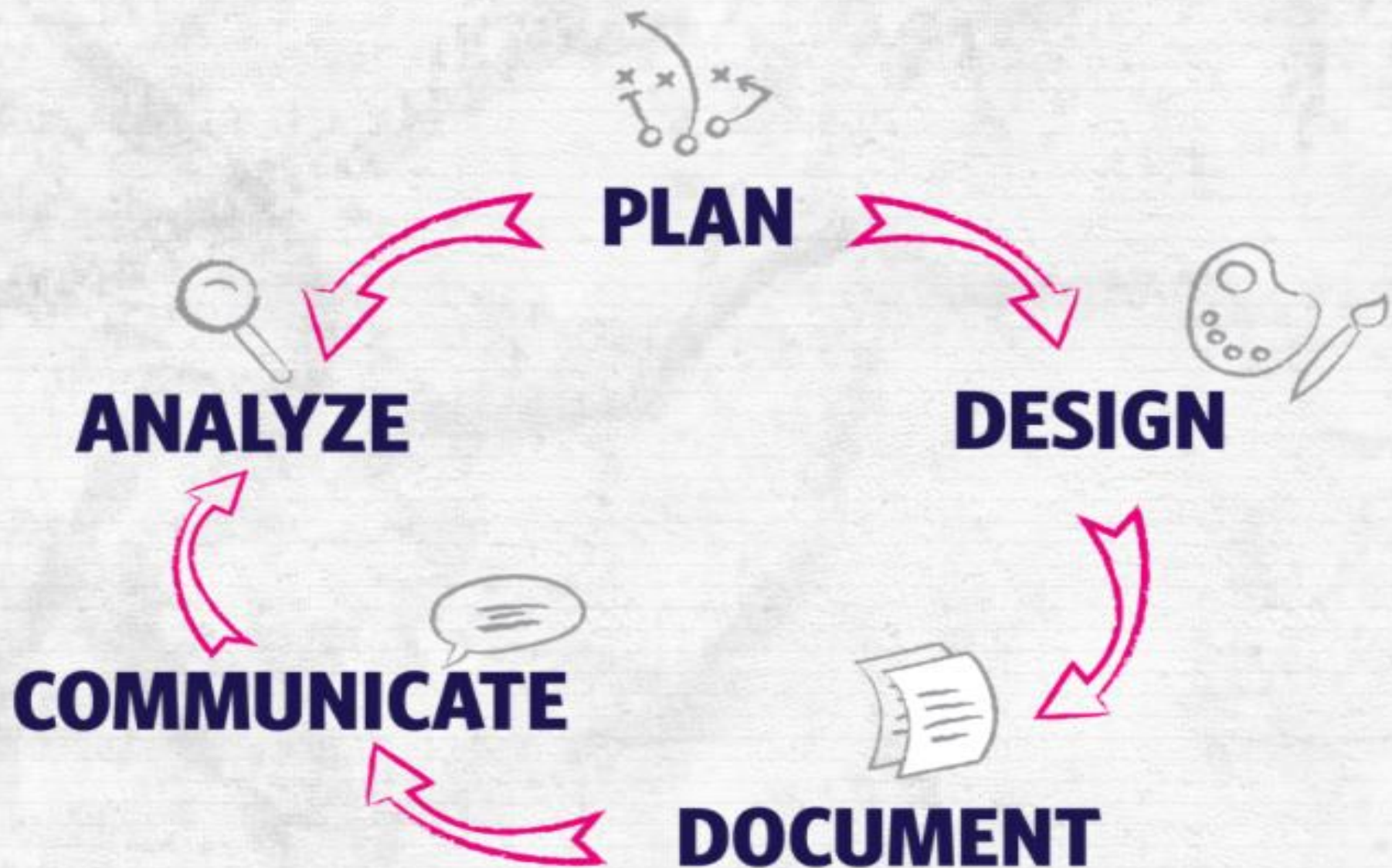
- Using brand to attract and add value to partnerships in service of shared goals



# Stages

- **Stage 1: Understanding & Discovery** (yields data and context)
- **Stage 2: Articulating & Clarifying** (yields your personality and the potential story you have to tell)
- **Stage 3: Positioning & Differentiating** (yields your uniqueness and value)
- **Stage 4: Identifying & Creating** (yields your identity and creative assets)
- **Stage 5: Applying & Extending** (yields how you show up in the world)





**Our Cause**  
**Who? What? Where?**

**Circled items go here**

**Our Actions**  
**What we do**

**Squared items go here**

**Our Impact**  
**Changes for the better**

**Underlined items go here**



# Basic Brand Strategy Template

<b>Company Purpose/Mission</b>	[Your underlying mission; why your company exists in the first place]
<b>Brand Position Statement</b>	[A statement about how you want to be perceived; how you want people to feel, think and talk about you]
<b>Unique Value Proposition</b>	[The unique value you're offering; what makes you different; your 'secret sauce']
<b>Why You Can Believe Our Claims</b>	[A summary of proof points that support your position]
<b>Brand Attributes</b>	[Attributes that reflect your belief system and brand personality – this is important as it informs the impression you want people to have about you]
<b>Audience Promise</b>	[One sentence that sums up your brand's promise]
<b>Messaging Tone</b>	[High level tone for your brand's messaging]
<b>Elevator Pitch</b>	[What you would say to someone who asks: "So what do you do and why should I care?"]
<b>Tagline(s)</b>	[Brief statements that encapsulate your brand story and value proposition]



# Break



# **Your brand is not just a logo, complaint center or a sticker warehouse**

## **Brand**





# What is a Brand?



**Brand is an abstract idea, a collection of decisions, strategies, verbal and visual cues that define an organization**



**Your brand is the way the world  
visualizes your local...it is vital to leave  
the right impression**



**A name, term, design, symbol or any other feature that identifies a union, organization or services as distinct**

**Brand**



**A promise to deliver a specific set of  
features, benefits and services**

**Brand**



# A psychological construct held in the minds of brand audiences

**Brand**



# Psychological Construct Example

In 'blind' taste tests, people prefer the taste of Pepsi over the taste of Coke.

However, if the test is not 'blind' and the tasters know which beverage is which, they prefer the taste of Coke over Pepsi! That is the emotional power of a brand. The Coca-Cola brand has the power to actually change an individual's taste!



# What's Your Favorite Water





# All Made By One Company



# Nestle



# Brand=Vibe

## Feel - Interactions - Voice - Perspective

### Brand



# Soul or Essence

**Brand**





# Intangible Asset

**Brand**



# Who, what and why

**Brand**



# Creates trust and loyalty

## Brand



# Brand? It's Not Just.....





# Advertising



# Marketing



# Branding

**It's about establishing a connection,  
then a relationship, with those most  
important to your success.**



**How your key constituents think  
and feel about what you do.**



**A set of expectations and associations  
resulting from experience with an union,  
product or service.**



# Brand is LARGER than the Parts

Logo

Tagline

Website

Style Manual

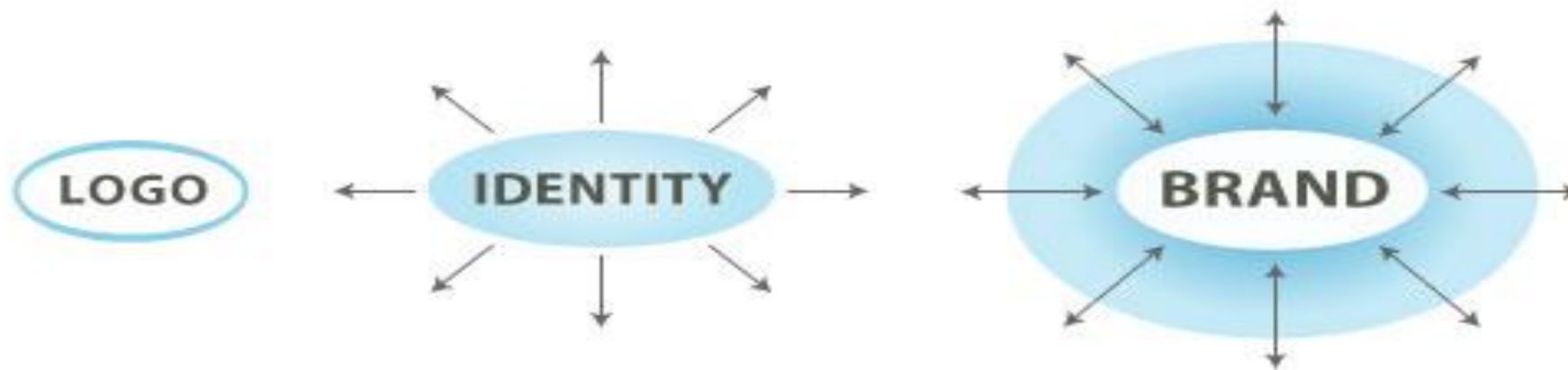
Mission Statement

Signage

Events/Conferences/Programs

Exhibits, Packaging, etc.





# **You Brand Answers the Questions**

**Why should I join?**

**Partner with?**

**Fund?**

**Work for?**

**Volunteer? Engage with?**

**Listen to this organization?**





# Your brand defines the core message



# Your brand should be aspirational



**Clear brands build cohesion  
internally and trust externally**



**Your brand should reflect and serve  
the organization's mission,  
values, and strategy**



# Organization Identity



**Brands create short hand messages  
that customers recognize**



**Brands cut through message clutter  
because they provide hooks that the  
public is familiar with**



# **Brands assure customers of consistent performance and trust**





# **Brands create emotional rather than rational bonds**



**Brands are a promise between the service and the customer that contains implicit assurance of quality in every encounter.**




# **Your Band should Showcase Impact**



# Branding ties closely to your value proposition



# Example for Value Proposition



All the  
music  
you want.

**Try it free**  
Learn More

**JUST 10 BUCKS A MONTH.**

Connect FROM ANYWHERE  
Find THE MUSIC YOU LIKE  
Play ANY SONG YOU WANT



# Branding Yesterday/Today

	OLD	NEW
Definition	A logo	Strategic Asset that embodies the mission and values
Goal	Fundraising and PR	Mission Impact
Positioning	Competitive advantage	Clarity and effective partnerships
Communications	One-way projection of a specific image	Participative Engagement
Audiences	Donors	Internal and external stakeholders
Organizational home	Marketing and communications	Executive team / board and all brand ambassadors
Requirements	Money and expertise	A brand management mindset



# Your brand is your reputation.

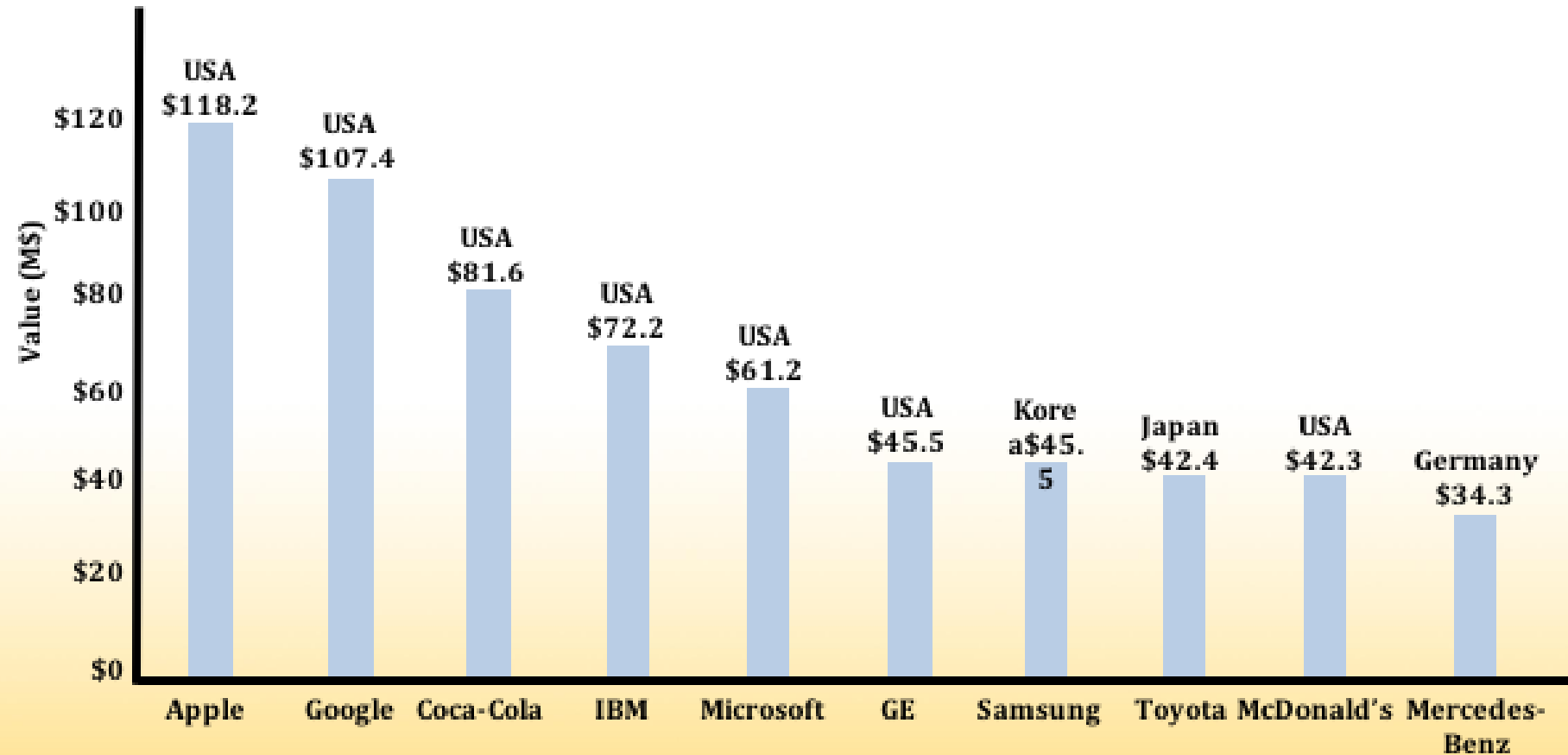


# Take the Brand Test





# What's a Brand Worth?



# Brand as Part of Message Construction

**Position with Public**  
**Highlight Everything**  
**Be Aggressive**  
**Tell Stories**



# Positioning Guards

- **Should not be over-positioned**
- **Should not be under-positioned**
- **Should not be ambiguous**
- **Should not promise irrelevant benefits**
- **Promise should be credible**



# Brand Position



**The part of the brand that describes what  
your organization does and for whom.**



**What is the key differentiation you have from your competition.**



# What is your unique value?

## How does a taxpayer/member/stakeholder benefits from your service?



# Brand Promise





**The “brand promise” is the single most important thing that the organization promises to deliver to its stakeholders—EVERY time.**



**Every organizational decision should be weighed against the promise to be sure that it fully reflects or at the very least it does not contradict the promise.**



# Brand Personality



**Brand traits illustrate what the organization wants its brand to be known for.**



**Think about specific personality traits  
you want prospects, clients,  
employees, and partners to use to  
describe your organization.**



# What Animal Are We? Want to Be?

- **Brand Personalities**
- **What's your local's different character traits?**
- **What animal or celebrity or pop group or breed of dog are we and what do we want to be in the future?**



# Brand Equity



# Building the Brand





# Place Logo Everywhere



**Write down your brand messaging.  
Every member should be aware of  
your brand attributes.**



**Integrate your brand --how you answer  
your phones, what you say on calls, your  
e-mail signature, everything.**



# Develop a Tagline



## Dictionary

Search for a word



# tag line

/ˈtæg ˌliːn/ 

*noun* INFORMAL • NORTH AMERICAN

noun: **tagline**

a catchphrase or slogan, especially as used in advertising, or the punchline of a joke.

""struggling to save their marriage" is a tabloid tag line that has become permanently affixed to the couple"



Translations, word origin, and more definitions



**Design templates and create brand standards for your materials. Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.**





# Mistakes in Branding

- Lack of a vision
- Navigating without a plan
- Not letting go of the past
- Not leveraging existing services
- Not seeing services from the customer's
- Limiting stakeholder influence
- Not educating the membership





**Brand experience  
must match brand image**



**Be true to your brand. Members, voters --  
won't support you if you don't deliver on  
your brand promise.**





# INFORS

**Intelligent Fire Data**  
*Reducing Injury, Death, and Damage*

**Informed Decision Making**  
**Improved Capabilities and Performance**

The background of the slide features a collage of firefighter-related data and imagery. On the left, a bar chart shows 'COLLABORATING DEPARTMENTS' from 2006 to 2014. Below it, a series of downward arrows indicate percentage reductions: 75% INJURIES, 45% DEATHS, and 39% DAMAGES. In the center, a row of human silhouettes is shown, with some highlighted in grey. On the right, another bar chart is labeled 'WEATHER AND EXTERNAL FACTORS'. Below it, a list of statistics includes '48% INVENTORY', '78% WATER USED', and '69%'. The bottom half of the slide shows a group of firefighters in full gear, including helmets and oxygen tanks, working at a fire scene with smoke in the background.



# It Can Happen In A Flash With A Splash

LIQUID AND STEAM BURN LIKE FIRE



[Home](#) | [Facts](#) | [Infographics](#) | [Toolkit](#) | [News](#) | [About Us](#) | [Contact Us](#)

EVERY MINUTE

## The Epidemic of Liquid and Steam Burns

### Children and Older Adults Most At-Risk

Each year, over 450,000 burn injuries occur in the United States that are serious enough to require medical treatment.





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Texting and driving is an epidemic sweeping over North America, and your community is not immune. With an average of 4 million accidents caused by distracted driving every year in North America, it's time to put an end to texting and driving.

As fire fighters, it is our responsibility to keep the community safe, and we see texting and driving as one of the most preventable risks we face today. The #JustifyIt effort is designed to educate the community on the dangers of texting and driving, the distractions it creates, and the horrible damages we've seen it cause based on our experience as fire fighters responding to accidents.

#### Tips to stay safe:

- Put your phone somewhere you can't see it. Out of sight, out of mind!
- NEVER use your phone while driving.
- Silence your phone while driving. If you can't hear your notifications, you are less likely to check them.
- Designate a texter. Ask a friend to read and reply to your texts while you're driving.
- Pull over or wait until parked to check or send messages.



# Brand Theory Summary

- **Increased stakeholder recognition**
- **Emotional connection with audiences**
- **Consistency of messaging and experience at all touch points**
- **Sharing a common value system between union and audience**
- **Enabling stakeholders to be brand ambassadors**



# Starbucks

**Your Name**

**Own Language**

**Very Little Ads**

**Best messenger of brand is people holding cup**

**Not in coffee business/people business**

**Store is safe haven**

**Home/Office/Starbucks (the 3<sup>rd</sup> Place)**

**Affordable Luxury**

**Consistency**













# Break





# The Fire Fighter Brand









## The Five Most Trusted Professions

 [1 Comment](#)

 [Like](#)

 [2](#) [Tweet](#)

 [+1](#)

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Danielle Samaniego | DivineCaroline

Willie Nelson may have once pleaded with mothers to raise their children into doctors and lawyers and such, but these days, those professions are fighting to maintain their respectability against an often shaky public perception.

Attorneys, journalists, medical professionals; these are the kinds of professions many have long expected a little more out of, particularly when it comes to trust. Most people working in such positions today understand that level of responsibility and say they [work](#)

[hard to honor it.](#)

But they are not always considered among the most trusted professions, according to a 2009 poll. Who made the cut as the most trustworthy and who's on the verge of losing our respect?

### Firefighters

A 2009 [poll conducted by market research institute GfK](#) found that firefighters ranked as the most trusted profession in Europe and the United States with 92 percent of respondents finding them trustworthy. Perhaps it's all in the job description—being required to step into the face of danger every time you head out for an assignment is not just admirable, it's downright heroic.

### Teachers

In the same GfK poll that lauded firefighters, teachers ranked second with 83 percent. It's a good sign considering that the people responsible for crafting the minds of our children are deemed trustworthy.

### Excelle School Finder

Save time in your search for a degree program. Use Excelle's School Finder to locate schools online and in your area.

I'd like to get a degree to:

-- Please select --

[GET INFO](#)

\* In the event that we cannot find a program from one of our partner schools that matches your specific area of interest, we may show schools with similar or unrelated programs.



**BRING YOUR  
FRIENDS AND LET  
THE PARTY BEGIN**  
**CREATE YOUR NEXT  
CONCERT MEMORY AT  
WARNER THEATRE!**

### Recently Popular News

**1** [Do You Really Deserve That Job?](#)  
Rated: [+2](#)

**2** [Five New Skills Job Seekers Need](#)  
Rated: [+5](#)

**3** [The Science of Google Web Presence](#)  
[Rate This](#)



# What We Know

- Fire Fighters are pillars in their community.
- Public polling always has fire fighters over 90% approval rating.
- Fire Fighters are thought so highly of, that parents allow their kids to go on school field trips to fire stations.
- Kids don't grow up wanting to be insurance salesmen.





- Fire Fighters are known for helping.
- Powerful images of fire fighters going above and beyond strengthen people's thoughts about them.
- The work Fire Fighters do in the community and the level of service
- Fire Fighters provide is a far cry from the experience people get with other branches of government.





**For years fire fighters had virtually  
no competition for  
tax dollars/community support.**



**Today, fire fighters compete with other city departments for limited resources and the possibility of privatization and/or outsourcing of certain functions, or drastic budget cuts.**



**Fire Fighters locals must use brand equity in the community to develop trust and develop a support base so that when times get tough, the community remains loyal to the brand and steps forward with support.**



# Traits of Fire Fighter Brand?



# Word Banks



# Traits of Fire Fighter Brand?

- Public Safety
- Problem Solver
- Part of the Community
- You Run Into Danger --You're pretty much a bad ass.
- Charitable
- Every action shot taken of you has you doing things other dream of or would never do themselves.
- Fearless
- Honest
- What else????



### Traits of a Fire Fighter:

Selfless

Giving

Fit

Courageous

Hard working

Integrity

Problem solvers

Reliable

Dependable

Role models

Determined

Tough

Humble

Strong

Knowledgeable

Humorous

Cautious

Disciplined

Adaptable

Empathetic

Honorable

Customer service 1<sup>st</sup>

Charitable

Smart

Committed

Dedicated

Compassionate

Perseverance

Help others

Friendly

Loyal

Motivated

Team based/ team player

Visionary

Tireless

Trustworthy

Mentor

Union

Understanding

Passionate

Empathetic

Integrity

Dynamic

Educator

Family oriented

Supportive

Ability to work in harsh environments  
(physical, mental)

Heroic

Brave



### **Role of a Fire Fighter:**

Leader/Community leader

Role model

Helper

Problem solver

Put public good before our own

Protector

Ambassador

Fundraiser

Advocate

Lifesavers

Professional

Respond to both emergency and non-emergency scenes

Public sees us a place to answer questions/refuge

Educate public

Fire prevention

Be compassionate and empathetic in difficult situations

Jack-of-all-trades

Role in community

We fix things/ fixer

Make people feel safe

Savior

Supporter

Contributor

Public servant

Student

Teacher

Helper

Teammate

Caretaker

Put out fires, rescue victims

First responder

Neighbor

Medical assistance

Kindness





## Equipment, Gear, Tools of a Fire Fighter:

Coat, boots, helmet

Axe

Engine

Truck

Brain (problem solver)

Heart/ soul

Ambulance

Heart monitor

Rope

Apparatus

Personal protective gear

Power tools

Hose

Nozzles

Extinguishers

Ems gear

Radio

Helicopter

Rescue equipment

Ballistic vests

Union sticker

Sirens/ air horns

Hazmat suit

Hydrants

Boats/dry suits

Social media

Fire station

Pipe & drums honor guard

Fire helmet

Maltese

Fire engine

Ambulance

Education

Training

PPE

Apparatus/vehicles

Signage

Public engagement

Hg/pipes and drums

Rescue equipment



# What is Strongest Attribute of Fire Fighters Brand?



# Prioritize Your Brand Value



# What's Your Taglines



# Don't Ignore the Value of Your Brand

**Position With Public**  
**Highlight Everything**  
**Be Aggressive**  
**Tell Stories**



# Image/Photo Bank













































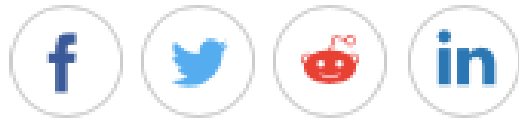
Nation | Environment | Economy | Health

# Understaffed And Overworked: Firefighters Exhausted By Severe California Fires

by **Amanda Morris** NPR Nov. 26, 2018 5:28 a.m.



# Firefighter injured in Cambridge house fire



Damage estimated at \$700,000, but cause of fire unknown says platoon chief Brad Churchill

CBC News · Posted: Jan 18, 2019 8:58 AM ET | Last Updated: January 18



HEALTH

# How Cancer Can Follow Firefighters Long After The Flames Go Out

January 5, 2019 · 7:56 AM ET

Heard on [Weekend Edition Saturday](#)



NEWS > LOCAL NEWS

# Laguna Beach firefighter-paramedic honored for his life-saving work in patient care



---

SE Mass

# 'The perfect storm:' Fall River firefighter describes difficulties of deadly Four Winds Fire

By: Caroline Goggin 

Posted: Jan 09, 2019 10:55 PM EST

Updated: Jan 09, 2019 11:02 PM EST



# Escambia County Firefighting Union president states department is in dire need of funding





# Firefighters union leader says members are drawn to Biden



TWEET



SHARE



MORE



# Local Firefighters Charity Basketball Game Benefits Washington State Council of Firefighters Burn Foundation

© January 16, 2019    zero comment





ORMOND BEACH OBSERVER

THURSDAY, JAN. 10, 2019 1 week ago

## Ormond Beach Firefighter Charities provide winter coats to local schools



---

# Pullman Firefighters' Union charity fund helps victims



# Fargo Firefighters Visit Children Spending Christmas in the Hospital

THE FIREFIGHTERS VISITED CHILDREN AT BOTH ESSENTIA AND SANFORD TO DELIVER PRESENTS

*December 25, 2018 by Maggie LaMere*



# Traits of the Union Brand?

**Create a Word Bank**





# FL Firefighters' Union Pushes Back on Hiring of Civilian Medics

The hiring decision put Orlando Fire Department and the firefighter's union at odds when first announced in 2017. The union wanted more firefighters who could provide fire protection as well.

TESS SHEETS JANUARY 19, 2019

ORLANDO SENTINEL



## CITY OF HOUSTON

# UPDATE: Houston Firefighters Union To Meet With Mayor Turner To Parley Over Prop B

The union is also seeking a court order “compelling the city to begin paying firefighters equally with police officers on a rank-by-rank basis.”

**ANDREW SCHNEIDER / HPM DIGITAL TEAM** | JANUARY 15, 2019, 4:34 PM (LAST UPDATED: JANUARY 15, 2019, 6:10 PM)



restrictions apply

# City Reaches Contract Agreement With Firefighters Union

Bay City News Service Published 7:03 pm PST, Thursday, January 17, 2019



# Firefighters' union accuses city of "cheating"



7:01 pm



January 15, 2019

TOP STORIES



# Firefighters union rips into Trump over threat to withhold FEMA funding from California

BY JUSTIN WISE - 01/09/19 03:30 PM EST

 1,024 COMMENTS

**11,683** SHARES



# Traits of the Union Brand?

**Create a Word Bank**





# The IAFF Brand



# In The Community

- Brand is solid in the community.
- Fire Fighters keep their brand strong by giving back to their community.
  - MDA Boot Drive
  - Coats For Kids
  - Local IAFF charities IAFF
- Toolkits can help you ensure that your brand stays strong



- Many locals have their own 501c3 charitable organization.
- This allows for the creation of many feel good news stories.
- Allow your President to speak on good things, so when the public sees him/her speaking on a potential labor issue, he/she has a trustworthy.





# Politics



# Brand Book



**A brand book is an official document that explains the brand's identity and presents brand standards.**





**Some brand books are focused exclusively on design, --- others include a company overview & communication guidelines.**



**The most important thing is to assess the need of such manual in your local and decide what aspects should be included.**



**Logo:** color, placement, variations, size and proportions, examples of logo misuse

**Brandmark:** color, when and where to use it

**Tagline:** where it should be displayed

**Colors:** primary brand colors as well as secondary colors

**Typography:** corporate fonts for headlines and body texts, etc

**Photography:** photography style, image guidelines

**Other graphics:** icons, patterns, textures



**Language:** – in what languages does your brand communicate?

**Grammar and formatting:** abbreviations, numbers, capitalization, acronyms, times and titles

**Readability:** intricate sentences or short, simple ones

**Style:** technical/ non-technical; formal/casual/slang

**Tone of voice:** logical / emotional; intimate / distant; serious / humorous, etc

**Email:** email structure, email signature

**Editorial style guide:** guidelines, formatting and structure for blog posts

**Social Media:** purpose, posting times, post types, for each social channel



INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS



# BRAND BOOK



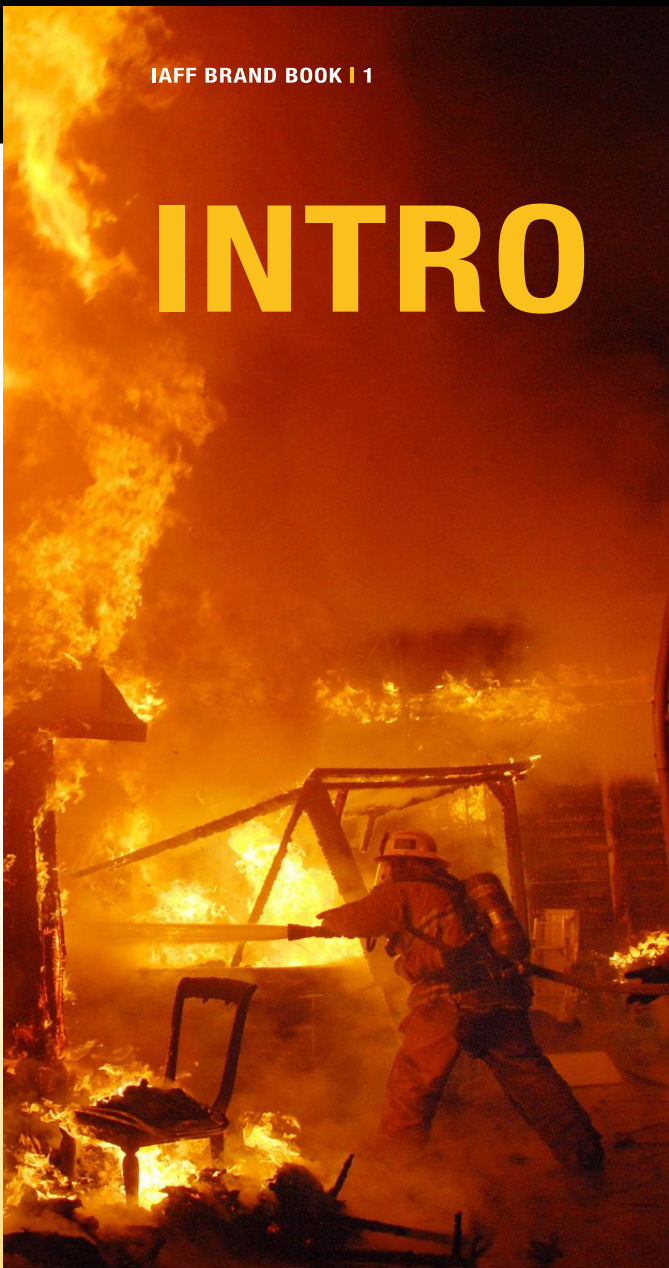
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# INTRO



**Brand Identity:** Instant recognition through certain colors, images and words.

A brand is a promise. Your brand is also your organization's identity — the image you wish to portray to the world — and is one of your most valuable assets. Although your visual brand identity is important, your brand is more than your logo. Your brand communicates your organization's personality and shapes your audience's perceptions of who you are. Your brand should project the expectations and promises you extend to your members in terms of quality, service, reliability and trustworthiness.

A strong and compelling brand is essential. It is not a mental exercise or a marketing campaign. It is a vital component of your organization, and its strength and clarity directly impact your success in fulfilling your organization's mission.

How do you build a brand? Repetition. Brand value emerges by telling your story consistently. When an effective message is presented in a consistent and compelling way, the whole becomes greater than the sum of its parts.

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.



# LOGO

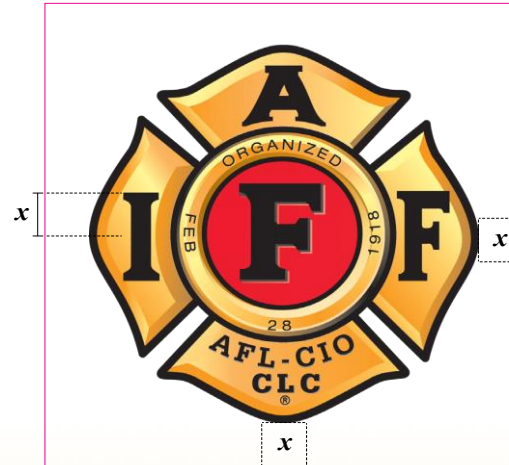
## Primary IAFF logo

This should be the primary logo used in most forms of communication.

Make sure that text or other design elements do not encroach on the logo. Clear space should be maintained around the logo, as shown to the right.

The minimum size of the logo should measure no less than 0.5" in height.

$x$  is equal to half the height of the letter "I" in the logo.



The IAFF logo is an important graphic element and must be used consistently and appropriately — variations can undermine and compromise the branding.

Always use master artwork (original high resolution or vector graphic files) when reproducing any logo design. It should never be recreated under any circumstances.

High-resolution graphic files of the official IAFF logos are available to download at [www.iaff.org/logos](http://www.iaff.org/logos). Contact the IAFF Communications Department at (202) 824-1506 for more information.



Flat gold and black logo



Flat red and black logo



Flat black and white logo



US and Canada logo

In black and white applications, use the flat black and white logo. In one color applications, such as decals, use the flat gold and black logo or flat red and black logo.



# DO NOT:

- 1 Change the orientation of the logo
- 2 Attempt to recreate the logo
- 3 Change the colors of the logo
- 4 Scale or stretch the logo unproportionately
- 5 Alter words or forms within the logo
- 6 Add a stroke or effects to the logo
- 7 Add elements on top of the logo
- 8 Use any old or unapproved versions of the logo
- 9 Place the logo on a busy background/photo



# COPY STYLE GUIDE

The IAFF uses the AP Stylebook as its official style guide, unless otherwise indicated.

## IAFF-Specific Terms

The following are specific or special use guidelines unique to the IAFF.

### 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).

### first responder

### 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.

### Local

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

### 2-in/2-out

- Spell out two when used at the beginning of a sentence (Two-in/two-out is the industry standard...)

### Fill-the-Boot

### 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.

## 7.0 | COPY AND STYLE GUIDE

### 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.

### 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

### Firehouse (one word)

### fire marshal

### FIRE OPS 101 (not Fire Ops 101)

### General President

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



# Enforce Brand Guidelines



# Brand Training/Discussions





# Strengthening Your Brand



**Stay focused on your role in the community and the service you provide to that community.**

**Don't stray into areas that do not pertain to your local or your brand.**

**Make yourself “An indispensable part of the community.”**

**Keep your role as the “Public Safety Professionals” strong.**



# Be Different

- What sets you apart from other government employees?
  - On duty 24/7
  - Offer Life and Death Services
  - Customer Service
- What can you do to stand out in a community?
  - Education
  - Charity
  - Volunteerism
  - Customer Service



# Be Relevant

- Make sure you are out in front to issues that effect public safety. You are the “Public Safety Professionals.”
- Use times of the year to re-emphasize your role in the community.
- Use these same times to capitalize on the brand and strengthen it.



# Be Vigilant

- Take the time to recognize changes in the community.
- Notice when times are changing...from the events of September 11<sup>th</sup>, 2001 to the hard economic times of 2008-2013.
- Prepare to adapt your brand to reflect the change in times.



**Make sure the IAFF and  
your local brand is protected.**





# Firefighters union president releases statement regarding alleged bar assault



# **NYC Firefighter Arrested In Connection With Fatal Route 9A Hit-Run**



# Firefighter who attended funeral for Steven Pollard arrested for driving under the influence



# **Veteran Portland firefighter arrested on drugs, weapon allegations**



# Firefighters arrested for arson



# Former EC firefighters union treasurer charged with theft





# Building the Public Safety Brand

**Conduct CPR training specifically targeting seniors**

**Organize physical fitness activities targeting seniors**

**Sponsor an obesity screening program for children**

**Teach baby sitting classes**

**Visit senior centers to provide health information**

**Provide physical fitness information to school children**



# Brand Builders

**Profit**  
**Pride**  
**Convenience**  
**Control**  
**Safety**  
**Sex**  
**Hope**  
**Trust**

**Social Acceptance**  
**Comfort**  
**Knowledge**  
**Order**  
**Variety**  
**Fear**  
**Patriotic**



# **So Who Are You? Fire Fighters are...**

**Fire Investigators**  
**Building Code Inspectors**  
**Public Educators**  
**Fire Protection Engineers**  
**Health and Safety Officers**  
**Hazardous Materials Experts**  
**Role Models**



# the brand spectrum<sup>SM</sup>

A LENS FOR CLARIFYING & MAGNIFYING YOUR BRAND



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# Building the living, breathing brand



# Tie it Together

- **Branding is essential to the health of local unions, and (if done well) can usher in a new era.**
- **A strong brand story appeals to stakeholders, driving engagement and loyalty.**
- **A clear mission and vision speaks to other brands, yielding powerful partnerships with other unions, nonprofits and for-profit companies.**
- **A deliberate brand strategy drives cohesion within the organization, streamlining work and understanding.**





**Building the Public Safety Brand**

**Building the Charity Brand**

**Building the Political Brand**

**Building the Labor Brand**

**Building the Educator Brand**

**Building the Hero Brand**

**Building the Community Brand**

**Building the Caring Brand**



**Repeat, Repeat, Repeat**  
**Repeat, Repeat, Repeat**  
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**Repeat, Repeat, Repeat**  
**Repeat, Repeat, Repeat**  
**Repeat, Repeat, Repeat**  
**Repeat, Repeat, Repeat**  
**Repeat, Repeat, Repeat**



# Brand Is .....

**Confidence**

**Passion**

**Belonging**

**Action**

**Security**

**Unique Value**



# Next Steps

- **Audit Your Local Brand**
  - **Attributes**
  - **Promises**
  - **Personality**
  - **Equity**
  - **Other Features**
- **Define where you want to go**



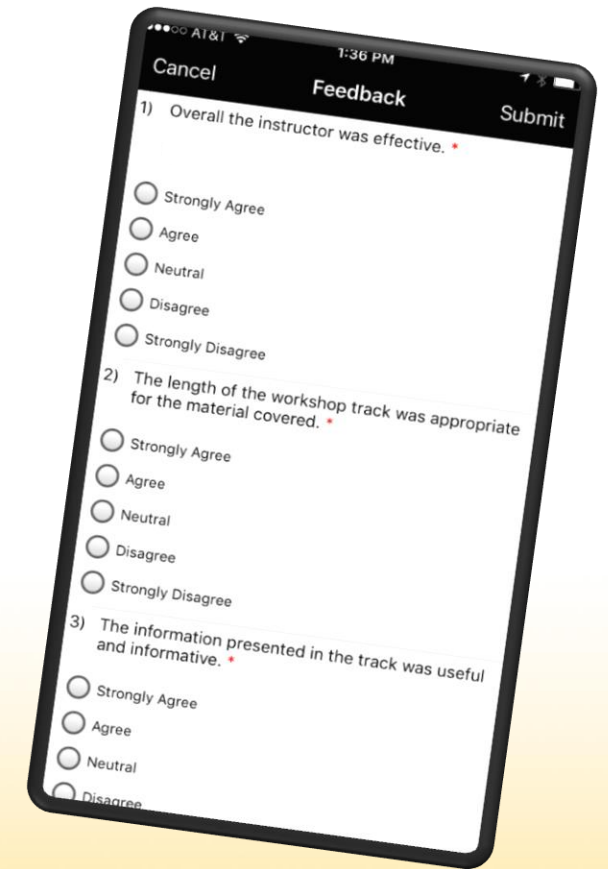
# Win an Apple Watch!

Submit your workshop and overall evaluations to be automatically entered in two drawings for a new Apple Watch!

Complete your evaluations using the IAFF Frontline App:

1. Open the Frontline App and click on the “≡” symbol in the top left corner by the logo
2. Select “sign in” and login with your iaff.org username
3. Click the “Events” icon and select ALTS
4. Select “Sessions” and click on the workshop you attended
5. Click “Session Evaluation”
6. Complete the evaluation
7. Click “Submit”

For the overall evaluation, follow steps 1, 2 and 3  
Then click “More”, then “Information” and  
“Overall Event Evaluation”.



Winners will be announced  
February 8, 2019

