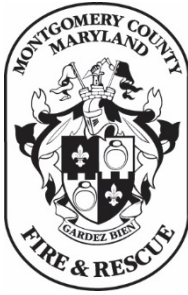

MCFRS Logo Standards (Updated August 2023)

Approved Logos



MCFRS_Logo_BW



MCFRS_Logo_RedBG



MCFRS_Logo_WhiteBG_RedType

Overview

- The MCFRS logo is a visible and recognizable element of the department's identity. In order to maintain an effective brand that represents the professionalism of the department, we use a set of standards for the logo. No other logo colors are acceptable.
- At one point, MCFRS had four different versions of the logo in use on Quicklinks (an example of our inconsistency).
- The department logo is **MCFRS_Logo_RedBG**. (This is the full color red logo.) This will be on patches, apparatus, buildings and everything where color is appropriate and the contrast is correct.
- **MCFRS_Logo_WhiteBG_RedType** (the white background with red text and border) will be used when needed for graphics/presentations when the contrast/background is not conducive to the full color red.
- The print standard should be **MCFRS_Logo_RedBG** as outlined above.
- **MCFRS_Logo_BW** is the logo in a black and white format and should only be used when the print and final document is black and white. The **MCFRS_Logo_RedBG** logo shall not be used on a document that is then printed in black and white for distribution.
- Any resizing of logos must be proportionate/to scale and may not be increased in size other than the EPS (vector-based) format. Specifically, do not stretch, distort or alter the logo in any way.
- Use of this logo implies official MCFRS business and may not be used in informal, non-MCFRS context.
- Print resolution should be at least 300 dpi and screen resolution should be 96 dpi.
- If you are working with a professional graphic artist, (s)he should be provided with the EPS version of logo.

Types of Use

- PowerPoint
 - Use the **MCFRS_Logo_RedBG** graphic for most presentations and the **MCFRS_Logo_WhiteBG_RedType** graphic if the slide color clashes with the red background.

Note: While the standard for anything printed in black and white will be the **MCFRS_Logo_BW** version of the logo, it is not necessary in this case since PowerPoint is first and foremost an on-screen tool. The printed slides and notes pages may keep the color graphic and will show it in grayscale unless you send the document to a color printer.

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- Web
 - Use the **MCFRS_Logo_RedBG** graphic for most presentations and the **MCFRS_Logo_WhiteBG_RedType** graphic if the web page background color clashes with the red background.
- Apparatus
 - Use the **MCFRS_Logo_RedBG**.
- Clothing
 - Use the **MCFRS_Logo_RedBG** logo for embroidered patches on clothing.
 - Use the **MCFRS_Logo_BW** version for single color use of the logo (which must be held to one of the four standard PMS colors). Any deviation from these colors must be approved by the fire chief in advance.
- Banners, Signage, etc.
 - Use the **MCFRS_Logo_RedBG** unless the background clashes with the official red. In that case, use the **MCFRS_Logo_WhiteBG_RedType**.

Location of the Files

The official logos are located on the M: drive at the following location (M:\MCFRS Department Logos) and in subfolders therein for the type of file you need:










- M:\MCFRS Department Logos\Logos for Print (High Resolution)
- M:\MCFRS Department Logos\Logos for Web and Video (Low Resolution)
- M:\MCFRS Department Logos\Logos in EPS Format for Graphic Artists

The filenames follow the names above and with dimensions at the end. Some examples include:

- **MCFRS_Logo_RedBG – 1.25in.jpg** (the red background logo at 1.25 inches in height)
- **MCFRS_Logo_WhiteBG_RedType – 2.5in.jpg** (the white background logo at 2.5 inches in height)

Note: While a specific number of logos of various sizes are available in the folders, custom sizes may be made for you. Please contact Jeff Feiertag if you need a custom size made and cannot reduce an already available one for your needs.

Which Logo to Use

Project	EPS	High Resolution JPG (300 dpi)	Low Resolution JPG (96 dpi)	PNG
Professional Signs or Any Work with A Graphic Artist				
Silk Screening				
Microsoft PowerPoint				
Microsoft Publisher				
Microsoft Word				
Web Authoring Tool				

MCFRS Logo Standards (Updated August 2023)

Official Colors

Color	Pantone Matching System (PMS)	RGB (Screen)	CMYK (Print)	Hexadecimal (Web)
Black	Process Black	R: 51 G: 51 B: 51	C: 69 M: 63 Y: 62 K: 58	#333333
Blue	301	R: 0 G: 78 B: 125	C: 100 M: 73 Y: 27 K: 11	#004E7D
Gold	117	R: 204 G: 153 B: 51	C: 20 M: 40 Y: 96 K: 2	#CC9933
Red	485	R: 204 G: 51 B: 51	C: 14 M: 94 Y: 40 K: 4	#CC3333

MCFRS Logo Standards (Updated August 2023)

Frequently Asked Questions

Why can't I open the EPS file on my computer?

- EPS files require graphics editing software and won't load into general office software such as Word or PowerPoint.

What are some examples of logos we may not use?

- The only FRS logos you may use are those that are named in this document (without any stretching or enlarging) or those which are approved specifically by the fire chief.
- Because the JPG and PNG files are raster files (see the question below about raster versus vector files if you want explanations of those terms), increasing the official FRS logos will cause them to appear blurry.



The image is blurry.

MCFRS Logo Standards (Updated August 2023)

- Just as the official logo for the any company may not be altered, the FRS logos are part of a branding strategy and misrepresent the department if stretched or altered.



The image is stretched wide so the proportions are incorrect and the text is blurry.



The image has an unofficial color.

What is the difference between an EPS, a JPG and a PNG?

- An EPS is a *vector* image. In short, a vector-based image may be resized (using a graphics program designed to handle EPS files) to any size while maintaining the same clarity and quality.
- JPG and PNG are both *raster* files. In short, they are limited to a certain number of dots-per-inch (dpi). If you have a logo that is two inches high at 300 dpi (good for printing) and you stretch it to four inches high, you spread those same dots for the smaller image over a larger area. This causes the graphic to appear blurry.