

WILLIAMSPORT BUREAU OF FIRE

GRAPHIC IDENTITY CONCEPTS

INTRODUCTION TO YOUR NEW GRAPHIC IDENTITY

The items created within this brochure are fictitious mock-ups and have not been asked for nor have they been commissioned by the Williamsport Bureau of Fire, nor any of its affiliates. The following graphic identity pieces have, however, been uniquely tailored to be adopted and implemented throughout all aspects of visual communication and branding used by the Williamsport Bureau of Fire.

For more information, questions, or concerns involving the following graphic identity pieces, please contact:

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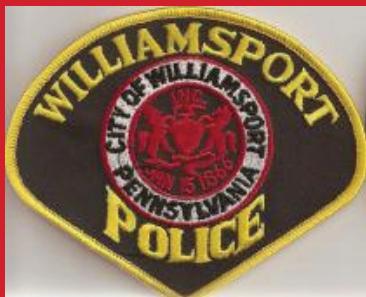
THE DESIGN



Williamsport Bureau of Fire Logo (Current)

The Current Williamsport Bureau of Fire logo is a simple logo with a Florian Cross with a helmet, fireman's horn, ladder, and hook in the center. On the left arm of the cross is a hydrant and the right arm has a ladder. Williamsport Bureau of Fire surrounding the inside of the logo with Williamsport on top and Bureau of Fire on the bottom.

This logo looks very similar to the logo used by the Williamsport Police (patch shown below). in terms of shape and item placement. Since both logos are similar and both the Bureau of Fire and Police both wear the same color uniform shirts, it is quite possible that members of the public, may confuse the two.



WBF logo shown in Patch Form, simpler than actual WBF logo

Williamsport in three words...

History. Lumber. Baseball.

In order to develop the logo into something that incorporates both Williamsport's history and the Fire Service, the concept of Williamsport was broken down in to the three words that best describe the city chosen from well known history and facts about the city.

History is an all encompassing term. From the city's founding in the early 1800s, to the lumber boom, to the old parts of the city with their brick roads, Williamsport is a historic city. Keeping in mind that the fire service was created at the height of the Victorian Era, a font was chosen to incorporate a vintage feel into the logo yet at the same time not feel gimmicky. The font chosen feels at home in Williamsport and feels as if it could have been used in previous incarnations of the Williamsport Bureau of Fire logo.

Lumber obviously refers to the Lumber Boom of the 1800s and the fact that Williamsport was once the Lumber Capitol of the World. Tying both the lumber industry and the Fire Service together was particularly easy as an Axe symbolizes tool which is used by both Lumber Jacks and firefighters.

Baseball was a hard item to include into the design at first. There are not many items that symbolize baseball that are easily recognizable aside from a baseball diamond, a ball, or a bat. Including a diamond into the design felt like it took away from the fact that it was actually a logo for the Fire Department and not any of the local ball teams. Incorporating a bat into the design made it feel too much like a biker gang or a street gang symbol as the axe was present. Eventually it was settled that a ball would be used in the design. In order to blend the ball into the design so it did not stick out too much, a more simplified version of a baseball was created.

Combining these items with the current logo items we have come up with the new logo and identity.

Williamsport Bureau of Fire Logo (New)

The new Williamsport Bureau of Fire logo features some unique aspects, mentioned previously in this book. The upper words, Williamsport Bureau of Fire are done in a 'vintage' style font. The Florian cross in the center features two Axes, a Baseball, as well as a flame. On the bottom of the logo is the year in which the fire department was organized.

It is rendered in four colors Deep Blue, Golden Yellow, Fire Engine Red, and White.



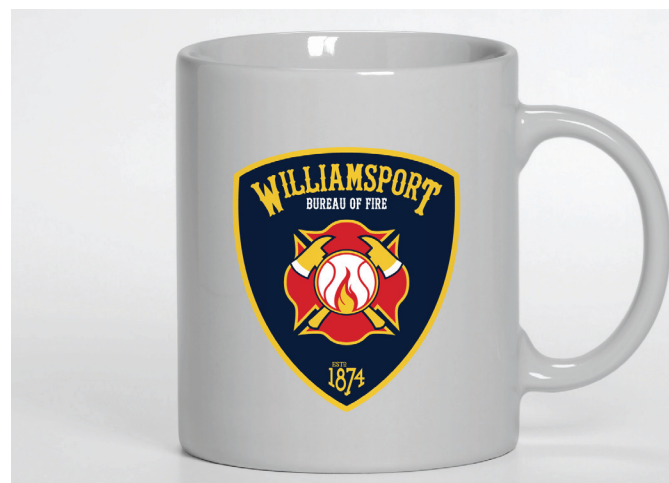
Alternate/Secondary Logo Designs



The image features a close-up, slightly angled view of a brick wall. The bricks are a mix of reddish-brown and dark, almost black, tones, suggesting age and weathering. The mortar joints are visible and appear somewhat eroded. A solid red horizontal banner is superimposed over the middle of the image, containing the text 'COLLATERAL MATERIALS' in a bold, white, sans-serif font. Below the banner, the wall continues, but the lighting is much darker, making the details less distinct.

COLLATERAL MATERIALS

Collateral Materials



PLEASE NOTE: Suggested color of collateral materials is for mock-up purposes, actual color of collateral materials is at the discretion of the Williamsport Bureau of Fire.

WBF T-Shirts



PLEASE NOTE: Suggested T-Shirt color is for mock-up purposes, actual T-Shirt color is at the discretion of the Williamsport Bureau of Fire



Truck Emblem

PLEASE NOTE: Suggested Emblem is for mock-up purposes, emblem use is at the discretion of the Williamsport Bureau of Fire

Closing Statement from the Designer

The former has been created specifically with the Williamsport Bureau of Fire in mind. Any of the designs can be altered to suit the needs and wants of the needs of the Williamsport Bureau of Fire. The various items I mocked up are to give examples of how the logos can be utilized. I also kept in mind that the Williamsport Bureau of Fire is a government agency and not some volunteer fire department. I tried to create a strong updated logo and I tried to shy away from any designs that are too flamboyant and too alike other designs used by other fire departments.

If there are any designs or concepts that I did not present, please feel free to contact me and I will do my best to create the concept in mind. If this design is ever used for absolutely anything at all, I will promptly send along the critical files needed to use the logos created herewith in.

It has been a pleasure designing the aforementioned pieces and I look forward to any hearing comments, concerns, criticisms, and ideas you may have.

Nathan Rundio - Graphic Designer

