



# BRAND Guidelines

---

IMPROVING THE FINANCIAL LIVES OF THE FIRE FAMILY

**Created By**

FFCU Marketing Dept.  
Creative Team  
Jarod Wescott  
Spring 2025

Firefighters First Credit Union  
P.O. Box 60890  
Los Angeles, CA 90060-0890  
[firefightersfirstcu.org](http://firefightersfirstcu.org)  
© 2025 Firefighters First Credit Union

# TABLE OF CONTENTS

This Brand Guidelines document is more than just a set of rules for logo usage, brand colors, and fonts. It’s a resource to help you bring our brand to life—whether in print, digital, motion, social media, or any other marketing material. Beyond visuals, this guide will help your communications have a consistent and authentic brand voice.

Whether you’re putting together an internal report, crafting a presentation deck, or brainstorming the next viral social media campaign, consider this your go-to starting point.

|                                          |    |
|------------------------------------------|----|
| Our Mission                              | 03 |
| Brand Voice                              | 04 |
| Logo Mark                                | 06 |
| Brand Colors                             | 08 |
| Fonts & Typography                       | 10 |
| Use Case Examples                        | 12 |
| Photography & Textures                   | 14 |
| UI & Iconography                         | 16 |
| Business Cards & Stationary              | 18 |
| Print Ad Examples                        | 20 |
| Digital Signature & Presentation Decks   | 22 |
| Social Media Examples                    | 24 |
| Wealth Management Services Branded Logos | 26 |
| Video Treatments & Scripts/Voice Over    | 28 |
| Branch Exterior & Interior Signange      | 30 |

# OUR MISSION

Improving the financial lives of our fire family & firefighters nationwide.





# BRAND VOICE

The Firefighters First Credit Union brand voice is strong, confident, and unwavering—just like the firefighters we serve. It carries a tone of reliability and brotherhood, speaking directly to the unique financial needs of those who put their lives on the line every day. Our voice is direct yet compassionate, reinforcing that we understand the unpredictable nature of the job, the long shifts, the sacrifices, and the need for financial stability for both today and the future. Whether we're talking about home loans, retirement planning, or everyday banking, our tone reflects the same level of trust, dependability, and commitment that firefighters embody in their own work.

We are not just another financial institution — we are a partner standing beside our members through every challenge, milestone, and unexpected turn. Our words should instill confidence, offering clear and practical solutions without unnecessary jargon or fluff. We communicate with strength but also with the camaraderie of a fellow firefighter—someone who truly understands the job, the risks, and the sacrifices. When we speak, it should feel like a trusted friend offering sound advice, always with the best interests of our members in mind. Firefighters trust their crew to have their backs in the field, and they should trust us to do the same when it comes to their financial future.



# LOGO MARK

Our logo has always symbolized a deeper meaning as we literally always feature our logo mark of a firefighter battling the flames before our own name. The logo mark has been simplified for versatility across all design needs while aligning with iconic brands like Apple, FedEx, Nike, and Target. The logo mark is always in a two color combinations and placed to the left or above our company name “Firefighters First” in very rare instances do we use our typeface logo alone.



Logo Mark

Utilized in instances where our full name is already visible or apparent. Or on very selective material.



Typeface Logo

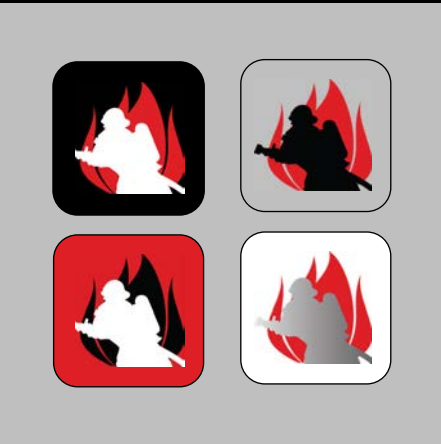
Our most commonly used logo leads with our mark and follows with our official typographical lockup. The red color starts and ends with dominance in order to lead your eye naturally while reading and creates a sense of visual balance to the overall logo.



Stacked Logo

This logo again leads with our mark and follows with our official typographical lockup below. This logo is preferred when the space it occupies has less constraints.

# COLOR VARIATIONS





# BRAND COLORS

Our color palette is inspired by the strength, resilience, and heroism of the firefighting community. Red is the dominant color, symbolizing urgency, and bravery. Complemented by our accent orange—a warm, energetic hue representing fire, passion, and the relentless drive. Black grounds the brand with a sense of seriousness and unwavering strength. To balance the boldness, Gray introduces a neutral, calming tone, reflecting the resilience firefighters show in the face of adversity. Lastly our gradient mix of black, represents the polished steel of firefighting tools and equipment, reinforcing the durability and legacy of the profession.

## Fire Engine Red

HEX: df0303  
RGB: 223 3 3  
CMYK: 6 100 100 1

80%

60%

40%

20%

## Gray Sky

HEX: c0c0c0  
RGB: 192 192 192  
CMYK: 24 19 20 0

80%

60%

40%

20%

## Black Smoke

HEX: 000000  
RGB: 0 0 0  
CMYK: 75 68 67 90

## Accent Flame

HEX:ffb81d  
RGB: 255 184 29  
CMYK: 0 31 97 0

## Metallic Shine

Gradient mix of Black  
K: 0% 69% 78% 23% 100%

White is also always an acceptable brand color to be used

# FONTS & TYPOGRAPHY

Our primary brand font is Gotham, available in several weights. Different color combinations, type size and weights, work best for not only readability but to also create a clear hierarchy of our messaging.

**Gotham Bold**      **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1234567890 \$%#**

**Gotham Medium**      **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1234567890 \$%#**

**Gotham Book**      **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1234567890 \$%#**

**Gotham Light**      **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1234567890 \$%#**

A HEADLINE  
ALL CAPS IN  
GOTHAM LIGHT

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

HEADLINE  
ALL CAPS IN  
GOTHAM BOLD

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

Headline shown  
in sentence case  
Gotham Bold

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

Headline shown  
in sentence case  
Gotham Light

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

# USE CASE EXAMPLES





# PHOTOGRAPHY & TEXTURES

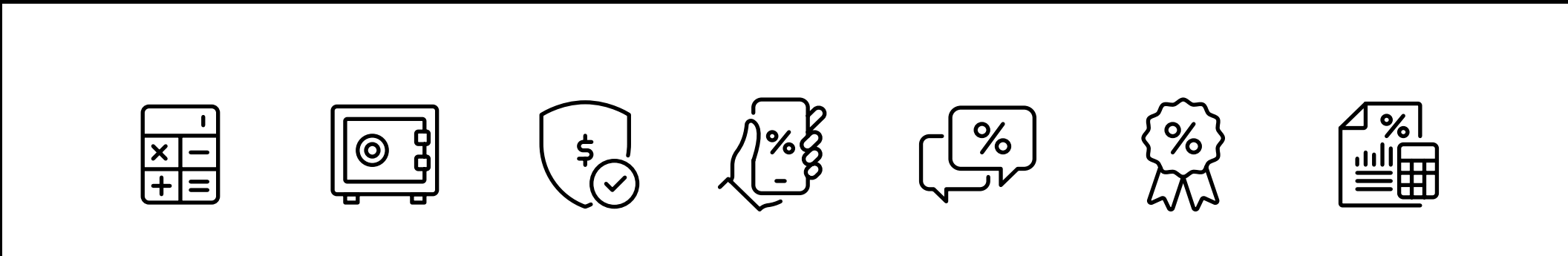
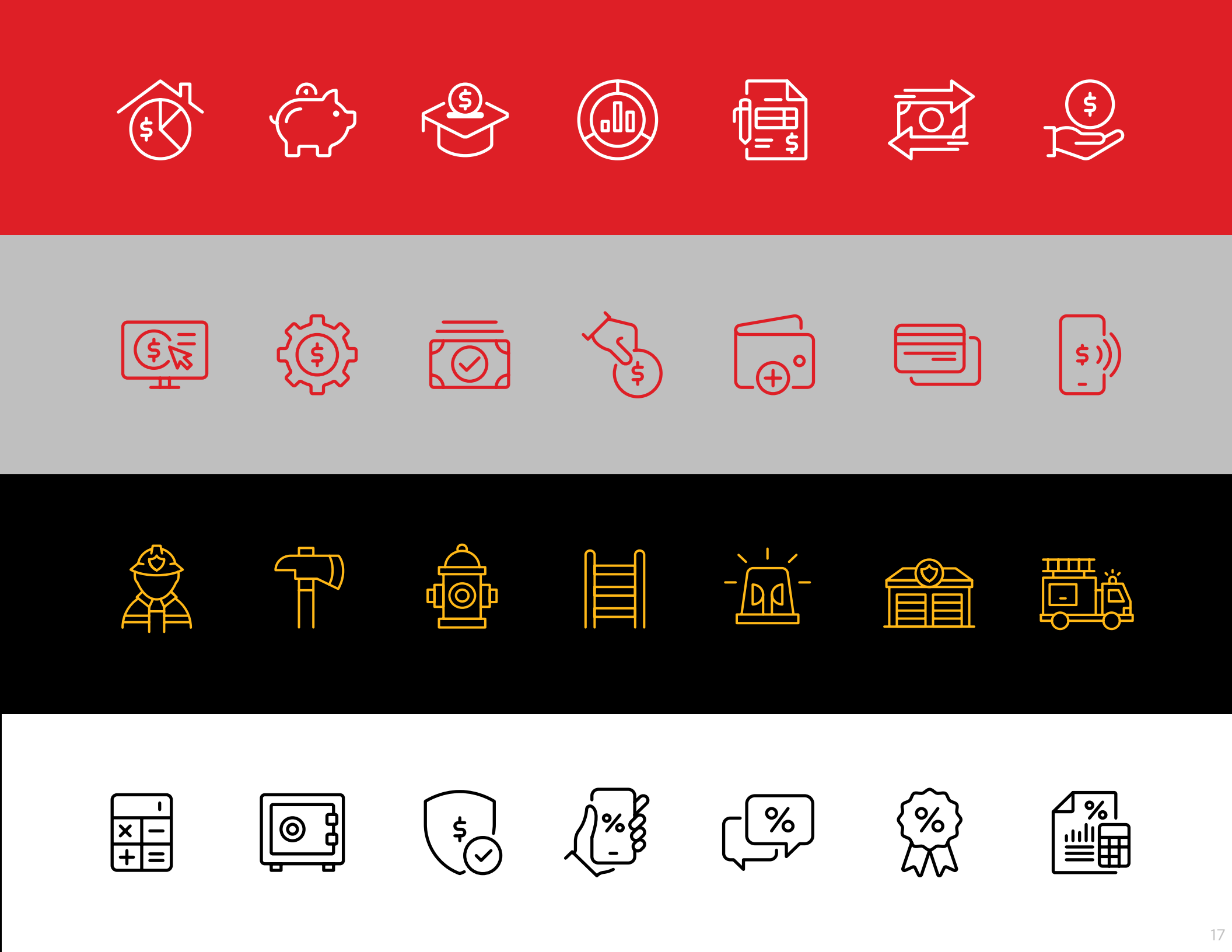
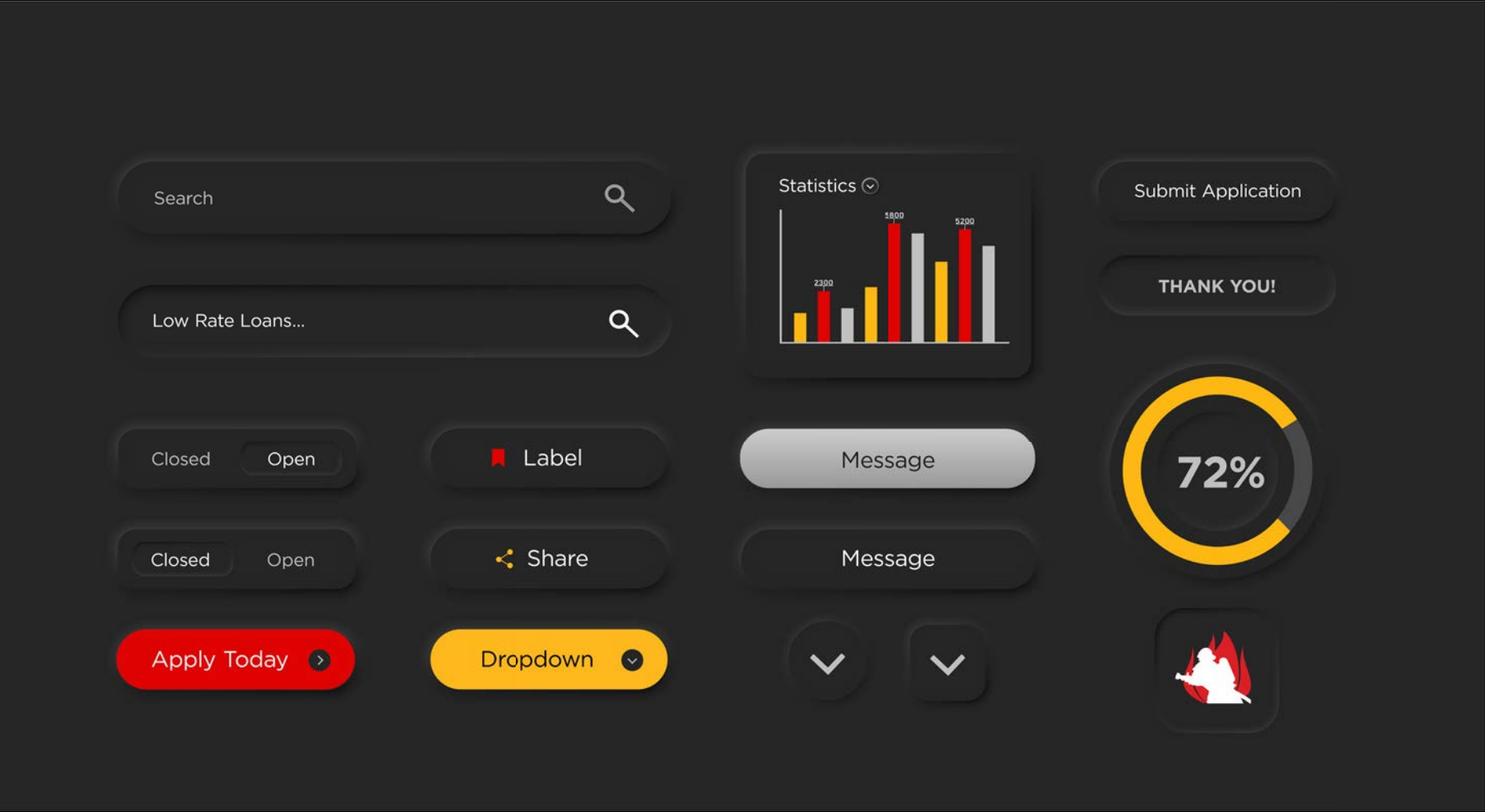
When selecting photography for FFCU, the imagery should authentically capture the courage and resilience that define the firefighting profession. Action shots of firefighters battling blazes should be dramatic yet clear, with rich contrasts that highlight the intensity of their work. Equally important are images that showcase the deep bonds among firefighters, whether they're sharing a moment of camaraderie at the station, training together, or offering support after a tough call. Community-focused photos should highlight firefighters engaging with the people they serve. Each image should have a bold, cinematic quality with strong compositions and dynamic lighting that conveys both the danger and honor of their work.





# UI & ICONOGRAPHY

Our UI system conveys a modern sleek look and feel. Minimalistic yet grabs your attention for “Call to Action” buttons or controls and has pops of color so displayed data stands out against dark backgrounds. Our icon sets are simple, clean lines that communicate financial and firefighter specific meaning. Always use the shown color icons on top of the appropriate corresponding brand colors for the best visibility.



# BUSINESS CARDS & STATIONARY

Firefighters First Credit Union business card and stationery designs embody our deep connection to the firefighting community while maintaining a clean, professional aesthetic. Our brand colors —Fire Engine Red, Black Smoke, and Crisp White—create a striking yet sophisticated identity. The letterhead design is intentionally minimalistic for ease of printing while the other pieces incorporate elements that resonate with the firefighting experience. Fire-in-spired textures, such as smoke graphics and diamond plate metal backgrounds, serve as a tribute to the elements firefighters navigate daily. These details reinforce our commitment to those who serve, ensuring that every touchpoint with our brand reflects the strength, resilience, and dedication of our firefighter family.





# PRINT AD EXAMPLES

Our print advertising, whether a postcard, flyer, billboard, or building message, is designed to grab attention and reinforce two key messages: First, we are deeply ingrained in the firefighter community and service to them is of number one priority. Secondly, we are a trustworthy, reliable financial institution.

Photography showcases firefighters' dedication, typography communicates clear messaging,color and layout choices ensure strong calls to action.





# DIGITAL SIGNATURE & PRESENTATION DECKS

Designing our digital signature goes beyond font sizes and colors. With various email applications having unique limitations, such as dark mode compatibility, text size specifications, and default image download settings, simplicity is key.

The same approach applies to presentation templates. By creating multiple layouts with widely available fonts and optimal image quality settings, users can choose what works best for their content and audience.



**Martin Lara** | Personal Service Manager  
T: 323-229-3433 E: [mlara@firefirstcu.org](mailto:mlara@firefirstcu.org)



*Our mission is to improve the financial lives of our Fire Family*

This transmission, including any attachments, contains confidential information intended for a specific individual and purpose. If you are not the intended recipient, you should ignore and destroy this transmission. Any disclosure, copying, or distribution of this message, or the taking of any action based on it, is strictly prohibited.

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

## Title of Presentation in Gotham Bold



Subhead shown in Gotham Medium 03.28.2025

Disclosure body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown



## Headline shown in sentence case Gotham Light

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown



## Headline shown in sentence case Gotham Bold

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown



## HEADLINE IS SHOWN IN ALL CAPS GOTHAM LIGHT

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit. Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, usce at semper massa,

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

## HEADLINE IS SHOWN IN ALL CAPS GOTHAM BOLD

Subhead shown in Gotham Medium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam feugiat gravida tortor sit amet condimentum.

Body copy title shown here

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

Body copy title shown here

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown



- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown

- Body copy bullet shown



## Headline shown in sentence case Gotham Bold

Subhead shown in Gotham Medium

Body copy shown in Gotham Book, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac cursus diam, eget fermentum quam. Fusce at semper massa, vitae vestibulum risus. Praesent gravida arcu nec tincidunt molestie. Etiam a laoreet lectus, sed condimentum velit.



# SOCIAL MEDIA EXAMPLE

Our social content is where our brand is most vibrant, utilizing bold colors, eye-catching photography, and textures that enhance our messaging. Given the functionality of most platforms, it is not always necessary to include our logo on all assets, as our profile typically displays our brand icon and name. Messaging is further reinforced through links, hashtags, and tags that engage our members, followers, and affiliates.

MEMBER  
OF THE  
MONTH

Meet SFFD  
Station 11's  
**Jonathan  
Fredericks**

Swipe to learn more

WWW.911DAY.ORG

NEVER

FORGET

MEET LAFD STATION 28

|                                                                                                                                                                     |                                                                                                                                                           |                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                     |                                                                                                                                                           |                                                                                                                                                           |
| <b>Dustin Weelander</b><br>DOB: 10-13-80<br>Height: 6'2<br>Weight: 235<br>Has served for over 20 years.<br>Joined because his father and brother were firefighters. | <b>Matt Bosakowski</b><br>DOB: 1-1-1990<br>Height: 5'11<br>Weight: 202<br>Has served for over 10 years.<br>Joined because he wanted to make a difference. | <b>David Fibianni</b><br>DOB: 11-17-1995<br>Height: 6'1<br>Weight: 198<br>Has served for 5 years. Joined when he hated his job and wanted to help others. |

"I became a firefighter because I wanted to be on the front lines to protect my family and my community."

PROUD TO SERVE THOSE WHO SERVE

Join Us Today

Join us on Monday  
May 19, 2025 for our  
**GRAND OPENING IN  
PALM SPRINGS, FL**

ALL MEN ARE CREATED EQUAL,  
THEN A FEW BECOME FIREMEN.

Learn More



# WEALTH MANAGEMENT SERVICES BRANDED LOGOS

Staying true to Firefighters First Credit Union’s brand, our Wealth Management Services logos follow the same colors, fonts, and stylistic choices that honor the firefighter community. Each service brand maintains the same color variations as FFCU, ensuring readability and visibility across different use cases. A key visual difference is the increased use of white space, creating a cleaner aesthetic, especially for content-heavy materials due to legal requirements.





# VIDEO TREATMENTS & SCRIPTS/VOICE OVER

The Firefighters First Credit Union approach to video is strong and confident, just like the firefighters we serve. It carries a tone of reliability, brotherhood and compassion while being assertive and direct. Our words should instill confidence, offering clear and practical solutions without unnecessary jargon or fluff. We communicate with strength but also with the camaraderie of a fellow firefighter—someone who truly understands the job, the risks, and the sacrifices. When we speak, it should feel like a trusted friend offering sound advice, always with the best interests of our members in mind. Firefighters trust their crew to have their backs in the field, and they should trust us to do the same when it comes to their financial future.

When we use a male voice over it should come across as deep, strong, trustworthy, but also direct.

When using a women voice over it should be warm, and inviting but direct and to the point.

All video color treatments should match the look and feel of our gritty approach to photography leaning into the rugged and dirty nature of the work our firefighters do.





# EXTERIOR & INTERIOR BRANCH SIGNAGE

When showcasing exterior and interior signage, Firefighters First Credit Union should prioritize visibility, clarity, and brand consistency. Exterior signage should be bold and easily legible from a distance, using the brand's signature colors and logo to create a welcoming presence. Whenever possible this should be done with a black background and either our white and red or silver and red logos.

For interior signage, clear directional signs and informative displays should align with the brand's tone, using professional, easy-to-read font layouts and consistent visual elements. All signage should reflect the credit union's values of trust, community, and service, creating cohesive brand visuals and inviting environment for members showing them we know what it means to be a firefighter.

When the exterior of the building cannot be altered to allow for the use of core logo colors black on red or white on black are acceptable options. When logos are used on interior walls the highest contrast should be used to ensure good visibility when entering a branch.







**Firefighters****First**  
CREDIT UNION