



SUBJECT: DEPARTMENT LOGO

GOAL: To maintain distinctive, consistent visual representation essential to conveying the Clark County Fire & Rescue image in print, on the web, and on signage. Consistent and appropriate use of the logo serves as an external, visual representation of the organization.

PURPOSE: To establish consistent and appropriate guidelines for use of the Clark County Fire & Rescue logo.

SCOPE: All personnel.

PROCEDURE: The logo is designed to be used for official department communication, programs, and events.

The department logo shall remain intact and consistent in order to maintain visual identity. The logo shall be printed in an approved color and may not be altered in any way with the exception of proportional resizing. The logo shall always be printed as is and not comingled with other graphic symbols, rules, bars, or boxes.

Logo use shall be reviewed and approved by the appropriate Administrator or Administrative Chief Officer prior to printing, production, or web posting.

All documents, postings, and publications shall be proofed for accuracy and content.

Other government agencies, private companies, individuals, and private or public associations are not authorized to use the Department logo. Exceptions may only be granted by the Chief or his/her designee.