



# TRUCKEE MEADOWS FIRE PROTECTION DISTRICT

## STAFF REPORT

Board Meeting Date: February 25, 2020

**DATE:** February 18, 2020  
**TO:** Truckee Meadows Fire Protection District Board of Fire Commissioners  
**FROM:** Adam Mayberry, Public Information Officer  
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**THROUGH:** Charles A. Moore, Fire Chief  
**SUBJECT:** Recommendation to approve a new logo for the Truckee Meadows Fire Protection District. If approved, the immediate implementation of the logo includes patches on uniforms, apparatus decals, and some station signage, and is estimated at a cost of \$9,500. (All Commission Districts) FOR POSSIBLE ACTION

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### SUMMARY

Recommendation to approve a new logo for the Truckee Meadows Fire Protection District.

### PREVIOUS ACTION

September 11, 2012, the Board of Fire Commissioners approved a new seal and badge for the Truckee Meadows Fire Protection District.

### BACKGROUND

NRS 474.470 empowers the District to adopt and enforce regulations concerning its operations and recognize the important representation of the District.

The Board may recall discussions with the Fire Chief regarding a possible name change for Truckee Meadows Fire District. The discussion was about re-branding the District so that the District's name was more representative with the area served. After considerable internal discussion, District Staff believes that the District's name is positively branded with our constituents, and to make a significant change now would add confusion.

The District has, studied how to differentiate our District from other service areas create a brand image unique to Truckee Meadows Fire Protection District. In order to brand the organization, initial steps include the adoption of a new logo and graphic standards to help promote the brand, create consistency, and raise awareness of our agency.

In fall of 2019, the Deputy Chief of Operations initiated an internal discussion on proposed designs and elements for a new logo. Feedback and discussion contributed to additional ideas that lead to a logo working group in December 2019 and January 2020 to narrow down and select design concepts.

## **PROPOSED TMFPD LOGO**



The proposed final design of the logo includes colors of the District's new apparatus; red, black and gold.

The icon of the logo is the gold letters "TM" representing the brand name of the Fire District, and the gold standard in the fire service.

Internal feedback indicated that history was important, hence the icon TM is enclosed inside a traditional Fire Maltese Cross, and includes the established year of the Fire District, 1972; the year 2022 will be the 50<sup>th</sup> Anniversary of the Fire District.

Consistent input from the working group also expressed a strong desire to keep mountains in the design. It was important to create landscape specific to Washoe County and the Truckee Meadows. The snowcapped mountain in the new design represents Slide Mountain, located in the District and seen throughout the region. Few places in the western United States offer the stunning sunrise and sunsets that are experienced in the Truckee Meadows; the gradient sky design represents the western sunset.

Finally, there was overwhelming consensus to brand the organization as Truckee Meadows Fire & Rescue. While fighting fires is the most visible and high profile function our firefighters perform, the adjective "rescue" serves to raise the awareness of the Truckee Meadows Fire brand. Responding to medical emergencies, auto extrications, water and ice rescues, back country rescues that may include rope rescues, and even animal rescues are just some of the many responses Truckee Meadows Firefighters perform every day for Washoe County residents and visitors. The District also places a heavy emphasis on community risk reduction and public education that aligns with fire prevention and mitigating risk to reduce a potential rescue operation.

Truckee Meadows Fire & Rescue (TMFR) will not replace the legal name of the Truckee Meadows Fire Protection District. TMFR will merely be used as the brand identity of the organization and its operations.

### **FISCAL IMPACT**

Implementation of the logo will occur over time. Certain logos affixed to some equipment can be replaced with natural attrition. However, the immediate implementation of the logo includes patches on uniforms, apparatus decals, and some station signage, and is estimated at a cost of \$9,500.

### **RECOMMENDATION**

Staff recommends that the Board approve the newly designed logo for the Truckee Meadows Fire Protection District.

### **POSSIBLE MOTION**

Should the Board agree with the staff's recommendation, a possible motion could be:

*"I move to approve the newly designed seal and logo for the Truckee Meadows Fire Protection District".*