



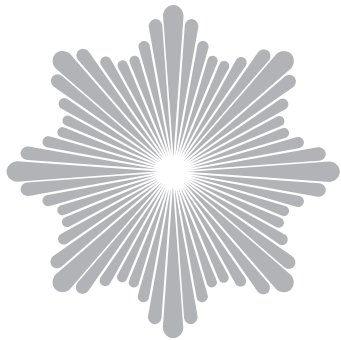
1721 Studio

Dorset and Wiltshire
Fire and Rescue Service:
**Corporate Identity Concept
Development**

1721studio.co.uk



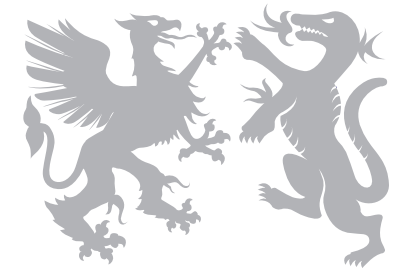
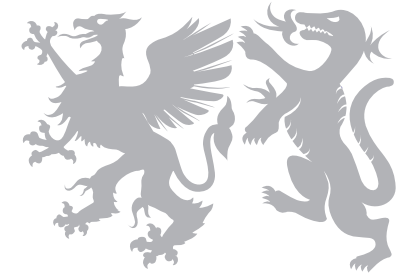
Observing that the original logos are traditional and contain detailed elements and colours that can be used as inspiration we decided to take some of this and move it forward.



The star was a required element within the new logo.



Taking the original Wiltshire Wyvern and Dorsets Salamander elements from each of the original logos and simplifying them would be the best way to show some continuity and heritage taken from each of the original brands.



We experimented with different arrangements of the Salamander and Wyvern, we found that facing inwards it looked like they were fighting. Facing the same direction gave the impression of a chase and that the best way was to have them face outwards, both determined and looking to the future.



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We have experimented with many versions of the logo using the Salamander and Wyvern.



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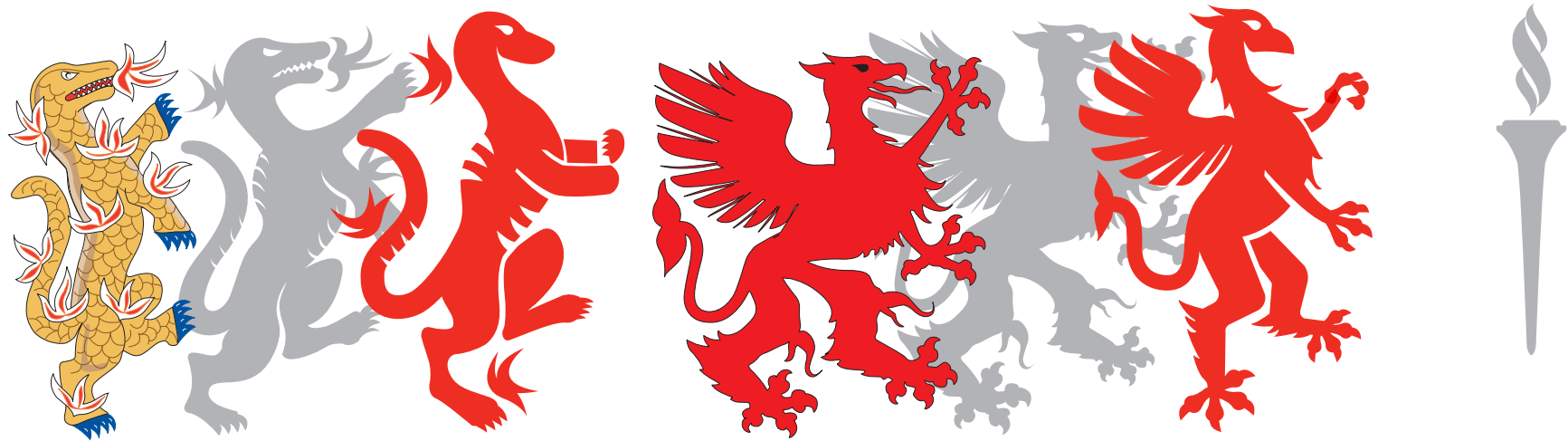
We tried an alternative version where they were redrawn more angular and in outline.

We also looked at slightly different typographic treatment, which led to a simpler design.

In the end it was concluded that we needed to bring them together some how, show unity and not have them back to back.



Concept 1
Creating unity



So that the Wyvern and Salamander could now face each other and not look like they are in conflict, we decided to illustrate them holding something.

To do this, we needed to redesign the original illustrations, give them an equal mass and more upright posture.

We also needed to create an item for them to hold. We decided that the most neutral and positive item they could hold together would be a torch.



The final detail view of the Salamander and Wyvern composition holding the torch.



Concept 1
Logo and brand development





DORSET & WILTSHIRE
FIRE AND RESCUE



Logo use across a broad range of coloured backgrounds.

Mono, shown positive and negative



Simple adaptation to create the Authority variation of the logo.

Colours

Fire Red C: 0 M: 95 Y: 100 K: 0

Proud Blue C: 100 M: 100 Y: 0 K: 30

Mid Grey C: 0 M: 0 Y: 0 K: 35

Mid Grey C: 0 M: 0 Y: 0 K: 20

Fonts

Professional - non-licensed

Lato Light

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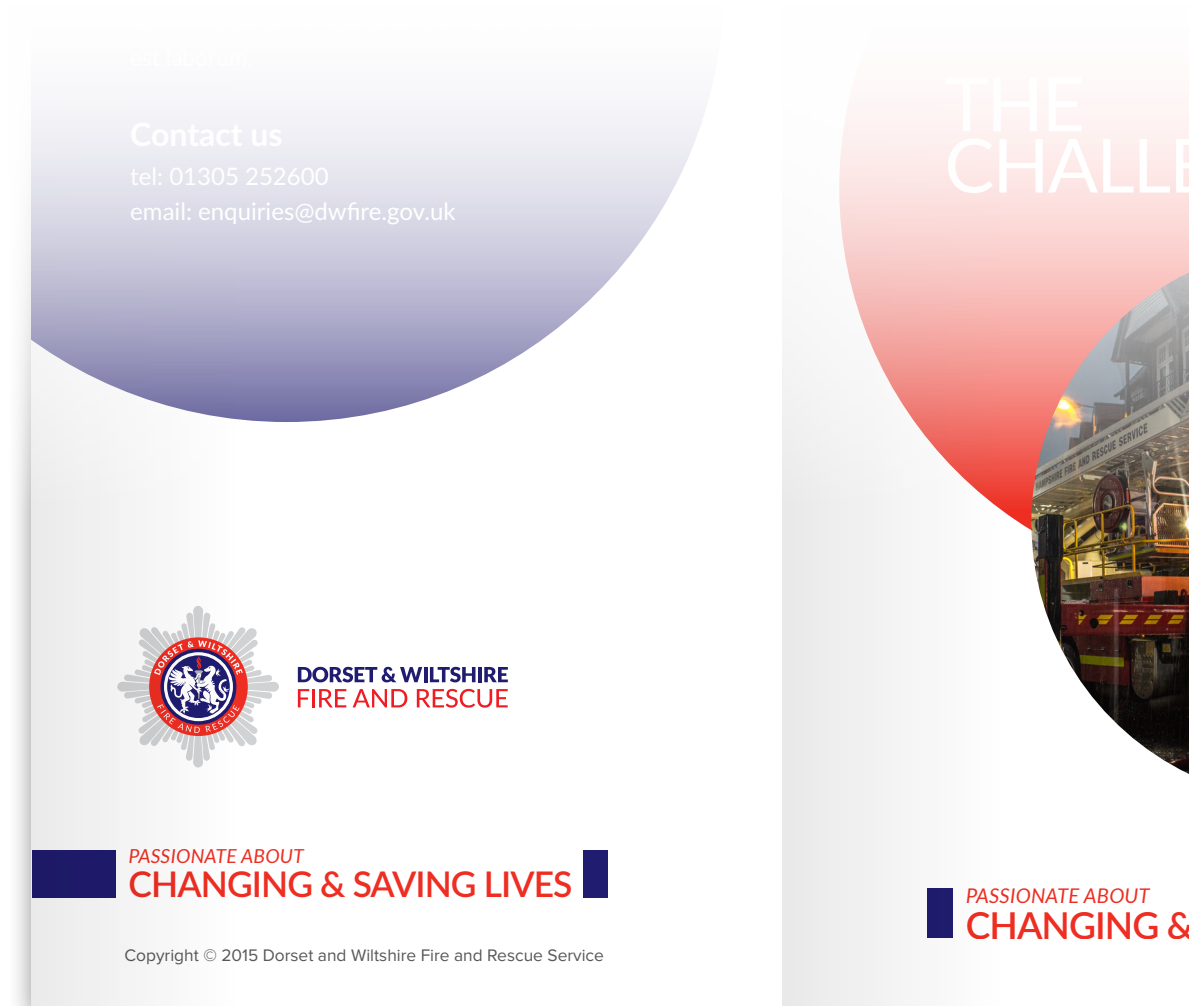
Strap-line

Position bottom left

PASSIONATE ABOUT
CHANGING & SAVING LIVES

Position bottom right

PASSIONATE ABOUT
CHANGING & SAVING LIVES



Strap-line in place



Simple flyer that folds to DL outside

Inside Spread



A4 poster advert Mock-up



A4 brochure cover Mock-up



Concept 1
Alternative typography



This is a typographical alternative version of the logo. 'DWFIRE' is an acronym as well as being the web URL for the combined services Dorset and Wiltshire Fire and Rescue.



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Inside Spread



**DORSET & WILTSHIRE
DWFIRE
FIRE AND RESCUE**

THE CHALLENGE

WORKING TOGETHER
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01305 252600 or email: enquiries@dwfire.gov.uk

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Concept 2
Fresh start



To try something new and completely different we designed a logo using a family being held and protected by Dorset and Wiltshire Fire and Rescue.



The design was then further simplified and made gender neutral.



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A person once said



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WE BEGIN

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Simple flyer that folds to DL outside

Inside Spread



THE CHALLENGE

WORKING TOGETHER

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Concept 2
Alternative typography



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Mono, shown positive and negative



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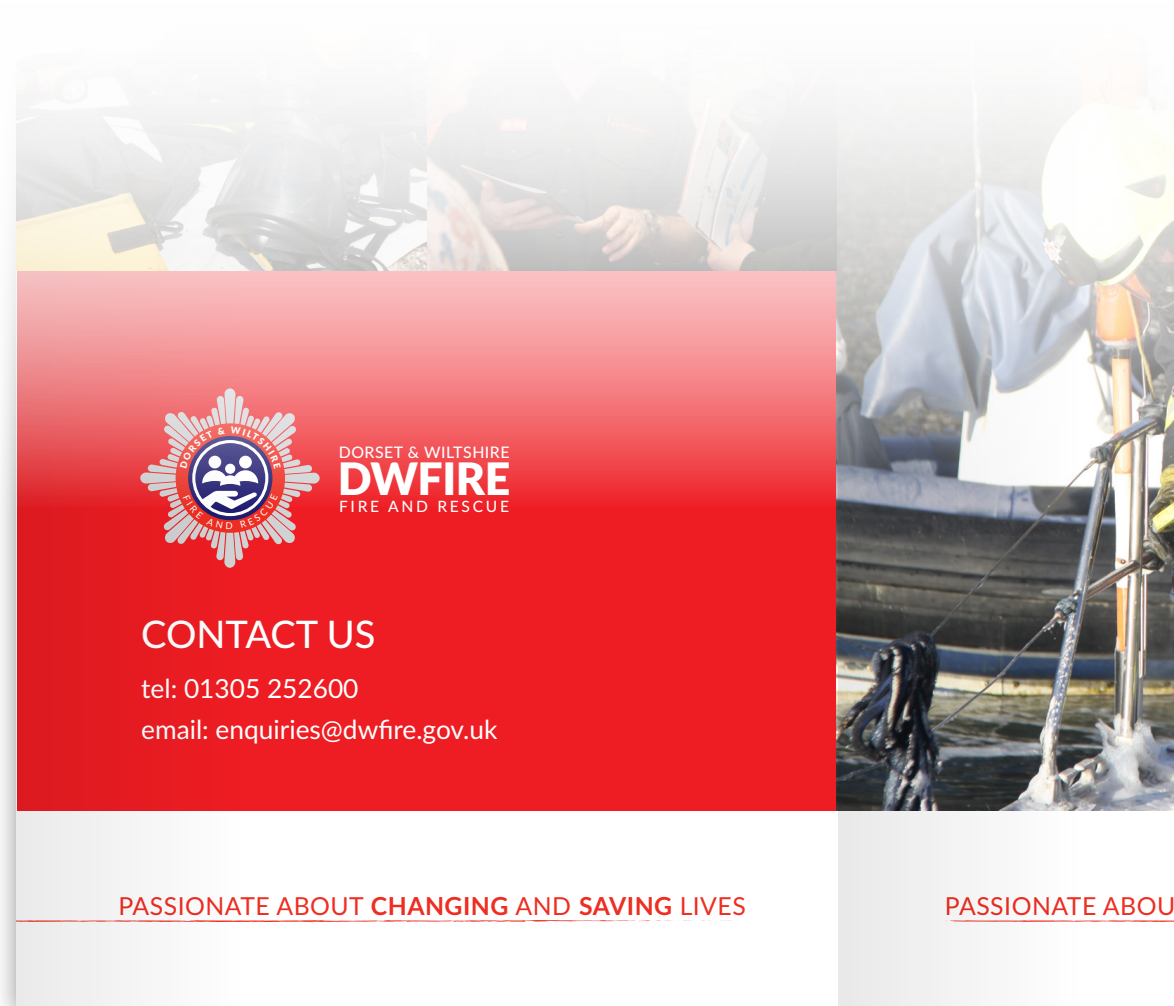
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Strap-line in place

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