

North Vancouver City Fire Department Rebrand

A SOCIAL MEDIA MAKEOVER TO CONNECT WITH THE YOUTH

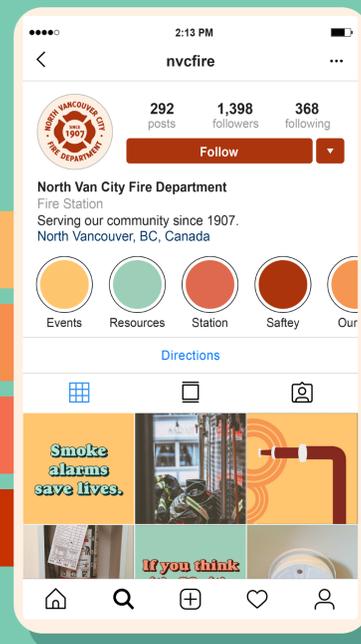
LOGO:



FONTS:

Goudy Heavyface
Delicious

COLOURS:

Our Team



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THE PROBLEM

The North Vancouver City Fire Department was having trouble engaging with and educating 16-25 year olds on fire safety.

OUR SOLUTION

Strengthen the Fire Department's social media presence by doing a visual rebrand in order to connect with young adults on their level.

WHAT IS IT?

The North Vancouver City Fire Department felt they were failing to connect with 16-25 year olds. We think there are underlying issues with how they are presenting information, so have suggested a rebrand of their social media sites. We've addressed colours, graphics, imagery and typography, plus a photo-editing tutorial to keep images consistent, and copy for 9 posts. We created a revamped logo, a Twitter/Facebook banner, and information on hashtags, cropping, and accessibility.

WHY A REBRAND?

To connect with this audience, we decided to work with their existing platforms and content, and create a brand package that would allow them to post consistent and cohesive messaging that would delight their target audience, using a visual language that is appealing to their age group but importantly does not deter other audiences.

HOW IT WORKS

For our brand package we created a revised visual identity, including a logo, a set of pre-made posts, specific guidelines on new colour and graphics, type and grid, plus a guide to hashtags and cropping. The North Van Fire Department has established connections within the community, so we wanted to apply visuals with a vintage vibe. Vintage themes are very popular amongst youth, and this also suggests being well established, community oriented, and genuine.

For the logo we took the existing logo and simplified it so it would be more appropriate for digital use and at a small scale. It was important to keep the logo traditional so it felt trustworthy. We retained the Maltese cross shape, a traditional symbol of firefighters, and applied the date of the fire department's establishment, to show their long-standing history in the community.

HOW IT WORKS (CONT.)

The colour palette is a mixture of rusty tones to create a unique visual identity that's warmer and more appealing than the standard emergency red associated with fire departments. We wanted colours that indicated their service, but also their integral role as members of the community.

We applied a vintage style to create a feeling of comfort within an older audience which also draws in the target audience—mid-late 20th century is quite popular with today's youth.

We also focused on ease of use for the client, directing our efforts into creating deliverables for Instagram, Twitter and Facebook. The brand package contains written guides that will allow the fire department to reach as many youth as possible using optimized hashtags, cropping and tagging.

OUTCOMES

For our research, we drew on our own experience as members of the target audience. We know that social media will be the most effective way to reach the target audience; most 16-25 year olds spend a vast portion of their time online or engaged with some sort of device. We also know that many visual motifs from the 70's and 80's are very popular right now. With this in mind, we know our solution will be effective.

NEXT STEPS

The NVCFD can now use our provided templates and start curating their social media feed. The logo can be used as a profile picture, and we also provided a header banner for their Twitter and Facebook accounts. The tools we provided should make the transition as easy as possible until the fire department is confident posting on their own.

