

National Wildfire Coordinating Group Branding Standards

Logo



If less than 1" must have accompanying identifier.

The NWCG logo, with its interlocking links, symbolizes the strength and unity of interagency collaboration, promoting teamwork and professionalism. The flames represent wildland fire operations.



nwcg.gov



National Wildfire Coordinating Group

For more information on the NWCG logo visit <https://www.nwcg.gov/styles>
Do not alter or creatively enhance logo.

Opacity not lower than 25%.

Color

Logo



PMS - 1205 C / 601 U
CMYK - 1/2/47/0
RGB - 255/240/157
HEX - #ffff9d



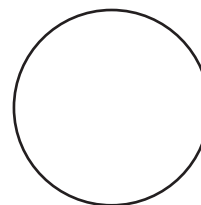
PMS - 485 C / 172 U
CMYK - 1/98/98/0
RGB - 237/33/36
HEX - #ed2124



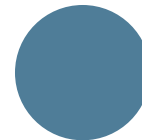
PMS - 1375 C / 7408 U
CMYK - 6/45/99/0
RGB - 235/153/34
HEX - #eb9922



PMS - 1375 C / 7408 U
CMYK - 75/65/65/100
RGB - 0/0/0
HEX - #000000



White
CMYK - 0/0/0/0
RGB - 255/255/255
HEX - #ffffff



PMS - 5415 C / 7706 U
CMYK - 75/44/28/3
RGB - 80/123/151
HEX - #507b97



PMS - 7533 C / Neu Black U
CMYK - 56/65/70/60
RGB - 66/50/42
HEX - #42322a



Heading Text
PMS - 5405 C / 7469 U
CMYK - 80/53/34/10
RGB - 64/104/130
HEX - #406882

Secondary



PMS - 123 C / 115 U
CMYK - 0/19/89/0
RGB - 255/204/51
HEX - #ffcc33



PMS - 1375 C / 7408 U
CMYK - 6/45/99/0
RGB - 235/153/34
HEX - #eb9922



PMS - 464 C / 139 U
CMYK - 33/61/100/22
RGB - 147/95/36
HEX - #935f24



PMS - 7489 C / 362 U
CMYK - 72/13/81/1
RGB - 78/163/97
HEX - #4ea361



PMS - 7541 C / 7541 U
CMYK - 4/2/5/0
RGB - 240/241/236
HEX - #f0f1ec



PMS - 656 C / 656 U
CMYK - 10/3/2/0
RGB - 227/236/243
HEX - #e3ecf3



PMS - 481 C / 482 U
CMYK - 20/22/34/0
RGB - 206/190/167
HEX - #cebea7



PMS - 7483 C / 364 U
CMYK - 80/36/98/28
RGB - 52/103/52
HEX - #346734



PMS - 7473 C / 569 U
CMYK - 77/21/41/1
RGB - 51/153/153
HEX - #339999



PMS - 661 C / Reflex Blue U
CMYK - 100/91/8/1
RGB - 36/62/144
HEX - #243e90



PMS - 447 C / Neu Black U
CMYK - 168/62/61/51
RGB - 59/59/59
HEX - #3b3b3b

Neutral

Adhering to the color guidelines will result in consistent and clean communications that are recognized as NWCG.

- Use Pantone (PMS) color codes for spot color press work.
- Use CMYK values for 4/color press work. CMYK stands for cyan, magenta, yellow, and black: the inks used by printers.
- Use RGB color values when creating images intended for viewing on computer screens or printing on color copiers.
- Use Hex codes to create the desired colors on webpages.

Typography

Verdana

Times New Roman

Style and Branding Guides

Consistency across all products and platforms is essential in maintaining the NWCG brand. Style and branding guidelines show how the logo and styles should be used and provide specifications for all products produced for NWCG, whether internally or via contractors.

Style and branding guides can be found at <https://www.nwcg.gov/styles>

Tone of Voice

Informative

NWCG strives to instruct and inform by focusing on standards and qualifications needed to perform critical tasks in wildland fire operations. Information disseminated is accessible, of the highest quality, useful, and current.

Active

NWCG communicates in active voice to make information concise and clear, which keeps sentences from becoming too complicated or wordy. The active voice conveys energy, is straightforward, and is easy to read.

Confident

NWCG is committed to safe, effective, and coordinated wildland fire operations. Our brand embodies the mission of interagency collaboration, teamwork, honesty, truth, and professionalism in complex and often high-stress environments.

Effective

NWCG evaluates historical wildland fire events to identify patterns and improve processes in order to provide clear direction. Information should be factual, using plain language, and not based on interpretation.