***Official Fire Information***

Those of us in the information business realize there is value to being an “official” source. Toward that end, we have attempted to create a way to “brand” official information sites in a non-agency logo, interagency way. Here, you will see a new logo. We encourage you to use this logo as the avatar on your social media sites, on business cards you hand out, on your bulletin boards as a poster, on community bulletin boards or trapline stops, and even on your letterhead for your press releases, instead of your team or the agency letterhead. The public will quickly learn that, where the “official” logo is, is an official site for information.

The idea is that if we work together, on incidents across the country, we can educate communities about how to know when information is “official.” If we all use the logo (the actual name on the account will be specific to each incident so there will be no confusion when there are multiple incidents), we can achieve something like InciWeb has: an interagency, available to all, crossing all agency boundaries, point of “official” information.

This logo is merely a suggestion. It was not created nor approved by a large group but by only a few PIO’s interested in finding a way to brand “official information” when agency logos cannot be used; and get something out in time for the 2012 fire season! Use it if you think it will help your communities understand WHICH information is from the official source.

