BRAND OVERVIEW

The meaning behind the logo mark of International Association of Black Professional Firefighters, Inc.

IABPFF, Inc. Brand Logo

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Logo History

The Evolution of the IABPFF Logo

The **International Association of Black Professional Firefighters, Inc. (IABPFF)**

IABPFF · David James Floyd, the first president of the International Association of Black Professional Fire Fighters, designed the IABPFF Logo. The following is his explanation of the design.

COLORS · Red, black and green were the colors used by Marcus Garvey's black pride or African movement of the 1930's. The "Red" is for our blood, the "Black" is for the race, and the "Green" is for hope.

HAND · The hand was selected because of the number five (5). The five fingers represent the five founding organizations of the International, which were Vulcan Society, Inc, New York, NY; Phoenix Society Inc., Hartford, Connecticut; Vulcan Pioneers of New Jersey Inc., Newark, NJ; Vulcan Pioneers of Hudson County Inc., Jersey City, NJ; and Valiants Inc., Philadelphia, Pennsylvania.

CLENCHED FIST · Symbolized strength and power when the fingers (organizations) came together.

OUTLINE OF FINGERS · It was strongly felt by the designer that the Almighty had a guiding hand in bringing black fire fighters together from across the nation. The outline of the fingers was shaped to form the Arabic word "Allah" which means "GOD".

FLAME · Represents the heat that is necessary to take something old (five groups), and forge them into something new (the International).

Our logo is trademarked and any use requires written permission from the International Association of Black Professional Fire Fighters.

International Association of Black Professional Firefighters, Inc.

Our color palette for logo usage

Here are a few examples of how a color palette can be used for a non-profit organization like the International Association of Black Professional Firefighters, Inc.:

1. Branding and Identity:

- Logo Design: The color palette can be used to create a visually appealing and memorable logo that represents the organization's values and mission.
- Website Design: The color palette can be used to create a consistent and professional look for the website, making it easy for visitors to navigate and engage with the content.1
- Marketing Materials: The color palette can be used to create eye-catching marketing materials, such as brochures, flyers, and social media graphics.2

2. User Experience:

- Visual Hierarchy: The color palette can be used to create visual hierarchy on the website, drawing attention to important information and guiding users' attention.3
- Emotional Response: Colors can evoke different emotions, so the color palette can be chosen to create a specific emotional response, such as trust, excitement, or calmness.4
- Accessibility: The color palette should be chosen to ensure that the website is accessible to people with color vision deficiencies.5

3. Community Building:

- Merchandise: The color palette can be used to create branded merchandise, such as t-shirts, hats, and mugs, which can help to build a sense of community among members.
- Event Decor: The color palette can be used to decorate event spaces, such as conference rooms and banquet halls, to create a cohesive and visually appealing atmosphere.6

By carefully selecting and using a color palette, the International Association of Black Professional Firefighters, Inc. can create a strong and consistent brand identity, improve user experience, and foster a sense of community among its members.

SOFT PEACH
hex #fefdfd
rgb(254 253 253)
cmyk(0%, 0.39%, 0.39%, 0.39%)

MILANO RED
hex #c61e08
rgb(198 30 8)
cmyk(0%, 84.85%, 95.96%, 22.35%)

LA PALMA
#1eaf16
rgb(30 175 22)
cmyk(82.86%, 0%, 87.43%, 31.37%)

CERULEAN
#0296e9
rgb(2 150 233)
cmyk(99.14%, 35.62%, 0%, 8.63%)

COD GRAY
#151515
rgb(21 21 21)
cmyk(0%, 0%, 0%, 91.76%)

WAFER
#dfd0cc
rgb(223 208 204)
cmyk(0%, 6.73%, 8.52%, 12.55%))

Logo Font

Our official logo font

IABPF.ORG

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Roboto Bold

Roboto Medium

Roboto

International Association Of Black Professional Firefighters

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1 2 3 4 5 6 7 8 9 0

Charm Bold

Charm Medium

Charm

Exclusion Zones

The safe distance to put your logo in

Presentations are communication tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience. To create a stunning presentation, it's best to simplify your thoughts.

Logo Variations

Vertical

INTERNATIONAL ASSOCIATION OF BLACK PROFESSIONAL FIREFIGHTERS, INC.

Presentations are tools that can be used as lectures., speeches, reports, and more.

Horizontal

INTERNATIONAL ASSOCIATION OF BLACK PROFESSIONAL FIREFIGHTERS, INC.

Presentations are tools that can be used as lectures, speeches, reports, and more.

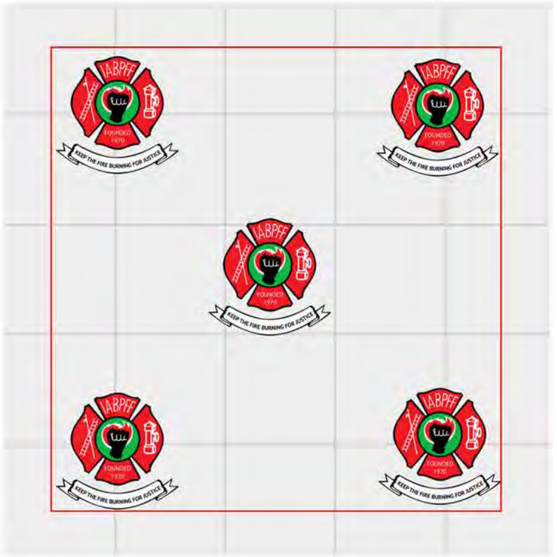
Icon

Presentations are tools that can be used as lectures, speeches, reports, and more.

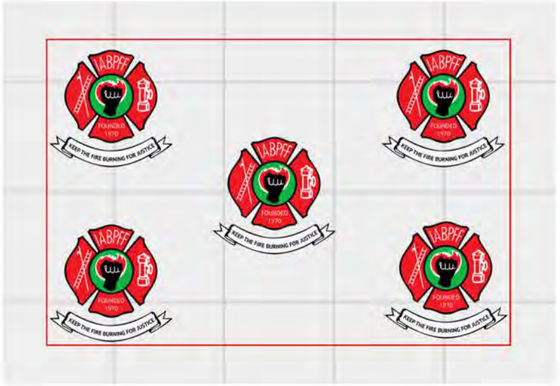
Logo Positioning

The safe distance to put your logo in

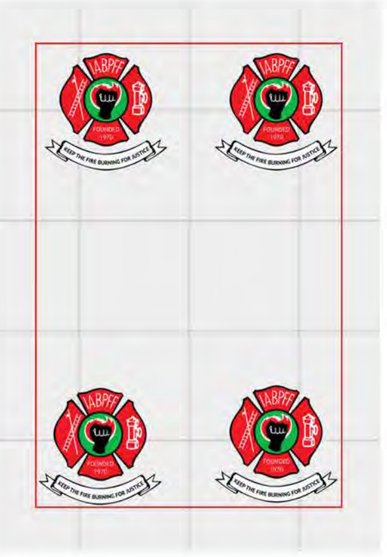
Presentations are communication tools that can be used as lectures.



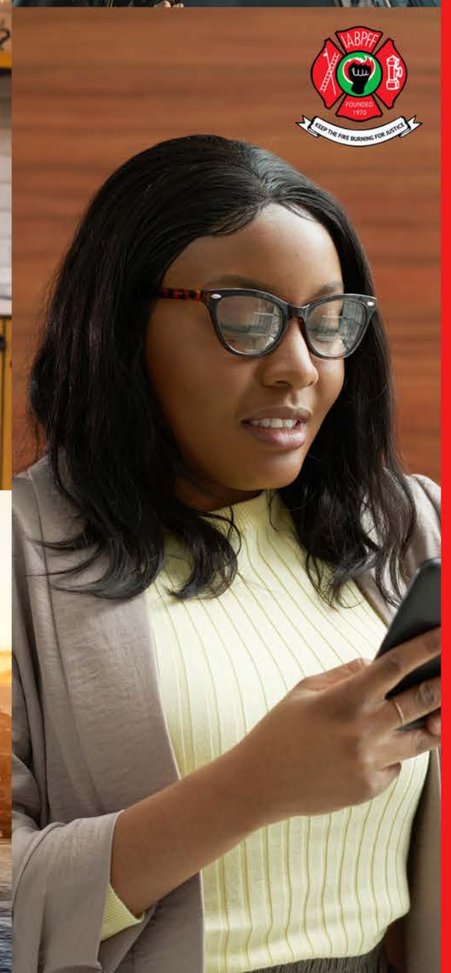
Square



Landscape



Portrait



Logo Application

The rules on proper positioning

Presentations are communication tools that can be used as lectures, speeches, reports, and more. It is mostly presented before an audience. To create a stunning presentation, it's best to simplify your thoughts.

Reminders

Rules on logo use to keep in mind

DO NOT change the color.
Use only the colors in the palette.

DO NOT crop
the logo.

DO NOT add shadows
or effects.

DO NOT rotate
the logo.

DO NOT put over
another illustration.

DO NOT use tint
or opacity.

Download the Resources

www.IABPF.org