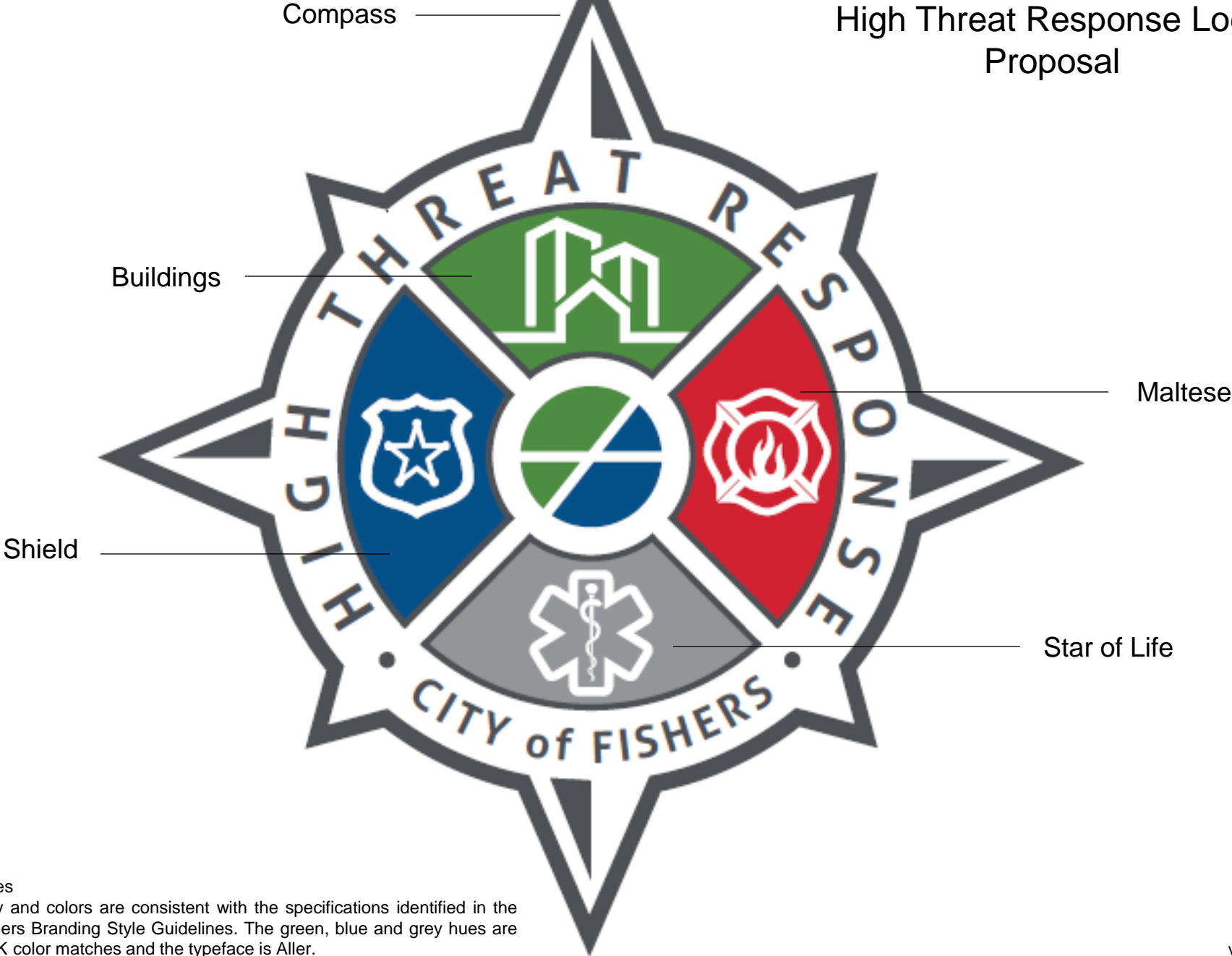


City of Fishers
High Threat Response Logo
Proposal



Design notes
Typography and colors are consistent with the specifications identified in the City of Fishers Branding Style Guidelines. The green, blue and grey hues are exact CMYK color matches and the typeface is Aller.



City of Fishers

High Threat Response Logo



Overview

The mission of the High Threat Response Program (HTRP) is to organize, develop, and deliver a unified public safety response model to high threat incidents.

As our city prepares for these emerging threats, standardized response plans, training and resources promote efficiency and interoperability.

The response model includes the components to plan, prepare, execute and assess the actions necessary to mitigate dynamic and emerging threats to public safety.

Compass

The compass directs the city's public safety agencies in their pursuit of high threat response and preparedness. The cardinal points symbolize the individuality of the 4 key elements – police, fire, EMS and the community. The ordinal points depict the convergence of the four elements into a unified response. The core element pays homage to the City of Fishers flag.

Building – Green Icon

The buildings represent the community and infrastructure that are protected. They are the top of the logo, being supported by the public safety elements whose goal is to protect, serve, and support.

Police Shield – Blue Icon

The Shield represents the duty of the police department to protect and serve the community while the star depicts the evolution of law enforcement through time.

Maltese – Red Icon

Adopted by firefighters to identify their historic ties to the Knights of Malta, the Maltese cross represents loyalty, bravery and defense of the weak.

Star of Life – Grey Icon

The Star of Life depicts the universal sign of emergency medicine and healing. Placed between the police and fire elements, it identifies the shared commitment and desire of both agencies to provide emergency medical care and save lives.