



SAN FRANCISCO FIRE DEPARTMENT
Public Information Office

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Press Release

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San Francisco Fire Department 150th Anniversary Logo and Branding

The San Francisco Fire Department, along with the Guardians of the City and the Academy of Art University, would like to invite members of the media to the unveiling of the historic SFFD 150th Anniversary Logo and Branding event.

Event Overview

The SFFD partnered with the Academy of Art University to have two student teams compete for an opportunity to design branding material and the logo for the historic SFFD 150th Anniversary events throughout 2016. The winning student team designed merchandise and the official SFFD 150th logo. This effort was supported by the Guardians of the City, which provided invaluable knowledge and support for the final product.

What: Media news conference to describe the collaborative effort among the San Francisco Fire Department, Guardians of the City and the Academy of Art University to design and produce the official Logo for the SFFD 150th events. Additionally, an announcement of the SFFD's year of celebration, programming and events will be given.

Where: Fire Station 35, Pier 22 ½ San Francisco Ca. 94105

When: 0930 Tuesday March 29th

Invited Speakers

San Francisco Fire Chief Joanne Hayes-White:

Chief Joanne Hayes-White is the Chief of the San Francisco Fire Department.

Speaking points:

1. The history of the SFFD leading up to the 150th
2. The collaboration with the GOTC and SFFD for the 150th celebrations
3. The collaboration with the AAU for the logo, branding, and events for the 150th

“The Mission of the Fire Department is to protect the lives and property of the people of San Francisco from fires, natural disasters, and hazardous materials incidents; to save lives by providing emergency medical services; to prevent fires through prevention and education programs; and to provide a work environment that values health, wellness and cultural diversity and is free of harassment and discrimination. It is the duty of the Chief of Department to promote the Department Mission and Values and to supervise the organization of the Department.”

Guardians of the City -- Al Casciato:

Al Casciato, is a retired Captain from the San Francisco Police Department and serves as the Vice Chairman of the Board of Trustees. He, along with Chairman James Lee, Captain SFFD retired, were the moving force that created Guardians of the City in 2010.

Speaking points:

1. What the GOTC's function and role is with the 150th celebrations
2. What has been done so far for the celebrations

"The mission of the Guardians of the City Museum and Safety Learning Center is to celebrate the lives, history and service of the City and County of San Francisco first responders of the Fire, Police, Sheriff and Emergency Management Departments. The Guardians of the City provides the stewardship and preservation of the collection of irreplaceable artifacts and history from these departments. Our museum's collection is frequently exhibited at civic events. We are here to preserve that history and heritage of these city services for the benefit of the residents and visitors to San Francisco. Most importantly, GOTC exists to promote the education of future generations so this rich history is not lost to time.

The ultimate goal of GOTC is to open a new Safety Learning Center, providing citizens with a wide range of learning experiences, using modern education and technologies to bring displays to life and to facilitate a program of interactive learning through multimedia presentations and experiences. It will be a place where people can learn from the past, and be better prepared for emergencies of the future. To make this vision a reality, the GOTC will continually strive to present the citizens of San Francisco with a lasting tribute to all first responders, especially those who have fallen in the line of duty."

Academy of Art University

Phil Hamlett, Graduate Director of the School of Graphic Design, and President of the AIGA San Francisco chapter:

Speaking points:

Introduces the AAU and describes the process and involvement of the AAU.

Alireza Jajarmi, Student in the School of Graphic Design, and Team Leader of winning student design group:

Speaking Points:

Describes the process from the competition, to the final logo and branding.

"The Academy of Art University is the largest accredited private art and design university in the nation, located in the heart of San Francisco. Founded in 1929, the Academy offers 35 degree programs both onsite and online, including Architecture, Fine Art Painting & Sculpture, Fashion, Game Development, Graphic Design, Industrial Design, Photography and Web Design, plus many more. The Academy faculty are professional artists and designers who bring real-world experience and challenges into the classroom, helping its students create industry-ready portfolios which enable them to successfully launch their careers. The Academy's curriculum and facilities include the most innovative new technologies, so that graduates are able to hit the ground running in the ever changing design marketplace. The San Francisco Bay Area offer a vast opportunity for emerging artists and designers to enter the workforce, with opportunities ranging from start-ups to large corporations. And the Academy is the only higher arts education institution to have a NCAA Division II athletic program, with 14 different men's and women's teams."