



Guidelines for using the Firewise USA® name and logo

Since 2002, the National Fire Protection Association (NFPA) has worked closely with the National Association of State Foresters (NASF) and the USDA Forest Service to launch and expand the national Firewise USA Recognition program (formerly Firewise Communities/USA®). Over the past 19 years, the program has grown from a handful of pilot locations to nearly 1,800 sites throughout 43 states.

As the Firewise USA® program has matured and grown, NFPA has continuously taken strides to communicate the latest and best practices to our partners and resident participants. That practice continues with the release of these new guidelines developed to create clarity on when and how the words “Firewise USA®” can and should be used.

The program’s name change to Firewise USA®

In 2017, NFPA introduced a revised name for the national recognition program: Firewise USA®. The change came from a series of targeted community conversation workshops. We learned that residents in places using the program found the original name confusing and not descriptive enough. The changes are in direct response to these findings and are to help reduce confusion with other similarly named programs. The new tagline “Residents Reducing Wildfire Risks,” was developed to better define and communicate the program’s objectives.

In addition to the name change, feedback from the workshops influenced NFPA to incorporate some terminology changes on Firewise.org and in our materials. Those changes include using “wildfire risk reduction” instead of “mitigation;” “fire resistant construction” instead of “home hardening;” and “wildfire safety guidelines” instead of “Firewise® principles or concepts.”

The new logo

NFPA’s new Firewise USA® program logo includes the Firewise USA® logo itself, a version of the flame/leaf/house image that we’ve used for many years, and the new tagline. The logo is available in a stacked (vertical) format or a banner (horizontal) format. The logo formats are in line with NFPA’s branding guidelines.

In support of spreading the message about wildfire risk reduction throughout the U.S., we encourage residential participation in NFPA’s national Firewise USA® Recognition Program and permit use of the Firewise USA® name and logo in connection with state and local activities undertaken to achieve or maintain Firewise USA® status. State forestry organizations are NFPA’s strongest partner in promoting and encouraging local participation in the program.

Using the logo

You can use the Firewise USA® logo and name for non-commercial purposes including:

- Encouraging participation in Firewise USA® educational outreach activities.

- Highlighting and recognizing community efforts to become or to remain a recognized Firewise USA® site; and
- Posting on the web, creating banners, newsletters, posters and/or flyers, printing on t-shirts, water bottles or stickers in connection with all the above activities.
- NFPA has developed a click-through licensing agreement for the Firewise USA® name and Firewise USA® logo, which is available on our website at www.nfpa.org/firewiselogo.

Each state forestry agency will need to agree to the terms of the license prior to using the Firewise USA® name and logo. Once you have indicated your agreement, you will have free access to the corresponding jpeg files.

We support your efforts to encourage residents to pursue Firewise USA® program recognition. Materials and giveaways should be developed using these guidelines and not used in connection with the promotion or selling of a product or service. When the Firewise USA® name or logo are placed on your website, it must have a direct link to the www.firewise.org/usa URL.

The following describes how you can obtain and use the logo:

1. Agree to the NFPA License terms before you use the Firewise USA® name and Firewise USA® logo.

The name Firewise USA® and the Firewise USA® logo are registered trademarks of the National Fire Protection Association (NFPA), which means you need permission to use them. You can agree to the license terms online and once you've accepted the terms; you will have free access to the electronic files. Visit www.nfpa.org/firewiselogo to agree to the license terms and download the logo.

2. The Firewise USA® name and logo must be used *exactly* in the formats provided by NFPA:

The name and logo must only be used exactly as they appear, which means you can't rearrange the design elements, stretch, or distort the logo (although you can increase or decrease the size proportionally), change spacing or alignment or use only parts of words or design elements.

3. Use only the specific color palette as provided by NFPA:

As described above, the Firewise USA® logo must be used exactly as provided to you by NFPA and this includes using precise colors. The NFPA® flame in square housemark is PMS Black (Black) and PMS 199 (Red) and the dual-colored house with leaf overlay is PMS 151C (Orange) and PMS 391C (Green). No color variation is permitted.

4. Remember, the ® symbol must always be included after the words Firewise USA® and must always remain a part of the Firewise USA® logo:

The "TM" in a circle is an important part of the Firewise USA® name and logo and must be included every time the words or logo appear, regardless of the format.

5. Remember that Firewise® is a registered trademark of NFPA. The license agreement does not provide permission to use it as a separate term.

To strengthen and protect the program and brand, NFPA's trademarks have the following limitations:

6. Don't use the Firewise USA® name and logo to describe general wildfire risk reduction efforts, concepts, or things.

The name Firewise USA® refers to the formal Firewise USA® Recognition Program and can only be used to describe the Program or activities undertaken to achieve or maintain recognition under the Firewise USA® Program. General wildfire risk reduction efforts should not be described as Firewise USA® activities, nor should the words Firewise USA® used to describe general wildfire risk reduction concepts or tools.

7. Don't use the word Firewise® by itself or to describe other wildfire risk reduction efforts, concepts, or things.

While the word is part of the Firewise USA® Recognition Program, Firewise® is a separate registered trademark of the NFPA and it cannot be used by itself or as shorthand to refer to the Firewise USA® Recognition Program. Firewise® cannot be used to describe wildfire risk reduction activities or concepts generally – even if those concepts are central to the Firewise USA® program guidelines.

8. Don't use the Firewise USA® name and logo in connection with commercial products or services, or for commercial advertisement.

If you're giving away materials and items for free and are doing so for the purpose of selling something, that constitutes commercial use and is not permitted.

9. Don't use the Firewise USA® name and logo on fire apparatus or equipment.

If you have printed banners, stickers or magnets using the Firewise USA® name or logo, you are not permitted to affix these to fire apparatus or other equipment (such as fire trucks, landscaping equipment, etc.). The NFPA logo is part of the Firewise USA® logo and use of the logo this way could imply that the apparatus or equipment meets an NFPA standard.

10. Don't use the Firewise USA® name or logo in a way that the general public would tend to believe NFPA sponsored, endorsed or approved your activities.

Firewise USA® is a national recognition program and should not be used generally to suggest that NFPA is either sponsoring, endorsing, or approving your activities, or to suggest that certain general wildfire risk reduction activities or research are part of the Firewise USA® Recognition Program.

For example, don't use the words "certified", "certification", "approved" or "compliant" in connection with the Firewise USA® name or logo and don't put the Firewise USA® logo on web pages about your state's general wildfire risk reduction activities.

State Forestry Wildfire Websites and Materials

When states update their website or materials, NFPA recommends the following actions to align with the national Firewise USA® guidelines:

1. Use the Firewise USA® logo as described throughout the new guidelines.
2. Consider name changes to clarify your state’s programs and activities (for example, Wildfire Safety Programs; Community Wildfire Assistance Programs; Wildfire Risk Reduction Program)
3. Take advantage of new materials developed by NFPA that you can co-logo (Wildfire Research Fact Sheets and future customizable resources.)
4. Use words and phrases that resonate with residents:

Instead of:

Replace with:

Firewise principles	Wildfire safety guidelines
Firewise landscaping	Ignition-resistant landscaping
Firewise construction	Fire-resistant construction techniques
Firewise program	Firewise USA® Recognition Program
“Firewiseing”	Reducing wildfire risks (describe specific steps)
Mitigation	Wildfire risk reduction
Home (risk) assessment	Home or property visit/property walk-through, Fire-risk overview, or fire safety check-up
Firewise concepts	Science-based wildfire safety steps

Thank you

NASF and its member state forestry agencies are NFPA’s strongest partners in promoting and supporting the Firewise USA® Recognition Program across the nation. By following the guidelines in this document, you’re ensuring the program will continue to impact residents and reduce wildfire risks to homes and neighborhoods.