



CALIFORNIA FIRE SAFE COUNCIL

Brand Standards & Guidelines

JANUARY 2021

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01

THE BRAND

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IMPORTANCE OF BRANDING

Branding is beautiful & powerful.

Building a brand takes vision, passion, boldness, and creativity. Making all of the moving pieces and parts cohesive is a dance that needs rhythm and discipline. That discipline comes from your brand guidelines created here. This will provide everyone who comes in contact with your brand the same feeling you intended. The logo, colors, typography, graphics, iconography and photography make up the visual aspects of the brand.

It is impossible to overemphasize the importance of brand consistency. Endless studies prove that consistency increases awareness and helps cement an emotional connection to a brand. The more we follow these guides, the more your brand will impact your audience.

THE BRAND

History, Mission, About Us

CALIFORNIA'S LEADER IN COMMUNITY WILDFIRE RISK REDUCTION AND RESILIENCY!

WHO WE ARE

The California Fire Safe Council (CFSC) provides resources, tools, support, and the latest information, so that California communities can be better prepared for wildfire and its aftermath. A statewide umbrella organization, the California Fire Safe Council supports more than 255 local Fires Safe Councils around the state, with educational materials, training, grant funding, statewide coordination, and support for fire-safe-state coordinated efforts.

OUR HISTORY

A California non-profit, the CFSC was initially formed in 1993 as a project of the California Department of Forestry and Fire Protection (CAL FIRE), and tasked with developing and maintaining an online, "one-stop-shop", Grant Clearinghouse, mainly for four federal agencies: US Department of Agriculture, Forest Service & the Department of the Interior agencies Bureau of Land Management, National Park Service, and Fish & Wildlife Service.

These agencies now provide large master grants to CFSC to conduct, select, manage and monitor subgrants to local community groups such as Fire Safe Councils, homeowner associations, local government, fire departments, and other entities working on wildfire prevention activities such as defensible space, community fire planning, and education. We also provide technical assistance to our grantees to ensure successful granting and projects.

WHAT WE DO

Today these agencies provide large master grants, which are administered by CFSC Grants Program. CFSC conducts, selects, manages, and monitors millions of dollars in sub-grants annually awarded to local community organizations. Grants are awarded to support defensible space efforts, community fire planning, wildfire prevention and mitigation projects, and wildfire education. CFSC also provides technical assistance to grantees to ensure the successful completion of grant-awarded activities and projects.

From the CFSC board and staff to the strong network of local, regional, state, and national partners, CFSC has developed an extraordinary depth of knowledge, dedication, and experience in California fire-related issues. This allows CFSC to support community efforts, strengthen the information pipeline between federal and state policymakers and at-risk communities, and continue to ensure that communities have the most current, up-to-date information.

The increasing intensity and frequency of wildfire, fire's significance in state and local budgets, and the diverse ways in which communities are impacted require constant learning and adapting. CFSC is committed to providing local communities the support they need, in order to build better fire-adapted communities throughout California.



THE LOGO

FULL COLOR LOGO MARKS7

SINGLE COLOR LOGO MARKS8

BLACK LOGO MARKS9

GRAYSCALE LOGO MARKS10

WHITE/REVERSED-OUT LOGO MARKS.11

THE LOGO

Full Color Logo Marks

VERTICAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Full Color Vertical Logo

HORIZONTAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Full Color Horizontal Logo

THE LOGO

Single Color Logo Marks

VERTICAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Green Vertical Logo



Yellow Vertical Logo

HORIZONTAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Green Horizontal Logo



Yellow Horizontal Logo

SYMBOL

PRINT: CMYK or PMS

WEB: RGB or HEX



Green Symbol



Yellow Symbol

THE LOGO

Black Logo Marks

VERTICAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Black Vertical Logo

HORIZONTAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Black Horizontal Logo

SYMBOL

PRINT: CMYK or PMS

WEB: RGB or HEX



Black Symbol

THE LOGO

Grayscale Logo Marks

VERTICAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Grayscale Vertical Logo

HORIZONTAL

PRINT: CMYK or PMS

WEB: RGB or HEX



Grayscale Horizontal Logo

SYMBOL

PRINT: CMYK or PMS

WEB: RGB or HEX



Grayscale Symbol

THE LOGO

White Logo Marks

VERTICAL

PRINT: CMYK or PMS

WEB: RGB or HEX



White Vertical Logo

HORIZONTAL

PRINT: CMYK or PMS

WEB: RGB or HEX



White Horizontal Logo

SYMBOL

PRINT: CMYK or PMS

WEB: RGB or HEX



White Symbol

03

TYPE PALETTE

PRINT TYPE PALETTE13

WEB TYPE PALETTE14

TYPE PALETTE

Print Typeface(s)

MONTERRAT AND SOURCE SANS PRO

Have you ever struggled to read the font on a brochure or website? With the seemingly infinite number of fonts out there, we chose the one that is both readable, visually appealing, and cohesive with our brand. It can be used for anything that prints out of our office printer, or a professional printer.

The typeface chosen for print is Montserrat because it corresponds with the logo typeface. If your computer doesn't have these fonts, you can download these typefaces and font families on Google Fonts (<https://fonts.google.com/specimen/Montserrat>) and (<https://fonts.google.com/specimen/Lora>). Lora is a well-balanced modern sans serif that works well for print and web. Montserrat goes well with Source Sans Pro, and may be substituted with Helvetica when not available.

TITLE HEADING 1

Heading 2

Sub header

CAPTION TITLES caption italicized

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

TITLE Black/All caps/Tracking:50/No larger than 40 pt

H1 Medium/ALL CAPS/Tracking:250/No larger than half Title

H2 Semi-bold/Title Case/Tracking:0/No larger than half H1

SUBHEADER Regular italics/Tracking:0/No larger than -4pts H2

CAPTION TITLE Source Sans Pro/ Small caps bold/Tracking:0/No larger than -2pts Subheader

CAPTION Source Sans Pro/ italics/Tracking:0/Same as Caption Title

BODY COPY regular/medium italics for emphasis/Tracking:0/Leading:15/No smaller than -2pt Caption

PRIMARY

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Semi-Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Extra-Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&*()

Source Sans Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&*()

SUBSTITUTE

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPE PALETTE

Website Typeface(s)

BARLOW SEMI CONDENSED AND SOURCE SANS PRO

On computer monitors, some fonts become difficult to see if not invisible. Some fonts on computer screens are quite a bit harder to read than they are in print due to the lower resolution of computer screens as compared to printed works.

The typefaces chosen for web were Barlow Semi-Condensed and Source Sans Pro. You can download Barlow Condensed on google fonts (<https://fonts.google.com/specimen/Barlow+Semi+Condensed>). You can download Source Sans Pro on google fonts (<https://fonts.google.com/specimen/Source+Sans+Pro>).

TITLE HEADING 1

Heading 2

Sub header

CAPTION TITLES caption italicized

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

TITLE Barlow/Black/All caps/Tracking:25/No larger than 40 pt

H1 Barlow/Bold/All caps/Tracking:50/No larger than half Title

H2 Source Sans Pro/Semi-Bold/Title Case/Tracking:0/half of H1

SUBHEADER Source Sans Pro/Italics/Tracking:0/No larger -4pts h2

CAPTION TITLE Source Sans Pro/ Small caps bold/Tracking:0/No larger than -2pts Subheader

CAPTION Source Sans Pro/ italics/Tracking:0/Same as Caption Title

BODY COPY Source Sans Pro/regular/Tracking:0/Leading:15/No smaller than -2pt Caption

PRIMARY

Source Sans Pro Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Source Sans Pro Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Source Sans Pro Semi-Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Source Sans Pro Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Source Sans Pro Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

SECONDARY

Barlow Semi-Condensed Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Semi-Condensed Italics
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Semi-Condensed Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Semi-Condensed Bold Italics
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Semi-Condensed Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Barlow Semi-Condensed Black italics
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ



COLOR PALETTE

PRINT COLORS16

WEB COLORS17

COLOR PALETTE

Print Color Palette(s)

COLOR SPACES FOR PRINT

CMYK (Cyan, Magenta, Yellow, and Key Black) are the four basic colors used by printers to print color images. CMYK colors are “subtractive.” This means the colors get darker as you blend them together. Pantone Matching System (PMS) is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system printers and other equipment manufacturers can match colors without having to contact one another.

Your brand colors are defined below in the color spaces CMYK and PMS to be used for all web and digital purposes. The universal use of black, grayscale, and white is available in our brand's color palette.

PRIMARY COLOR PALETTE

CMYK  C: 89 M: 29 Y: 80 K: 16	CMYK  C: 0 M: 27 Y: 93 K: 0	CMYK  C: 22 M: 7 Y: 20 K: 79	CMYK  C: 21 M: 0 Y: 12 K: 46	CMYK  C: 18 M: 6 Y: 16 K: 3
PMS  341 C	PMS  136 C	PMS  7540 C	PMS  430 C	PMS  427 C

SECONDARY COLOR PALETTE

CMYK  C: 27 M: 94 Y: 100 K: 28	CMYK  C: 48 M: 0 Y: 34 K: 0	CMYK  C: 14 M: 14 Y: 17 K: 0
PMS  7623 C	PMS  564 C	PMS  Warm Gray 1 C

TERTIARY COLOR PALETTE

CMYK  C: 100 M: 83 Y: 42 K: 38	CMYK  C: 0 M: 0 Y: 0 K: 0
PMS  2767 C	PMS  N/A

COLOR PALETTE

Web Color Palette(s)

COLOR SPACES FOR WEB/DIGITAL

RGB (Red, Green, Blue) is used for creating images on your computer screen. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green, and blue (RGB).

Your brand colors are defined below in the color spaces RGB and HEX to be used for all web and digital purposes. The universal use of black, grayscale, and white is available in our brand's color palette.

PRIMARY COLOR PALETTE

RGB	RGB	RGB	RGB	RGB
				
R: 0 G: 108 B: 75	R: 255 G: 181 B: 71	R: 65 G: 69 B: 74	R: 111 G: 123 B: 129	R: 193 G: 208 B: 198
HEX	HEX	HEX	HEX	HEX
				
#006C4B	#FFB547	#41454A	#6F7B81	#C1D0C6

SECONDARY COLOR PALETTE

RGB	RGB	RGB
		
R: 133 G: 36 B: 40	R: 114 G: 192 B: 180	R: 208 G: 202 B: 195
HEX	HEX	HEX
		
#852428	#72C0B4	#D0CAC3

TERTIARY COLOR PALETTE

RGB	RGB
	
R: 17 G: 37 B: 65	R: 28 G: 28 B: 26
HEX	HEX
	
#112541	N/A

WILDFIRE DEFINITIONS

Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

A

Accelerants Materials, usually flammable liquids, used to initiate or increase the spread of fire.

Aerial fire apparatus A fire truck equipped with an aerial ladder that brings firefighters, water or equipment to higher levels, and also provides a means of escape from upper stories

Aerial ladder A power-operated ladder permanently mounted on a piece of apparatus.

All hands A working fire at which all units of the first alarm assignment are engaged in firefighting.

Apparatus A motor-driven fire truck or a collective group of such trucks.

Arson The crime of willfully burning one's own or another's property.

Authority having jurisdiction. A term used in many standards and codes to refer to the organization, office, or individual responsible for approving equipment, procedures and construction in a town, county, city or state.

B

Backdraft. The explosion of heated gases that occurs when oxygen is introduced into a space within a burning building where the oxygen has been depleted by the fire.

Basic life support. Noninvasive emergency life-saving care to treat airway obstruction, cardiac arrest or respiratory arrest.

Battalion chief. The lowest ranking chief officer, also called district chief. These chiefs are often in charge of running calls and supervising multiple stations or districts within a city. A battalion chief is usually the officer in charge of a single alarm working fire.

Bunker coat, bunker pants. The protective coat and trousers worn by a firefighter for interior structural firefighting. Also called turnout coat and turnout pants.

C

Captain The second ranking officer, between the lieutenant and battalion chief. Captains are often in charge of a company or fire station.

Carbon monoxide A toxic gas, odorless and colorless, that produced when substances are incompletely burned.

CEQA The CEQA Guidelines are administrative regulations governing implementation of the California Environmental Quality Act

Chimneys A chimney fire is the combustion of residue deposits referred to as soot or creosote, on the inner surfaces of chimney tiles, flue liners, stove pipes, etc.

Combustible Capable of reacting with oxygen and burning if ignited.

Commission on Fire Accreditation International A nonprofit organization that accredits fire and emergency service agencies.

Company officer The captain or lieutenant, or occasionally sergeant, who is in command of a team of firefighters, both on scene and at the station.

Community Hardening prepared for wildfire and an ember storm

Cohesive Strategy Crosswalk and Strategic Alignment (Dec 2016)

Built from multiple discussions within the National Strategic Committee (NSC), the Cohesive Strategy Crosswalk and Strategic Alignment (report and its Appendices) represents a deeper evaluation undertaken to ascertain national progress made in implementing the Cohesive Strategy, identify gaps in implementation, and attempt to reaffirm the Cohesive Strategy's goals as the pathway to achieving its vision. To accomplish this, the NSC conducted a crosswalk and evaluated the strategic alignment of actions recommended in the Cohesive Strategy foundational documents and the 2014 Quadrennial Fire Review. The Science Analysis of The National Cohesive Wildland Fire Management Strategy

Conduction Heat transfer within an item or from one to another by direct contact.

Convection Heat transfer by circulation within a gas or liquid.

CWPP Community Wildfire Protection Plan

D

Defensible Space A defensible space, in the context of fire control, is a natural and/or landscaped area around a structure that has been maintained and designed to reduce fire danger. The practice is sometimes called firescaping. "Defensible space" is also used in the context of wildfires, especially in the wildland-urban interface.

E

Egress A way out or exit.

Emergency medical technician (EMT) A professional who provides prehospital care for people who are sick or injured, including transport, medication and the use of defibrillators. EMTs have differing levels of training:

EMT -Basic An emergency medical technician trained in basic emergency care skills, including oxygen therapy, bleeding control, cardiopulmonary resuscitation, automated external defibrillation, use of basic airway devices, and assisting patients with certain medication. Most EMTs fall into this category.

EMT - Intermediate An emergency medical technician trained to do EMT-Basic care, plus IV therapy, interpretation of cardiac rhythms, defibrillation, and airway intubation.

EMT - Paramedic An emergency medical technician with the most advanced training, capable of cardiac monitoring, administering drugs, inserting advanced airways, manual defibrillation, and other advanced assessment and treatment skills.

Engine company A group of firefighters responsible for securing a water source, deploying hose lines, conducting search-and-rescue operations, and putting water on the fire.

Environmental Assessment Environmental assessment is the assessment of the environmental consequences of a plan, policy, program, or actual projects prior to the decision to move forward with the proposed action.

WILDFIRE DEFINITIONS

Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

F

Fire Adapted Community The National Wildfire Coordinating Group defines a fire adapted community as “A human community consisting of informed and prepared citizens collaboratively planning and taking action to safely coexist with wildland fire.” More fully, fire adapted communities are knowledgeable, engaged communities where actions of residents and agencies in relation to infrastructure, buildings, landscaping and the surrounding ecosystem lessen the need for extensive protection actions and enable the communities to safely accept fire as part of the surrounding landscape. Because every community is unique, the steps and strategies they take to improve their wildfire resilience will vary from place to place. The term was codified in the 2005 Quadrennial Fire and Fuel Review and subsequently became one of the three tenets of the National Strategy.

Fire Adapted Communities Learning NETWORK (FAC Net) (2013) The result of a partnership among the Nature Conservancy, the Watershed Research and Training Service and the USDA Forest Service, the national network of people is working to build sustainable wildfire resilience capacity in fire-prone communities. Members are also dedicated to learning, sharing, and innovating to advance and promote the practice of community wildfire resilience. The mission is to connect and support people and communities who are striving to live more safely with wildfire. Fire adaptation is an alternative to the costly, dangerous and insufficient fire-suppression model. The Network has the following objectives:

Fire code A set of legally adopted rules and regulations designed to prevent fires and protect lives and property.

Fire devil A small, burning cyclone that results when heated gases from a fire rise and cooler air rushes into the resulting areas of low pressure; usually occurs during forest and brush fires but also in free-burning structural fires.

Fire hook A tool to pull down burning structures; used in Colonial times as the only way to stop a fire.

Fire Safe Roads

First responder The first trained person to arrive at the scene of an emergency to provide initial medical assistance.

Firewise USA® (2002) – 1500 sites nationwide

<https://www.nfpa.org/Public-Education/By-topic/Wildfire/Firewise-USA>

The Firewise USA recognition program is one of many strategies a community can use to address its fire risk. It primarily targets residents and teaches people how to adapt to living with wildfire and encourages neighbors to work together and take action now to prevent losses. The Firewise USA® program is co-sponsored by the USDA Forest Service, the U.S. Department of the Interior, and the National Association of State Foresters.

Flame Over (rollover) The rapid spread of flame over surfaces.

Flammable Capable of being readily ignited.

Flashover The stage of fire when all surfaces and objects are heated to their ignition temperature (flash point) and flame breaks out almost at once over the entire surface.

Flash point The lowest temperature at which a liquid or solid release enough vapor to ignite when mixed with air.

Fuel Breaks/Community Fuel Breaks strips or blocks of vegetation that have been altered to slow or control a fire.

H

Head of the fire The main or running edge of a fire, the part of the fire that spreads fastest.

Home Hardening taking steps to improve the chance of your home and structures withstanding ignition by the inevitable wildfire, firebrands and other factors we face every year. Hardening your home starts with easy, small steps, that can make all the difference.

I

IDLH Immediate Danger to Life and Health. An atmospheric concentration of any toxic, corrosive or asphyxiant substance that poses an immediate threat to life or could cause irreversible or delayed harm to health. There are three IDLH atmospheres: toxic, flammable and oxygen deficient.

Ignition point The minimum temperature at which a substance will burn.

Ignition temperature The minimum temperature at which a fuel, when heated, will ignite in air and continue to burn; the minimum temperature required to for a self-sustained combustion.

Incendiary fire An intentionally set fire.

Incident Management System A management structure that can be quickly adapted to any situation, a standard approach with predefined roles, responsibilities, procedures and terminology.

Initial attack vehicle A small fire truck, like a pumper but with less capacity to pump water.

ISO or Insurance Services Office An organization that gathers information about risk for the insurance industry, including ratings of fire departments' abilities to suppress a fire.

L

Lieutenant A company officer who is usually responsible for a single fire company on a single shift; the first in line of company officers, in command when the captain is absent.

Life Safety Code NFPA 101, the code that describes the structures, equipment and behaviors that can protect life if there is a fire, such as size and location of exits and the need for regular fire drills.

Life safety rope Rope used solely for the purpose of supporting people during firefighting, rescue, other emergency operations and training.

Lin One or more lengths of connected hose.

Log Decks A stack of logs, also “Deck”.

M

Mayday Code that indicates a firefighter is lost, missing or requires immediate assistance.

WILDFIRE DEFINITIONS

Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

N

National Action PLAN (2014)

A companion to the National Strategy and supports its implementation. Backed by science, the National Action Plan provides a framework for implementation actions and tasks necessary at various scales.

National Cohesive Wildland Fire Management STRATEGY (2014)

<https://www.forestsandrangelands.gov/strategy/thestrategy.shtml>

The National Strategy establishes a national vision for wildland fire management, defines three national goals, describes the wildland fire challenges, identifies opportunities to reduce wildfire risks, and establishes national priorities focused on achieving the national goals. It was created in response to the Federal Land Assistance, Management and Enhancement (FLAME) Act of 2009, which gave direction to the Departments of Agriculture and Interior, with assistance from the Council on Environmental Quality. The strategy, developed by federal, state, tribal and local community partners, and public stakeholders, outlines new approaches to coordinate and integrate efforts to restore and maintain healthy landscapes, prepare communities for fire season, and better address the nation's wildland fire threats ("better protect the 46 million homes in 70,000 communities along the wildland-urban interface from catastrophic wildfires"). It is a strategic push to work collaboratively among all stakeholders and across all landscapes, using best science, to make meaningful progress towards the three goals:

- Resilient Landscapes
- Fire Adapted Communities
- Safe and Effective Wildfire Response

Vision: To safely and effectively extinguish fire when needed; use fire where allowable; manage our natural resources; and as a nation, to live with wildland fire.

National Fire Incident Reporting System, or NFIRS System. A system by which fire departments provide computerized records of fires and other fire department incidents in a uniform manner.

National Strategic Committee (NSC)

The National Strategic Committee serves to support the Wildland Fire Leadership Council (WFLC) in accomplishing its activities and priorities. The Committee is accountable and has the authority to carry out WFLC's vision and expectations for implementing the National Strategy and other priorities and activities of the WFLC. The Committee is responsible to:

- Perform research and analysis on topics provided by the WFLC and provide appropriate information and recommendations to the WFLC
- Advise the WFLC on opportunities to provide integrated and coordinated implementation of the Cohesive Strategy
- Represent their 'field' in the formulation of recommendations and information going to the WFLC
- Act as a conduit back to the representatives' agencies and organizations

Membership on the Committee includes the broad-based leadership and management needed for success with no more than 15 members appointed by the WFLC. The members are drawn from a variety of backgrounds including agency or organization, geographic location, and organizational position. Membership includes at least one representative from each of these disciplines or fields: Science, Socio-economics, Natural Resource Management, Community Planning, Fire Management, Communications, and Cultural Resources.

NEPA The National Environmental Policy Act is a United States environmental law that promotes the enhancement of the environment and established the President's Council on Environmental Quality. The law was enacted on January 1, 1970.

O

Oxidation A chemical reaction in which an element combines with oxygen. All fires are a form of oxidation.

P

PASS. Personal alert safety system Device worn by a firefighter that sounds an alarm if the firefighter is motionless for a period.

Paramedic An emergency medical technician (EMT) with the highest level of level of training. Most EMTs are not paramedics, so the terms should not be used interchangeably. Paramedics are trained to do cardiac monitoring, administer drugs, insert advanced airways, perform manual defibrillation, and conduct other advanced assessments and treatments.

Personnel accountability system A method of tracking the identity, assignment, and location of firefighters operating at an incident scene.

Positive pressure ventilation The practice of forcing contaminated air out of burning building by placing a blower in the doorway and blowing the air through a ventilation hole cut in the roof..

PPE. Personal protective equipment. The helmet, hood, coat, gloves, self-contained breathing apparatus and boots worn by firefighters to protect against heat and water.

Prescribed Fire//Burn A controlled or prescribed burn, also known as hazard reduction burning, backfire, swailing, or a burn-off, is a fire set intentionally for purposes of forest management, farming, prairie restoration or greenhouse gas abatement.

Products of combustion Heat, smoke and toxic gases.

Pumper A fire truck capable of forcing out at least 750 gallons of water per minute, with a hose at least 1,000 feet long, and a water tank holding at least 300 gallons. Some also have foam-making systems to smother flammable-liquid fires, or to make a different type of foam that reduces the surface tension of water, so it penetrates more quickly.

Pyrolysis The chemical decomposition of a compound into one or more other substances by heat alone; pyrolysis often precedes combustion.

Q

Quint A fire truck that has an aerial ladder as well as pump, hose, tank and ladders.

WILDFIRE DEFINITIONS

Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

R

Radiation Heat transfer through electromagnetic waves, without objects or gases carrying it along. Radiated heat goes out in all directions, unnoticed until it strikes an object.

Ready, Set, Go! (2011) – 5 CA jurisdictions (San Diego, Orange, Ventura, Lompoc, CalFire – “Ready for Wildfire” website/app – Plan, Know, Act) <http://www.wildlandfirersg.org>

A program implemented by fire departments and other agencies to help residents be Ready with preparedness understanding, be Set with situational awareness when fire threatens, and to Go, acting early when a fire starts. The program, managed by the International Association of Fire Chiefs (IAFC), seeks to develop and improve the dialogue between fire departments and the residents they serve, helping them teach individuals who live-in high-risk wildfire areas how to best prepare themselves and their properties against fire threats.

Respirator A mask worn over the mouth and nose to filter smoke and fumes from the air.

Response time The time a fire company takes to get to a fire and begin fire operations.

Resource Management Plan efficient and effective development of an organization’s resources when they are needed. Such resources may include the financial resources, inventory, human skills, production resources, or information technology and natural resources.

RIC - Rapid intervention company/crew A minimum of two firefighters who stand by at a fire, fully equipped and ready, to rescue injured or trapped firefighters.

Rollover The rapid spread of flame over surfaces (also called flame over).

S

Self-contained breathing apparatus (SCBA) Respirator with independent air supply used by firefighters to enter toxic and otherwise dangerous atmospheres.

Staging area A strategically located area where support personnel, vehicles, and other equipment can be held in an organized state of readiness for use during an emergency.

T

Tanker A fire truck designed to carry water to fires, usually 1,000 gallons or more; it is also equipped with a pump.

Thermal column A cylindrical area above a fire in which heated air and gases rise and travel upward. The magnitude and intensity of a fire can often be judged from the thermal column.

Thermal imaging device An electronic device that detects differences in temperature based on infrared energy and then generates images based on that data. Commonly used in obscured environments to locate victims.

Turnout coat and pants The protective coat and trousers worn by a firefighter for interior structural firefighting. Also called bunker coat and bunker pants.

U

Under control The stage of a fire at which it has been partially extinguished, and authorities are confident can be completely extinguished.

Utility rope Rope used for securing objects, hoisting equipment, or blocking access to a scene. It is never to be used to support people.

W

Western Regional Strategy Committee (2011)

<http://wildfireinthewest.blogspot.com>

To coordinate the regional assessments, the NSC chartered three Regional Strategy Committees (RSC), one for each region delineated in the Cohesive Strategy.

Each RSC provides executive leadership, oversight and guidance within their respective region for completing the tasks assigned by the NSC during Phases II and III of the Cohesive Strategy implementation. During Phase II, each RSC was asked to complete a regional assessment through a defined planning and analysis process, including the articulation of regional goals, objectives and portfolios of activities and actions that support the goals of the National Strategy.

Wildland Land in an uncultivated natural state that is covered by trees, brush, weeds or grass.

Wildland Fire Leadership Council (WFLC) (April 2002)

Established by the Secretaries of Agriculture and the Interior to provide an intergovernmental committee (Federal, state, tribal, county, and municipal government officials) to support the implementation and coordination of Federal Fire Management Policy. An updated MOU was signed in 2016 by the Secretary of the Interior, Secretary of Agriculture, Secretary of Defense, and Secretary of Homeland Security to authorize the continuation of the WFLC. The council is dedicated to consistent implementation of wildland fire policies, goals and management activities and provides strategic recommendations to help ensure policy coordination, accountability and effective and efficient wildfire management, promote fire-adapted communities and create resilient landscapes to achieve long-range benefits for society and nature.

Working Groups

RSCs may appoint regional or sub-regional Working Groups to support the development of regional goals, objectives and portfolios of actions and activities. Working Groups will be formed at the regional or sub-regional level. If the region does not delineate sub-regions, there will be one Working Group to support the analysis at the regional level. If a region delineates sub-regions, there will be one Working Group formed for each sub-region. The Regional Strategy Committee will assign members from the sub-regional working groups to assist in conducting and developing the regional goals, objectives and portfolios of actions and activities. Each RSC determines the appropriate membership on the Working Group(s) to ensure necessary input from land managers, stakeholders, partners, and others.

WUI Wildland Urban Interface

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2021

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