**WEBSITE USER EXPERIENCE NOTES:**

**USER GROUP:** PROFESSIONAL RESCUE TECHS

**BACKGROUND:** OFTEN COME FROM MILITARY, OR HAVE CONSTANT MILITARY/POLICE CONTACT

**CORP ICON:**



**REFERENCES:**

1. GOV CANADA – SYMBOL FOR EMERGENCY OPS STAGING AREA



1. “4-B’S” – “ADMINISTRATIVE & LOGISTICS SUBJECT” AREA, FROM CF & US MILITARY “SMEAC” 5 PARAGRAPH ORDER, WHICH IS A METHOD TO SPECIFY OPERATIONAL ORDERS.

 USER GROUP WILL UNDERSTAND MEANING OF:

1. REFERENCES
2. ICONS
3. SYMBOLS

E

Execution (Reqts)

S

Situation

C

Commd & Signals

A

Admin & Logistics

M

Mission

B

BANDAIDS

B

BEANS

B

BAD-GUYS

B

BULLETS

**SYMBOLS:** GOV CANADA – SYMBOLS LIST, SEE BELOW FOR SOURCE

**INSIGNIA**: CANADIAN FORCES USED AS REFERENCE.

RANK UP-ENDED TO REFLECT CUSTOMER FOCUS: FRONT-LINE CUSTOMER FACING EMPLOYEES GET 4 CHEVRONS, CEO GETS 0 CHEVRONS AS JOB IS TO SERVE ALL INTERNAL TEAMS SO THEY CAN SERVE CUSTOMERS

**MARKET:** EMERGENCY RESCUE CACHES

 “URGENCY OF ORDER-FILLING” REQUIREMENTS DRIVE THE MISSION

**FONTS:** GOV CANADA – CANADIAN FORCES GRAPHIC STANDARDS MANUAL

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| 3.2.1 Typography: The fonts used on the logo for the organization’s name is Futura Light, chosen for its legibility, solid shape and simple design.IMPORTANT: It is strictly forbidden to change the typography ofthe logo or to try to reproduce it.3.2.2 Official Font: For its legibility, purity and elegance, **Arial font** has been chosen for all stationery, forms and official documents of the organization. |

**COLOURS:**

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| --- |
| COLOURS:CANADA FLAG RED: CMYK C8,98 M12,11 Y77 K0MAPLE LEAVES RED: CMYK C17,04 M100 K100 B7,88 |
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