



LONDON FIRE BRIGADE

London Fire Brigade Headquarters
169 Union Street London SE1 0LL
T 020 8555 1200 F 020 7960 3602
Textphone 020 7960 3629
london-fire.gov.uk

Freedom of Information request reference number: 6648.1

Date of response: 30/06/2022

Request:

Please provide me with a copy of your logo guidelines, branding manual or equivalent document.

Response:

If you would like to request a logo, or another of the LFB Trademarks, for use in your work then the LFB publish details online about how to access this information:

<https://www.london-fire.gov.uk/about-us/services-and-facilities/media-resources/using-london-fire-brigades-brand/>

The LFB also hold a 'Brand templates guide' and 'Style Guide' which detail our corporate visual identity.

We do not typically provide copies these documents under the FOI act as, if they are made public, there could be a risk of them being used in some element of criminal activity. As such this information is exempt from disclosure under [under section 31\(1\)\(a\) - Law enforcement](#). Section 31 is a qualified exemption and I must consider the public interests for and against disclosure. By disclosing this information there is a risk that it could make the LFB more vulnerable to crime. For example, it may be possible to print and use the LFB logo and branding information to impersonate a Firefighter which could, in turn, put other people at risk. I am therefore of the view that it is in the public interest not to disclose the information you have requested.

We have dealt with your request under the Freedom of Information Act 2000. For more information about this process please see the guidance we publish about making a request on our website: <https://www.london-fire.gov.uk/about-us/transparency/request-information-from-us/>