

ESCAMBIA COUNTY FIRE-RESCUE

Standard Operating Guidelines

1000.065

Patch and Logo Approval
and Display Guidelines

Implemented: 08/28/26

Revised:



Adam Harrison, Fire Chief

Page 1 of 2

PURPOSE:

To establish a clear and consistent process for the approval, production, and display of patches, logos promoting unit and station pride while maintaining professionalism and uniformity across Escambia County Fire Rescue (ECFR)

OBJECTIVE:

To ensure that all patches and logos associated with Escambia County Fire Rescue maintain Professional standards, accurately represent the organization, and are approved through a structured chain of review and authorization.

SCOPE:

All Personnel

DEFINITIONS:

Patch/Logo: Any emblem, insignia, or graphic representing ECFR, a station, unit, or team.

Requestor: Any individual or group submitting a patch or logo for approval.

APPROVAL PROCESS:

- Patch or logo proposals shall be developed collaboratively at the station, unit, team, or group level.
- Patches or logos must have a majority approval vote of the personnel assigned to the apparatus to determine the final design to be submitted.
- Request must be reviewed at the Battalion Chief level prior to submission.
- A formal request shall include a digital image, description, and intended use.
- Final approval authority rests solely with the Fire Chief of the Department.
- No patch or logo may be produced, worn, displayed, or distributed without written approval.

PRODUCTION:

- All costs associated with the production of approved patches, decals, or logos shall be the responsibility of the employees.

DISPLAY STANDARDS:

- Patches or apparatus decals shall not exceed the dimensions of the official ECFR patch or apparatus decal.
- Company, unit, or team patches may be worn on the right sleeve of Class A and Class B ECFR uniforms.
- Apparatus decals may be displayed only on the rear cab doors and signage on aerial apparatus.

ESCAMBIA COUNTY FIRE-RESCUE

Standard Operating Guidelines

1000.065

**Patch and Logo Approval
and Display Guidelines**

Implemented: 08/28/26

Revised:



Adam Harrison, Fire Chief

Page 2 of 2

- Any modifications to an approved design, size, or placement require prior approval from the Fire Chief of the Department or his designee.

RESTRICTIONS:

- Patches or logos shall not contain offensive, political, discriminatory imagery or language, or copywritten material or images.
- Use of official ECFR seals or primary logos requires explicit approval by the Fire Chief of the Department.
- Patches may not be created using generative AI such as ChatGPT, Gemini, or other artificial intelligence programs.

COMPLIANCE:

- Unauthorized or noncompliant patches, logos, or decals are prohibited from being worn, displayed, or distributed and will be removed at the cost of the Employees.
- Approved patches or logos may be revoked by the Fire Chief of the Department at any time if standards are no longer met.

RECORDS AND DOCUMENTATION:

- All approved patch and logo designs shall be maintained on file by Escambia County Fire Rescue administration for recordkeeping and future reference.