

Frequently asked questions – FRS Comms Teams & volunteers

New brand

July 2026



Questions about the brand development project

No	Question	Answer
1	Why does Fire Fighters Charity have a new brand?	• Fire Fighters Charity has unveiled a new strategy and brand, setting out plans to double the number of people it supports by 2030. • This is in response to growing demand for specialist health and wellbeing services across the UK fire services community and the charity's busiest year on record (in 2025/26, Fire Fighters Charity supported more people than ever before, while demand for its psychological support services rose by 10%). • Our ambition has been clear: to help more people recognise our charity, understand what we do, access our services when they need them, and increase public support and donations. • We have recognised that while our existing brand has served us well, it no longer fully reflects the breadth of our work, the people we support or our ambitions for the future. • Our goal is to have a brand that helps us be more relevant, accessible and compelling to the fire services community and the public.
2	What's wrong with the current brand?	We have had feedback that our current brand is not always seen as being accessible, progressive or inclusive. Reach • Many people within the fire services community know us for our physical rehabilitation but they're less aware of the rest of our services. • The breadth of what we do is not coming through in how we currently present ourselves. • We are currently meeting around 15% of estimated annual need across the fire services community (up 40% over the past 2 years). • Growing our reach means more people we are here to support will get the care they deserve. Funding • Our income is 80% reliant on the fire services community itself. • Awareness of Fire Fighters Charity among the UK public is low. • We cannot grow our reach without changing this – we need more income to fund growth in reach. • To deliver our strategy and grow our capacity, we need public donations. • That means we need a brand that will help us become known, trusted, and compelling to a wider audience.

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3	Who was consulted in this process?	• We carried out stakeholder engagement throughout the development of our new brand. • We undertook extensive testing with staff, Fire and Rescue Service personnel, senior fire service leaders and 1,000 nationally representative members of the public. • Feedback has been overwhelmingly positive and supportive. • Across all audiences, the new brand was seen as more noticeable, trustworthy, caring and engaging. • The logo, strapline and messaging resonated strongly, and participants felt the brand better reflected the warmth and humanity of our charity. • Testing also highlighted opportunities to place greater emphasis on the full breadth of our support, including our preventative physical and mental wellbeing services, alongside the use of more inclusive imagery and even clearer messaging. • We have listened carefully and refined the final brand accordingly. • It is stronger because of the feedback we have received.
4	Will the name change?	• No, this is the name our community knows and trusts. • Rooted in consultation with our stakeholders, we have chosen to keep the name 'Fire Fighters Charity'. • Feedback consistently showed strong support for retaining our name while modernising how we tell our story. • What is changing is the visual identity and messaging that sits around it, to make us more visible, more compelling, and more clearly understood.
5	Why is the name focused on firefighters, and not all roles?	• 'Fire Fighters Charity' is the name our community knows and trusts, with 'Fire Fighters' intentionally split (historically) into two words to encompass all those working across the fire services community, as well as their families. • Our new brand is about more than a name. Our new messaging, imagery and materials will make it clear we are here to support all roles across UK fire services, as well as family members, during and after service.
6	What's the new brand like?	• The creative direction is bold and direct – designed to command attention in a crowded marketplace while being authentic to the fire services community. • The brand essence is 'Courage needs care. Care needs courage.' – capturing the duality at the heart of what the fire service does and what we provide in response. • The new strapline is: Where Courage Meets Care. • The creative holds true to our heritage. It uses strong typography, a new iconic red, and imagery that reflects both the bravery of the fire services community and the care and compassion we provide. • The logo itself is an abstract drawing that evokes ash, smoke, water, or a flame.
7	I'm worried the new look is too dark or confrontational. Will it put people off?	• The new brand concept is intentionally direct – it reflects the reality of what fire service personnel experience, which is central to our credibility with that community. • The application of the brand will be adapted as appropriate based on context. • It's flexible so that different approaches can meet different expressions of the charity, including the more hopeful, preventative and every day aspects of our work.

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		The new brand creative and messaging gives us opportunity for nuance and dynamism in expressing everything from why we are here, to sharing our impact, to ways for people to get involved and support us – not just the harder hitting and sharper edged sides of working in the fire services community.
8	Is this all just to have a new logo?	- No. - While there is a new visual identity, the brand also reflects our strategy, our values and the way we want people to experience the charity. - It is about helping more people understand who we are, what we do and how we can help.
9	How much did this cost and is it a good use of charitable funds?	- The charity has carefully invested in a brand that will support our long-term strategy and help us reach more people who need us. - Brand development is a one-time investment that underpins a multi-year strategy. - We have ensured the cost is proportionate to the strategic opportunity. - We are currently meeting around 15% of estimated annual need. - Closing that gap requires growing our reach and our income - and that requires being known and understood - which our brand influences. - Without a new brand, we risk remaining unknown to our target audiences who can fund our work now and in the future. That would mean limiting our ability to deliver on our purpose and commitment to the fire services community and rendering us unable to secure financial sustainability for the fire services community for years to come. - We were fortunate to be able to use part of a generous legacy to develop the new brand, with the blessing of the donor's family - we remain deeply grateful for this. - Where possible, we have sought to maximise value for money, including generous pro bono support from partners.
10	Could the money have been spent on frontline services today or staff salaries instead?	- Yes, it could have. - Our aim is to increase the number of people who can benefit from our services every year, not just now, and to scale the charity's work in line with our charitable purpose in a sustainable way. - A stronger, clearer brand helps more people recognise the charity, seek support earlier, attract funding and build partnerships that enable us to sustain the charity's for the long term.

Questions about any impacts on you, your colleagues and your FRS

No	Question	Answer
1	Is the charity changing what it does or the services available to me and my colleagues?	- No. Our services remain the same and our commitment to you is unchanged. - Our existing services remain in place. - The strategy to 2030 sets out how we will expand our reach with those services to many thousands more individuals. - We are refreshing how we present ourselves to help us achieve that. - We need to be clearer in how we sound, look, and feel so that more people understand what we do and - Seek our care and support - Feel compelled to support us.

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		The people we support, the care we provide, and the fact we're completely independent from Fire and Rescue Services, offering confidential support, remains the same.
2	Will the charity still be focused on people working in Fire and Rescue Services?	- We are here for every member of the fire services community. - This includes firefighters, control staff, support teams, and their families – both during and after service. 'Fire Fighters Charity' remains our name and the fire services community remains the exclusive focus of our work. - We are seeking wider public support to fund our services, not to change who those services are for.
3	I've supported the charity for years – will things change for me as a donor?	- The experience of supporting us may look and feel a little different as the new brand rolls out. - But our commitment to you, to transparency, and to using your support as effectively as possible for the health and wellbeing of our community is unchanged. - We hope the new brand will make you even more proud to support us.
4	What does this mean for me?	- If you work in the Comms team of a Fire and Rescue Service or a volunteer, you are one of the most important ambassadors for our new brand. - Your conversations help people understand who we are at Fire Fighters Charity, what we can offer to your colleagues, to seek our specialist care and (hopefully) to feel inspired to support us. - Please let us know on marketing@firefighterscharityorg.uk if there are any brand related materials you are missing or if we can do something tailored for you and your channels.
5	When should we start using the new brand in our comms and channels?	- From the official launch date of 27 July 2026. - Please begin using the new logo, templates, presentations and other branded materials from that date. - Guidance and assets are available in a Brand Toolkit, which we can share with you shortly. - You will already have received information about why we have a new brand, our new strategy and the release of the film. - We have also emailed Service Champions to let them know that a pack of sample materials in our new brand is on its way to the m HQ. - From 27 July, you and Station Reps will be in receipt of our new digital toolkit, and an order form for physical items you would like to have sent to you. Anything else please just drop us a line here: marketing@firefighterscharityorg.uk and we'll sort it.

Questions about using the new brand

No	Question	Answer
1	When will this change happen?	- The new brand will begin its phased implementation from 27 July 2026. - Some things will noticeably change right away – website, social channels, signage, uniforms, our materials and packs used by Fire and Rescue Services and more. - Some things will change more gradually as we want the implementation to take account of our commitment to sustainability. - Where practical, items will be updated over time to minimise unnecessary waste and ensure good value.

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		○ Some old brand materials will be used up first before being replaced with new branding. • Other executions of our current brand – like our textile recycling banks - will take time to transition to new branding due to scale and cost.
2	What can we share on our own social networks, and what do you want us to do?	• We're drafting posts that you can adapt to your personal style. • We'd love you to re-share the film, and you can use sample posts to help you with what to say alongside this.
3	What happens with items in old branding?	• Embedding a new brand takes time and we can reasonably expect to find items that need updating over the coming weeks. • If you come across something that has been missed, or you do not know when/ if it's in a plan for updating, you can email marketing@firefighterscharity.org.uk. • Thank you in advance for drawing these to our attention!
4	How should I describe the charity?	• We have tailored messaging for key audiences. • If you are not sure of these, you can simply say: <i>Serving in fire and rescue can take its toll – on the body, the mind and on family life. We're here for people in all fire and rescue roles, giving the clinical care, personal wellbeing and practical support they deserve, during and after service.</i>
5	What should I say if someone asks me why you've changed your brand?	<i>"Fire Fighters Charity has launched a new brand to support their new strategy and help them reach more people with the specialist health and wellbeing support they need. While their look and messaging has changed, the charity's purpose remains exactly the same."</i>
6	What if I don't know the answer to a question about your new brand?	That's absolutely fine. Get in touch here: marketing@firefighterscharity.org.uk and we'll get you what you need. If you receive a media enquiry, direct the contact to marketing@firefighterscharity.org.uk ASAP.
7	Where can I find the new brand assets?	They will be emailed to you on launch day, 27 July.

Need support with a specific conversation?

If you're facing a question that isn't covered here, or a particularly sensitive situation, please reach out to marketing@firefighterscharity.org.uk. We're here to help you have these conversations with confidence.

Fire Fighters Charity: where courage meets care