



First Responder Network Authority

FirstNet Logo Development

Logo Review Team

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Logo Review Team

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Objective

Develop a logo and identity system for FirstNet, the congressionally mandated nationwide wireless broadband network enabling first responders to seamlessly communicate with each other regardless of location or conditions.

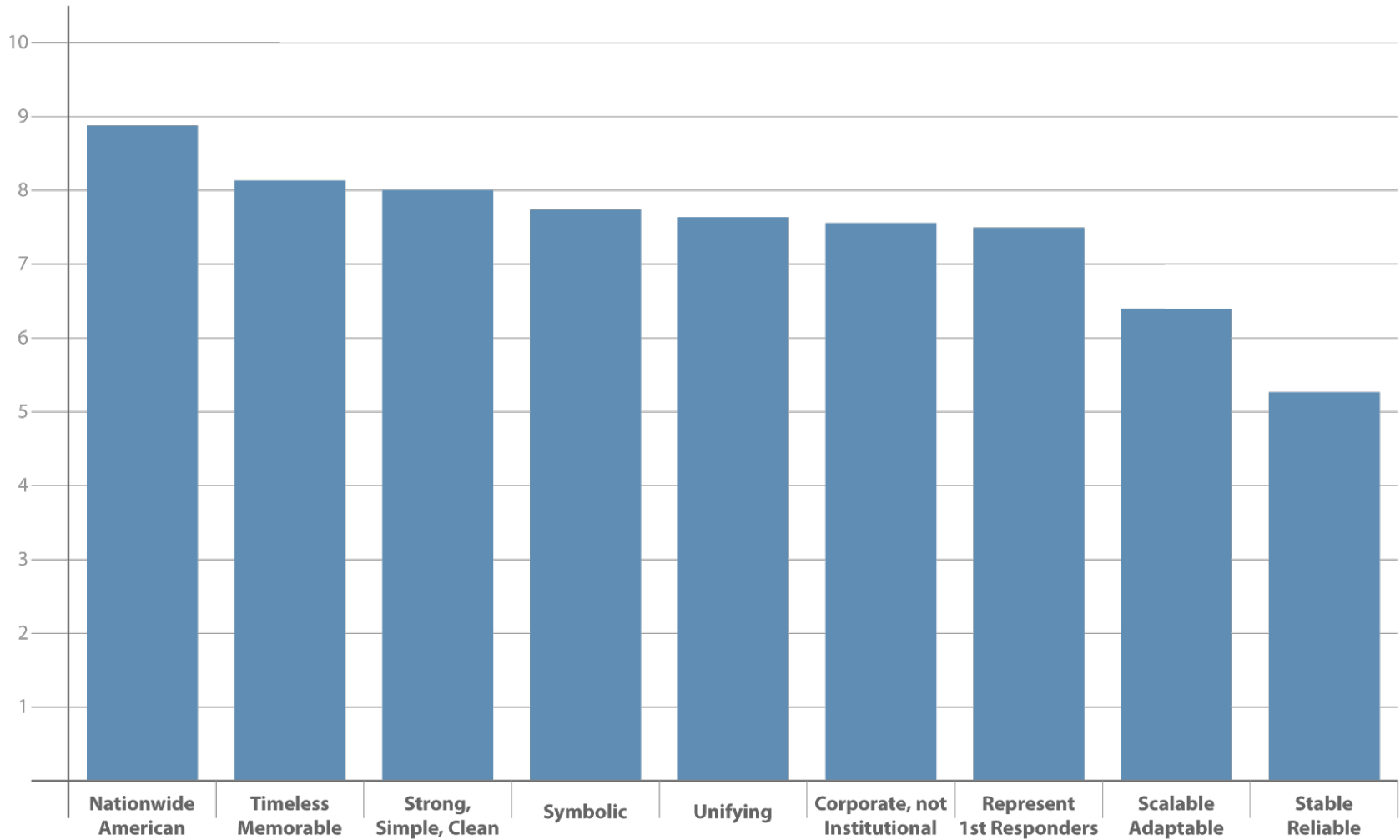
Criteria

The FirstNet identity must incorporate the unification of first responders served, as well as the strength, power, and the breadth of this dynamic new broadband network, while adhering to the best practices of brand identity by bringing these objectives together in a simple, modern, unique and memorable logo.

FirstNet Attributes

- Open
- Trusted
- Reliable/Dependable
- Diverse
- Integrated
- Hardened
- Redundant
- Ubiquitous
- Standardized
- Collaborative
- Flexible
- Leading Edge
- Configurable
- Highest Speed
- 7 x 24 x 365
- Easy to Use
- Cost Effective
- Innovative
- Interoperable
- Secure

Logo Characteristics



Logo Development

The first stage of logo development entails a broad stroke exploration of possible styles, symbols and graphic devices which reflect the characteristics evaluated during the survey process, presented in black and white.

The second stage is a selection and refinement and addition of color, based on review.

The third and subsequent stages in this case are further refinements based on detail and specific feedback.

Logo Development – Initial Design



Logo Development – Refinement



Logo Development – Add Detail



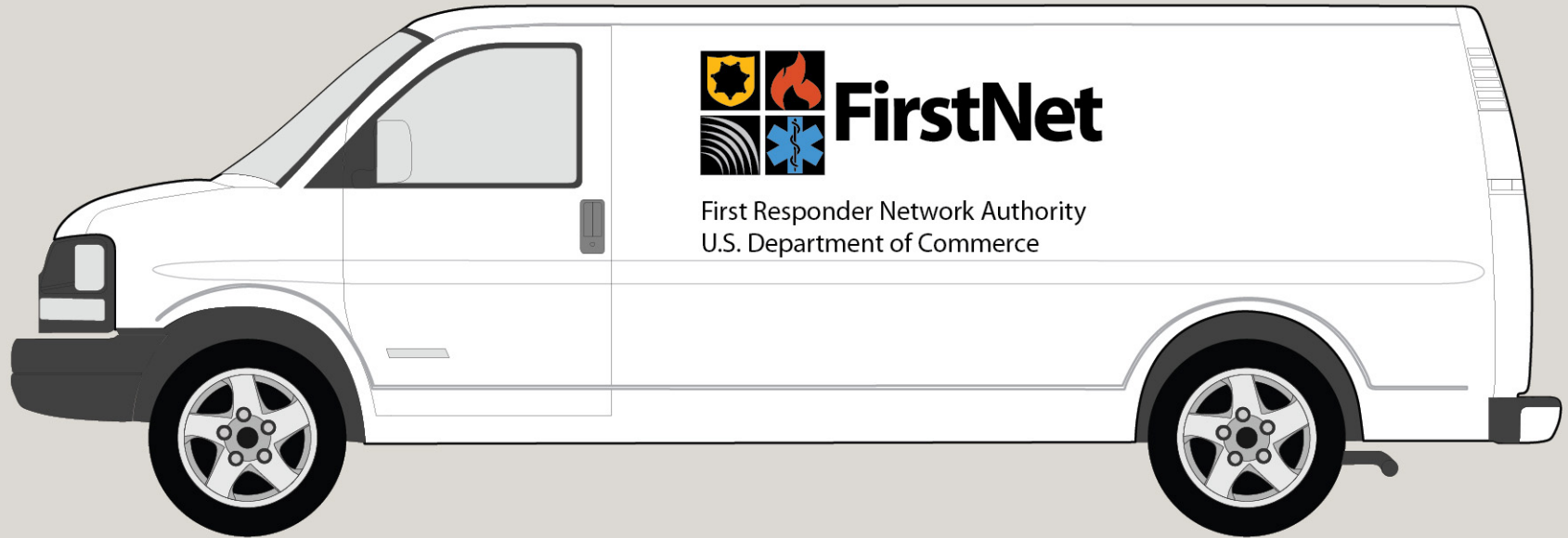
Logo Development – Further Refinement: Add Detail



Final Logo



Logo on Vehicle



Meets Criteria

The new FirstNet identity delivers the desired logo characteristics specified by the Board of Directors:

- ✓ Nationwide, American
- ✓ Timeless, Memorable
- ✓ Strong, Simple, Clean
- ✓ Symbolic
- ✓ Unifying
- ✓ Corporate vs. Institutional
- ✓ Represents 1st Responders
- ✓ Scalable, Adaptable
- ✓ Stable, Reliable

Thank You!