

Project Title: Canadian Fire Alarm Association LOGO Update

Task Description: Provide a new logo for the Canadian Fire Alarm Association to replace the existing logo.

Background: The CFAA is a National organization based in Toronto Canada, with Chapters operating across the country. The CFAA was founded in 1973.

CFAA Mission:

"To maximize the effectiveness and use of fire alarm systems in the protection of life and property in Canada"

CFAA Vision:

"The CFAA will be recognized nationally as the definitive resource for fire alarm related information, education, qualifications, expertise, and industry support with active Chapters throughout Canada."

It is important to understand that back in 1973 a small group of Canadian fire alarm professionals met with the officers of the U.S. based Automatic Fire Alarm Association (AFAA) to explore the feasibility of establishing an AFAA chapter in Canada. That idea was discarded as the founding members of the CFAA shared a broader dream beyond a chapter status of a US entity, and instead, opted to establish a unique Canadian identity.

Project Duration: 4 weeks

Logo Text:

- CFAA (English Acronym)
- Canadian Fire Alarm Association (English – full name)
- ACAI (French Acronym)
- L'association Canadienne D'Alarme Incendie (French - full name)

Files to add:

OLD (Existing) Logo:



English Version:



French Version:

Concerns with existing logo:

- 1) Existing logo is too complicated and "busy".
- 2) Impossible to decipher when shrunk down to letterhead size
- 3) Looks like a "no smoking" sign or some other type of "negative re-enforcement" sign.

- 4) Reminds me of a wagon wheel from an original pioneer “covered” wagon.

Suggestions for New Logo Design considerations:

- 1) New logo should be simple design that is recognizable when shown in large scale format on a trade show booth graphic AND when shrunk down to letterhead size.
- 2) Bi-lingual combination version would be preferred, although separate French and English versions would also see use.
- 3) Logo must use colours and/or iconic identifiers to define CFAA as a distinct “Canadian” entity.
- 4) Modern graphical design would be preferred.
- 5) Logo must be recognizable in both colour and black and white formats to apply to letterheads and grayscale printing as well as full-colour brochures/etc.

Other Examples of recently revised Logos:

Other industry-related associations have also recently revised their logos. See samples below of “before” and “after” logos:

Society of Fire Protection Engineers



Corporation des maitres entrepreneurs en installations contre L’incendie



Future Directions:

Over the past 40 years, the CFAA has changed in both constituents and target audience.

Originally the CFAA consisted of a few representatives from the main fire alarm manufacturing companies that served the Canadian market. The focus was largely ***internal***.

Today, the CFAA members are from Fire Alarm Manufacturers, Consulting Engineering Firms, Fire Alarm Service Companies, Fire Department Authorities, etc.

The CFAA is in the process of re-branding itself as ***the #1 authority for fire alarm safety within Canada.*** The CFAA fire alarm training program is one of 2 programs recognized as a legal requirement in some Canadian provinces.

The CFAA is presently embarking on a major initiative to raise the level of education with all Fire Department Inspectors across Canada, as well as a similar initiative to educate Building Owners and Managers to ensure they are fully aware of their responsibilities and liabilities with respect to fire alarm system safety.

We are hoping to see modern logo designs that will convey a sense of:

- Forward vision
- Solid Reputation
- Canadian identity
- Ethical behaviours
- Depth of knowledge