

METRO WEST CHALLENGE COIN



Maltese cross

Used by the Knights of Malta in the 11th century, it is now associated with the qualities of loyalty, bravery and represents one who defends the weak.

Metro West

On April 9, 1993, the name of the organization was changed to the Metro West Fire Protection District, continuing a tradition of service which began in 1934.

Compass

The coin's compass indicates moving to the west, or as represented by the MW, a symbolic course towards Metro West.

Reflected M

The abstract, borrowed from the Metro West logo, is repeated and layered to create an Art Deco design chosen to represent uniqueness and optimism.

Field of Blue

The color blue is derived from the Metro West logo and stands for trustworthiness – a visual representation of the core value of trust.

Jewel Bearing

This critical point on the compass is signified by the mission statement in a four-sided shape representing the district patch.

Core Values

These values detail the Metro West commitment to providing the highest level of service possible.

Scramble

The images of fire ground tools symbolize preparedness and readiness to respond to the call for help.

Reeding

The complete, untampered reeding lines assures the full worth of the Metro West Fire Protection District and speaks to its value in the community.

St. Louis County, MO

The denotation represents the Metro West geographical service area and those assets provided to the greater St. Louis region.

Azimuth Ring

The five core values on the compass's azimuth ring serve as an emblematic heading for the organization.

Note:

With the mission statement assuring the direction of travel is accurate and the five core values providing a solid bearing, Metro West will continue to be guided by these foundations moving forward into the future.

