FireSmart™ BC Brand Guidelines

1 - Our Logo

Our logo is an essential part of the FireSmart BC brand. It's important to leave plenty of room around our logo to preserve legibility. Use the height of the icon in our logo to determine the safety area.

Click here to request brand assets

Icon Height

2 - Brand Considerations

In any brand document or file, the first instance of the word "FireSmart" must have a trademark symbol. Also, the following language must accompany the FireSmart logo somewhere in the document when the logo is used: "FireSmart, Intelli-feu and other associated Marks are trademarks of the Canadian Interagency Forest Fire Centre.

FireSmart™

FireSmart, Intelli-feu and other associated Marks are trademarks of the Canadian Interagency Forest Fire Centre.
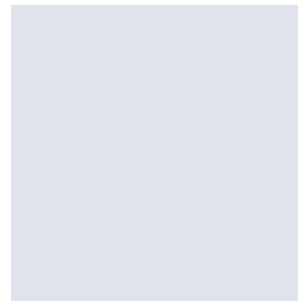
Trademark Symbol

Trademark Language

BRITISH COLUMBIA
FireSmart™

3 - Colour Palette

Charcoal
Hex: #212A34

Yellow
Hex: #EFCA00

Blue/Gray
Hex: #DFE3EC

Off-white
Hex: #F8FAFE

BRITISH COLUMBIA
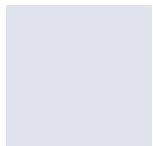**FireSmart**™
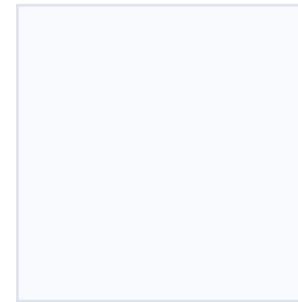
3.1 - Colour Usage

Charcoal

Use Charcoal for main text like headlines and high contrast backgrounds.

Yellow

Use yellow for buttons and hovers, accents and action items

Blue/Gray

Use Blue/Gray for lighter backgrounds to make white boxes pop.

Off-white

Use Off-white as a general background colour

This Text Is Not Actually Black, But Charcoal

Take Action.

Sign up for the FireSmart BC newsletter to receive regular updates from our magazine, the latest videos, and more. Whether you are a homeowner, an active member of your community or participate in local government, there are things you can do today to prepare for the eventuality of wildfire in your area. Be informed and submit your email now.

Title With An Accent

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan tium dolor.

Get FireSmart

Education

Training

Disciplined in all the fields that count.

Your community might not be up to what's needed to help fight this years wild fires. We're here to help you be prepared.

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For our brand we use Neuzeit Grotesk in two weights: Bold and Regular. Use Neuzeit Bold for important information like headlines and use Neuzeit Regular for standard text like website body copy. When Neuzeit Grotesk is unavailable, use Arial Regular and Bold as back up fonts.

Neuzeit Grotesk Bold

Neuzeit Grotesk Regular

Arial Bold

Arial Regular

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5 - Ember

Ember is our brand mascot and visual aid. Ember's job is to put a friendly – but also alert and adaptable – face on FireSmart's messages of preparedness and resilience. She is particularly effective when her likeness is used for toys, colouring books, and school curricula for children, but is also useful for other marketing and educational materials. Ember has four primary poses - see below for reference. All materials and resources should be reviewed by FireSmart BC before finalizing.
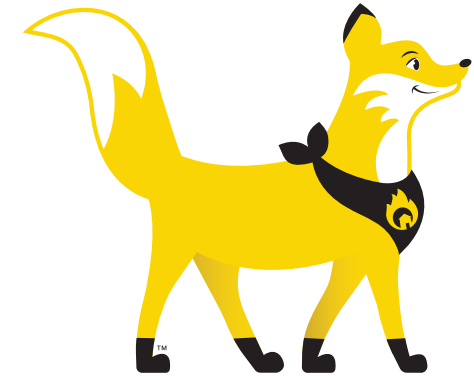
Front Profile

Side Profile

Sitting

Standing

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6 - The 7 Disciplines Colour Palette

FireSmart comprises of seven disciplines: Education, Vegetation Management, Legislation and Planning, Development Considerations, Interagency Cooperation, Cross-training Emergency Planning. Together, these disciplines create a framework for how FireSmart addresses wildfire at the home, community and provincial levels.

Education	Legislation & Planning	Emergency Planning	Vegetation Management	Development Considerations	Cross Training	Interagency Cooperation
CMYK: 7.17.100.0	CMYK: 0.45.97.0	CMYK: 3.91.100.0	CMYK: 74.0.100.0	CMYK: 79.9.28.30	CMYK: 96.77.12.2	CMYK: 52.81.3.0
RGB: 239.203.23	RGB: 248.156.35	RGB: 230.62.37	RGB: 62.180.74	RGB: 0.129.140	RGB: 32.81.147	RGB: 139.80.154
HEX: EECA18	HEX: F89C23	HEX: E63E25	HEX: 3EB44A	HEX: 00818C	HEX: 205193	HEX: 8B509A

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6.1 - The 7 Disciplines Icons

Education

Legislation & Planning

Emergency Planning

Vegetation Management

Development Considerations

Cross Training

Interagency Cooperation

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