



# FireSmart™ BC Brand Guidelines

[firesmartbc.ca](https://firesmartbc.ca)

# Table of Contents

- 01 Our Logo**
- 02 Colour Palette**
- 03 Typography**
- 04 Ember the FireSmart Fox**
- 05 Sub Brands**

# Our Logo

# 1.0 - Our Logo / Clear Space

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 "e" in our logo to determine the safety area.

[Click here to request brand assets](#)



## 1.1 - Logo Variations

Our logo looks best in full colour. Use the Positive version in full colour for light backgrounds and the Reverse version for dark backgrounds. Use the black and white versions of our logo when colour is unavailable.



## 1.2 - Brand Trademark

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™**

Trademark Symbol

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

Trademark Language

# Colour Palette

# 2.0 - Colour Palette

The FireSmart BC brand consists of four main colours: Charcoal, Yellow, Blue/Gray and Off-white. Refer to the colour codes below to ensure consistent application of our brand colours.



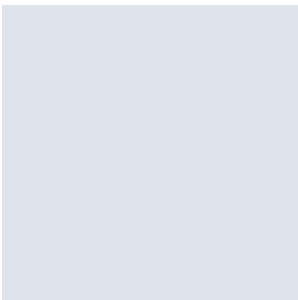
**Charcoal**

CMYK: 82.70.55.60  
RGB: 33.42.52  
Hex: #212A34



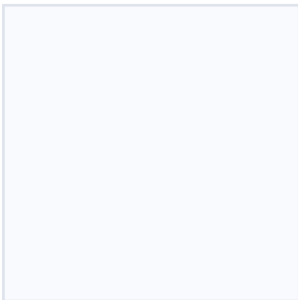
**Yellow**

CMYK: 7.17.100.0  
RGB: 239.203.23  
Hex: #EFCB17



**Blue/Gray**

CMYK: 11.7.3.0  
RGB: 223.227.236  
Hex: #DFE3EC



**Off-White**

CMYK: 2.1.0.0  
RGB: 248.250.254  
Hex: #F8FAFE



# 2.1 - Colour Usage



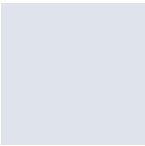
## Charcoal

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 stand out.




## Off-white


Use Off-white as a general background colour

This Text Is Not  
Actually Black,  
But Charcoal.

**Title With An Accent**

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

 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.

**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.

Get FireSmart

# Typography

## 3.0 - Typography

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

# Ember the FireSmart Fox

# 4.0 - Ember the FireSmart Fox

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.



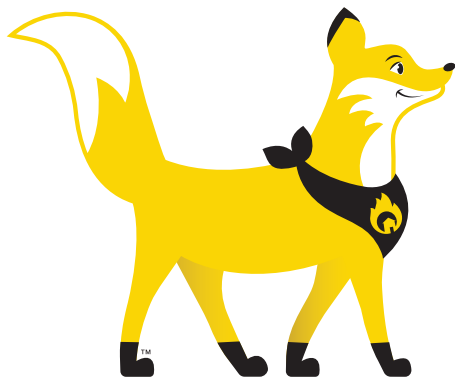
Front Profile



Side Profile



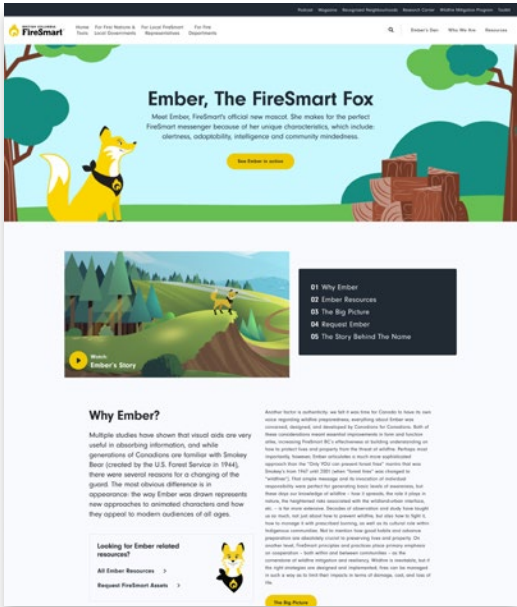
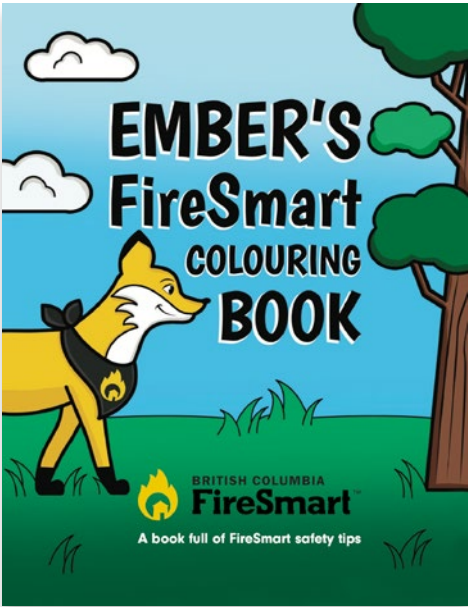
Sitting



Standing

# 4.1 - Ember Usage

Ember can be used for various branding and marketing materials from brochures, colouring books, social media posts and website designs. See examples below for best practices.



# Sub Brands

# 5.0 - Sub Brands Overview

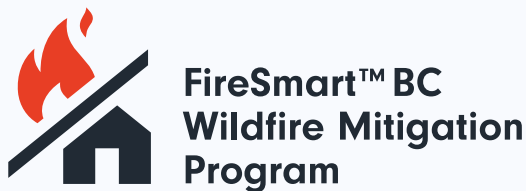
There are several sub brands under the FireSmart BC brand including: the FireSmart BC Wildfire Mitigation Program (WMP), Local FireSmart Collective Program (LFCP), FireSmart Plant Program and the Wildfire Resiliency and Training Summit. Use this section of the document to get familiar with their logos and brand elements.





# 5.1 - Wildfire Mitigation Program

The Wildfire Mitigation Program (WMP) uses two primary colours: Charcoal and WMP Red. Apply the same rules regarding logo usage and typography as FireSmart BC.



## Brand Font

**Neuzeit Grotesk Bold**  
Neuzeit Grotesk Regular



### Charcoal

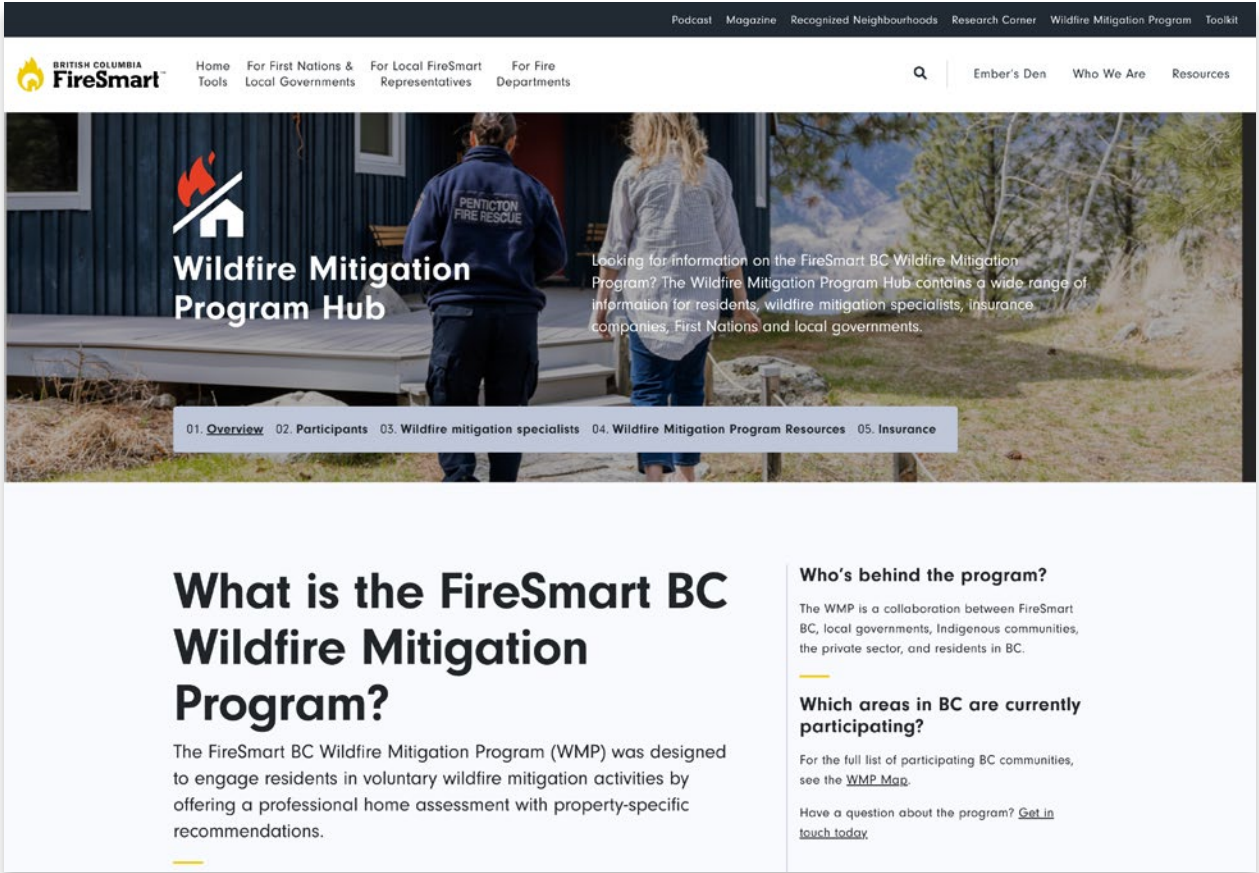
CMYK: 82.70.55.60  
RGB: 33.42.52  
Hex: #212A34



### WMP Red

CMYK: 3.91.100.0  
RGB: 232.62.37  
Hex: #E83E25

# 5.2 - Wildfire Mitigation Program Use Cases



# 5.3 - Local FireSmart Collective Program

The Local FireSmart Collective Program (LFCP) uses three primary colours: Charcoal, LFCP Dark Blue and LFCP Light Blue. Apply the same rules regarding logo usage and typography as FireSmart BC.



## Brand Font

**Neuzeit Grotesk Bold**  
Neuzeit Grotesk Regular



### Charcoal

CMYK: 82.70.55.60  
RGB: 33.42.52  
Hex: #212A34



### LFCP Dark Blue

CMYK: 96.77.12.2  
RGB: 30.80.147  
Hex: #1E5093



### LFCP Light Blue

CMYK: 60.13.0.0  
RGB: 87.179.229  
Hex: #57B3E5

# 5.4 - FireSmart Plant Program

The FireSmart Program uses two primary colours: Charcoal and Plant Green. Apply the same rules regarding logo usage and typography as FireSmart BC.



## Brand Font

**Neuzeit Grotesk Bold**  
Neuzeit Grotesk Regular



**FireSmart Purple**  
CMYK: 82.70.55.60  
RGB: 33.42.52  
Hex: #212A34



**Plant Green**  
CMYK: 73.0.100.0  
RGB: 67.182.73  
Hex: #43B649

# 5.5 - FireSmart Plant Program Use Cases



# 5.6 - Wildfire Resiliency and Training Summit

The Wildfire Resiliency and Training Summit uses three primary colours: FireSmart Purple, WRTS Yellow and WRTS Orange. Apply the same rules regarding logo usage and typography as FireSmart BC.



**WILDFIRE RESILIENCY  
AND TRAINING SUMMIT**



**WILDFIRE RESILIENCY  
AND TRAINING SUMMIT**

## Brand Font

**Neuzeit Grotesk Bold**

Neuzeit Grotesk Regular



**FireSmart Purple**

CMYK: 82.70.55.60  
RGB: 33.42.52  
Hex: #212A34



**WRTS Yellow**

CMYK: 7.16.99.0  
RGB: 239.203.23  
Hex: #EFCB17




**WRTS Orange**

CMYK: 0.67.99.0  
RGB: 244.117.33  
Hex: #F47521



# 5.7 - Wildfire Resiliency and Training Summit Use Cases



**WILDFIRE RESILIENCY  
& TRAINING SUMMIT**

**YOU'RE INVITED!**

Wildfire Resiliency and Training Summit  
May 10 – 14, 2023 | Vancouver and North Vancouver, BC

Formally known independently as the FireSmart BC Conference and the WUI Symposium, this important five-day gathering will focus on community wildfire resiliency and wildland urban interface training. It kicks off with a three-day in person conference at the Sheraton Vancouver Wall Centre, where we'll listen to captivating speakers who are leaders in wildfire resiliency. We'll also share best practices and our collective experience and insights through informative workshops, and expert panels. This will be followed by two days of training exercises in North Vancouver for BC's firefighting professionals.

Our theme for this year's event is Partners in Progress, which recognizes that collaboration and partnerships are critical for keeping BC communities safe and building fire resiliency. With four keynote addresses, five expert panels, twenty breakouts, four workshops, and ten training programs, the Summit will have something of interest for all attendees. We also look forward to celebrating our existing partnerships and creating new ones through valuable networking opportunities, including a full day devoted to bringing BC's firefighters and FireSmart community together on May 12


REGISTER NOW

EVENT WEBSITE

	Before March 15, 2023	After March 15, 2023
May 10 - 12 Conference	\$400	\$450
May 12 - 14 Training	\$250	\$275
May 10 - 14 Combined	\$500	\$550

\*Funding to assist local governments and First Nations with costs to attend the Wildfire Resiliency and Training Summit is available through the 2023 FireSmart Community Funding & Support Program. Please refer to the 2023 Program and Application Guide for more information at [www.bccsa.org/2023/fire-smart-community-funding-support](https://www.bccsa.org/2023/fire-smart-community-funding-support)


For more information, please visit our website at [wildfiresummit.ca](https://wildfiresummit.ca) or contact us at [arts@pocagroup.com](mailto:arts@pocagroup.com)

**WILDFIRE RESILIENCY  
AND TRAINING SUMMIT**

**WILDFIRE RESILIENCY AND  
TRAINING SUMMIT**

**PROGRAM**

**May 10–14, 2023**  
Vancouver and North Vancouver, BC

  
For more information visit [wildfiresummit.ca](https://wildfiresummit.ca)

The Wildfire Resiliency and Training Summit acknowledges with gratitude that the event is taking place on the traditional, ancestral and unceded territories of the Coast Salish peoples, including the territories of the xʷməlkwəjam (Musqueam), Skwxwú7mesh (Squamish), and Salilwə7Səlilwəluh (Tsleil-Waututh) Nations.

