FireSmart™ BC Brand Guidelines

firesmartbc.ca

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BRITISH COLUMBIA
FireSmart™

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

"e" Height

BRITISH COLUMBIA
FireSmart™

1.1 - Logo Variations

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™

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

Trademark Symbol

Trademark Language

BRITISH COLUMBIA
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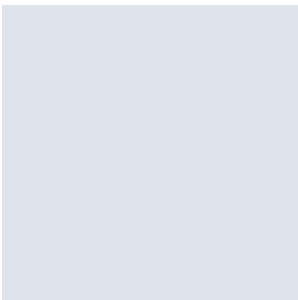# Colour Palette

2.0 - Colour Palette

Charcoal

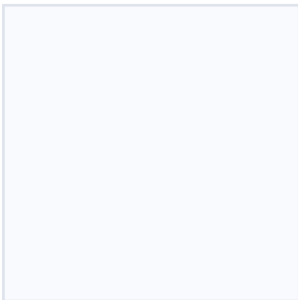CMYK: 82.70.55.60
RGB: 33.42.52
Hex: #212A34

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

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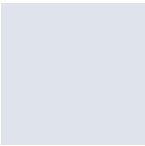
2.1 - Colour Usage

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.

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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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

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Ember the FireSmart Fox

firesmartbc.ca

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

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FireSmart™
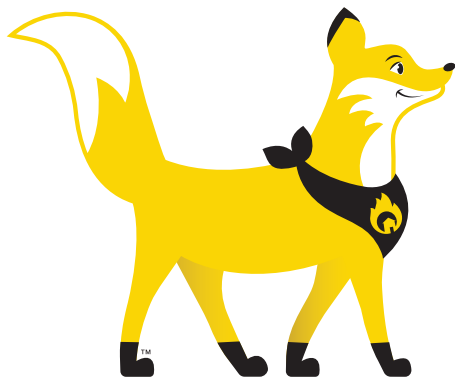
4.1 - Ember Usage

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.
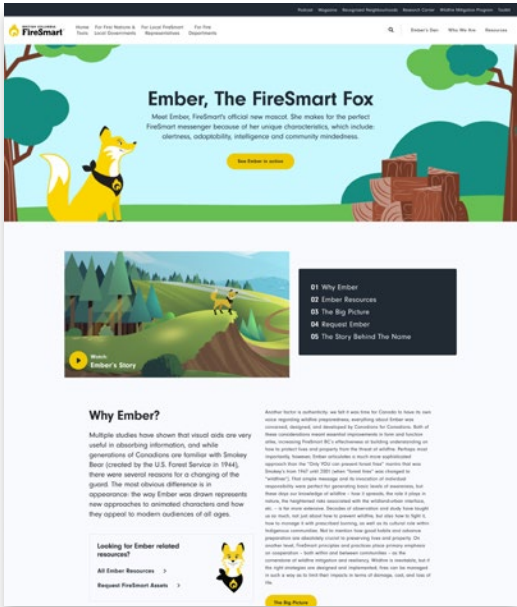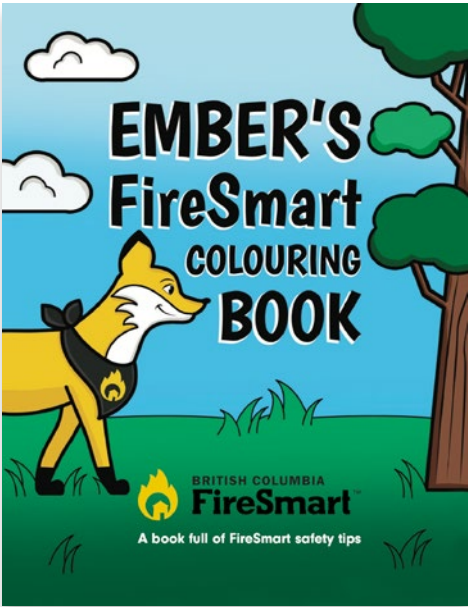
Sub Brands

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.

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FireSmart™ BC
Wildfire Mitigation
Program

Local FireSmart™
Collective Program

FireSmart™
Plant Program

WILDFIRE RESILIENCY
AND TRAINING SUMMIT

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.
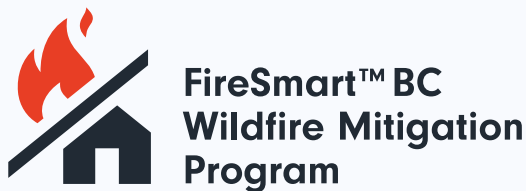
FireSmart™ BC
Wildfire Mitigation
Program

FireSmart™ BC
Wildfire Mitigation
Program

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

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5.2 - Wildfire Mitigation Program Use Cases

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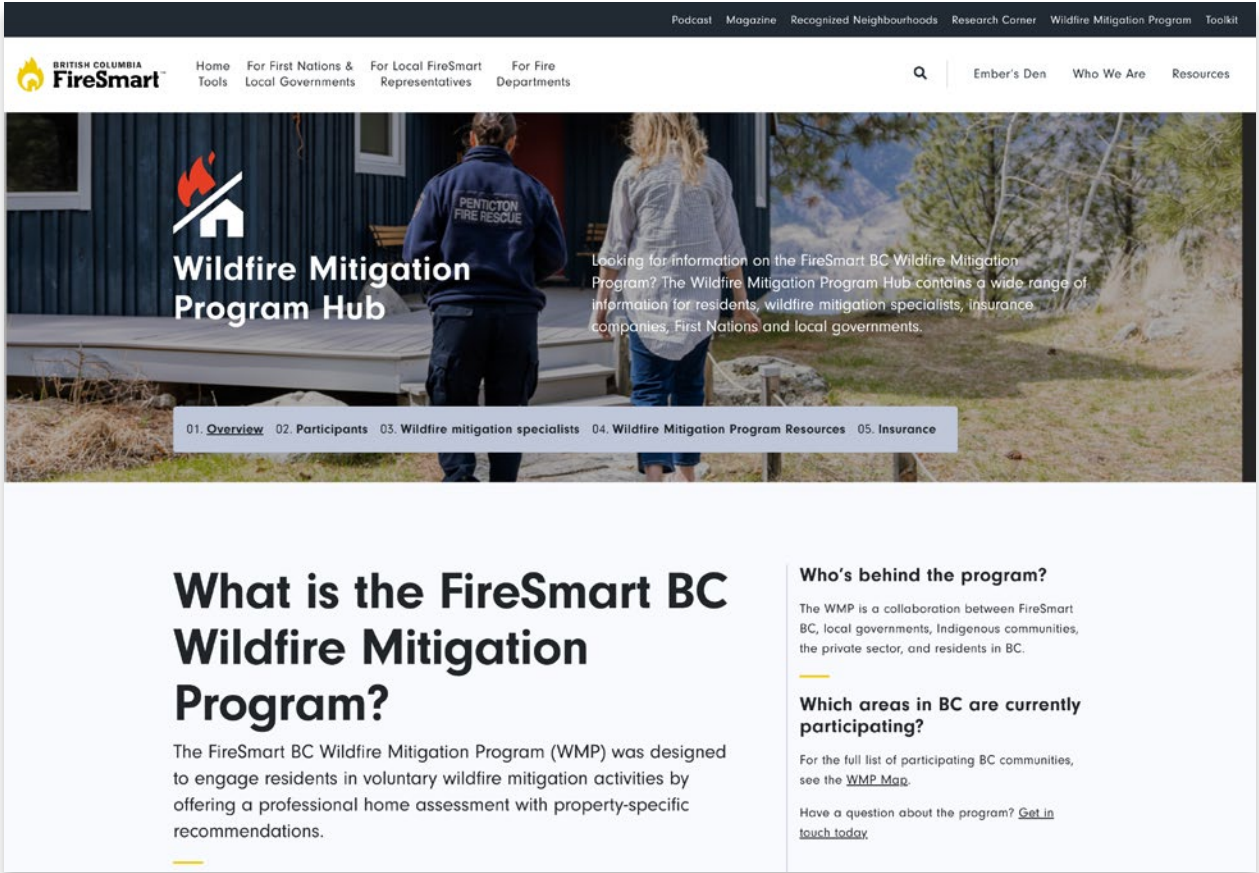
The Local FireSmart Collective Program (LFCP) uses three primary colours: Charcoal, LFCP Dark Blue and LFCP Light Blue. Apply the same rules regarding logo usage and typography as FireSmart BC.

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

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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.

FireSmart™
Plant Program

FireSmart™
Plant Program

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

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5.5 - FireSmart Plant Program Use Cases

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.

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

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5.7 - Wildfire Resiliency and Training Summit Use Cases

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