



FireSmart™ BC Brand Guidelines

firesmartbc.ca

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

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

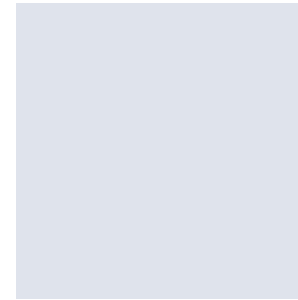


Yellow

CMYK: 7.17.100.0

RGB: 239.203.23

Hex: #EFCB17

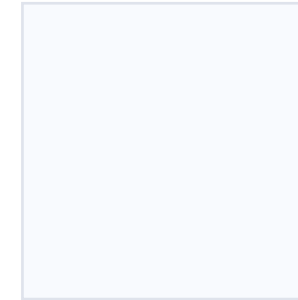


Blue/Gray

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



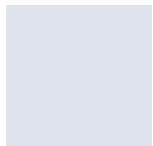
Charcoal

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.**

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.

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.



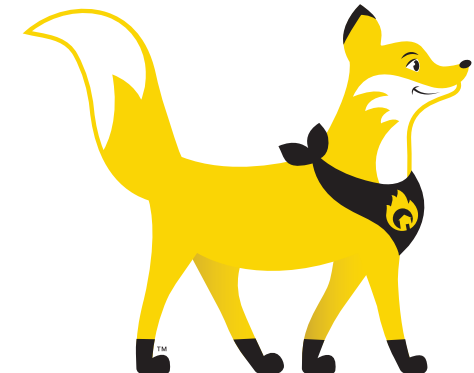
Front Profile



Side Profile



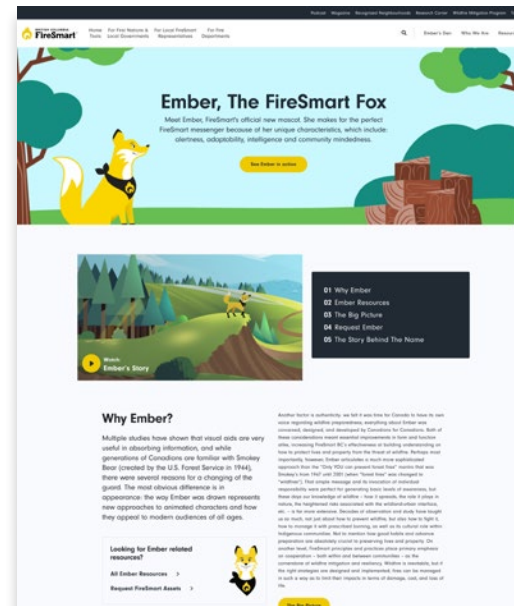
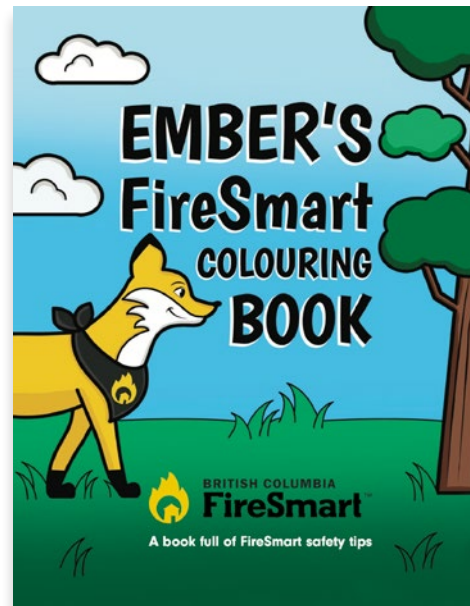
Sitting



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

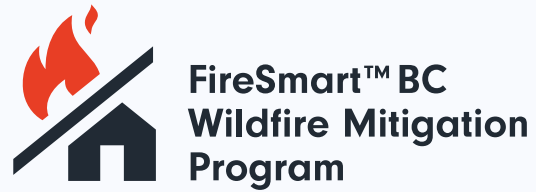
5.0 - Sub Brands Overview

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



The screenshot shows the FireSmart BC Wildfire Mitigation Program Hub website. The header includes the FireSmart logo and navigation links: Home Tools, For First Nations & Local Governments, For Local FireSmart Representatives, For Fire Departments, Podcast, Magazine, Recognized Neighbourhoods, Research Corner, Wildfire Mitigation Program, and Toolkit. A search bar and links for Ember's Den, Who We Are, and Resources are also present. The main content area features a large image of a firefighter and a resident, with the text 'Wildfire Mitigation Program Hub' and a description of the program. A navigation bar below the image lists: 01. Overview, 02. Participants, 03. Wildfire mitigation specialists, 04. Wildfire Mitigation Program Resources, and 05. Insurance. The main heading is 'What is the FireSmart BC Wildfire Mitigation Program?' followed by a paragraph explaining the program's purpose. To the right, there are sections for 'Who's behind the program?' and 'Which areas in BC are currently participating?' with brief descriptions and links.

BRITISH COLUMBIA
FireSmart

Home Tools For First Nations & Local Governments For Local FireSmart Representatives For Fire Departments

Podcast Magazine Recognized Neighbourhoods Research Corner Wildfire Mitigation Program Toolkit

Q Ember's Den Who We Are Resources

Wildfire Mitigation Program Hub

Looking for information on the FireSmart BC Wildfire Mitigation Program? The Wildfire Mitigation Program Hub contains a wide range of information for residents, wildfire mitigation specialists, insurance companies, First Nations and local governments.

01. Overview 02. Participants 03. Wildfire mitigation specialists 04. Wildfire Mitigation Program Resources 05. Insurance

What is the FireSmart BC Wildfire Mitigation Program?

The FireSmart BC Wildfire Mitigation Program (WMP) was designed to engage residents in voluntary wildfire mitigation activities by offering a professional home assessment with property-specific recommendations.

Who's behind the program?

The WMP is a collaboration between FireSmart BC, local governments, Indigenous communities, the private sector, and residents in BC.

Which areas in BC are currently participating?

For the full list of participating BC communities, see the [WMP Map](#).

Have a question about the program? [Get in touch today](#).

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



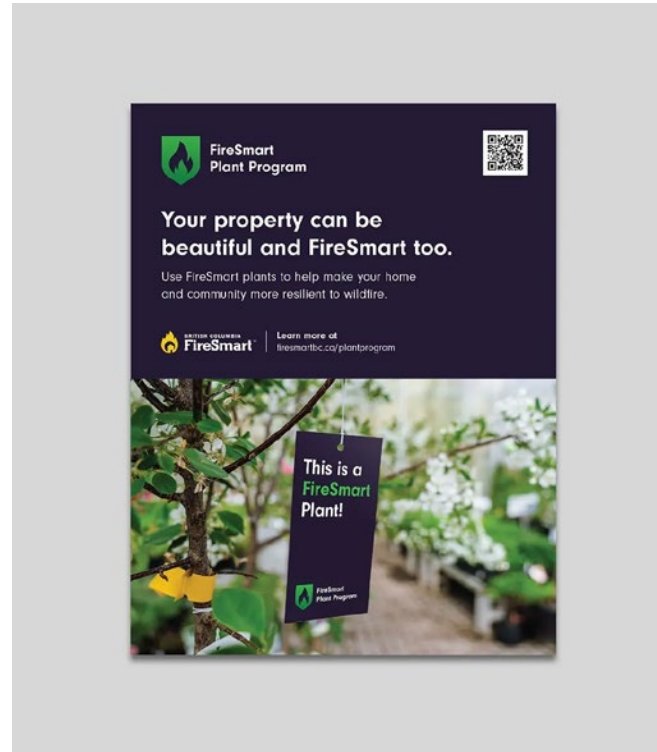
Plant Green

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.



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.ca/2023-fire-smart-community-funding-support

For more information, please visit our website at wildfiresummit.ca or contact us at wrf@pacegroup.com

WILDFIRE RESILIENCY AND TRAINING SUMMIT

PROGRAM

May 10-14, 2023
Vancouver and North Vancouver, BC

BRITISH COLUMBIA FireSmart™

For more information visit 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 x'ma'lokwə'jam (Musqueam), Skwxwú7mesh (Squamish), and Salilwə'7əw'elw'elh (Tseil-Waututh) Nations.



FireSmart BC Brand Guidelines | Version Two

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