



# BRAND STYLE GUIDE



**[WWW.FIRESMARTCANADA.CA](http://WWW.FIRESMARTCANADA.CA)**

# BRANDING GUIDELINES

To foster a strong identity, it is important for all users of the FireSmart Canada brand be consistent with the guidelines outlined in this document. That means implementing brand colours, font, and placing trademark messaging wherever appropriate.

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# INTRODUCTION

## WHAT IS FIRESMART CANADA?

FireSmart Canada is a Canadian program that develops practical, science-based resources to help Canadians increase the resilience of their homes, properties, and neighbourhoods against the threat of wildland fire. It was founded to address common concerns about wildland fire in the wildland urban interface. FireSmart Canada is owned by and operated by the Canadian Interagency Forest Fire Centre.

## HOW DOES FIRESMART CANADA WORK?

FireSmart Canada has a presence from coast to coast to coast. Provincial and territorial FireSmart chapters implement and deliver programming and services across the country.

## WHY IS FIRESMART IMPORTANT?

With a changing climate, the threat of wildland fire has increased significantly for everyone, including those living outside of the wildland urban interface. Because of this, we all have a part to play when it comes to preparing for wildland fire. The FireSmart approach means taking steps around the home and neighbourhood to reduce the negative impacts of wildland fire.

# VOICE & TONE

The voice and tone of the FireSmart Canada brand kindles empowerment, safety, and inspires action. Using plain language and employing an empowering tone are cornerstones in how we reach audiences from coast-to-coast-to-coast.

## **PLAIN LANGUAGE**

FireSmart Canada principles are based on research performed by the scientific community. It is important to convey this information in a way that earns trust and confidence in our knowledge and expertise, yet is approachable, unthreatening, and not condescending. This can be achieved by avoiding scientific jargon and using plain language. Using plain language also ensures people of all ages and abilities can benefit from our messaging.

## **EMPOWERING TONE**

Many of FireSmart Canada's foundational principles are based on taking proactive measures that help reduce the risk of wildland fire damage. These measures are communicated in a way to help everyone feel empowered, confident, and ready to take action in their homes, communities, or workplaces. Wildland fires are a dangerous matter, however! While using a down-to-earth and approachable tone is important, remember that many have been negatively impacted by wildland fire. Using a lighthearted, yet respectful voice is key in sharing FireSmart Canada messaging.

# LOGO



## LOGO FILE FORMATS

The FireSmart Canada logo is available in a variety of file formats described below. It is important to apply the right file format in the right setting in order to retain an accurate representation of the logo.

### **Portable Network Graphics (PNG)**

The PNG file format is intended for use in digital applications. PNG's raster quality allows these files to vary in size, while not appearing pixelated or distorted. As these files are intended for screen only, they should not be used in print applications, as colours will not translate accurately in a non-screen format.

Applications: Social media, websites, Word documents, PowerPoint presentations

### **Encapsulated PostScript (EPS)**

An EPS file is a vector format that can be expanded to infinite dimensions without losing quality. This format can only be viewed and utilized in design software applications like Adobe Illustrator and Photoshop.

Applications: Print

### **Portable Document Format (PDF)**

A PDF is a universal file format that displays consistently across any device. PDFs retain a transparent background, and maintain high quality when applying in a new document. PDFs can be used for screen and print purposes.

Applications: Print, Word Documents, PowerPoint presentations

# LOGO APPLICATIONS

In order to ensure consistency and integrity of the FireSmart Canada logo, it is important to use it in the ways illustrated below:

## LIGHT AND DARK BACKGROUNDS

In order to ensure legibility of the logo, situate the logo on a high-contrast background. When placing the logo on a light background, use the logo with the brand-grey font. On a dark background, use the logo with the white font.



Logo with dark type on a light background



Logo with white type on a dark background

## MINIMUM EXCLUSION AREA

The following guide is used to ensure text or imagery do not crowd the logo. Use the “e” in FireSmart to measure around the logo’s perimeter, protecting the logo’s space.



## MINIMUM LOGO SIZE

It is important that the logo is represented so that all its elements are visible. Do not shrink the logo to dimensions smaller than 3.23cm in print, or 92.12px on screen.

PRINT



SCREEN



# SINGLE COLOUR USE

All-white or all-brand grey versions of the FireSmart Canada logo may only be used on photographic backgrounds, or brand yellow backgrounds. Logos placed on photographic backgrounds should be situated in an area with a plain background with high contrast.



# LOGO MISUSE

It is important that the logo is not altered or misused in any way. The following examples are a few ways in which the logo may be used incorrectly.

## Do not...

<b>crop the logo</b>	<b>invert brand colours</b>	<b>use off-brand colours</b>
<b>change size or position of the icon</b>	<b>change size or position of the text</b>	<b>distort the logo</b>
<b>obstruct the logo</b>	<b>represent the logo without the icon</b>	<b>combine the logo with other graphic or textual elements</b>
<b>add an unapproved name</b>	<b>represent the logo without "Canada"</b>	<b>represent the logo without "TM"</b>

# PROVINCIAL & TERRITORIAL LOGOS

Each province and territory, with the exception of Nunavut, has its own FireSmart Canada chapter. A province or territory receives its own logo once a formal committee has been established.

The provincial and territorial logos must follow the same guidelines outlined in this document. In provincial and territorial logos, the name of the province or territory is placed in the top-left corner above, “FireSmart”.





# BRAND COLOURS

## PRIMARY COLOURS

The FireSmart Canada primary brand colours are found in the logo, and used consistently throughout branded content. They are central to the FireSmart™ Canada visual identity and used to strengthen associations with its brand.



RGB: 239 / 203 / 23  
CMYK: 7 / 17 / 100 / 0  
HEX #efcb17  
Pantone: Medium Yellow C



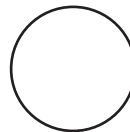
RGB: 36 / 39 / 42  
CMYK: 74 / 65 / 62 / 67  
HEX #24272a  
Pantone: 426 C

## SECONDARY COLOURS

Secondary colours offer visual diversity in order to compliment the brand's primary colours. Secondary colours should not be used in the absence of primary colours.



RGB: 33 / 71 / 117  
CMYK: 97 / 77 / 29 / 14  
HEX #214775



RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
HEX #ffffff

## TERTIARY COLOURS

Tertiary colours may be used in supporting graphics or illustrations.



RGB: 243 / 112 / 81  
CMYK: 0 / 70 / 71 / 0  
HEX #f37051



RGB: 98 / 130 / 89  
CMYK: 64 / 32 / 75 / 13  
HEX #628259



RGB: 194 / 230 / 232  
CMYK: 23 / 0 / 9 / 0  
HEX #c2e6e8

# TYPOGRAPHY

## PRIMARY FONT

### FF CLAN PRO

FF Clan Pro comes in a wide variety of font styles (thin, condensed, regular, italic, bold, black, etc.). The FF Clan Pro font family can be purchased at this [link](#).

**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## TRADEMARK

™ must be used with all instances of “FireSmart”. The exception is when the term, “FireSmart” is used as text within a document. In text documents, the first use of the term “FireSmart” must have the ™ with an editor’s note that states:

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

# KEY MESSAGES

- FireSmart™ Canada develops practical, effective, and science-based programs that provide residents with tools to be better prepared when wildland fire occurs.
- FireSmart™ programs empower residents to take small steps around their home and property that reduce the negative impacts of wildland fire.
- FireSmart™ Canada supports five flagship programs that are flexible, adaptable, and designed for residents, neighbourhoods, and industry to mitigate their wildland fire risk:
  - Begins at Home self-assessments
  - Wildland fire Community Preparedness Day
  - Neighbourhood Recognition Program
  - Advanced Home Assessment Program
  - Home Partners Program

For more information on each of these programs, visit [www.firesmartcanada.ca](http://www.firesmartcanada.ca)

- FireSmart™ Canada was created to address common concerns about wildland fire in the wildland urban interface.

**For information or guidance on the use of the FireSmart Canada brand, please contact [media@firesmart.ca](mailto:media@firesmart.ca)**