

fire

FUNDING  
INDIGENOUS  
RESURGENCE IN  
EDMONTON

IDENTITY

This booklet will guide you  
in the use and placement of  
the Fire Funding Indigenous  
Resurgence in Edmonton logo.

It is meant to be used  
to ensure consistency across  
the brand.

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## THE FIRE LOGO

### LOGO: PRIMARY USE

Below is an example of the full-colour version of the Fire logo appearing on a white background.

*For information about colour values, see page 9.*



## LOGO IN BLACK

The black logo is to be utilized in instances where colour is not in use.



## LOGO IN REVERSE (on black)

The reverse logo is to be used in instances when Fire is to appear on a dark background.



## SIZING

### IN PRINT

When sizing the logo, ensure that it is proportionally enlarged or reduced (no stretching or skewing, see examples on page 8). Although there is no size restriction for enlargements, the printed logo should never be smaller than the sizes indicated here. Reproduction in smaller sizes may cause loss of impact and readability.



### ONLINE

Although there is no size restriction for enlargements, the logo should never appear online smaller than the sizes indicated here.



## CLEAR SPACE

To guarantee the logo's legibility and integrity, a minimum distance from any other graphic (clear space) must be respected. It is preferred to use more than the minimum clear space around the logo to minimize clutter.

The clear space is an area around the logo in which other elements must never be placed. The minimum clear space "X" is defined by the height of the 'f' in fire.



## RESTRICTIONS

These examples illustrate some ways in which the logo must never be used. Do not rearrange, distort or alter the colour of any of the elements. To guarantee maximum visibility, the background on which the logo is placed must also be considered.

*Do not skew or distort the logo by constricting or expanding horizontally or vertically.*



*Do not alter or scale any element within the logo.*



*Do not alter or rearrange colours within the logo.*



*Do not place the logo on a busy background.*



*Do not use the wordmark by itself.*

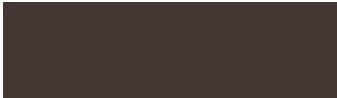




## LOGO COLOURS

Brown and red are the primary colours used for the Fire brand. A flax yellow and a warm gray are to be used to support this primary palette.

### PRIMARY PALETTE



Pantone® 439

C 60 M 66 Y 62 K 54

R 68 G 54 B 53

Hex #443635



Pantone® 7597

C 11 M 89 Y 100 K 2

R 214 G 65 B 35

Hex #0099a8

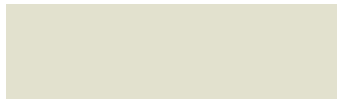
### SECONDARY PALETTE



C 14 M 25 Y 70 K 0

R 221 G 186 B 104

Hex #ddb968



C 11 M 7 Y 19 K 0

R 222 G 205 B 206

Hex #e1e0ce

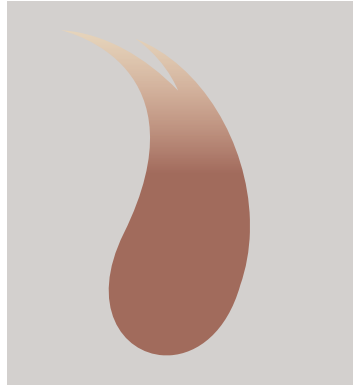
## SECONDARY GRAPHICS

Secondary graphics and photography help expand a visual identity. These samples illustrate some appropriate secondary graphics and photography styles for the Fire brand.

### GRAPHIC STYLE



FLAME PATTERN



ISOLATED FLAME

## TYPOGRAPHY

### PRIMARY TYPEFACE

The primary typeface for the Fire brand is Quarto. There are many cuts within the family to give sufficient flexibility to work in a variety of materials. The one you use will depend on the needs and emphasis of your particular communication material. Brandon Grotesque is the recommended secondary typeface and is useful for applications such as large amounts of body copy. Contact Curio to learn more about font purchase and licensing.

#### Quarto

EXAMPLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

#### Brandon

EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### SUBSTITUTE TYPEFACE

It is preferred that Quarto and Brandon Grotesque be used whenever possible to maintain brand consistency. However, in circumstances where these typefaces are not available, Trebuchet may be substituted. No other fonts are to be used.

#### Trebuchet

EXAMPLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

# **FIRE**

Updated May 2021

## **FILE FORMATS PROVIDED**

.eps .jpg .pdf .png .tif

## **COLOUR FORMATS PROVIDED**

Pantone, CMYK, RGB, Black, Reverse (white)



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