

Brand Guide

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Logo

Brand Wordmark

Our logo is an important asset to our organization and should serve as a foundation for all visual communications. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears.

It should never be manipulated or distorted.

Its color, position and size are all specified within this document.

The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colors.



Brand Icon

This is our brand icon.

While they may appear in different areas, the wordmark should always be present when the icon is used.

The icon should not be used alone in an execution without the wordmark.

The brand icon must never be resized proportionately or stretched.

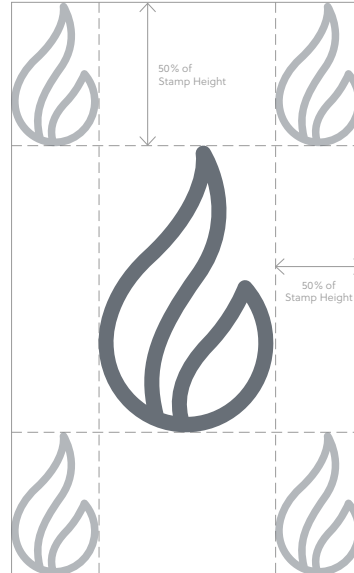
The brand icon can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colors.



Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

Minimum size: It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



TRUE  FLAME Width: 40mm / 113 pixels
Height: 6mm / 17 pixels



Logo Misuse



Do not place the logo in a holding shape



Do not alter the logo's shape in anyway



Do not add elements or shadows to the logo



Do not alter the logo's colours in anyway



Do not outline the logo



Do not rotate the logo



Do not lock-up text to the logo



Do not change the relationship of the logo's components

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific “do nots” for our logo.

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Color

Brand Colors

Our brand features a color palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our color palette is applied consistently.

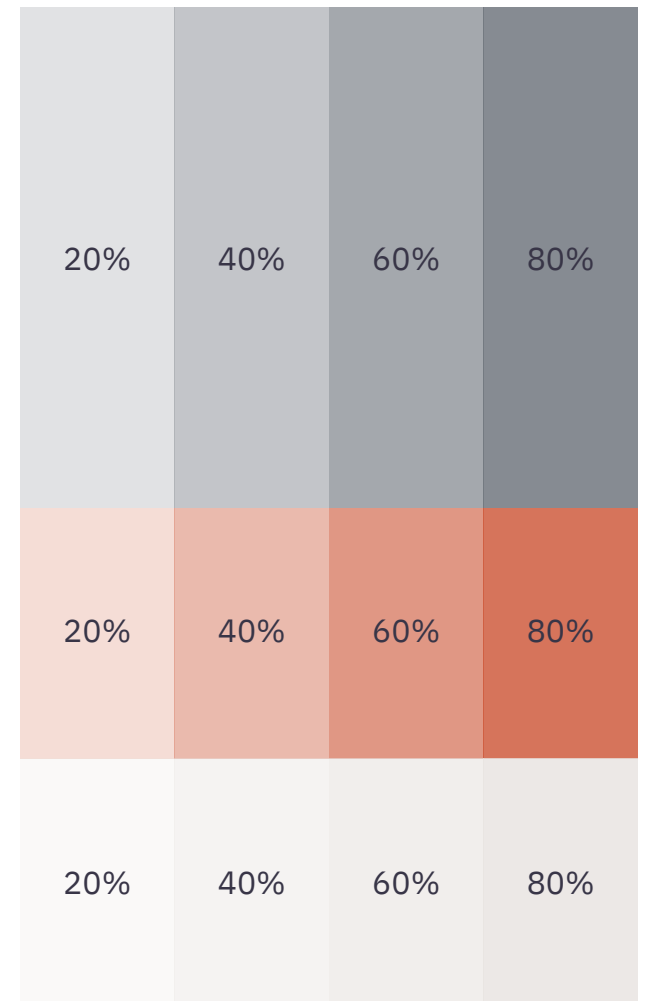
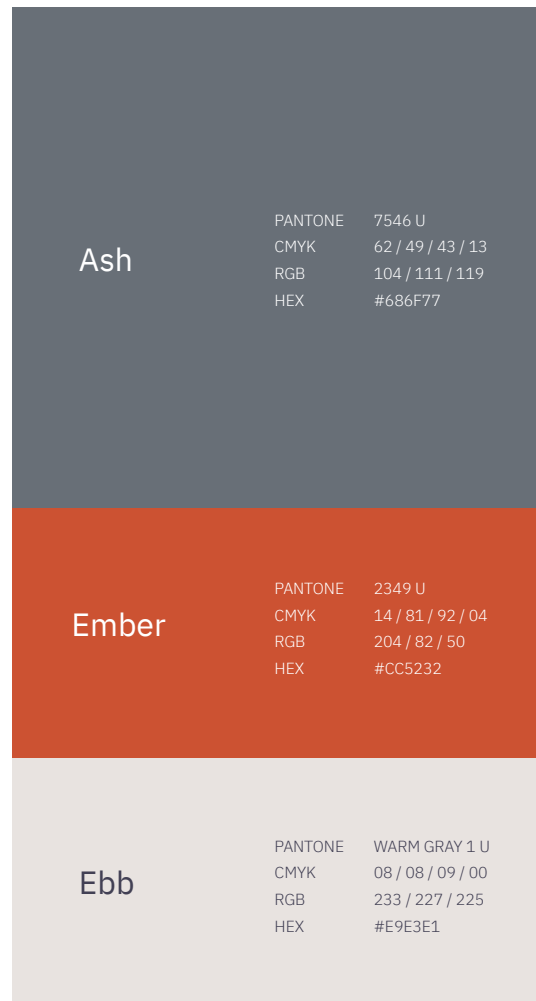
Our brand should always be represented in one of the colors on this page, aside from any specific recommendations in this guide. Do not use any other colors.

PRINT

Pantone colors are used to print the designs, rather than CMYK. Pantone colors will provide the maximum amount of consistency. In instances where this is not possible we have created optimized CMYK values.

DIGITAL

Not all RGB colors render the same online. Therefore we recommend the use of hexadecimal colors when applying colors to screen.



Grayscale Colors

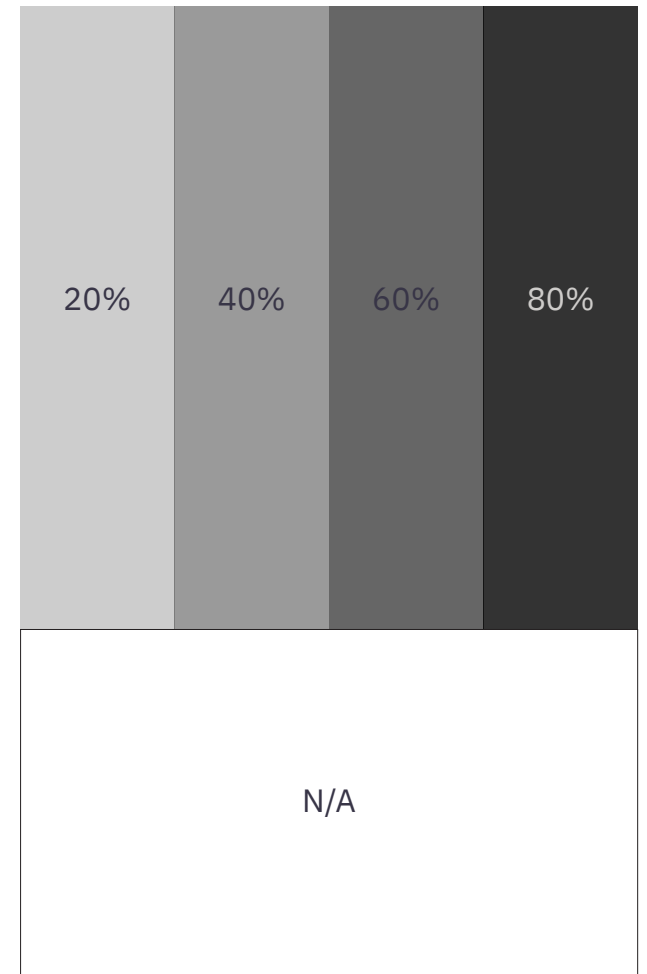
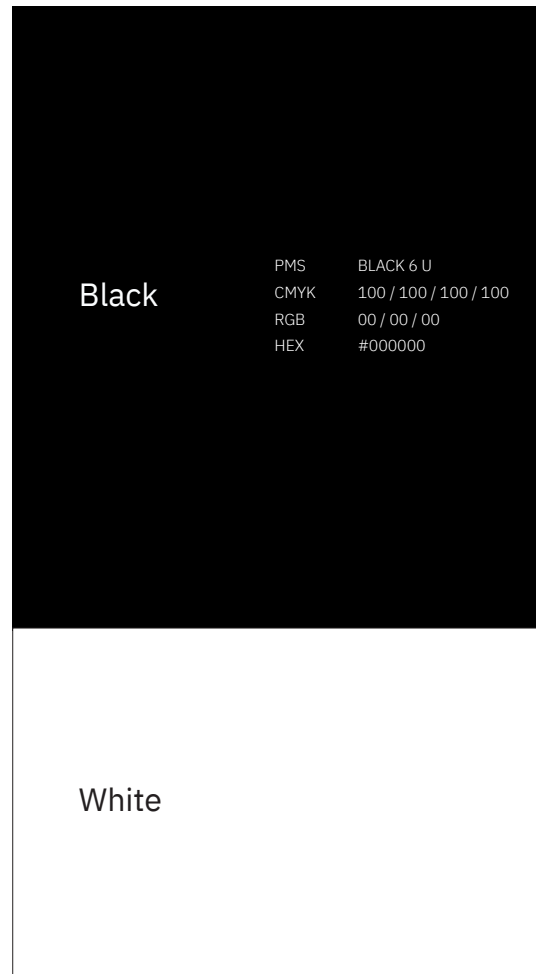
These are supplementary colors that should be used sparingly throughout the brand to provide emphasis or be used as a background color.

PRINT

Pantone colors are used to print the designs, rather than CMYK. Pantone colors will provide the maximum amount of consistency. In instances where this is not possible we have created optimized CMYK values.

DIGITAL

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Typography

Primary Typeface

Aa

IBM PLEX SANS | REGULAR

IBM Plex Sans Regular is the primary typeface of our brand. We primarily use the regular weight for display messaging.

Our typography is as unique and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Secondary Typeface

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

IBM PLEX SANS | LIGHT

IBM Plex Sans Light, our secondary typeface leaves our copy legible and simple when applied correctly.

We use it in subtle ways to add energy across all applications.

Avoid using IBM Plex Sans Light in large amounts.

Accent Typeface

Aa

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

IBM PLEX CONDENSED | MEDIUM

IBM Plex Condensed Medium, our accent typeface implements both a classic and contemporary feel to the brand.

We use it in subtle ways to add energy across all applications.

Avoid using IBM Plex Condensed Medium in large amounts.

Typographic Usage

One of the most important techniques for effectively communicating content is the use of typographic hierarchy.

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

It is important to maintain this system. This allows for clarity, consistency and a strong hierarchy for all communications.

IBM PLEX CONDENSED | MEDIUM

IBM PLEX SANS | REGULAR

IBM PLEX SANS | LIGHT

LOREM IPSUM DOLOR SIT

Header Font Goes Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

QUOTE BLOCK

IBM PLEX SANS | REGULAR

“IBM Plex Sans Regular could be used for large paragraphs or quotes.”

WEB HIERARCHY

IBM PLEX SANS | REGULAR

IBM PLEX SANS | LIGHT

Header Font Goes Here

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

IBM PLEX CONDENSED | MEDIUM

BUTTON FONT

Photography Style

Photography Style



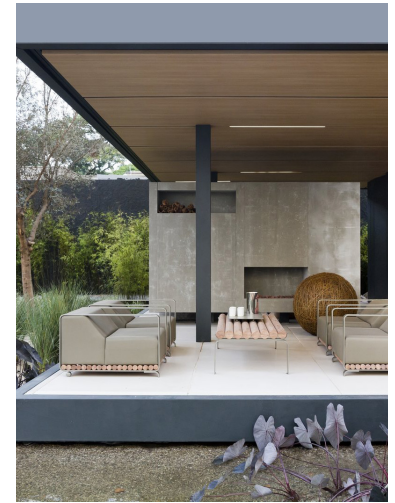
STUDIO

Imagery is vital to the success of our brand and should be treated as an essential part of our brand executions. In this section, you'll find examples of photos to ensure a consistent look and feel across our entire image library.

Studio imagery displays the products on a light gray background with a hard shadow.



Photography Style



LIFESTYLE

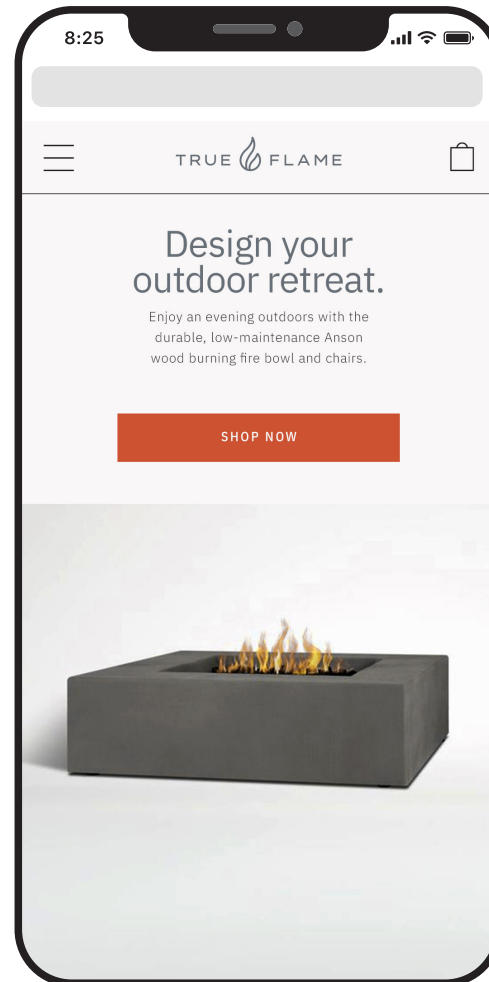
Lifestyle imagery displays the products in very simple yet geometric contemporary backyards and environments.

Application

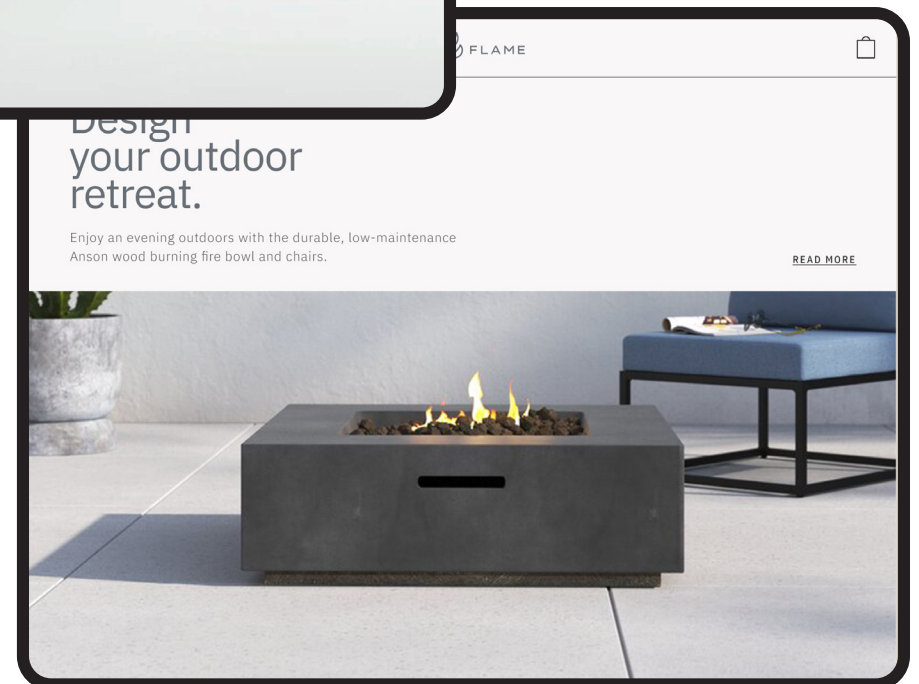
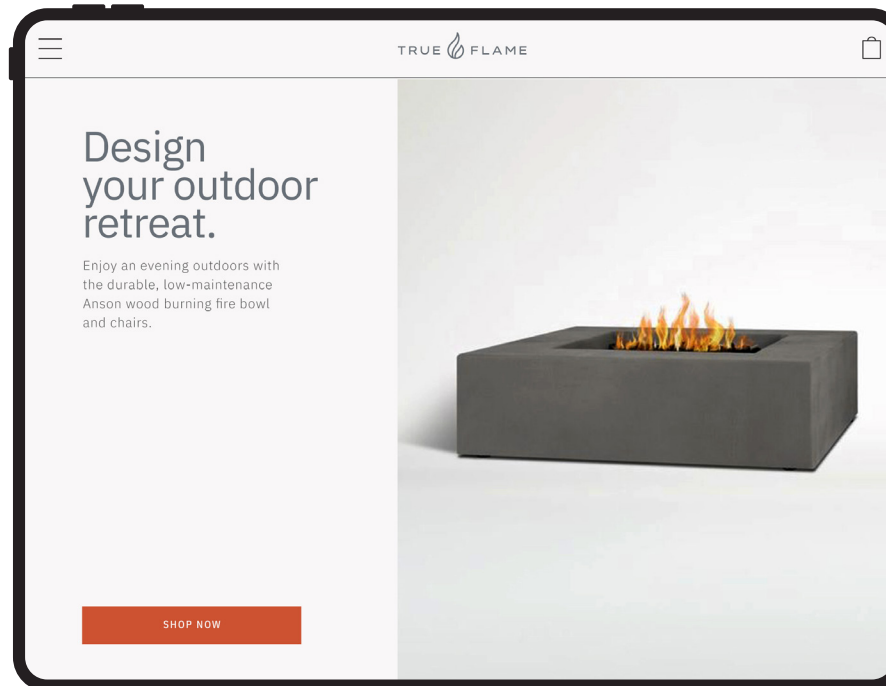
Digital Application

MOBILE / VERTICAL

This is an example of how our branding would be best applied to maintain consistency of look and feel on devices.



Digital Application



DESKTOP / HORIZONTAL

This is an example of how our branding would be best applied to maintain consistency of look and feel on devices.

Stationary Application



This is an example of how our branding would be best applied to maintain consistency of look and feel on our stationary.



