

DUCKS ON FIRE

September 2025

BRAND GUIDELINES



OUR VALUES
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Brand Guidelines: DUCKS ON FIRE
September 2025

BOLD
FUN
UNIQUE
ARTISTIC
PROFESSIONAL

LOGO USAGE

YESSS

Horizontal
Duck is Visible



NO!

Vertical
Logo is less clear



WHITE SPACE

Original Logo

250 x 209
100%



203.77 x 170.39



150.14 x 125.55



Minimum size:
98.57 x 82.42



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TYPOGRAPHY

Body Text

Goudy Bookletter 1911: 24 px

Subheading Text

Goudy Bookletter 1911: 36 px

HEADING TEXT

Backcountry: 96 px

TITLE TEXT

Backcountry: 245 px

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COLOURS

Text: Bistre · #35231D

Background: Desert Sand · #EDCBAB

Primary Colour: Syracuse Desert Orange · #F352B

Accent Colour: Teal · #107E7D

Secondary Colour: Cocoa Brown · #D97430

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IGNITING



IDEAS.

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