FIREHAWK®
BIOHERBICIDE

PHASE 2 ROUND 1 | INTERIM VIS ID - BRAND ASSETS | 06.25.25

chase design group

VISUAL ASSETS

FIREHAWK

BIOHERBICIDE

Logo System

Primary Logo

Wordmark

Hawk Asset

Logo Colors

PRIMARY LOGO ASSETS CAN BE FOUND IN THE FOLDER: FIREHAWK > MASTER LOGOS > 01 PRIMARY LOGO

Color Palette

PRIMARY COLORS

FIREHAWK ORANGE
PMS 1655C
C0 Y78 M100 K0
R235 G84 B18

DEEP GREEN
PMS 627C
C90 Y50 M80 K60
R13 G56 B44

SECONDARY COLORS

PALE GREEN
PMS 365C
C25 Y0 M50 K0
R202 G222 B152

OFF WHITE
PMS COOL GRAY 1C
C3 Y4 M6 K0
R247 G242 B237

DANDELION YELLOW
PMS 7548C
C0 Y27 M100 K0
R252 G188 B0

Typography: Core Fonts

FIREHAWK HEADING

Effective and environmentally friendly weed killing for landscaping.

> Bulletpoint One

> Bulletpoint Two

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Main Headings
Acumin Pro - Condensed Black

ABCDEFGHIJ 0123456789

Sub Headings
Value Serif Pro - Medium

abcdefghijklmnopqrstuvwxyz

Body Text
Acumin Pro - Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Please note: All fonts can be synced through a Monotype subscription. Individual fonts can be purchased at MyFonts.

Typography: Web Fonts

FIREHAWK HEADING

Effective and environmentally friendly weed killing for landscaping.

> Bulletpoint One

> Bulletpoint Two

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Main Headings
Roboto - Condensed Black

ABCDEFGHIJ 0123456789

Sub Headings
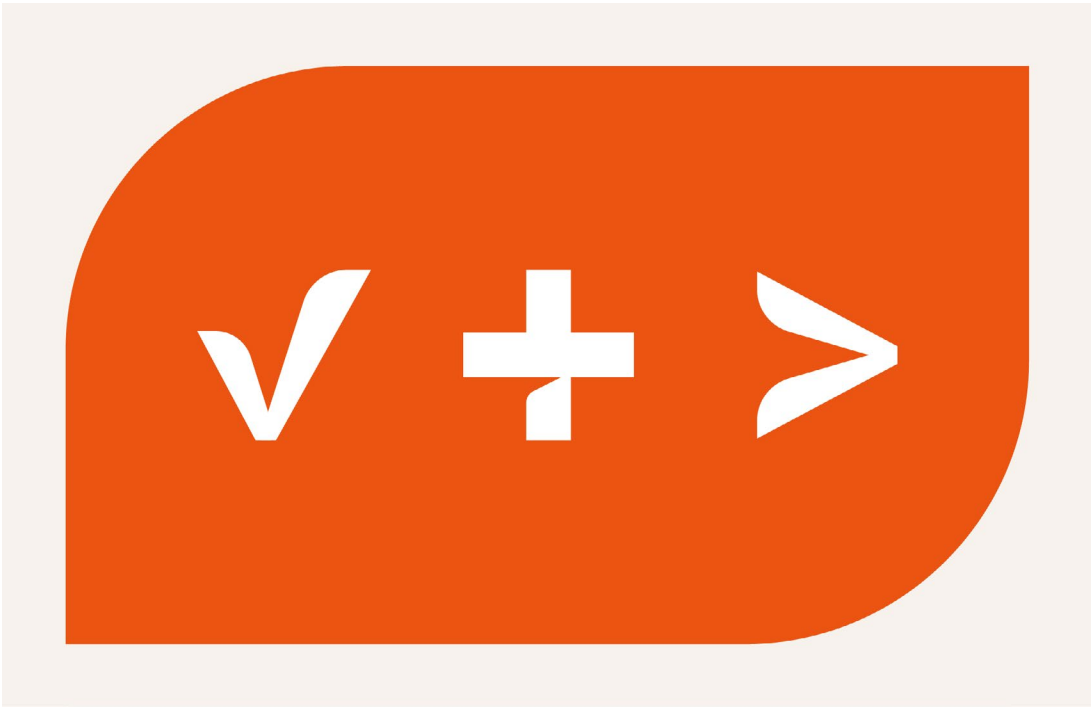Roboto Serif - Medium

abcdefghijklmnopqrstuvwxyz

Body Text
Roboto Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Please note: All fonts can be downloaded or synced for free via Google Fonts.

Graphic Shapes

GRAPHIC SHAPE ASSETS CAN BE FOUND IN THE FOLDER: FIREHAWK > GRAPHIC SHAPES

Example Touchpoints

NATURALLY POWERFUL GRAPHIC PRINCIPLES

Soft swooping curves, inspired by the Hawk's wings, deliver a natural and approachable feel.

Sharp corners, inspired by the Hawk's talons, for powerful performance cues.

2025 BROCHURE

FIREHAWK
BIOHERBICIDE
www.firehawkbioherbicide.com

JOHN SMITH
MANAGER

FIREHAWK
BIOHERBICIDE

FIREHAWK
BIOHERBICIDE

"BEST WEED KILLER I HAVE EVER USED"

I used it on the lawn to remove a creeping weed. Highly recommend. It is the best weed killer that I have ever used

~ John V D ★★★★★

FAST ACTING WEED CONTROL

Summary

Colors

Logo

FIREHAWK
BIOHERBICIDE

FIREHAWK
BIOHERBICIDE

FIREHAWK
BIOHERBICIDE

Type

FIREHAWK HEADING

Main Headings
Acumin Pro - Condensed Black
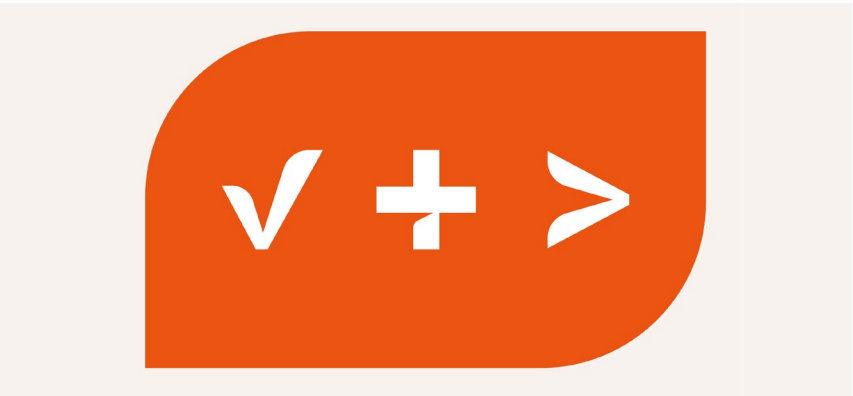
ABCDEFGHIJ 0123456789

Sub Headings
Value Serif Pro - Medium

abcdefghijklmnopqrstuvwxyz

Body Text
Acumin Pro - Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Graphic Examples

"BEST WEED KILLER I HAVE EVER USED"

FIREHAWK
BIOHERBICIDE

FAST ACTING **WEED CONTROL**

JOHN SMITH
MANAGER

FIREHAWK
BIOHERBICIDE

THANK YOU!