Urban Fire

Logo use guide

Introduction.

The logo is the main symbol of the Urban Fire brand, as such how it’s presented is important.

Use this guide to ensure the logo is used consistently across all platforms and use cases.

URBAN
FIRE

Contents.

1. Spacing & Size

1.1 Clear space

1.2 Sizing Up

1.3 Adapting to smaller scales

2. Colour & Backgrounds

2.1 Brand Colour

2.2 Using Colour

2.3 Backgrounds

3. Embossing

4. Typography

3.1 Brand Typoraphy

3.2 Using Type

5. Misuse

1. Spacing.

1.1 Clear space

In most cases, surrounding white space should be equal to 20% of the logo height on each side.

When the logo is the main graphical element, and is given clear visual impact, then previous rules on spacing can be over ruled.

1.2 Sizing Up

The logo is designed to be scalable up to any possible size, aslong as the 20% margin is maintained.

1.3 Adapting to smaller scales

As the logo decreases in size it's colours should be simplified so that it retains it's boldness.

At 75px the black/grey text gradient should be replaced with solid black or grey, depending on the background.

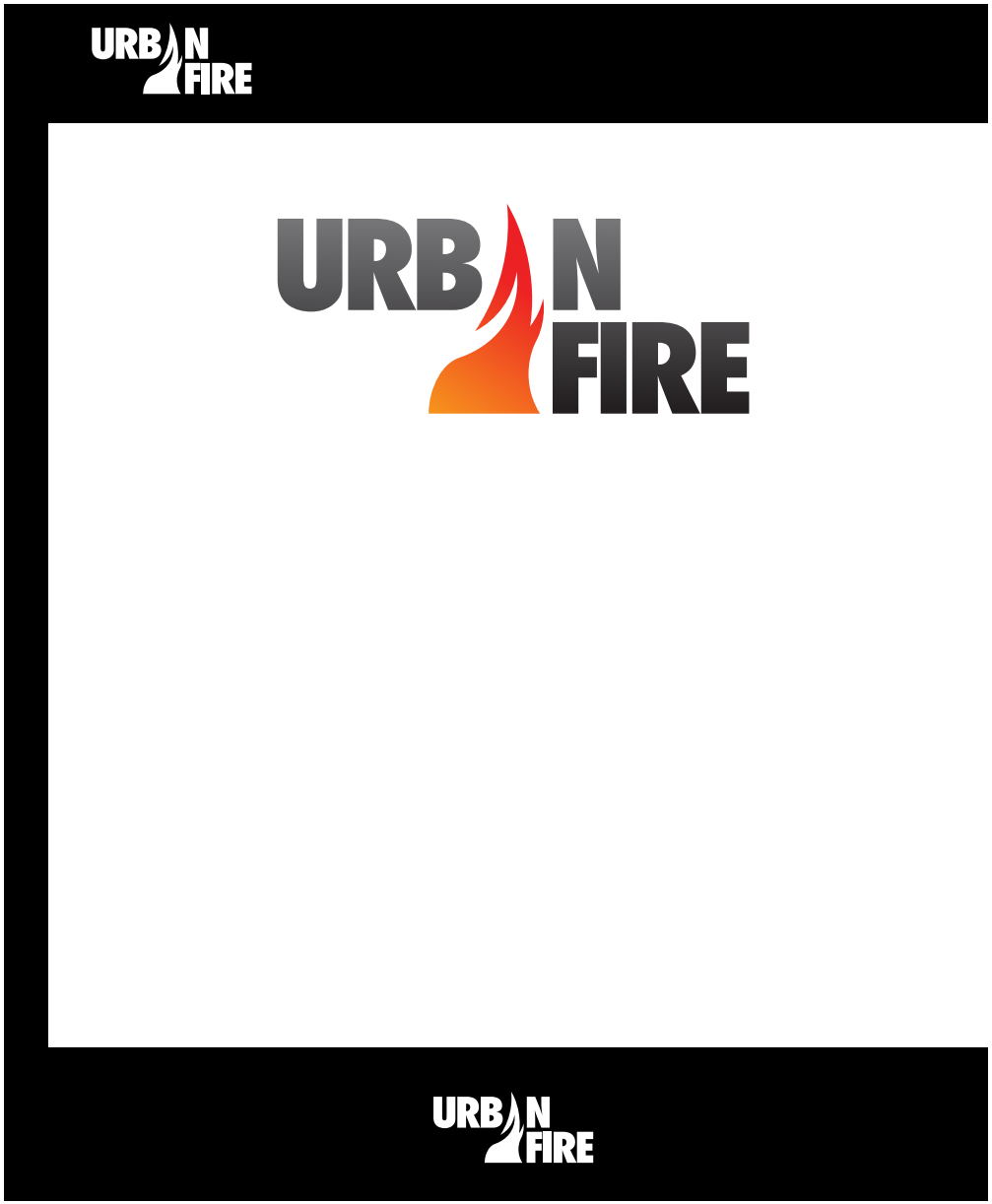
Below 50px all colour should be removed and replaced with either solid black or white, depending on the background.

The logo should never be displayed below 25px in height.

Min-height : 75px

Min-height : 50px

Min-height : 25px



The logo can be uses in multiple variations alongside eachother.

This example shows how the main logo could be used on a website homepage. Whilst the simplified white version is used in the header and footer.

When the brand is already established, for example in a retail store. The logo can be used in a simplified, smaller form on brand materials, such as labels.

2. Colour & Backgrounds.

1.1 Brand Colours

A consistent use of colours, alongside the logo is an essential part of how the Urban Fire brand is presented.

Colour should be used to contrast and compliment the logo and shouldn't distract from it.

2.2 Using Colour

This is NOT okay. Associated colours shouldn't hide the flames shape, even though this compliments the text, hiding the flame is too greater compromise.

This IS okay, the white background provides ample contrast and can be used in most situations. The dark background accentuates the flame. The text contrasts with the background enough that it is legible, whilst appearing to fade in at the bottom adding a new element to the logo (as opposed to being displayed on white).

2.3 Backgrounds

Don’t overlay the image onto an image with distracting contrast or colours.

Do decrease the contrast and brightness of images that have too much contrast before overlaying the logo.

4.Embossing.

One of the main use cases for the logo is to be embossed into the metal covers of the barbecues. This can be done down to any size above 5cm height.

4.Typography.

4.1 Brand Typography

FUTURA CONDENSED EXTRA BOLD

Gill Sans Light

These two fonts should be considered essential parts of the Urban Fire brand assets and used in all branding situations.

4.2 Using Typography

HEADINGS ARE IN FUTURA CONDENSED EXTRA BOLD

Headings should always be displayed in this font using uppercase letters.

All other text is in gill sans light

This provides contrast to the headings, with a font that is easy to read on both screen and print.

5. Misuse.

Don’t distort

Don’t change the typeface

Don’t change the colours

Don’t change the tracking/kerning of the type

Don’t rearrange the type

Don’t re-create the wordmark

Don’t display on an over detailed background

Don’t display on background without sufficient contrast to the flame

Don’t place text/images within 20% margin