FireWatch

Brand Guidelines

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Logos

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Colors

Brand Color

Sandy Beach

HEX: #ffecc8 HSL: 39, 100%, 89%

RGB: 255, 236, 200 CMKY: 0, 0, 7, 22

#a02019 #dc452a #b8b4b4

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Fonts

Telegraf UltraBold 800

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.
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TelegrafRegular_272984568a25d8528fe2de8b20b29011

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About Us

FireWatch is an advanced Near Real-Time Active Fire Detection and Validation System dedicated to delivering reliable wildfire alerts. Utilizing modern full-stack architecture, our Python backend and Node.js/React frontend precisely process vast satellite data from NASA FIRMS, refining it into high-confidence alerts through rigorous cross-referencing and validation. Our robust pipeline and sophisticated engine ensure only high-quality, actionable data reaches users, with a focus on refined aesthetics and seamless user experience. Developed with meticulous care on GitHub, FireWatch is committed to enhancing wildfire response with unmatched accuracy and efficiency.

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Mission/Vision

Mission

To deliver precise and reliable wildfire alerts using cutting-edge technology for swift and informed response.

Vision

To be the leading system for advanced wildfire detection, ensuring global safety through innovation and accuracy.

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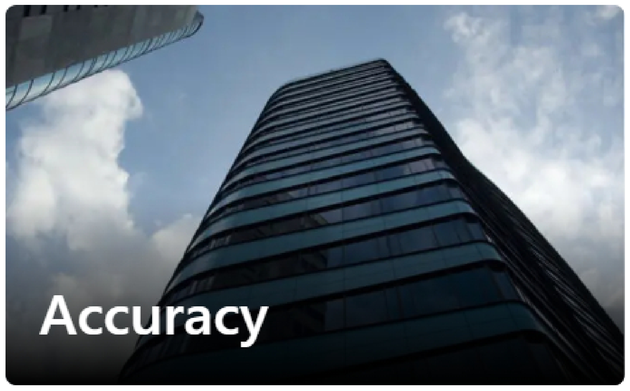
Values



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Slogan/Voice

Slogan

“ ”

Tone

- Confident
- Informative
- Reassuring

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FIREWATCH

Sometimes, usually due to production costs, only one color can be used, so in this case the use of a logo, logo or symbol must follow the use of light type on a dark background or use of dark type on a light background Type convention.

The logo and/or symbol outline must be clearly distinguished from the background color.

FIREWATCH

FIREWATCH

Brand Guidelines

Version 1.0

Logo Version

Main Logo

FIREWATCH

About Us

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