

BONFIRE

Branding Guide

Brand story

Bonfire is a symbol of safety, a place to rest and get ready for the next part of your adventure. The name came about from the game *Dark Souls*, where the bonfire was the spot you stopped to save your progress. **Bonfire** as a service is where gamers know their data is safe and can be accessed at any stage of their real-world adventure.

BONFIRE

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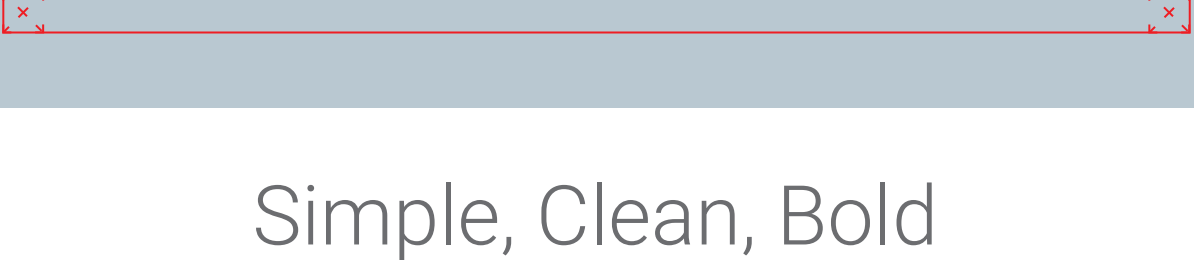
The bonfire logo can only be used in the colors indicated above. It is acceptable to use the flame as a stand alone icon/identifier for the Bonfire brand. Whenever possible the logo should be presented complete and with the Red flame.

The flame alone should only be presented in the Fire Red color and never in plain black or white, if it has to be black or white then the logo should be complete.

NEVER apply any effects, or distort the logo in anyway. The only acceptable use is as shown above.

Clear space

There should always be plenty of space around the Bonfire logo. A minimum of the interior space of the letter E, as shown below, should always be maintained around the logo.



Simple, Clean, Bold

Minimum sizing

The Bonfire logo should never be smaller than 1.5 Inches in print and 150 pixels on a digital platform.

BONFIRE

1.5 Inches

BONFIRE

150 Pixels

Tag line

Inspired by the same game as the logo the tag line can be included with the logo in any application except when the logo is sized less than 1.5 inches in print and less than 300 pixels when presented in a digital format.

FEEL FREE TO SAVE ANYWHERE

BONFIRE

FEEL FREE TO SAVE ANYWHERE

Favicon

The flame is the perfect favicon for the brand, it is bold, highly scalable, simple, and instantly recognizable.

16 Pixels

32 Pixels

Primary Colors



Hex

#ED2224

#000000

#ffffff

RGB

237 | 34 | 36

0 | 0 | 0

255 | 255 | 255

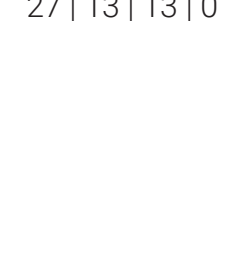
CMYK

1 | 98 | 98 | 0

20 | 30 | 40 | 100

0 | 0 | 0 | 0

Accent Colors



Hex

#024e7d

#b9c9d1

RGB

2 | 78 | 125

185 | 201 | 209

CMYK

99 | 73 | 27 | 11

27 | 13 | 13 | 0

Font families

Font family: Raleway

Styles: Light
Regular
Italic
Medium
Bold

Aa
Raleway

Font family: Roboto

Styles: Light
Regular
Italic
Medium
Bold

Aa
Roboto

Usage

H1 HEADLINE All caps - 24pt - Medium

H2 Headline 21pt - Medium

H3 Headline 18pt - Regular

H4 Headline 14pt - Regular

H5 Headline 14pt - Regular #ED2224

H6 Headline 14pt - Italic

Body Copy : Roboto 12pt - light : Lorem ipsum dolor sit amet, consectetur 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Roboto 11pt - Regular: Lorem ipsum dolor sit amet, consectetur 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5
- Item 6

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5
- Item 6

“Roboto 11pt - Light Italic #024e7d: Lorem ipsum dolor sit amet, consectetur 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.”

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Icons



Buttons

SUBMIT

Form Buttons

BONFIRE