



F I R E + W O O D

S T Y L E G U I D E

COMPILED BY CREATIVE CANARY

V1.240821

NOTICE

Welcome to the Fire & Wood Style Guide. This document is essential for ensuring our brand elements, including logos, artworks, and other branding materials, are used appropriately. Our brand reflects our identity and values; thus, it's vital to adhere to the following guidelines to maintain its integrity.

Prior written consent is required for the use of any branding elements. Unauthorised reproduction, alteration, or use of these elements is strictly forbidden and may lead to legal consequences. These guidelines are in place to ensure our brand is represented consistently and professionally across all mediums.

Should you wish to create new designs incorporating Fire & Wood's branding, please submit these to our Head Office for approval. Include detailed information about the design and its intended use to facilitate the review process.

Submissions and requests for consent to use brand elements should be sent to info@bdeg.au. Our team will review your proposal and respond as promptly as possible.

By following these guidelines, you help ensure the Fire & Wood brand is portrayed in a unified and professional manner. For any questions or further clarification, please contact our brand management team.

We appreciate your cooperation in upholding the quality and integrity of our brand.



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LOGOS - ICON



F O N T 1

MAIN

Butler Stencil | Weight: Regular | UPPERCASE

<https://www.fontget.com/font/butler-stencil/>

F O N T 2

SECONDARY

Butler | Weight: Bold | UPPERCASE

<https://www.fontget.com/font/butler-stencil/>

F O N T 3

SUB/PRE HEADING

Bicyclette | Weight: Regular | UPPERCASE

<https://fonts.adobe.com/fonts/bicyclette>

Body 1

BODY COPY

Public Sans | Pulications/Web

<https://fonts.google.com/specimen/Public+Sans>

Body Alt

BODY ALT

Verdana | Alternate

When Public Sans is unavailable | Default font

COLOURS



DEEP BLACK

C 80 **R** 22
M 75 **G** 21
Y 56 **B** 33
K 75 **#** 161521



LIGHT GREY

C 40 **R** 157
M 32 **G** 159
Y 30 **B** 162
K 1 **#** 9d9fa2



DARK GREY

C 64 **R** 94
M 55 **G** 96
Y 47 **B** 104
K 21 **#** 5e6068



TERRACOTTA

C 18 **R** 198
M 55 **G** 126
Y 75 **B** 79
K 5 **#** c67e4f

BACKGROUND DEVICE



UNIFORMS





EMPLOYEE NAME

EMPLOYEE TITLE

0400 000 000

email@fireandwood.com.au

34 St Quentin Ave, Claremont WA 6010

fireandwood.com.au



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CONTACT

Should you need particular files or have questions about using the Fire & Wood branding, please reach out.

Creative Canary

Phil La Rosa // phil.larosa@creativecanary.com.au