

FIRE IS EVERYONE'S FIGHT GRAPHIC GUIDELINES

GRAPHIC REQUIREMENTS

The Fire is Everyone's Fight graphic must be reproduced with care and precision. Consistent reproduction across all types of applications - print materials, presentations, advertisements, websites, signage and even stationary - will reinforce our mission and result in a greater awareness of the Fire is Everyone's Fight campaign. Please make use of these guidelines and the approved digital artwork when reproducing the Fire is Everyone's Fight graphic.

USE OF GRAPHIC

The "Fire is Everyone's Fight" graphic is trademarked. Partners wishing to use the graphic must sign a partnership agreement and/or license agreement.



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GRAPHIC FORMATS

Two graphic formats, vertical and horizontal, have been created for the standard use of the graphic. Use only the approved digital artwork files and never typeset, recreate or alter the logo. Whenever possible, use the vertical format.



VERTICAL FORMAT (preferred)



HORIZONTAL FORMAT

One graphic format has been created for the stand alone wordmark version. The fonts used are Arial Regular and **Arial Bold** (for the "Everyone's"). Each letter has been carefully drawn and placed. Use only the approved digital artwork files and never typeset, recreate or alter the wordmark. Whenever possible, the vertical format is still preferred.




Fire is Everyone's Fight TM

WORDMARK FORMAT

GRAPHIC COLOR


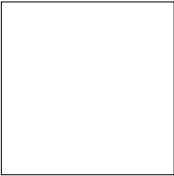
PRIMARY COLOR PALETTE

The graphic contains the colors blue and maroon. Whenever possible, the Fire is Everyone's Fight graphic should be reproduced in full color using the primary color palette. Use this color palette chart for your medium of choice.

	4-COLOR PRINTING	2-COLOR PRINTING	ELECTRONIC MEDIA
 LIGHT BLUE	C: 100 M: 45 Y: 0 K: 37 Tint: 35%	PANTONE 2955 C Tint: 35%	HEX: #003366 R: 0 G: 51 B: 102 Tint: 35%
 DARK BLUE	C: 100 M: 45 Y: 0 K: 37	PANTONE 2955 C	HEX: #003366 R: 0 G: 51 B: 102
 MAROON	C: 0 M: 97 Y: 100 K: 50	PANTONE 188 C	HEX: #7C2128 R: 139 G: 14 B: 4

SECONDARY OR ALTERNATE COLOR PALETTE

When the graphic is placed on a background other than white, this secondary palette color must be used to maintain the contrast and clarity between the graphic and the background as clear as possible. Use this color palette chart for your medium of choice.

	4-COLOR PRINTING	2-COLOR PRINTING	ELECTRONIC MEDIA
 COOL GRAY	C: 0 M: 0 Y: 0 K: 28	COOL GRAY 6 C	HEX: #999999 R: 153 G: 153 B: 153 Tint: 35%
 WHITE	C: 0 M: 0 Y: 0 K: 0		HEX: #FFFFFF R: 255 G: 255 B: 255

GRAPHIC COLOR ALTERNATES

When printing in color, there are two color options, depending on what color background the graphic will be displayed on.

When printing in black and white, there are also two color options.



COLOR PRINTING



BLACK AND WHITE PRINTING

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Fire is Everyone's Fight™

COLOR PRINTING

Fire is Everyone's Fight™

Fire is Everyone's Fight™

BLACK AND WHITE
PRINTING

Fire is Everyone's Fight™

GRAPHIC CONTRAST

TWO TO FOUR COLOR PRINTING:

When printing only one or more colors it is important to have the contrast between the graphic and the background for legibility. White is the most effective background on which to reproduce the full-color graphic. The alternate gray version of the graphic should be used when printing on colored backgrounds.



CORRECT USAGE



INCORRECT USAGE

BLACK AND WHITE PRINTING:

Background tints lighter than 50% black should use the black graphic. Background tints equal to or greater than 50% should use the white graphic. The tint samples below are a guide to help you determine when the graphic should change from black to white.



Tint: 0% – 49%

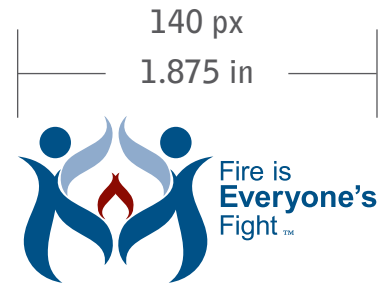


Tint: 50% – 100%

MINIMUM SIZE

PRINT MEDIA

The Fire is Everyone's Fight graphic can be used in a wide variety of sizes, but when its too small, legibility is reduced and its impact is diminished. To maintain legibility and impact, the vertical graphic should appear no smaller than 1 inch wide. The horizontal graphic format should appear no smaller than 1.875 inches wide.



CLEARSPACE

To ensure the prominence and legibility of the Fire is Everyone's Fight graphic, always surround it with the minimum amount of clearspace. This clearspace isolates the signature from competing graphic elements that may divert attention from the graphic. The minimum amount of clear space suggested can be defined by the "E" in "Everyone's", as shown below, stacked on top of itself around all four sides.



IMPROPER LOGO USAGE

These examples show a small variety of some improper, unacceptable logo treatments for both print and electronic usage. The examples apply to all logo formats. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the logo.



DO NOT stretch or condense the logo



DO NOT screen the logo or make it transparent



DO NOT rearrange the logo elements



DO NOT change the size ratios of the logo elements



DO NOT show the logo without the title or the TM



DO NOT change the color of the logo
Use only approved colors

