



**SMOKEY BEAR
75TH BIRTHDAY
BRAND GUIDELINES**

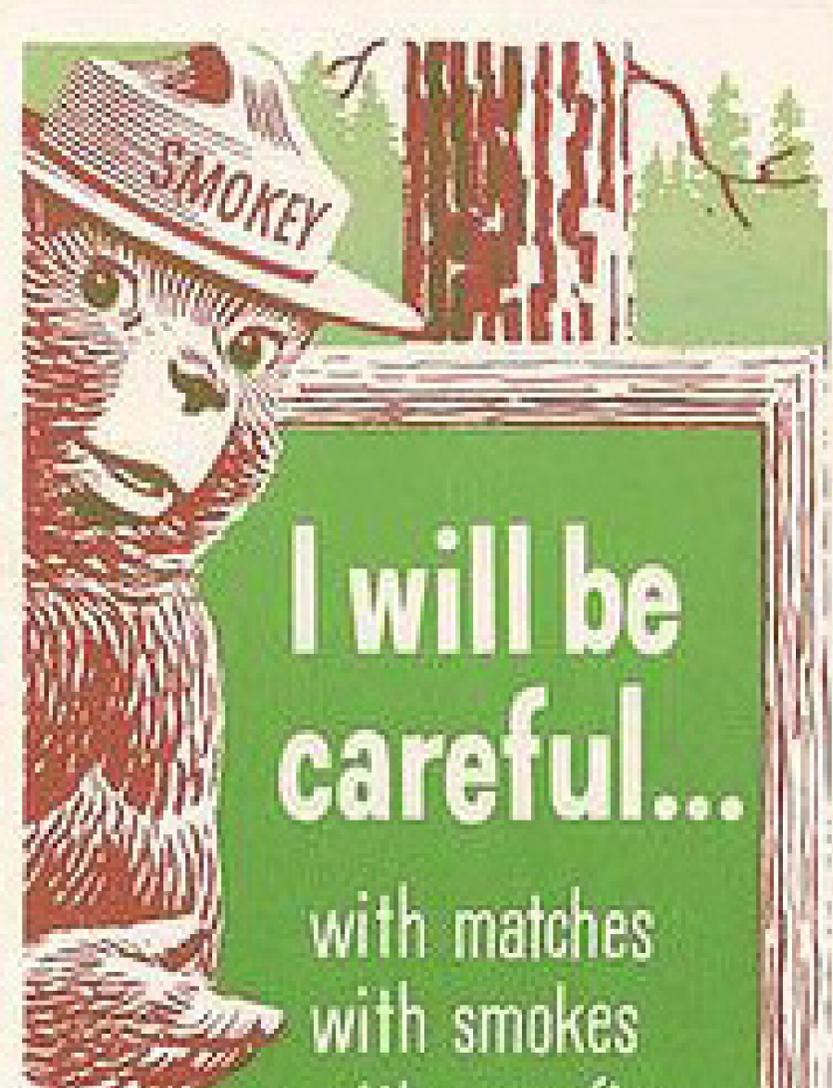
CONTENTS

FOREWORD	3
LOGO	5
LOGO LOCKUP VERSIONS	8
LOGO / VERTICAL	9
LOGO / HORIZONTAL	10
LOGO CLEAR SPACE	11
WHITE & BLACK LOGOS	12
COLOR USAGE	13
SMALL FORMATS	14
INCORRECT USAGE	15
FONT FAMILY	16
DIGITAL	17
LOGO WITH TAGLINE	18
LOGO WITH TAGLINE / VERTICAL	19
LOGO WITH TAGLINE / HORIZONTAL	20
WHITE & BLACK LOGOS	21
APPLICATIONS	22

SMOKEY BEAR IS A BELOVED AND TRUSTED AMERICAN ICON THAT HAS BEEN EDUCATING THE PUBLIC ON WILDFIRE PREVENTION SINCE 1944.

SMOKEY BEAR REWARDS, CELEBRATES, AND ENCOURAGES PEOPLE TO TAKE IT UPON THEMSELVES TO PREVENT WILDFIRES.

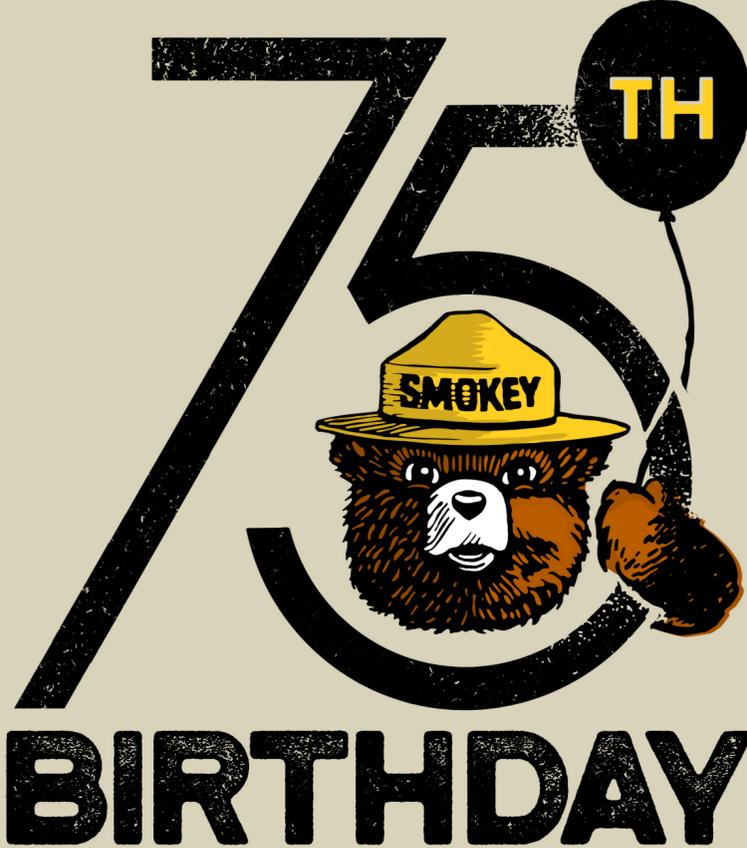
HE EVOKES A SENSE OF NOSTALGIA BUT CONTINUES TO BE RELEVANT TODAY.



LOGO

OUR LOGO MIXES A SLIM, MODERN “75” WITH OUR TRADITIONAL WOODCUT SMOKEY, HOLDING A BIRTHDAY BALLOON TO GIVE IT A SENSE OF CELEBRATION.

WITH A BOLD “BIRTHDAY” MESSAGE THAT SUPPORTS IT, WE FOUND THE PERFECT BALANCE OF SOMETHING CONTEMPORARY, YET NOSTALGIC.





LOGO / VERTICAL



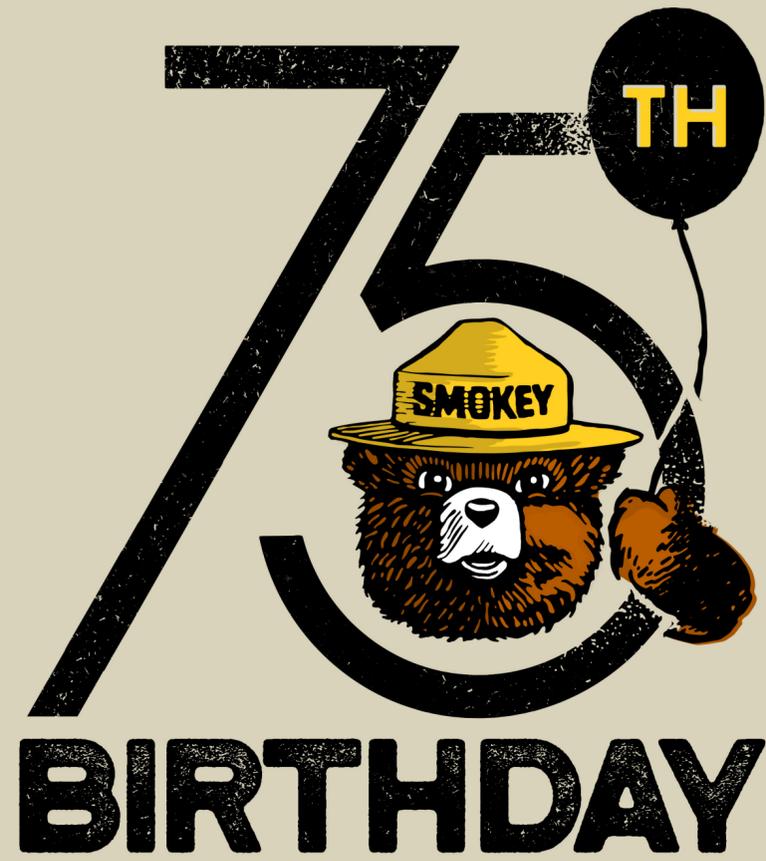
LOGO / HORIZONTAL



LOGO WITH TAGLINE / VERTICAL



LOGO WITH TAGLINE / HORIZONTAL





FOR ALL LOGOS, USE THE WIDTH OF SMOKEY'S BALLOON TO MEASURE CLEAR SPACE AROUND EACH LOGO.

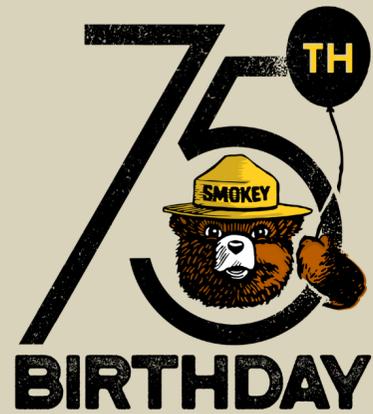


WHITE LOGO



BLACK LOGO





D9D3BB

PREFERED BACKGROUND COLOR

C: 15 R: 217
M: 12 B: 187
Y: 27 G: 211
K: 0



ALL FULL-COLOR VERSIONS OF THE LOGO SHOULD ONLY BE PLACED ON SOLID BACKGROUNDS OF EITHER WHITE OR LIGHT KHAKI, PREFERABLY THE COLOR OUTLINED ABOVE.

FOR ALL OTHER BACKGROUNDS, USE A SINGLE-COLOR LOGO. THE WHITE LOGO IS FOR DARKER BACKGROUNDS AND THE BLACK IS FOR LIGHTER ONES.

DO NOT PLACE THE LOGO OVER PATTERNS, TEXTURES OR OVER PHOTOGRAPHS.*



***EXCEPT AS A PART OF AGENCY-APPROVED ART OR ILLUSTRATIONS**

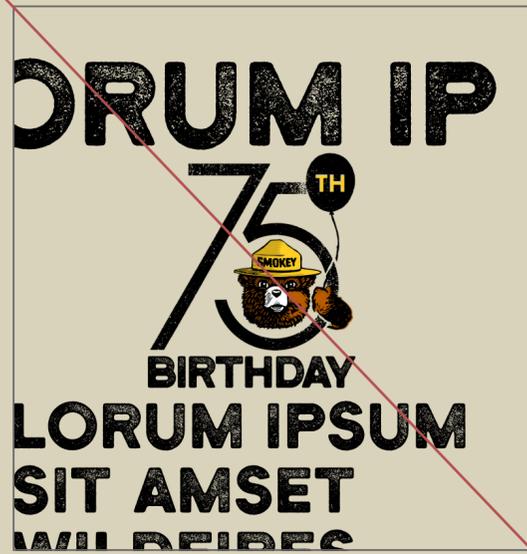


1.5 INCHES
OR SMALLER

USE ONLY THE VERTICAL VERSION OF THE LOGO, SHOWN ON THIS PAGE, ANY TIME THE LOGO WILL BE SMALLER THAN 1.5 INCHES ACROSS.

DO NOT USE THE HORIZONTAL VERSION OR THE TAGLINE VERSION FOR SMALL FORMATS.





**NOT ENOUGH
CLEAR SPACE AROUND
THE LOGO**



**NOT ENOUGH
BACKGROUND
CONTRAST**



**WRONG LOGO FOR
SMALL USE**



**NOT ON A SOLID
BACKGROUND**



**NOT ON A SOLID
BACKGROUND**

FONT FAMILY

HENRIK IS THE FONT USED IN ALL VERSIONS OF THE LOGO DESIGN.

IT CAN ALSO BE USED AS A HEADLINE FONT FOR SIMPLE CORRESPONDING MATERIALS, LIKE NEWSLETTERS.

HENRIK IS A DISPLAY FONT WITH NO LOWER-CASE LETTERS. PAIR HENRIK WITH A SIMPLE SAN-SERIF FONT IN A SMALLER SIZE FOR BODY TEXT.

SETTINGS

LEADING: AUTO

KERNING: OPTICAL

TRACKING: 0

HENRIK

NORMAL

HAPPY BIRTHDAY

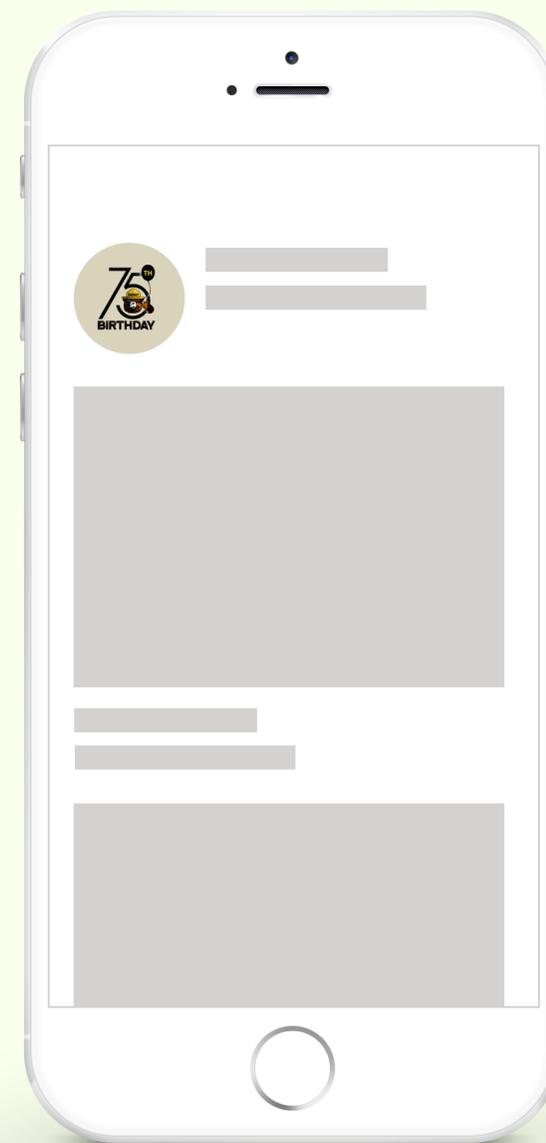
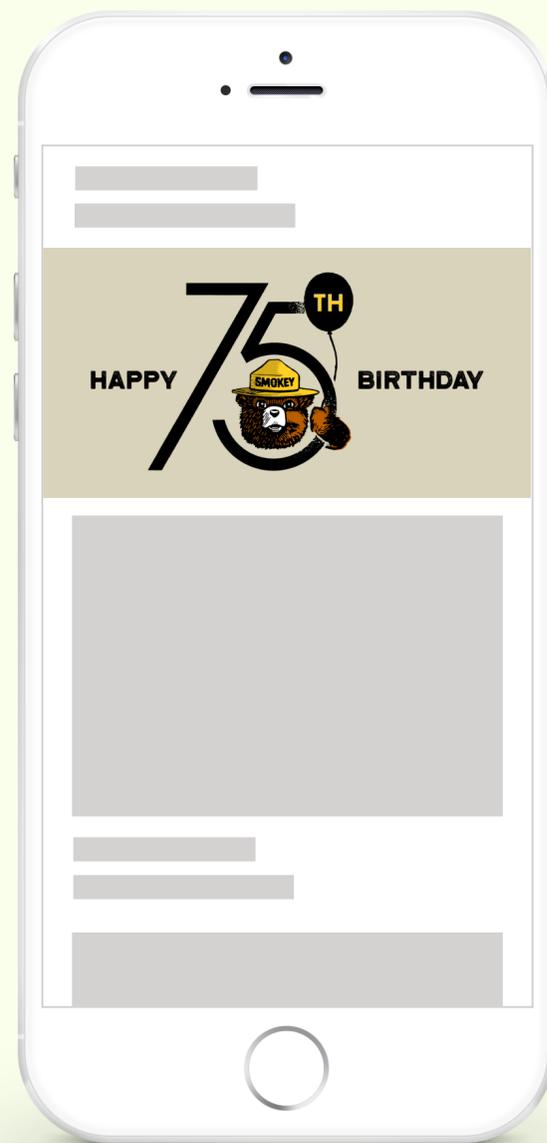
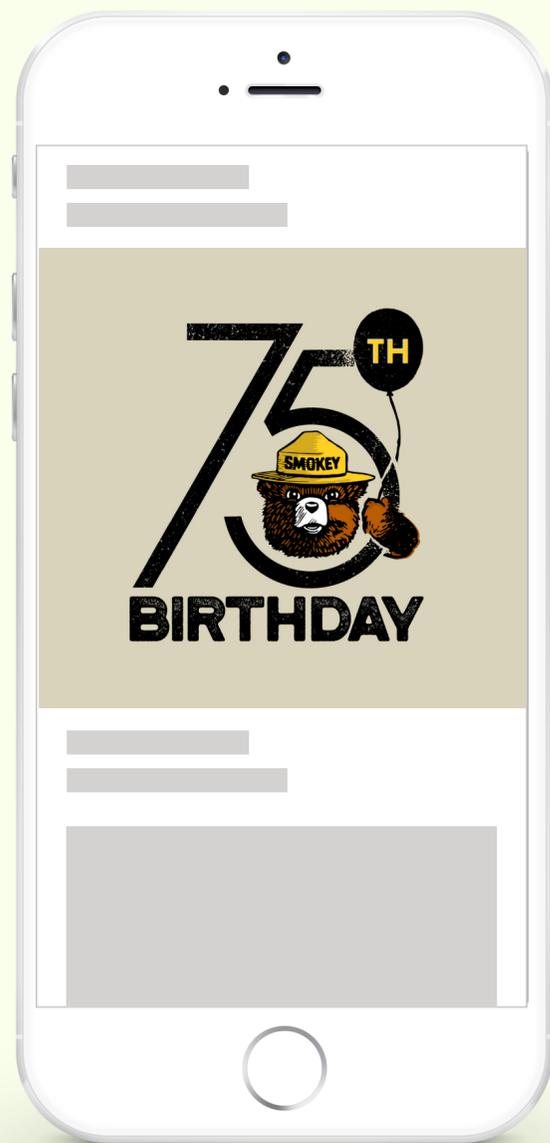
SEVENTY-FIVE YEARS PREVENTING WILDFIRES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIGITAL

USE THE VERTICAL LOGO FOR SOCIAL MEDIA PLATFORMS THAT FAVOR SQUARE OR VERTICAL POSTS AND THE HORIZONTAL LOGO FOR PLATFORMS, LIKE TWITTER, THAT CROP POSTS HORIZONTALLY.

FOR SMALLER ITEMS, LIKE ICONS, USE THE VERTICAL LOGO.



LOGO WITH TAGLINE





COLOR LOGO



BLACK LOGO



APPLICATIONS



