

LAVABOXTM
PORTABLE CAMPFIRE

LOGO & BRAND IDENTITY GUIDELINES
Created for LAVABOX

UNDERSTANDING OUR BRAND AND VISUAL IDENTITY

These guidelines were designed to help maintain a consistent brand identity and visual style across all of the various materials and applications that may be created in support of marketing LavaBox, please follow them closely when creating any assets for the brand.

ABOUT LAVABOX

During forest fire season in the heart of the Rockies a group of raft guides and kayakers got together for one of the last trips of the year. While trying out a “portable” backyard fire pit, someone joked about putting the behemoth on a raft. Everyone laughed—but it sparked an idea. What if you COULD put a fire inside the most used piece of gear on the boat: the humble ammo can? Raft guides need the most rugged tools that they can get their hands on, and ammo cans find their way on rafts (and battlefields) for this reason. They are so tough you can light them on fire...so we did! The rest is warm—and safe—history.

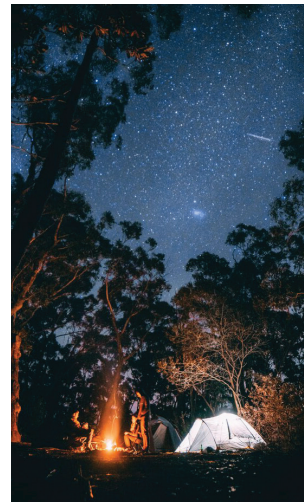
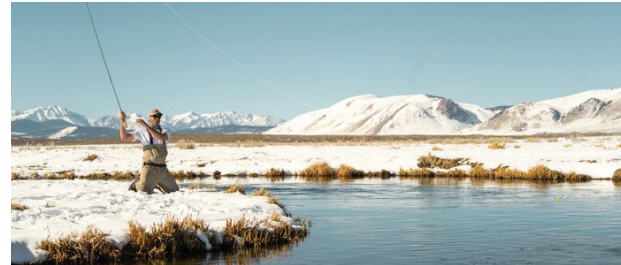
BRAND PERSONALITY & VOICE

RUGGED

DEPENDABLE

COMFORT

The LavaBox brand represents raft guides, campers, hikers... pretty much anyone who appreciates the great outdoors. It's main focus is to recreate the comradery one gets around a campfire as well as provide the comfort of knowing our beloved forests are safe.



PRIMARY LOGO DESIGN

This is the primary version of the LavaBox logo that will be used across brand applications.

This symbol helps audiences easily identify the LavaBox brand across various platforms such as the website, social media, marketing materials, etc. It enhances the professionalism and consistency of the brand. It is essential to the success of the brand that the logo always be applied with care and intention in every application according to the following guideline.

PRIMARY LOGO DESIGN:



SECONDARY LOGO DESIGN

These are secondary versions of the LavaBox logo. Secondary logo can supplement the use of the primary logo or be used in place of the primary logo in certain applications. This logo should not be used adjacent to the primary logo.

The secondary logo can be used when the full primary logo is not necessary or not appropriate.

ICON LOGO DESIGNS:



TYPOGRAPHY LOGO DESIGN:

FIRE  ANYTIME

INCORRECT USAGE OF LOGO

There are certain guidelines associated with maintaining the integrity of the brand. Do not compromise the overall look of the logo by altering it in any way. Here are some examples of ways that the logo should NEVER be used.

- A. Do not rotate the logo
- B. Do not squash or stretch the logo
- C. Do not place elements in the logo's clear space
- D. Do not resize any part of the logo
- E. Do not rearrange any parts of the logo
- F. Do not add unofficial elements to the logo
- G. Do not use off-brand colors
- H. Do not add drop shadows or other text styles
- I. Do not contain the logo in a box on a background



TYPOGRAPHY

Typography is a powerful brand tool when used properly and consistently. These fonts create a hierarchy within communication and should be used consistently across all print and web applications.

Provicali font is used for 'LAVABOX'. Brandon Grotesque is used for 'Portable Campfire'.

Provicali is not a standard system font. For applications in plain text such as email, use Futura Medium in its place, otherwise a standard system font will automatically default in its place.

PROVICALI

USE FOR HEADLINES

REGULAR | UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRANDON GROTESQUE

USE FOR SUBHEADS & body copy

REGULAR | UPPERCASE & lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FUTURA

USE FOR HEADLINES

MEDIUM | UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CLEAR SPACE

To allow for breathing room around the logo, other graphical and visual elements can be safely positioned up to the adjoining red outlined area as seen here. These red outlines indicate the necessary clear space for the logo.

The minimum required clear space is defined by the measurement 'X' (equal to the height of the upper case 'X' of LAVABOX).



MINIMUM SIZE

The smallest size that the logo should be represented at is .25" in height



COLOR PALETTE

The primary colors of the LavaBox logo is Fire Red and Gold. Proper usage will create a cohesive brand presence.

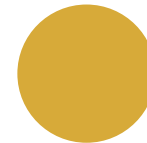
The colors shown are approximations of the final printed product. Slight variations should be expected depending on paper stock used, screen type and resolution, and 2-color (PMS) and 4-color (standard) printing processes.

LAVABOX™
PORTABLE CAMPFIRE



FIRE RED

PROCESS C 0 M 99 Y 97 K 0
SCREEN R 237 G 33 B 39
WEB HTML # ED2127



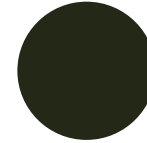
GOLD

PROCESS C 17 M 31 Y 96 K 0
SCREEN R 216 G 172 B 48
WEB HTML # D8AC30

SECONDARY COLORS & SUPPORTING NEUTRALS

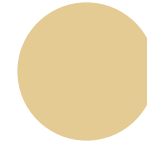
If a need for additional colors pops up and the Primary Color Pallet is already in play, choose from these secondary or supporting neutrals.

Supporting neutrals can be used on any branding materials. Besides black and white, these colors are used for text and background areas.



DARK FOREST GREEN

PROCESS C 69 M 56 Y 81 K 71
SCREEN R 37 G 43 B 24
WEB HTML # 252B18



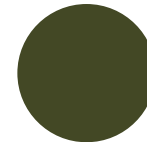
SAND

PROCESS C 2 M 11 Y 41 K 10
SCREEN R 226 G 203 B 149
WEB HTML # E2CB95



SMOKEY GREY

PROCESS C 10 M 07 Y 08 K 12
SCREEN R 202 G 203 B 203
WEB HTML # CACBCB



ARMY GREEN

PROCESS C 64 M 51 Y 90 K 48
SCREEN R 68 G 72 B 38
WEB HTML # 444826

COLOR USAGE

The LavaBox logo will be used primary in the full color version on a white or branded color background.

An all black, all white or branded color version may be overlaid onto an on-brand colored, black or white background as seen here.



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ACCEPTABLE COLOR USAGE

Color can be a powerful brand tool when used properly and consistently. Proper usage will create a cohesive brand presence. To maintain the integrity of the LavaBox brand, when not using Neutral colors, use colors with strong contrast.

Do not layer colors that are of a similar tone or colors outside of the primary, secondary and neutral colors indicated within the brand guideline.

Maintain the integrity of the brand by layering colors with contrast from one another as seen in these examples.

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Do not compromise the look of the brand by layering colors outside of the brand as seen in this example.

PHOTO BACKGROUND

There are a few ways that the logo can be used on photographic backgrounds. Most importantly, the logo should always be applied with care, making sure it is not obstructed by conflicting elements within the image. It is typically best to use the white version of the logo, but you may also use black with the appropriate images.

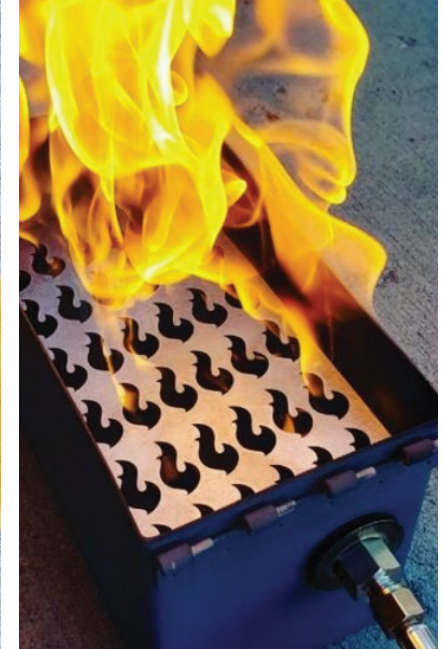
Avoid busy images with too much detail. Avoid placing the white logo over other light features of an image. You may apply a dark transparent overlay to the image to increase legibility of the logo.



DESIGN ELEMENTS

These design elements are created to enhance the proud style of the LavaBox brand. When incorporated properly, they communicate the mission, vision and the forward movement of the company.

They should be impactful, immediately recognizable and definitive with the use of color, typography, photography and graphic elements that connect people to the brand.





KIM GILL
DESIGN

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