

## **Brand Policy**

FireSmart™ and Intelli-feu<sup>MC</sup>

**For clarity, the obligations herein are in addition to those set forth in the applicable Trademark License Agreement and all approval delegations referred to herein are subject to the overriding consent of the Canadian Interagency Forest Fire Centre Inc. (CIFFC).**

The development of this policy is in support of the FireSmart™ Canada initiative: "The FireSmart Canada program leads the development of resources, guidelines and programs designed to empower the public and increase neighbourhood resilience to wildfire across Canada."

[www.firesmartcanada.ca](http://www.firesmartcanada.ca)


The FireSmart related Marks include all registered (in Canada) and unregistered trademarks of CIFFC and are herein after referred to as the "Marks." As branding concerns arise or new Marks are created and registered, CIFFC may cancel, modify, or change the terms of this directive upon posting same to its website from time to time without specific notice to each user and shall become binding on a user upon posting same.

- The user of the Marks ("user") is responsible for reviewing the website regularly and complying with any modified terms. The user acknowledges that the Marks are the sole and exclusive property of CIFFC. The use of any of the Marks implies acceptance of and agreement with the terms of this directive.
- If the user does not accept and agree to comply with the terms of this use directive, as amended, the user does not have the right to use the Marks and is prohibited from using the Marks.
- Violation of this directive may, in CIFFC's discretion, result in a prohibition on all use of all Marks by non-compliant users regardless of the uses otherwise allowed in this directive.


### **Conditions for Use the Marks**

Proponents using any of the FireSmart Marks will comply with all of the following conditions when using the Marks:

- Marks are to be used only in marketing or other outreach materials for the benefit of and to raise awareness of FireSmart initiatives and programs in Canada.
- Marks may not be used, where in the sole opinion of CIFFC, the use misleads or misdirects the public or target audience in any way.

- Marks will be affiliated only with national or multinational companies, external organizations, or service providers where a relationship exists through written license agreement with CIFFC.
- Local (municipal, provincial or territorial) organizations may use the Marks if they have a formal and CIFFC approved sublicense agreement with the delegated licensed provincial, territorial or agency partner or CIFFC.
- Marks may not be used in any way that mischaracterizes any relationship between an organization or individual and CIFFC.
- Unless the term “FireSmart” or “Intelli-feu” is being used as text in a document, the term “FireSmart” or “Intelli-feu” and the logo  must appear together in established configurations.
- Users may not use the Marks to advertise CIFFC or its partners as clients on user websites or promotional pieces without the explicit written permission of CIFFC or the delegated licensed provincial, territory or agency, CIFFC partner.

All CIFFC Marks are distinctive, designed pieces of graphic artwork. The following usage conditions must be met unless the user has specific written permission from CIFFC or the delegated licensed FireSmart provincial, territorial or agency representative:

- Must be displayed in a horizontal orientation.
- Must not change the layout of the Marks. The Marks may be proportionally sized to fit the user requirements.
- The color of the FireSmart logo  must be yellow (Pantone Medium Yellow C).
- The color of the FireSmart or Intelli-feu word graphics must be white or black or grey (Pantone 426C).
- The Marks must not be screened to less than 100 per cent.
- <sup>TM</sup> must be used with all FireSmart Marks and <sup>MC</sup> must be used with all Intelli-feu Marks; the exception is when the terms FireSmart or Intelli-feu are used as text within a document.

In text documents the first use of the term “FireSmart” or “Intelli-feu” must have the <sup>TM</sup> or <sup>MC</sup> symbol with an editor’s note that “FireSmart, Intelli-feu and other associated Marks are trademarks of Canadian Interagency Forest Fire Centre Inc.”

- The Marks may not be combined/joined with any other design, trademark, graphic, text or other element, including an individual or organization name, any trademarks or any generic terms.
- Marks must be placed on backgrounds that do not obscure, distort or diffuse the clarity of the Mark.

Marks must not be used or displayed in any of the following ways:

- In any manner that, discredits, tarnishes the reputation and goodwill of CIFFC, FireSmart Canada and license holders.
- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of CIFFC in the Marks.
- In any manner that is false or misleading.
- In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable.
- In any manner that knowingly violates the trademark, copyright or any other intellectual property rights of others.
- In any manner that violates any lawful regulation or other public policy.
- As part of a name of a product or service of a company other than CIFFC or license holders.

Users are encouraged to promote inclusivity and ensure display of Marks meets the intent of the [federal GBA+ approach](#) , [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) or any other existing accessibility legislation or legislation that comes into law.

Written materials, such as web pages, must indicate that the Marks used are owned by CIFFC “FireSmart, Intelli-feu and other associated Marks are trademarks of Canadian Interagency Forest Fire Centre Inc.”

The user may not assert rights to any Marks whether by trademark registration, domain name registration or anything else.

The user must, upon request from CIFFC or its delegated FireSmart provincial, territorial or agency partner representative, provide samples of any materials that include the Marks for purposes of determining compliance with this policy.

The user must make any changes to use of the Marks that are requested by CIFFC or its delegated licensed provincial, territory or agency partner representative.

The download and use of the Marks are subject to approval by CIFFC or its delegated licensed provincial, territorial or agency partner representative.



For the use of CIFFC FireSmart Marks in a manner that is not otherwise addressed in this policy, or for further information or clarification about use of the CIFFC FireSmart Marks and branded material, please contact:

CIFFC Communications Manager

[general@firesmartcanada.ca](mailto:general@firesmartcanada.ca)

Or your provincial, territorial or agency FireSmart representative using the following link.

[Contact Us | FireSmart Canada](#)

## Font and Colour Guide

### FIRESMART CANADA ASSETS

February 2021 1.1

## FONT

### Clan Pro

Can be purchased at [www.myfonts.com](http://www.myfonts.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## PALETTE

Feel free to use tints of these colours where necessary



RGB: 239 / 203 / 23  
CMYK: 7 / 17 / 100 / 0  
HEX: EFCB17  
Pantone: Medium Yellow C



RGB: 36 / 39 / 42  
CMYK: 74 / 65 / 62 / 67  
HEX: 24272A  
Pantone: 426 C

## **Ember™ USE BY**

### **Provincial, Territorial or Agency Licensee**

#### **Trademark and Usage**

The following images are permitted to be used solely for the purpose of CIFFC, and associated provincial, territorial or agencies with a valid license.

The FireSmart™ the FireSmart™ logo, name and image of Ember are trademarks of CIFFC. As trademarks they stand for CIFFC and in particular wildfire mitigation activities based on the seven (7) disciplines of FireSmart. In order to maintain CIFFC's ownership of and identification with these marks, a visible link between CIFFC and the trademarks needs to be maintained. It is important that a trademark attribution statement is included when FireSmart, logos, Ember and associated artwork are used.

#### **Artwork Files**

The artwork outlined herein is accompanied by an "Ember™ Approved Images" folder which hosts the images in various file formats.

Files are intended for use as built and are not to be modified, including:

- Colours are not be altered in any way, additionally, there shall be no changes in image density, contrast, and/or saturation levels
- Images are intended to be placed on simple backgrounds (preferably white) and not overlaid on complex patterns
- Images should not be cropped, stretched or skewed
- Images may be proportionally resized
- Content should not be added to or added over top of the images
- Content should not be removed from the original images

Whenever one of the following images are used of Ember portraying a FireSmart activity, it must be accompanied with one of the approved messages specific to that image.

#### **General Messages – Adults**

- FireSmart™ principles can help make your home and community more resilient to wildfire.
- Communities can apply to be a FireSmart™ Canada Recognized Neighbourhood to receive support and funding to help enact FireSmart™ principles.
- The FireSmart™ Canada website has many great resources to help homeowners learn more.

- FireSmart™ principles have shown that they are effective at reducing the risk to property in the most extreme wildfire conditions.
- Many FireSmart™ actions that reduce the wildfire risk to your property require little to no investment and will not negatively impact the aesthetics of your property.

**Tips to FireSmart™ your home and their property, include:**

- Maintain a non-combustible surface in the area within 1.5 metres of your home.
- Remove flammable plants and stored combustibles, such as firewood, lumber, vehicles or other items from within 10 metres of your home.
- The spacing of trees is such that they are spaced with at least 3 metres between the crowns.
- Prune all branches that are within 2 metres of the ground. This will significantly reduce the risk of tree to tree or crown fire spread.
- The roof should be free of combustible materials, so embers don't have a place to collect (it should also be a fire-rated roof).
- Gutters should be non-combustible and free of debris.
- Eaves and vents should be screened with 3mm non-combustible wire mesh. Soffits and fascia should be properly fitted as well.
- Materials such as stucco, metal siding, brick, cement fibre, and concrete have superior fire resistance.
- Windows should be tempered, or multi-paned.
- Doors should be fire-rated and have a good seal; your garage doors should be properly fitted with weather stripping and even to garage walls to prevent embers from entering.
- Decks should be free of combustible patio decorations and furniture and any space below them should be free of combustible material.

**EMBER'S MESSAGES (KIDS)**

- FireSmart™ tips are a great way to bring your community together.
- FireSmart™ program works best when many people work together.
- FireSmart™ tips can help make your home and neighbourhood safer against the threat of wildfire.
- FireSmart™ Canada Website://firesmartcanada.ca/ is a great website where you can find games, tips and tricks to help FireSmart™ your home or property.
- FireSmart™ activities are fun activities your family can work at outside.
- Most FireSmart™ activities are simple but effective things you can do around your home or yard, such as:
  - Cleaning roofs and gutters
  - Choosing fire-resistant plants and trees
  - Keeping the lawn cut/mowed
  - Cutting branches on trees that are close to the ground
  - Making sure items that could catch fire are stored away from your house (toys, firewood, propane tanks, wooden furniture etc.)
  - Cleaning under decks and remove anything that could catch fire

Ember\_Checklist.eps/.png/.jpg



- FireSmart™ principles can help make your home and community more resilient to wildfire.
- Communities can apply to be a FireSmart™ Canada Recognized Neighbourhood to receive support and funding to help enact FireSmart™ principles.
- The FireSmart™ Canada website has many great resources to help homeowners learn more including checklist and online applications for a self-directed FireSmart™ home assessment

Ember\_Eavestrough.eps/.png/.jpg





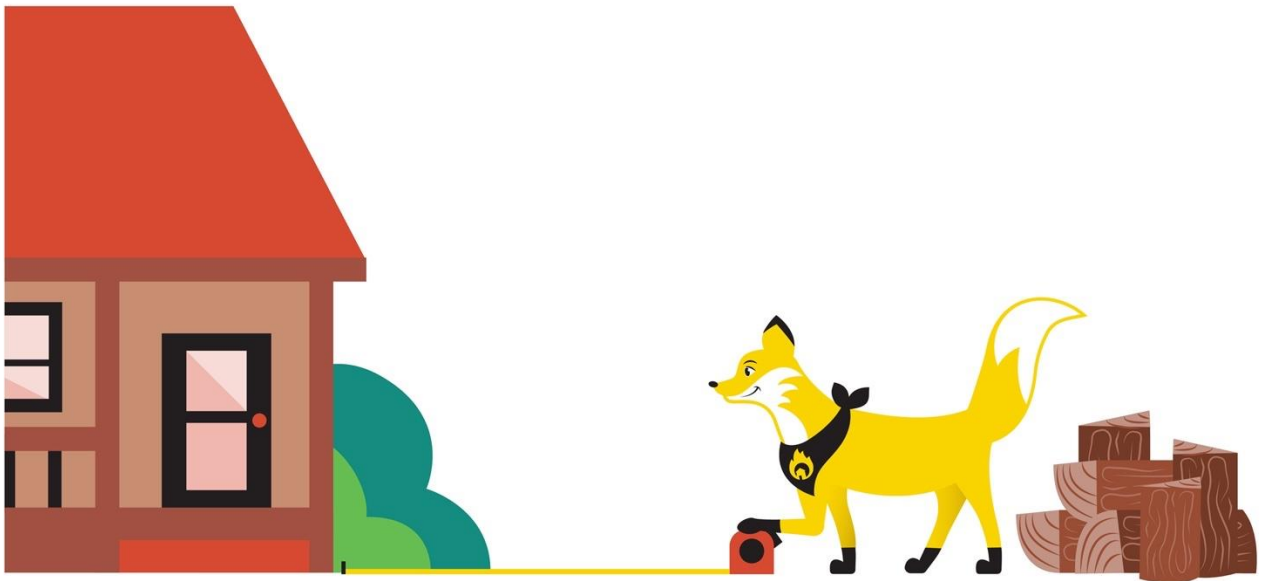
- The roof should be free of combustible materials, so embers don't have a place to collect (it should also be a fire-rated roof).
- Gutters should be non-combustible and free of debris.
- Eaves and vents should be screened with 3mm non-combustible wire mesh. Soffits and fascia should be properly fitted as well.
- Materials such as stucco, metal siding, brick, cement fibre, and concrete have superior fire resistance.
- Windows should be tempered, or multi-paned.
- Doors should be fire-rated and have a good seal; your garage doors should be properly fitted with weather stripping and even to garage walls to prevent embers from entering.
- Decks should be free of combustible patio decorations and furniture and any space below them should be free of combustible material.

Ember\_Lawnmower.eps/.png/.jpg



- Maintain a healthy lawn that is regularly maintain at a height of 10cm or less
- Maintain a debris free surface area within 10m of all buildings.

Ember\_Home\_Ign\_Zone.eps/.png/.jpg



- Maintain a non-combustible surface in the area within 1.5 metres of your home.
- Remove flammable plants and stored combustibles, such as firewood, lumber, vehicles or other items from within 10 metres of your home
- Use the FireSmart™ Landscaping guide to maintain the 1.5m non- combustibile zone and select plants and shrubs that are more resistant to fire.

Ember\_Safe\_Firewood and Storage.eps/.png/.jpg



- Remove flammable plants and stored combustibles, such as firewood, lumber, vehicles or other items from within 10 metres of your home

Ember\_Leaves\_cleanup.eps/.png/.jpg



- Maintain a non-combustible surface in the area within 1.5 metres of your home.
- FireSmart<sup>™</sup> principles have shown that they are effective at reducing the risk to property in the most extreme wildfire conditions.
- Many FireSmart<sup>™</sup> actions that reduce the wildfire risk to your property require little to no investment and will not negatively impact the aesthetics of your property.

Ember\_Clean\_roof.eps/.png/.jpg



- Materials such as stucco, metal siding, brick, cement fibre, and concrete have superior fire resistance.
- Windows should be tempered, or multi-paned.
- Doors should be fire-rated and have a good seal; your garage doors should be properly fitted with weather stripping and even to garage walls to prevent embers from entering.
- Decks should be free of combustible patio decorations and furniture and any space below them should be free of combustible material.
- Inspect the roof each spring and fall and after any major wind or weather event that may have caused branches or leaves to land on the roof or gutters.

## Artwork for Approved 3<sup>rd</sup> Party Use

The following four (4) images of Ember™ are offered for licensed CIFFC members to permit more general use by third parties supporting or conducting FireSmart™ events not directly tied to delegated licensed provincial, territory or agency of CIFFC.

### Application form:

A standard application form in appendix “A” for 3<sup>rd</sup> parties to apply for use of the images and name.

### Artwork Files

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- Images are intended to be placed on simple backgrounds (preferably white) and not overlaid on complex patterns
- Images should not be cropped, stretched or skewed
- Images may be proportionally resized
- Content should not be added to or added over top of the images
- Content should not be removed from the original images

The images MUST appear with the ™ symbol and the following text MUST appear under the image “The name and image of Ember are trademarks of the Canadian Interagency Forest Fire Centre Inc.”

**File:** Ember\_Head\_Disclaimer.eps/.png/.jpg



**File:** Ember\_Head\_Side\_Disclaimer.eps/.png/.jpg





**File:** Ember\_Standing.eps/.png/.jpg



**File:** Ember\_Sitting\_Disclaimer.eps/.png/.jpg



The following image is to be used only to promote the appearance of the Ember<sup>™</sup> costume.

