

## The Firebox Logo

Typeface: Averta (Semibold)

Tracking: 35

Colour: #3E444A

**FIREBOX**

### Exclusion zone

You must always leave at least this amount of space around the logo. No content to come within this (unless it's a specified logo version).



## How to use it (not use it)

### Dark version (black)

Use this version on white or light backgrounds. This is the primary version we would like to be used.

Make sure there is enough contrast for the logo to stand out.

Keep the background clean (unless there is a stylistic reason).

### Light version (white)

Use this version on black or dark backgrounds. This is a secondary version that should only be used when needed.

### YES

The below examples show good contrast for the logo.

**FIREBOX**

**FIREBOX**

**FIREBOX**

**FIREBOX**

### NO

The below examples show poor contrast.

**FIREBOX**

Not enough contrast

**FIREBOX**

Background too busy

**FIREBOX**

Not enough contrast

## Feature example

### YES

The logo has good spacing around it, and there is a strong contrast against the background colour.



### NO

There is not enough spacing around the logo, and there is not enough contrast for the logo to stand out.



## Brand Font

Source Sans is our brand font.

Use the different weights from the family to create hierarchy.

**Source Sans Pro Black**

**Source Sans Pro Bold**

**Source Sans Pro Semi Bold**

Source Sans Pro Regular

Source Sans Pro Light

On the right is an example of sizing for fonts on our site.

	Root size: 16px
H1	Heading 3rem
H2	Heading 2rem
H3	Heading 1.5rem
H4	Heading 1.25rem
H5	Heading 1rem
H6	Heading 0.875rem
P	Body 1rem
.small-text	Span 0.875rem
.little-text	Span 0.75rem